

## TWENTY YEARS OF THE JOURNAL

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*Treasurer of the JOURNAL Board of Directors*

Twenty years ago, on October 1, 1920, the first number of the AMERICAN JOURNAL OF NURSING appeared, the product of a determined purpose and an earnest effort on the part of a group of women who were members of the Associated Alumnae, now the American Nurses' Association. Isabel Hampton Robb was president of the Association at that time. The JOURNAL, first as a hope, later as an accomplished fact was one of her chief interests. There were then only twenty-one alumnae associations in the entire country; state and county associations were still in the future. The Associated Alumnae was made up of only a few hundred members. How could so small an organization hope to start a magazine of its own?

There was impressed upon its officers and members the necessity for a medium whereby its objects could be made known, the knowledge from its meetings and more formal conventions be disseminated, the necessary appeals for membership be heard and the broadening of the nurses' opportunities be hastened. Hitherto, the nurses had been dependent for their necessary publicity upon journals not particularly identified with their interests, and their need was great. The same subject occupied the attention of individual members of the Superintendents' Society, (now the League) as early as 1898, and from time to time thereafter, but no definite action was ever taken by them.

In April, 1898, in the first annual convention of the Associated Alumnae held in New York, the plan was presented by Miss Dock, approved by the Association, and a committee appointed to consider ways and means. At the next annual convention in New York, in May, 1899, this committee presented several methods that did not seem specially practical, and a new committee was appointed, consisting of Misses M. E. P. Davis, Harriet Fulmer, M. A. Nutting, Sophia F. Palmer, and M. F. Stevenson; to this list the name of Mrs. Robb was added the next year.

The report of the chairman of the committee, Miss Davis, given at the third annual meeting in May, 1900, showed great activity and business sagacity. Inasmuch as the committee was one on "ways and means," she confined her discussion of the subject to those phases and presented four different "ways" which might be followed in establishing the magazine:

First: To put the work into the hands of a reliable, widely known, well established publishing company, who would print, bind, proof-read, mail, and

copyright, in a manner that would be not one whit below that of the standard magazines of the day, and in addition would furnish a business manager, perfectly familiar with all details of the work, such as soliciting advertising, canvassing subscriptions, etc., in fact attending to all duties outside those assumed by the editor and staff.

Second: To make a contract with a printing company which would agree only to print, which would not assume any other of the details, or if it did would not guarantee the manner and promptness of its performance, as it could have no control over firms doing work outside its direct line, binders, mailers, etc.

Third: To allow a business firm which has a large printing plant of its own to issue it, which would be willing to assume all the labor in return for the revenue from the advertising pages.

Fourth: To join forces with some kindred or educational magazine about to be put, or already on, the market.

As "means" she suggested:

First, subscriptions; second, advertisements; third, joint stock company.

When the committee had obtained the foregoing information, it became necessary in order to prove the feasibility of the first named scheme for it to have some assurance that subscriptions would be forthcoming. In view of that, there were printed and distributed 5,000 copies of a circular and 200 of a proposed outline.

The returns of this procedure are in the neighborhood of 550 cash subscriptions with "encouraging promises," as soon as the scheme becomes a reality.

From a publishing house the information has been obtained that we may depend upon advertisements to about the sum of \$1,000 net per annum, provided the subscription list amounts to not less than 1,500, first issue.

Fearing that the first two "means" would not furnish sufficient funds for incidental expenses and to carry on the work with a rational guarantee against failure, the third method in conjunction with the other two was resorted to. A joint stock company was formed (with shares par value \$100, selling at par). As a result, a guarantee of the sale of twenty-four shares has been obtained. The amount of cash at the present available, therefor, is about \$3,400, which, in the estimation of the committee, is a sufficient amount to warrant arrangements being made for an early issue of the magazine.

In order to accomplish this, the chairman of the Committee, Miss Davis, had written over three hundred personal letters, beside sending receipts and answering questions. The other members of the Committee assisted in other ways.

