

The World's Greatest Power—Woman

Continued from page 20

give her just that flippant finish to her walk that makes all the world gaze. She has the knack of making the two extremes or ends right and the rest is easy. On the average she is blessed with lovely eyes and nice teeth, and those eyes she has trained in all the arts to give expression to motion, feeling and sentiment that attract both men and her own sex. She is able to give a word description of incidents and converse with you in such a manner as to make you feel you are the only person worth while in the world. She is dainty, loveable and possesses characteristics of a very high order. She has a way of paying you compliments that makes you feel you are somebody of importance, and this is good for the virtues they extol, you possess, perhaps only in a mild way. You leave them with the impression that you have much good in you and lofty ideas enter your brain and often you commence to put into practice those virtues which you thought you had not possessed. Some might call this flattery, but it just as truly might be termed encouragement. They seem to understand that your bad qualities are well known to yourself, and it is not necessary to mention them, but your good qualities may be often hidden to yourself even.

They are charming company, great lovers, and, to a faithful husband, women with a spirit of sacrifice beyond compare. Liberal minded, not in the least narrow in their views, they are great judges of human nature and know its virtues, and vices too well. Whilst their intensive imagination may lead you to say many things, it is difficult to tell them a real lie, for they can read you like a book. They have the true art of enjoying themselves, and making others do likewise. Whilst their natures, at the first few meetings, may appear light to strangers, it is when you begin to know them you find that there is a depth of character which increases with every meeting. Few women of the world have done more for charity in the far-distant parts of this globe than the French women, and those associated with these great works are often Frances greatest, richest, loveliest and most intelligent daughters.

Clever industrious women, and even after marriage, if they enter into business life, they share the burdens and responsibilities of both in a fine and intelligent manner.

Their foods are daintily and beautifully cooked. There is no waste, for everything is properly prepared, and even the delicate appetite is tempted.

Intensely patriotic, when they leave their country it is always at a tremendous sacrifice, for they love La Belle France.

NOW, travel across the Atlantic Ocean, where the largest steamships in the world are to be found, wending their way to the New World, namely, America. You will probably travel in a steamer of over 50,000 tons, with a passenger list of close on two thousand, quite a little

township, with a great variety of people representing all nationalities, for the most part speaking the English language with a foreign accent. These are bound for New York. On this trip you will get some conception of the kind of people who go to make up the population of the United States.

The American women are entirely different from those of the rest of the world. They are very free in their speech, and in most cases it is not necessary to have an introduction before entering into conversation with them. They are fluent speakers, and express their opinion freely about most things, and especially about their United States. In their opinion all other countries merely exist, but America lives, and if you wish to be a success there it is best for you to join in the chorus and, if possible, raise your voice even above theirs in praise of America. This will make right your stay in America.

They are extremely generous, very fond of sensation, being always on the look-out for some fresh novelty. History and tradition may be good to read about; they are out to make new history, and to make and break records. Time counts for a great deal in their country, and they invariably crowd as much business or pleasure in the twenty-four hours as is possible. Everything must be done in record time. Hence they are always on the look-out for the latest invention or idea to accomplish their end. No country is more marked by the characteristic dominance of the women over the men than the States. They are clever women, and if a man has any particular genius lying dormant in him they will bring it to the surface as quickly as a dentist relieves a patient of his tooth.

With so many nationalities making up their population the characteristics of the women-folk are legion. It will be quite some time before they develop a uniform national spirit, and what that will be will be interesting to know. It must come when about seven-eighths of her people are born in America, of parents of American birth.

The women are, for the most part, well versed in politics and if they once make up their minds for a change it comes quick and lively. They make love quickly—no beating about the bush—and when the bargain is clinched, they expect the man to be what he really ought to be. If he is found to be twenty carat, he will be made happy and comfortable; otherwise, if he is found wanting in this respect, an account of his stewardship might be called into question.

Divorce is rampant amongst a certain class. On the other hand, with another class, the marriage tie is kept sacred until death. When will a certain class of American women see the calamity of the lax marriage ties? It will be one of the greatest discoveries they have made for themselves, and for the welfare of their nation.

The call on the American women—with such a huge country—is one

Continued on page 24

"Makes my Face Feel so Good!"



Restful and Refreshing

No other Skin-tone has the immediate lifting, cleansing, beautifying action of *Boncilla*. It will draw out every impurity, refresh and rejuvenate you, and impart to your face, the healthful glow of YOUTH.

AT ALL TOILET COUNTERS

Boncilla

Clasmic
Beautifier

Distributors: QUELCH & GAMBLES LTD.
Young's Buildings, Custom House Quay, Wellington

Manufactured by
BONCILLA LABORATORIES INC., INDIANAPOLIS, U.S.A.