

WOMAN WITH WILL WHO FOUND A WAY

How Mrs. Cunningham-Snyder,
Driven by Circumstances,
Is Winning Fame.

IS YOUNG SOUTHERN WIDOW

Studying Medicine and Aiding Physic-
ians, She Now Heads Great
Nursing Service Established by
Big Life Insurance Company.

By RICHARD SPILLANE.

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There never was an age in which woman showed such versatility and capacity as she is demonstrating today. There seems to be no limit to her work, no field in which she cannot blaze her way to success. It is not the woman of the North who is doing it all. The woman of the South is not far behind. One of the daughters of the South who has done remarkable things is Mrs. Georgene Cunningham-Snyder, formerly of New Orleans, but now of New York.

A little more than eleven years ago she had a desperate situation to meet. She was young, and she was widowed. Years before a fall had so injured one of her limbs that tuberculosis of the bone developed. To save herself from becoming a cripple and, possibly, from death, it was imperative that she be under the care of one of the great surgeons of New York. Operations—many of them—were necessary.

Surgery costs money, a great deal of money when the knife is wielded by one of the masters of the profession.

New Orleans is the most charming of all the cities of the South. With all its commerce and its ever-increasing trade, it never has lost its old world flavor, its fidelity to old established social customs and its quaintness. Queer that out of that city should come a woman without any business training who has made a striking success in an altogether new line of business.

Not Brought Up to Work.

Mrs. Cunningham-Snyder is a daughter of M. J. Cunningham, who for three terms was attorney general of the state of Louisiana. She was brought up as are the girls of all good families of Louisiana—without any idea that she would have to make her own way in the world. It is the province of the man to provide and care for the women of his blood. This is beautiful in sentiment, but sometimes circumstances develop that make it very hard for a woman. In Louisiana only a few lines of work have been open to the woman of gentle birth and scant means. She could teach instrumental music, singing, or she could do embroidery without losing social caste. If her ambition led her to dream of something beyond this, it were better that she be content with dreaming and not seek reality.

Mrs. Cunningham-Snyder did not want to be a burden upon her father. The family was large, there being four sisters and five brothers. In 1903 she went to New York to consult a famous surgeon and, incidentally, to see if she could do anything to make a living for herself. She is bright, has a fertile brain, has been well educated and has lots of courage. The handicap under which she suffered by reason of that fall of years before did not discourage her. The fact that she would have to go upon the surgeon's table many times cut no figure in her plans. She was going to become self-supporting, she determined.

Began Study of Medicine.

She had a leaning toward medicine, so she decided to take up that study. Incidental to her ambition in this direction, she became an aide to physicians, doing secretarial work for them and assisting them in the preparation of papers for publication in medical journals. She thought medicine offered an excellent field for her. There are not so many women in it. The field is there, but somehow woman does not make the headway in medicine that she does in other branches of endeavor.

Mrs. Cunningham-Snyder kept at her studies and her secretarial work for several years. Now and then she would have to go to the surgeon's table. In all, she had to submit to seven operations. After each operation she was invalided for several weeks.

For the first year that she was in New York her father assisted her financially, but after that Mrs. Cunningham-Snyder would not let that good and kindly man do any more in a monetary way. She was able to make both ends meet through her own brave efforts.

In the Psychopathic Ward.

To broaden her knowledge and earn more money she took a position in Bellevue hospital, in the psychopathic ward. There it is that patients suffering from mental disorders due to derangement of the nervous system are treated. It is not a pleasant place. Many a man would rather dig in a ditch for a dollar a day than work there for \$20 a day. Mrs. Cunningham-Snyder saw little of the disagreeable work of this ward. Most of her duties were those of the student and the clerk. She had to look after the details of the commitment of patients to state institutions. She drew up the papers, made a history of each case and saw that the records were kept straight in regard to all these unfortunate. And all the time she studied.

She still had before her the great plan of being a physician.

Her work in the psychopathic ward attracted attention and a position was offered to her by the National Association for the Study and Prevention of Tuberculosis. She had charge of the publicity department. One of the things she had to do was to get out a biweekly bulletin that kept track of all the tuberculosis institutions in America. Up to that time there had been no concert of action in the war on tuberculosis. It was while she was with this association that she met Dr. Lee Frenkel and compiled for him a list of all the associations and all the persons engaged in the fight on the great white plague.

Welfare Department Work.

Frenkel was so pleased with the work that Mrs. Cunningham-Snyder did that when he was invited by a great insurance company to establish a welfare department, he asked her to accept a position under him. She consented. The work was not much at first, but it has grown today to be a very large affair. It was started in New York, experimentally, in one small section of the city. Three months' trial was sufficient to warrant its extension. First and last the purpose of the work was to prolong life, especially the lives of policy holders. In case of illness the policy holder is requested to notify the company's agent at once. Then a visiting nurse calls. The nurse does not remain in the home of the patient, throughout the illness, but gives such attention as is necessary.