It was voted to reappoint this committee as a standing committee, with power to act, until such time as their services were no longer needed.

The first of the "ways" suggested was adopted and a publisher was sought who would be willing to undertake a project which had so small a capital.

The year 1900 was an acute one for the committee, but having been given power, it proceeded to be exceedingly *active*, with the

result that the first issue of the AMERICAN JOURNAL OF NURSING appeared on October 1, 1900, under the direction of Miss S. F. Palmer as editor and with the following editorial staff: Misses McIsaac, Richards, Brent, Dock, Cox, Davis, Drown, Riddle, and Mrs. Robb. These collaborators, or assistants, were for years unpaid and remained with the JOURNAL as such, for a greater or less length of time; but one of them, Miss Dock, has remained through all the years, and is as earnest and constant in her departmental work, as in the beginning.

The publication was finally undertaken by the J. B. Lippincott Company of Philadelphia, who contributed much to its success, winning frequent commendations from the non-professional public for the magazine's appearance and typographical accuracy.

Miss Palmer, the editor had, during the previous summer, taken a four months' leave of absence from her hospital position, one month as a vacation, three months without pay, to study journalism and to establish the magazine, paying her own expenses, and receiving no compensation from the JOURNAL. She continued to serve gratuitously after returning to her hospital position, for from four to five months, doing the JOURNAL work mostly in the evening, frequently employing a typewriter at her own expense, in order to carry on the work.

Much gratuitous service was given by all connected with the JOURNAL in its early days. The editor gave it house space for twelve years; Miss Davis gave nine months of active service without compensation, and a small group of devoted women, mostly superintendents of training schools, advanced one hundred dollars each, to become shareholders in a stock company, should the scheme succeed, or lose it without a murmur, should it fail. Had it not been for the generosity of these women, the financial arrangements would have been much more difficult.

It was early realized that definite plans must be made to meet the expenses which were constant, and since the Associated Alumnae was but a voluntary organization, it could not transact business, even though incorporated and allowed to own property. Therefore, the AMERICAN JOURNAL OF NURSING early made arrangements for the organization and incorporation of a company to be responsible for its business. A meeting for the consideration of that purpose was held April 20, 1901, in Boston, and the company was formed by giving a name and electing officers. The chairman records that:

realizing that few of the stockholders could be present, an opportunity had been given to send their proxies for the choice of editor with the expression of their opinions in regard to the amount of the salary of the editor.

The vote was cast that the present editor be retained at a salary that would make it possible to devote her entire time to the JOURNAL. Seventeen out of

twenty-one were in favor of immediate incorporation, so as to put the company in a position to legally assume the liabilities of the JOURNAL, its receipts and expenditures, and to be able to turn over to the Associated Alumnae, in a legal manner, all the business of the JOURNAL whenever that body found itself in condition to assume it, and reimburse the stockholders.

Incorporation was completed in New York, and the articles were signed October 29, 1902, by Mary E. P. Davis, Boston; Lavinia L. Dock, New York City; Pauline L. Dolliver, Boston; Sophia F. Palmer, Rochester; Anna C. Maxwell, New York City.

The Board of Directors of the AMERICAN JOURNAL OF NURSING Company, for the first year were: Mary E. P. Davis, Boston, Mass.; Anna V. Van Kirk, New York City; Linda Richards, Taunton, Mass.; Mary D. Barnes, New York City; Isabel Hampton Robb, Nottingham, Ohio.

