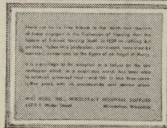




This advertisement, published in January, though modern in subject forms the frontispiece to the series described below.



A Pictorial History of Nursing

FROM history we know of hospitals thousands of years ago; from ancient folk lore and saga we know that, even before history began, the path of humanity was brightened by heroic figures who gave themselves to the alleviation of physical suffering and planted the roots of the fine traditions that have made Nursing an outstanding profession.

But the active history of Nursing, as such, begins only with Fabiola in the 4th Century A. D. She was the first of a succession of lofty characters, characters like Hildegarde, Francis Bernardone, Elizabeth of Hungary and others, who, through unselfish lives devoted to the systematic care of the sick, the helpless and the unfortunate, influenced not only the history of Nursing but the whole history of mankind.

Built around these characters we plan to publish a series of advertisements during 1931 giving a Pictorial History of Nursing. We are making this announcement because, so far as we know, no similar series of pictures has ever been published, so it may be that many will want to preserve the individual advertisements as they appear.

• **WILL ROSS, INC.** •
 WHOLESALE HOSPITAL AND SANATORIUM SUPPLIES
 457-59 E. WATER STREET MILWAUKEE, WISCONSIN



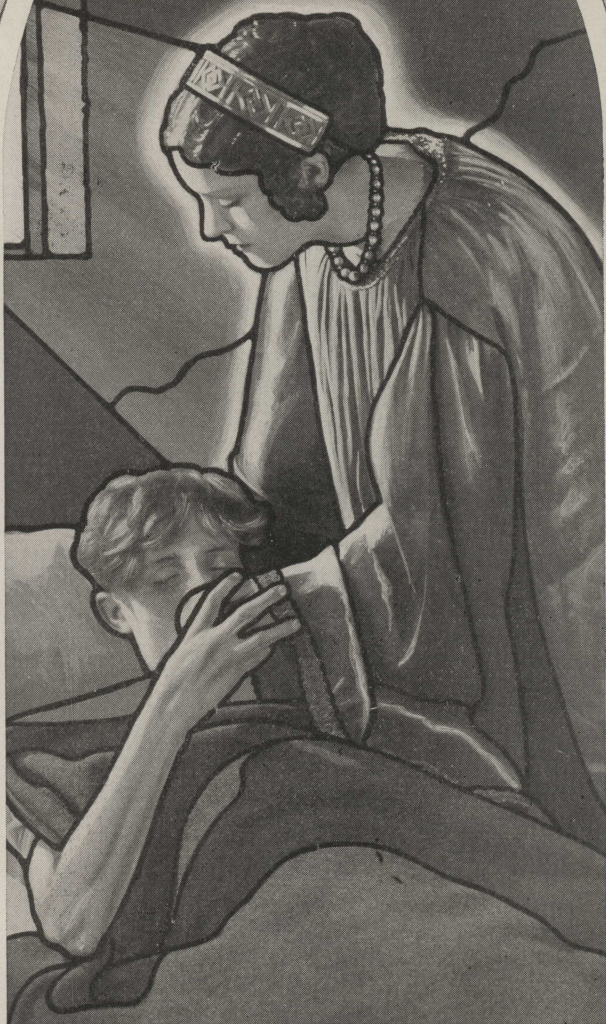
From painting by Murillo

A patron saint of nursing and little children, the heroine of some of our most beautiful legends, Elizabeth of Hungary has left a record that fairly sings of greatness of heart, simplicity of spirit and untiring energy in the cause of charity.

The more wonderful her story, startling, almost unbelievable, when we read that she died at the age of twenty-four—just past the threshold of young womanhood—worn out too early by an arduous life passionately devoted to the poor, the humble, the weak, the outcast.

Saint Elizabeth in history; but "die liebe Frau Elisabeth", Mother of the Poor, in the hearts of the multitudes who have been touched by her life.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin



First of volunteer Visiting Nurses, Flaccilla. Daughter of the King of Spain, born into an atmosphere of luxury and lavish display she devoted her life to the poor, daily visiting the sick, making their beds, bathing, dressing, feeding them!