A skilled nurse can do a wonderful amount of good in an hour's visit. Comparatively few persons know the tremendous importance of having the sick room sweet and clean. The length of the visits and the number of calls are

prepare food, the importance of keeping the icebox pure, the germs that get on the hands from dirty straps in street cars, or from door-knobs or furniture. She tells of the simple disinfectants and she dwells particularly on the glory and the benefit of open air is a Charming Enthusiast.

The greatest housecleaners in the world are sunshine and fresh air. Where they are germs cannot grow. She goes into the matter of rest, of work, of dress, of exercise, of the teeth, the mouth, the nose, the hands, the eyes, the ears. She is an enthusiast and her liquid, Southern tones have a decided charm. She has studied her subject so deeply and is so wrapped up in it that she gives it an interest far beyond what a person would imagine could be developed in such a talk. She can explain a thing so clearly "that everyone can understand. If persons only would live correctly the span of life would be much longer, but from early life until the end most persons misuse the one great asset with which they were endowed—health.

Of the 800 nurses under her direction, nearly all have connections with settlement houses or other bodies. They are pretty well trained, but they and they have a good deal to learn from Mrs. Cunningham-Snyder in every matter, from making a bed or cooking a meal to nursing a patient. She seems to have studied and mastered everything that has to do with the improvement of health conditions. That would not be of such value if it were not for her singular ability in imparting her own enthusiasm to all those about her. Possibly the joy she feels in having come through so many surgical operations without being crippled and with good health explains this in part.



Mrs. Georgene Cunningham-Snyder.

left to the judgment of the visiting nurse. The nurse at all times places herself or herself under the orders of the physician in charge. In cases of urgency special nurses are provided to look after the patient. There is no charge for the visits of the nurse. It is part of the business of the company and it has been found to be profitable. The longer a policy holder lives, the more premiums the company receives. Safeguarding the life of its policy holders, therefore, is of prime importance.

Heads Great Nursing Service.

The great factor in this work is this woman of the South. She has spread this visiting nurse business far and wide. She has become next to Doctor Frenkel, the directing spirit of the welfare department, with the title of superintendent of the nursing service. The policy holders in 1800 cities and towns come within her province. The company has 11,000,000 policies out. This nursing service already embraces sections in which 1,000,000 of the policy holders live. The nurses under this woman's charge made 1,000,000 visits in 1912. Her department expended a little more than five hundred thousand dollars. She has 58 clinics in her New York office. She has 800 nurses scattered throughout the United States. All the agents of the company are instructed to work in co-operation with her. She puts in about three months each year traveling around the country, visiting agencies, getting the nurses together, explaining her plans and delivering addresses. Incidentally she gets up a vast amount of literature intended to enlighten men and women in matters of hygiene. There is not anything in the household or in regard to care of adults or children to which she does not give attention. She goes into those subjects in her addresses and in the printed matter she puts forth. She tells what is the right way and what is the wrong way to keep a house clean. She tells how to keep cooking pots, spoons and dishes clean and sweet. She tells about closets, garbage pails and towels. She goes into the matter of germs. She tells how to care for and

When Mrs. Cunningham-Snyder first went out traveling, telling the men of the company how to do their work some of the employees thought she was getting her information second hand, and, wishing to be gracious, one of them, possibly misled by her unusual name, would arise after she finished her speech and compliment her on knowing so much about her husband's work. Then she would have to explain that she had no husband and it was her work she was talking about.

Doing Much for America.

She gets a fat salary. She is likely to get a still larger one. She probably is doing more than any other person in America to improve health conditions and prolong life. Her influence is growing with each year. She is the greatest teacher of hygiene in the country today. She is young. She still is in her early thirties. For a woman who went to New York ten years ago fettered and handicapped, she has made remarkable progress. This is all the more remarkable in the light of the fact that she is the only member of her family who has had a business career. Her father is practicing law in New Orleans today. Four of her brothers are living; one of them is judge of the district court in northern Louisiana.

When the woman of gentle breeding, whether she be of the North or of the South, goes into business, she seems to develop talents she never was supposed to possess. A little woman of Bowling Green, Ky., who began with a needle, has built up a business that pays her \$50,000 a year; a gentleman of Albany, N. Y., forced by grim necessity when she was past fifty, to make a living for herself and her invalid sister, has developed a business in New York city that has drawn in various Standard Oil millionaires who were eager to share its great profits.

And here this woman of New Orleans goes to New York and, within a decade, does work that is likely to make her a national figure.

It's wonderful how long some faces grow over night.

