

is a constant demand from this group and from small hospitals for articles on nursing procedures which will keep them "up to date." As Miss Breay has said, these are the most difficult of all articles to secure, probably because the editors do not live in hospitals, and are, therefore, not always informed about new developments; also, because new ideas spread rapidly in hospitals, and none feel that their particular activities are unique. This material makes almost no appeal to the advanced administrative group.

#### USE OF DEPARTMENTS.

The use of departments in a magazine has certain advantages and also certain limitations. The great advantage is that of placing the department in the hands of an expert for editing. This we do for only two departments at the present time, Nursing Education and Red Cross Nursing Service. The advantages are obvious. Our third department, the Student Page, may be questioned by some of you, since the magazine is primarily intended for graduate use. We believe it has enormously stimulated early interest in the magazine, for we receive many, many more student manuscripts than we can use, and it is a matter of great pride in a student body when one of its articles appears. Aside from this, we believe we are developing potential graduate contributors.

#### INDEX.

A final point in making a magazine useful is the index. We are attempting to improve our own, and hence venture to speak of the importance of a very complete subject, title, and author index. A professional journal worthy the name is a rich mine of reference material for class-room use, as well as for workers in the field. It is a record of the history of the profession from month to month. It is in advance of any textbooks in discussing new methods, new skills, new technics. There is no better index to the usefulness of a professional publication than this of its use in the schools. Furthermore, instructors making such use of a magazine help establish a useful professional habit. The editors must assist them by producing a readily usable index.

#### SUMMARY.

In sum, how to make a journal useful depends upon (1) intimate contact with and a sympathetic interest in those who may be expected to use the magazine; (2) a definite objective—aim definitely to help the lower, the middle, or the upper third of each group; (3) sound knowledge of sources of information; (4) the ability to secure and put into usable form for publication the results of the thinking of specialists; (5) flexible thinking in order that plans may be readily adapted and adjusted.

We attempt to maintain contacts by attendance at state and national meetings, by questionnaires, by travel, and by encouraging correspondence. Travel, including actual visits to institutions and organisations, is the most fruitful of all sources of both demand and supply. Unfortunately it is also the most expensive in both time and money, but nurses are so co-operative that every mile of travel pays large returns.

#### How to Make a Journal Attractive.

Thus far we have been discussing the content of the magazine. The second half of our topic, "How to Make a Journal Attractive," is concerned with content to the extent that no magazine can be attractive if the material is poorly selected and poorly written. In our experience the literary level of the profession is rising, but, of course, if nurses were professional writers, they would not be nurses. Notwithstanding this fact, the bulk of our material must come from within the profession if we are aiming at a truly professional journal. Material from without the profession, no matter how well written by acute observers, may be about nursing, but it is not nursing in the true sense. A

nursing journal offers no more useful contribution to the profession than that of developing the powers of self-expression of its members.

#### THE VEHICLE.

Attractiveness is largely concerned with the vehicle. Here Polonius' advice to Læertes may, in a measure at least, be applied:—

"Costly thy habit as thy purse can buy,  
But not express'd in fancy; rich, not gaudy;  
For the apparel oft proclaims the man."

May I say that we have just subjected our magazine to expert scrutiny, but a little time will be required to make the changes we are convinced are necessary. Just as we believe a professional journal for nurses should meet the test of nursing approval of its content, so do we believe its appearance should meet accepted journalistic standards.

The writer is of the opinion that we tend to be niggardly in our expenditure for illustrations. Better a few good ones than many of mediocre quality. Finally, in the matter of type, it is well to keep in mind that cardinal rule of the printer's art: "Type was made to read." All the variety required by a professional journal may be obtained by judicious use of upper and lower case and of italics.

Certain general rules should be borne in mind. As pressure on your space grows greater and greater, and the pile of good manuscripts unused is greater than that used in any one month, it is a temptation to overcrowd the pages. This may be frugal, but it is *not* economy, for the crowded pages are not read. Do not be afraid of white paper, provide good margins, use fillers judiciously, and break up long un-illustrated, technical articles with suitable breathing-spaces. They rest the eyes and give the mind a fresh start. Above all things remember that the loveliest page is the simplest.

Given material well written by experts, interspersed by brief actual statements or fillers, all selected with the felt need of particular groups of nurses in mind; given clearly printed and well-illustrated pages, bound in an attractive cover, a journal cannot fail to make a place for itself if backed by loyalty and even a limited amount of salesmanship.

#### The Great Secret of Work.

Miss K. Pohjala, Editor of the "Finnish Nursing Journal," said:—

Since this question has been so well presented, and because I feel that you all are very tired after the strenuous conferences, I will speak only of a few personal experiences.

It is not at all easy to answer this problem, in fact I think it is easier for the audience (public) than for the editor to answer it. A few days ago I applied diffidently to the manager of our paper and asked: "Tell me, please, how can we make our paper more efficient?"—She was busy and I only heard the words: "Many advertisements, many advertisements."—I tried to explain that I did not mean exactly that, but that I was thinking only of our readers, and not of our own troubles, to which the critical public does not pay any attention as a rule.

While working on the staff of a daily paper, I noticed that, as far as communication with the public is concerned, it is not at all difficult, but a Nursing Journal—there the difficulties begin. And I cannot help thinking that editing a Nursing Journal must be the most difficult. The nurses wait for their paper and criticise it, but do not realise that they are part of the entity which the paper forms, and that the well-being of the entity depends upon how well every part of it performs its duty.

I remember well, when editing the nurses' paper for the first time, how I very hopefully cast my nets into the sea and how disappointed I was at the end of the month, when, pulling them in, I found they were empty. Downcast, I sat

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