

nursing progress—Miss Harriet Fulmer, Miss M. Adelaide Nutting, Miss Sophia Palmer, Mrs. Isabel Hampton Robb, Miss M. W. Stevenson, with Miss Mary E. P. Davis as chairman. "The work of this group," we are told, "in laying the foundation upon which the *Journal* now rests is an interesting phase of American nursing history."

The story records "With amazing courage—for they knew very little about journalism or the business details of producing a magazine—and with no financial assistance from outside the nursing group, the committee set out to raise money, to learn the business, and to establish the *Journal*." With "a capacity for sustained drudgery," Miss Mary E. P. Davis, the chairman, was the moving and guiding spirit of the enterprise . . . several plans were suggested for financing the new magazine. It was finally decided to form a joint stock company and to sell shares at \$100 each. Very wisely the shares were sold only to nurses, so that from the very first the *Journal* has always been owned and controlled by members of the nursing profession. This basic principle of control was not just a happy accident, but the intention and careful plan of the women who were responsible from the first. Mrs. Robb wrote to Miss Dock on December 1st, 1899:—

"It has occurred to me that possibly it might be a better thing for us to form a joint stock company and engage a business manager. We could in the course of time withdraw our stock as the magazine paid better and let it drop into the hands of the Associated Alumnae proper."

The letter also indicates that, although the stock was bought by individual nurses and alumnae associations, each considered such stock as held in trust for the organisation until the body could afford to own it.

The new journal was to be a professional, not a commercial, enterprise.

On February 19th, 1900, Miss Davis wrote Mrs. Robb (the letter is now in the *Journal* archives):—

"Realising the amount of work attaching to a movement of this kind, I am sure I shall never be in a position to take hold of it again, so that if I do not make a success now someone else will have to . . . so I want to make no mistake in attempting to put it on a proper basis.

"I have always contended that if the foundation was laid securely along proper lines there was not much danger, but that the superstructure would be a success. We are certainly laying the foundation, no matter who builds on it—let them find it as nearly faultless as possible, not cramped and narrowed down to meet one person's ideas, but with every avenue for expansion and improvement open. Consequently, everyone who has a suggestion will please hand it in, and follow it up and investigate it to the fullest extent and show what they can do to help."

The promoters of the joint stock company realised that faith and courage were required to subscribe to an unborn magazine with the understanding that if the project failed the money would be lost. But alumnae associations and individual nurses rose to the occasion, and faith was justified. At the third annual convention of the Nurses' Associated Alumnae in 1900, Miss Davis reported encouraging promises, also that "a guarantee of sale of 24 shares of stock (£2,400) had been obtained. It was, indeed, a guarantee of future success that the first stockholders included: Miss Linda Richards, Miss Sophia Palmer, Miss Ida Palmer, Mrs. Hunter Robb, Miss Lavinia Dock, Miss Adelaide Nutting, Miss Georgia Nevins and Miss Isabel McIsaac.

The Plan Carried Out.

Miss Sophia Palmer was the *Journal's* first Editor, and the first edition of the *Journal* was printed on October 1st, 1900, and ready for mail, when it was discovered that it could not be mailed because the owners of the *Journal* stock were not incorporated, and there was no one authorised to distribute the magazine. Nothing daunted, Miss Davis acted boldly. She went to Philadelphia, "and not having a skirt to hang upon, neither of our societies being incor-

porated, made Miss Palmer (without her knowledge or consent) and myself the entity, assuming the ownership and responsibility."

By this spirited action Miss Davis and Miss Palmer became personally responsible for all liabilities of the *American Journal of Nursing* from October, 1900, to October, 1902, when the stockholders were at last incorporated as the American Journal of Nursing Company, and a Board of Directors elected.

The work of the first few years was not accomplished without financial struggle, the collaborators, each of whom was responsible for a department, not only worked without pay, but refused it with indignation. Of course, we find Miss Lavinia Dock (the most generous of nurses), who had charge of the Foreign Department, sent the following characteristic letter to the Treasurer:—

"I really, positively and definitely, will not take a cent from the *Journal* so long as it is having hard times and looking so thin and forlorn. That which has already been paid I will put into stocks as soon as I get accounts from my bank at home. So please do not send any more, for I will not take it. If you like to put it aside and then get stock with it, all right."

The American Nurses' Association Buys Stock.

Although individual nurses and alumnae associations subscribed funds to establish it, the *Journal* was regarded from the first as the "official organ" of the entire nursing profession; but it was not until June, 1912, in Orchestra Hall, Chicago, at a meeting of the American Nurses' Association, that Miss Sarah Sly, its President, finally reported that the organisation at last owned all *Journal* stock. In 1915, the last debt was cancelled, and the responsibility, borne so long by a few, was taken over by organised members of the nursing profession in America, a splendid result of the acumen of the promoters and of the loyalty of the nurses of the United States. The struggle for an independent self-controlled voice in the Press lasted from 1895 to 1915, since which time the American Nursing World has advanced in power, honour and prosperity, an example to the nurses throughout the world of what professional loyalty can accomplish.

The organisation and work of the many eminent women who have been associated with the *American Journal of Nursing* are well known, through their association with the International Council of Nursing. Miss Mary M. Roberts, the present Editor of the *Journal*, has helped to develop many valuable departments, and has always actively promoted the cause of nursing education, and, now that the shadow of war again appears on the horizon, and plans are being made for the mobilisation of the nurse power of the country as part of its defence programme, the *Journal* is considered the logical vehicle for information from the Nursing Council on National Defence, the Red Cross and the War Department.

A Summary.

"The story closes as it began: This is the story of the *American Journal of Nursing*: In it we have tried to show what was hoped for when the magazine was launched and what it has done in trying to fulfil the desire of the early leaders in our profession for a magazine which would provide a means of communication between nurses; would help to provide better nursing care for those who need it; and would interpret nurses and nursing to the public.

"The *Journal* is maintained for nurses, and can be one of the most valuable tools in their professional equipment; it is maintained by nurses, as it always has been. It will continue to be so maintained as long as each year sees new students enter training schools of nursing and young graduates taking their places in the nursing world."

A very splendid and inspiring Story!

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