It may be of interest to recent members of the JOURNAL family to know that the first issue of the JOURNAL had the familiar green cover and that its table of contents was as follows: With the "Maine" to South Africa, M. Eugenie Hibbard; What We May Expect from the Law, Lavinia L. Dock; Miss Linda Richards, by one of her pupils. There were departments: *Practical Points on Private Nursing*, Isabel McIsaac, two papers, *Specialties in Nursing*, Katharine DeWitt and *Visiting Nursing*, Eliza J. Moore; *Children's Department*, Louise C. Brent, *Infant Feeding*, W. B. Thistle, M.D.; *Educational*, Isabel Hampton Robb, *Hospital Economics*; *Progressive Movements*, Lucy L. Drown, *Work for Nurses in Play Schools*, Mary Boyle O'Reilly and *Nurses' Settlement*, Lillian D. Wald; *Prophylactic*, Mary M. Riddle, *The Relation of Bacteriology to Preventive Medicine*, John H. McCollom, M.D. The *Hospital and Training School Items* were in charge of Linda Richards and covered a field from New England to the Pacific. There was *Foreign News* and an *Editor's Miscellany*, the latter being a mixture of editorial comment and of letters to the editor. There were *Announcements* and *Book Notices* and, last of all, the *Proceedings of the Third Annual Convention of the Nurses' Associated Alumnae*.

The editorial offices have several times been changed. At first the editor, Miss Palmer, was still serving as superintendent of the Rochester City Hospital, (now the Rochester General), and her rooms constituted the office. After four months, the editorial work moved with the editor to a boarding place and accompanied her on her travels to several of the larger cities, where she went to get more closely in touch with the work being done in those communities. From May, 1904, until the autumn of 1913, it was housed in the editor's own home at 247 Brunswick Street, Rochester. This was no makeshift arrangement. One pleasant room with two windows and a good closet was

furnished as an office and was kept for that purpose. No rent was paid for this by the JOURNAL and the editor contributed, also, light, heat and telephone service. From the autumn of 1913 to March, 1919, the JOURNAL was housed with the Nurses' Central Directory at 45 South Union Street, occupying at first one room, but gradually increasing to four. In March, 1919, the office was moved to its present location, rooms 613-615 Insurance Building, 19 West Main Street, Rochester, where it has three light, commodious offices in one of the best office buildings of the city.

During the first seven years of the JOURNAL'S existence, the editorial staff consisted of the editor, who had occasional help from a stenographer or from her sister. From the spring of 1907 until the fall of 1913, the staff consisted of two persons,—Miss Palmer as editor, and Miss DeWitt as assistant editor. In the fall of 1913, Bertha J. Gardner joined the staff as assistant business manager and worked most faithfully until the time of her death in July, 1917. Also, in the fall of 1917, a bookkeeper was employed in the editorial office, for at this time the subscription work was taken over. At the present time the staff consists of the acting editor and her assistant, both of whom are nurses, and of five clerks. In addition, the JOURNAL has the services of an advertising manager.

At intervals between February, 1906, and October 1, 1909, Miss M. E. P. Davis acted as business manager, doing her work in the offices of the publishers. She established the Bureau of Hospital Positions, later discontinued, and the Book Department.

As has been said, the first publishers of the JOURNAL were the J. B. Lippincott Company of Philadelphia. They not only did the printing and mailing, but they secured the advertising, and conducted the subscription department. Their term of service extended over a number of years, October, 1900, to September, 1913. The judgment and experience of this established firm were invaluable to the editor, they were responsible for its dignified make-up and appearance and from them she learned many needed lessons in regard to the details of publishing and management. In 1913, the Waverly Press of Baltimore took over the printing, mailing and advertising of the JOURNAL, but the business management and the subscription department were transferred to the editorial office, where they have been ever since. In November, 1917, the printing was transferred to Rochester, and the AMERICAN JOURNAL OF NURSING Company became the publishers.

