As 1885 dawned, 20-year-old Elizabeth Jane Cochrane was at the end of her rope. For the past four years, she had been living with her family in Allegheny City near Pittsburgh, miles from her hometown of Apollo, Pa. She desperately wanted to find a job but it seemed nearly impossible in the city. As she watched her two older brothers, Albert and Charles, find respectable careers in the area, her only hope of making money was housecleaning, babysitting, and tutoring the occasional boarder at their modest row house. Biographer Brooke Kroeger noted, “Her sense of the injustice awaiting any woman who needed a good job and tried to get one in fast-industrializing Pittsburgh no doubt grew with every disappointment.”

One morning while reading The Pittsburg Dispatch, which she devoured daily, Cochrane became livid. Erasmus Wilson, who penned the “Quiet Observer” column, had written a spicy series called the “Women’s Sphere” in which he derided the notion of women entering the workforce. He claimed women should stay put in their sphere, or in other words, their home. Wilson wrote that women who worked outside the home were “a monstrosity,” and added, “There is no greater abnormity than a woman in breeches, unless it is a man in petticoats.”
Cochrane sat down and fired off an acrimonious letter to George Madden, editor of The Dispatch. Not mincing words, she described how difficult it was for young, single women—such as the women who boarded at their home—to find work, let alone make a living. Cochrane shared her own frustrations about her futile job search. She finished the letter and anonymously signed it, “Lonely Orphan Girl,” which said volumes about how she felt about her childhood and life. Cochrane’s enthusiasm and passion for social justice, expressed in this letter and later in her writing as a journalist, gave a voice to young women’s experiences in the late 19th and early 20th centuries, and would lead to changes in the perceptions of women’s roles in the field of journalism and in broader society.

Elizabeth Jane Cochran, affectionately called “Pink” or “Pinkey” as a child, was born in Cochran’s Mills, Armstrong County, Pa., on May 5, 1864. Her mother nicknamed her for the colorful rosy dresses she sported compared to the drab-colored garments so common at that time. The bucolic small town was named for her father, Michael Cochran, who owned real estate in the area including the local gristmill and grocery store. After Cochran was elected as an associate justice for Armstrong County, he adopted the nickname “Judge.”

After moving the family to Apollo, her father died unexpectedly in 1870, when Elizabeth was six years old. This devastated the young girl and put her well-to-do family in complete disarray. Her mother, Mary Jane Cochran, now had to single-handedly care for her five biological children plus there were nine adult stepchildren from Michael Cochran’s previous marriage, all of whom were in line to receive an inheritance. Because Judge Cochran left no will, the elegant mansion he built in Apollo was sold and Mary Jane was forced to move her five children to a smaller home. Making matters worse, Mary Jane remarried Civil War veteran John Jackson Ford who turned out to be an abusive alcoholic. She
divorced Ford when Elizabeth was 14.

Wanting to fend for herself, 15-year-old Elizabeth enrolled in the Indiana State Normal School in Indiana, Pennsylvania, in 1879, to become a teacher. On her application, she curiously added an “e” to her Cochran surname, making the break all that more pronounced. When her tuition funds mysteriously dried up during her first semester, she was forced to drop out of school. Utterly disappointed, she and her family left Apollo and moved to Allegheny City, across the river from Pittsburgh.

Signing her letter to Madden as “Lonely Orphan Girl,” summed up Elizabeth Jane Cochrane’s life succinctly. She felt “lonely” in her world, she felt “orphaned” over her father’s death, and she was a “girl”—a girl in a man’s world.

**MESSY, POIGNANT PROSE**

*Dispatch* editor Madden received an outpouring of letters from women in Pittsburgh indignant about Wilson’s series. But Cochrane’s response stood out above the rest. Her letter was written on oversized paper and had a flurry of misspelled words and poor grammar, but Madden could see the heart and soul of a budding writer. Wanting to meet the anonymous writer, he placed a notice in *The Dispatch* asking Lonely Orphan Girl to come forward and contact him. Cochrane saw the notice the moment it was published and realized it was meant for her.

Suddenly, a door had opened—if only slightly. But what did it mean? If she responded, she would have to confront Erasmus Wilson and likely find herself at the receiving end of his disdain. If she didn’t respond, she would maintain her status quo, which definitely wasn’t working.