Put That Pain to Use

The network of nerves in your body, like the network of wires in a burglar alarm system, gives quick warning when anything is going wrong inside. Looking at it in this way a pain is a useful alarm. Now, kidney weakness is a dangerous thing—a condition not to be neglected—and it is wise to know and pay attention to the early alarm signals of sick kidneys.

Backache is a common warning of congestion or inflammation in the kidneys. It may be dull, nagging pain, or a sharp twinge when stooping or lifting. There are likely to be disorders of urination, dizziness, headaches, and drowsy, despondent, tired feelings.

It is very hard to strengthen weak kidneys at first, but neglect invites rheumatic or neuralgic attacks, gravel, dropsy, and fatal Bright's disease. As a special medicine for weak kidneys Doan's Kidney Pills have been used for years all over the civilized world, and surely are considered reliable. The patient can always help the medicine immensely, however, by dieting lightly, using little or no liquor, tea or coffee, keeping regular hours and drinking lots of pure water.



"I can hardly straighten up."

As to Doan's Kidney Pills, read the following enthusiastic endorsement by one who has tested them.

LIMBS TERRIBLY SWOLLEN

Gave Up All Hope of Recovery

Charles Cole, 204 N. Buckeye St., Iola, Kan., says: "My condition was so bad with kidney trouble that I had given up hope of ever being cured. For twelve years I had been trying different kinds of medicine, but never getting much relief. My back was so weak that the least work caused me intense suffering. I frequently had to go and lie down, then to get up I would have to roll over and straighten gradually. My feet and limbs swelled terribly and when the kidney secretions became retarded I realized that I had a bad case of kidney complaint. I often noticed quite an accumulation of sediment in the secretions. A friend advised me to use Doan's Kidney Pills and I did. In a short time I felt like myself and continued use cured me. Off and on since then I have taken a few doses of Doan's Kidney Pills occasionally as a general preventive and they have kept my kidneys in good shape. I am always glad to tell others what cured me."

"When Your Back is Lame—Remember the Name"

DOAN'S KIDNEY PILLS

Sold by all Dealers. Price 50 cents. Foster-Milburn Co., Buffalo, N. Y., Proprietors

DEFENDS POPULAR REMEDIES

Speaker Says Newspapers Should Investigate Merits of Medicines Before Barring Advertisements.

That an organized attempt has been made to blacken the reputation of the popular family remedies of this country, and to mislead the newspaper publishers into rejecting the advertising of such medicines, was the charge made by Carl J. Balliett, of Buffalo, N. Y., at the convention of the Advertising Affiliation at Detroit.

Mr. Balliett is a director of the Proprietary Association of America, which includes in its membership two hundred firms which make the popular prepared medicines of America.

Mr. Balliett pointed out that it is the duty of the newspaper publisher to refuse the advertising of any fake or fraudulent medicine, just as it is his duty to refuse any fake or fraudulent advertising, but it is not right to shut down on all medical advertising because there have been some fakers, any more than it would be right to refuse to publish all department store advertising because certain stores have made a practice of lying about bargain sales.

Disease and death are mysteries. People who are perfectly well are skeptical. They laugh at the time-worn patent medicine joke, just as they laugh again and again over the many variations of the operation joke—"The operation was a success but the patient died." This so-called humor has perhaps hurt the medicine business with well people, but when the hitherto healthy man feels a severe pain or illness, he immediately wants medicine, and will bless the cure whether it be at the hands of a regular doctor, a homeopath, an osteopath, a Christian Scientist or patent medicine. There is nothing more deadly than disease; nothing more honorable than to cure it.

Mr. Balliett refuted the idea sought to be spread about that patent medicines are unpopular by showing that from 1900 to 1912 the amount of prepared medicines consumed in America increased from \$100,000,000 to \$160,000,000 annually. He showed that, although the American Medical Association is trying as an organization to exterminate so-called patent medicines, the family doctor, individually, is not fighting them but prescribing them. He estimated that 40% of the prescriptions written by doctors today include proprietary medicines.

The writings of Dr. Harvey W. Wiley, he said, have also aimed to destroy confidence in proprietary medicines; but that Dr. Wiley's ideas are not infallible is shown by cases where his analyses were entirely wrong. Mr. Balliett mentioned a case where, with all the power of the Government, he fought a preparation as being dangerous to health, and was ingloriously walloped.

There has been spread the idea that a clever faker can mix a few useless ingredients and, by smart advertising, sell tons of it and win sudden wealth; whereas, as a matter of fact, the medicine business is notoriously difficult, and, where there has been one success at it, there have been a hundred failures. Any medicine which has no merit cannot live, because persons who are duped into buying it once will not buy it again, and the profit from advertising a medicine can only come from repeat sales to the same, satisfied people. Therefore, any medicine which has been on the market for a number of years, and is still advertised, must have merit behind it to account for its success.

