

the geese of the world buy them. Someone has said that women are the priestesses of beauty. Well, if all women would keep the altar fires of beauty aglow, hideous china, flamboyant wall paper and extremes in dress materials would cease to be manufactured because of lack of demand for them.

WOMEN AS CONSUMERS ARE THE REAL RULERS OF INDUSTRY.

The entire work of the world must very largely be affected by supply and demand. The home and foreign policies of nations must reckon with these things.

Every dollar that we spend has a bearing on the scheme of things that we seldom think of, I fear. Women, the world over, being the spenders of the world's dollars, are therefore the real rulers of the industrial world at least. A time honored proverb runs "The hand that rocks the cradle, rules the world." We are prone to wonder what more then in the way of power is there to be desired by a mortal with the cradle to rock and the money to spend. The answer comes back "Votes for Women," and passing strange it is that many with a fair supply of both cradle and money clamor for the vote. I wonder if the opposition of mere man to the enfranchisement of women may be an acknowledgment that the balance of power between the masculine and feminine would be seriously disturbed by equal suffrage. I also wonder if it is the wisest ones among women who want to vote—I do not know.

THE ECONOMIC POSITION OF WOMAN.

But, jokes aside, "In the light of all these facts it is a surprising thing that anyone can look lightly upon the share that is given to women in the economic struggle" says Bertha M. Terril in a book called "Household Management." There are those who urge that the reason why women are finding the care of their homes less attractive than formerly, is the fact that all which adds zest and is worth while is taken from them. Rather is it true that some things which demanded time and strength have yielded to more vital things and there is now opportunity to perfect that which is left, with a better appreciation of its importance.

Devine in his book "Economic Function of Woman" further affirms that "it is the present duty of the economist to magnify the office of the wealth expender, to accompany her to the very threshold of the home, that he may point out, with untiring vigilance, its woeful defects, its emptiness, caused, not so much by lack of income, as by lack of knowledge of how to spend wisely. * * * The economic position of woman will not be considered, by those who judge with discrimination, inferior to that of man."

Miss Richardson says "The woman who longs to get where she won't have to count every penny, will never have her longing satisfied until she makes every penny count."