To the historians of the time she was little more than a name—"Flaccilla, wife of Theodosius the Great; born about 352 A. D., died 385". But around her name, in folk lore, was woven a fine tapestry of simple deeds and unselfish devotion to human kind that portrays her true greatness.

In lives like this the traditions of Nursing have their roots.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin



Twelve hundred years of constant service distinguish the Augustinian Sisters of the Hotel Dieu of Paris.

In spite of strife between governing factions, and rules so rigid as to hinder progress, year after year this little order attracted new devotees who took the vows that cut them off from the world and bound them to a life of unceasing toil. Within the four walls of this ancient hospital with its dim corridors and dingy wards, they have lived and served and died in serving.

Only blind devotion can explain their tragic history, blind devotion that held them steadfast through periods of misrule, disaster, pestilence and devastating epidemics.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin



Rightly the world applauds heroism. Thermopylae, the Light Brigade, the Alamo — how our blood tingles with the thoughts these names provoke! . . . In the early part of the seventeenth century the plague swept Barcelona. The city was hushed, terror stricken. Groups huddling in dark corners almost afraid to breathe; on the streets slinking figures, eyes filled with fear; everywhere the thick stench of disease and death; and the monotonous, muffled tread of stretcher bearers with their horrible burdens.

Into this city of death came the little order of the Daughters of St. Camillus, dedicated to fight the plague. One by one they fell before the unseen, insidious foe. Undaunted they carried on. Quietly they had come, quietly they served—and they never returned.

WILL. ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin



With the advance of the centuries, under the influence of monastery and convent, nursing was rapidly being accepted as a companion art to the practice of medicine.

Most remarkable of women of the twelfth century was Hildegard who combined the arts of medicine and nursing. Reared in a convent, throughout her long life observing, checking and recording the progress and results of medical treatment, quick of intellect, forceful and far sighted she gave to the world two great medical books which are today accepted as evidence of her genius. Though more physician than nurse, her scientific attitude exerted a definite and far-reaching influence on the history of nursing.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
 779-783 No. Water Street Milwaukee, Wisconsin



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WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin



As in the history of all great movements, the progress of Nursing was sometimes expressed by groups rather than by individuals.

One of these groups was the Beguines, founded in Belgium toward the close of the twelfth century to give women an opportunity to live pious lives, separate from a man's world, without taking strict conventual vows. In their little communities they built hospitals which were models of order and cleanliness.

The ideas spread rapidly. In the thirteenth and fourteenth centuries nearly every town in Europe had its Beguinage where days were spent in quiet living and in serving the sick and needy. Some of these communities still exist, maintaining, unchanged, the simple, dignified traditions of the order.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water St. Milwaukee, Wisconsin



Photograph, courtesy the Wisconsin Anti-Tuberculosis Ass'n

There can be no finer tribute to the ideals and idealism of those engaged in the Profession of Nursing than the history of Trained Nursing itself. In 1859 — nothing but an idea. Today — a profession, world-wide, venerated by mankind, symbolized by the figure of an Angel of Mercy.

It is a privilege to be accepted as a helper by the one profession which, in a suspicious world, has been able to establish universal trust—and this in less than seventy-five years, with no propaganda save service alone.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
457-9 E. Water Street Milwaukee, Wisconsin



About 390 A. D., Fabiola founded Rome's first general, public hospital. Others before her may have been known for their occasional charity but it was she who is first recorded as having made of nursing a vocation.

In an age when the poor and infirm were an object of scorn, she, the patrician, moved with a profound sympathy for suffering and poverty, daily sought out the sick, carried them to her hospital, herself, and there nursed the unhappy, emaciated victims of hunger and disease, dressed their wounds and bathed them with her own hands.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water St. Milwaukee, Wisconsin



St. Francis of Assisi gave to Nursing more than an ideal and an example.

Whole-hearted and impetuous; joyful, simple, trusting as a child; he sought poverty as men have sought for wealth and cherished service as he cherished poverty.

He expressed the essence of his philosophy through personal service to the lepers, the most pitiable group that existed, outcasts, "untouchables", shunned by even the most degraded. And from his service eventually sprang a system of treatment and hospitalization which freed Europe from this scourge.

WILL ROSS, INC., WHOLESALE HOSPITAL SUPPLIES
779-783 No. Water Street Milwaukee, Wisconsin