At this point we may ask how the JOURNAL became the property of the American Nurses' Association, for the shares of stock, of \$100 each, were originally owned by nurses or by alumnae associations of nurses. From its inception, the JOURNAL was destined to become the

property of its promoters, the American Nurses' Association. The stockholders, without whom its establishment would have been impossible, felt themselves to be but trustees, holding the stock in trust, biding their time until the Association should be able to take it off their hands and they be retired and, to some extent, reimbursed. Few of the original stockholders got all their money back, but that was no disappointment, for they never expected it. The women of those days in our profession worked hard and long for the good of their profession and the effort and money expended upon the JOURNAL are but an example of this. The first contribution to the JOURNAL Purchase Fund was the sum of \$14 handed over by Isabel Hampton Robb and represented the interest on her loan to the JOURNAL. Many of the stockholders gave their stock outright to the American Nurses' Association, while others sold it at a discount. The purchase money was gathered, for the most part, as all our funds have been gathered, by numerous small individual contributions. It is an interesting coincidence that the resolution for the purchase of the JOURNAL stock was passed by the Associated Alumnae in convention in San Francisco in 1908, and the purchase was concluded and all indebtedness wiped out during the convention in San Francisco in 1915. This event was celebrated by an incineration of the redeemed notes. The American Nurses' Association now became the sole owner of the JOURNAL stock, but the affairs of the JOURNAL are administered by a Board which is elected annually by the directors of the Association. This board is the AMERICAN JOURNAL OF NURSING Company.

During its entire existence the JOURNAL has been the promoter of the cause of nursing education in all its phases, from its early efforts for the course in Hospital Economics at Columbia, now the course in Nursing and Health, to the latest methods of teaching nurses as described in the Department of Nursing Education. It has presented every subject that would increase the usefulness of the nurse to the sick and to the community, consequently it is no surprise to find its columns frequently devoted to the discussion of registration for nurses. Its editor espoused this cause with most excellent results. She herself was president of one of the first examining boards appointed and her pen wrote with a surety of the rightness of her cause. We believe that every bill, as it was originally passed, has appeared in the JOURNAL. The movement for registration resulted in an education of the public, in the raising of the standards of nursing education, and in improvement in both hospitals and nurses' homes, as applicants began to realize that some schools have a better standing than others.

Other movements which have been helped by the JOURNAL are the original bill for providing women nurses in the Army and its natural sequel, the Navy Nurse Corps bill; the crusade for prevention and cure of tuberculosis; school nursing; vacation schools and playgrounds; affiliation of schools for a more rounded training; postgraduate courses; preliminary courses; Red Cross nursing; missionary nursing, the recruiting of nurses for war service; the eight-hour day, student government, reorganization, and, last of all, rank for nurses.

All our funds have been raised largely through the publicity and appeals made through the JOURNAL'S pages, beginning with the Hospital Economics fund, and continuing to the JOURNAL Purchase fund, the Isabel Hampton Robb Memorial Fund, the Relief Fund and the Memorial Fund.

With all these other interests, the original purpose of the JOURNAL has not been forgotten. It has served as the mouthpiece of our national organizations, especially the American Nurses' Association, printing the proceedings of its conventions, and giving all its announcements and reports. It has served the state associations in the same way, having been adopted as the official organ by thirty-one of them. Its pages are open, without charge, to all nursing associations for important news items and announcements. It has, in fact, been the medium of communication between our nursing bodies, as it was intended to be.

The JOURNAL departments have varied from time to time and have been in charge of department editors who have been most interested in presenting their own subjects to the magazine's readers in the most effective way. Two who have been with the JOURNAL for many years should be especially named,—Lavinia L. Dock and Elisabeth Robinson Scovil.

Those who have served as president of the JOURNAL Board of Directors and who have often had difficult problems to solve are: Mary E. P. Davis, Isabel McIsaac, Annie Damer, Jane A. Delano, Clara D. Noyes, Sarah E. Sly.

The influence of the JOURNAL during these twenty years has been educative, but conservative—never rash. To many readers the JOURNAL and Miss Palmer seemed inseparable. Her vision was clear, her judgment was sound, her advice carried conviction. Many of her editorials which seemed inspired were the result of long night watchings and meditations; they were not written in haste. The best tribute that can be paid to all those who have helped in its upbuilding is for all who follow to work together to keep it what it has been thus far,—a medium of communication between nurses, a history of nursing progress, a guide and leader in nursing thought.