In conclusion Mr. Balliett declared that no newspaper is doing justice to its readers in the matter of medical or other advertising, unless it investigates, not only the wording of the advertisement offered for publication, but the merits of the article advertised. He pointed out that the few newspapers who have been deluded into the policy of barring out medical advertising have adopted this general policy, rather than to form an investigation bureau of this kind which could, in a constructive and useful effort, investigate and decide what is a good product and what is a fraud, in not only the medicine business, but in every other business which advertises its wares to the public.

The audience seemed to agree with Mr. Balliett's ideas on the subject and the chairman decided the question at issue in his favor.

Likes Sensible Women.

Montague Glass, the author of "Perlmutter and Potash," says that he would not marry a woman who did not have sense enough to want equal rights for her sex. He has a wife who, needless to say, comes up to his expectations of what a sensible woman should be.

YOUR OWN DRUGGIST WILL TELL YOU Try Murine Eye Remedy for Red, Weak, Watery Eyes and Granulated Eyelids. No Stinging, Just Eye Comfort. Write for Book of the Eye by mail Free. Murine Eye Remedy Co., Chicago.

If it were not for your memory you would be unable to forget.—Omaha World-Herald.

William the Modest. "The German emperor," said Kurt Kieglar, German consul to Denver, "is not at all the conceited, vain-glorious character his enemies make him out to be. He is, on the contrary, as modest as he is intelligent."

"They keynote of his character was given in 1912 in a speech that he made to his beloved Brandenburg regiment."

"No general," he said, "in this speech, 'is a hero to his valet, nor to himself, either, unless he is a fool.'"

A man often wishes he could change his luck as easily as a woman can change her mind.

It's a pity the people who quarrel over trifles haven't something worthy of their talents.

Weak Heart

Many people suffer from weak hearts. They may experience shortness of breath on exertion, pain over the heart, or dizzy feelings, oppressed breathing after meals or their eyes become blurred, the heart is not sufficiently strong to pump blood to the extremities, and they have cold hands and feet, or poor appetite because of weakened blood supply to the stomach. A heart tonic and alterative should be taken which has no bad after-effect. Such is

Dr. Pierce's Golden Medical Discovery

which contains no dangerous narcotics or alcohol.

It helps the human system in the constant manufacture of rich, red blood. It helps the stomach to assimilate or take up the proper elements from the food, thereby helping digestion and curing dyspepsia, heart-burn and many uncomfortable symptoms, stops excessive tissue waste in convalescence from fever; for the run-down, anemic, thin-blooded people, the "Discovery" is refreshing and vitalizing.

In liquid or tablet form at most drug stores or send 50 one-cent stamps for trial box to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y.

Read Chapter VII on Circulatory Organs in the "Medical Adviser"—A French cloth-bound book of 1008 pages sent on receipt of 31 one-cent stamps, address as above.

Catarrhal Fever

3 to 6 doses often cure. One 50-cent bottle SPOHN'S guaranteed to cure a case. Safe for any man, woman or child. Dozen bottles \$5. Get it of druggists, harness dealers or direct from manufacturers, express paid. SPOHN'S is the best preventive of all forms of distemper. SPOHN MEDICAL CO., Chemists and Bacteriologists, Goshen, Ind., U.S.A.

Unnerved Completely. "Beef eaters usually have steady nerves, do they not?" "I've always thought so, until fear of a Zeppelin raid doused the lights of London."

There are few really great men on earth, but there are a lot of others who are willing to admit their greatness.

Human Nature. "Now, Ethel, Howard says he's sorry he broke your doll, so I want you to forgive him." "I'd feel more like forgiving him mother, if I could swat him one first."—Life.

The skeleton in the wife's closet is apt to be another female of the species.

Rheumatism Muscle Colds

"It is easy to use and quick to respond. No work. Just apply. It penetrates without rubbing."

Read What Others Say:

"Have used your Liniment very successfully in a case of rheumatism, and always have a bottle on hand in case of a cold or sore throat. I wish to say I think it is one of the best of household remedies. I would not have used it only it was recommended to me by a friend of mine who, I wish to say, is one of the best boosters for your Liniment I ever saw."—J. W. Fuller, Denver, Col.

"Just a line in praise of Sloan's Liniment. I have been ill nearly fourteen weeks with rheumatism, have been treated by doctors who did their best. I had not sleep for the terrible pain for several nights when my wife got me a small bottle of the Liniment and three applications gave me relief so that I could sleep."—Joseph Tumblyn, 618 Commerce Street, McKeesport, Pa.

SLOAN'S LINIMENT

Good for Neuralgia, Sciatica, Sprains and Bruises.

All Dealers 25c. Send four cents in stamps for a free TRIAL BOTTLE.

DR. EARL S. SLOAN, Inc. Dept. B Philadelphia, Pa.