Like many times throughout her life, Elizabeth Jane Cochrane moved toward an
opportunity, no matter how challenging, its discomfort level, or even if she felt afraid. She put on her best overcoat and fur turban and boldly headed to The Dispatch in downtown Pittsburgh. This was a critical turning point in her life. At the newspaper, Cochrane met Madden and Wilson ... and was pleasantly surprised. Both men were mild-mannered and friendly, not the gruff, chauvinistic behemoths she’d anticipated. Cochrane’s lifelong career in journalism was launched this day.

Instead of publishing her letter to the editor, Madden asked Cochrane to write a rebuttal to Wilson’s “Women’s Sphere.” With the high hopes of getting published, Cochrane raced home and got to work. She quickly penned an essay titled, “The Girl Puzzle,” which talked about the plight of poor young women who have limited job potential and chronic low pay. “What is she to do?” Cochrane wrote. “Perhaps she has not the advantage of a good education, consequently cannot teach; or, providing she is capable, the girl that needs it not half as much, but has the influential friends, gets the preference.”

In her rebuttal, Cochrane also compared the two sexes: “If girls were boys quickly would it be said: start them where they will, they can, if ambitious, win a name and fortune,” she wrote. “Girls are just as smart, a great deal quicker to learn; why, then, can they not do the same?”

Madden edited and published her essay in The Dispatch on Sunday, January 25, 1885. Her first published newspaper article was signed, “Orphan Girl.”

After paying her for the “Girl Puzzle” article, Madden asked her to write a second piece. Cochrane then penned “Mad Marriages,” an exposé about divorce, which was something she knew about. At only 14 years old, Elizabeth stood up in court to defend her mother’s mistreatment by Ford, saying, “I was present when mother was married to J.J. Ford. I [had] seen them married about six years ago. Ford has been generally drunk since they were married. When drunk, he is very cross and cross when sober.”

After this second article was published, Cochrane pitched writing a series about girls who worked in Pittsburgh factories. Impressed, Madden hired her as a staff writer for $5 a week. She didn’t have a portfolio chock full of clips. She didn’t have a formal college degree. But Cochrane did have a nose for news and the natural ability to write. She was creative, hardworking, and grateful to begin her career.
As was custom for the time, women reporters’ bylines were often pseudonyms. The popular *Pittsburg Dispatch* writer Elizabeth Wilkinson Wade signed off as “Bessie Bramble.” Madden chose the name “Nellie Bly” for Cochrane, inspired by Pittsburgh native Stephen Foster’s song, “Nelly Bly.” In haste, Madden misspelled the moniker. But from this point on, cub reporter Elizabeth Jane Cochrane was known as Nellie Bly, a catchy byline that would one day bring her world fame.

Madden had good reasons to hire Nellie Bly, hoping she would be popular like Bramble, who was a prolific writer and popular among *Dispatch* readers for her provocative articles. Starting as a music critic, Bramble, who was about 25 years older than Bly, had a witty way with words and went on to write about women’s rights and a variety of social justice issues. As Patricia Lowry wrote in a recent feature about Bramble, “In the last quarter of the 19th century, Bessie Bramble was the *nom de plume* of a force to be reckoned with in Pittsburgh.”6 Lowery also noted that Bramble “took a leadership role in her active social life, too, as founder of the Women’s Club of Pittsburgh and co-founder of the Women’s Press Club. She was a pioneering American feminist and suffragist, one who worked on the smaller stage of her adopted city.”7

In 1885 when Bly was hired, the status of women in American society was slowly changing. That June, the Statue of Liberty had arrived from France in hundreds of crates. One year later, Lady Liberty would stand tall at 305 feet (including its foundation and pedestal) in the New York Harbor as a feminine and enduring symbol of freedom. In 1885, Sarah E. Goode was the first female African American to apply for and receive a patent for a folding cabinet bed. Women’s rights’ activists such as Susan B. Anthony and Elizabeth Cady Stanton worked tirelessly to reform women’s voting rights in America—though progress would take years. But by 1920, when Bly was 56 years old, the 19th Amendment was ratified, giving women the right to vote in all states of the U.S.

After her “Mad Marriages” article, Bly wrote eight pieces for an investigative series about Pittsburgh working girls. The articles were published each Sunday in *The Dispatch* for two months. Bly was making a name for herself in a journalistic world dominated by men. She had an energetic personality and wanted to tackle challenging assignments, but Madden was reluctant to send Bly out to a sketchy part of town or to cover a story in the dead of night. To him, that was a man’s territory, a man’s beat.

Women reporters of the late 19th century were typically asked to write articles about food, fashion, gardening, the home, or the theater. After the working girls series, Madden asked Bly to switch gears and focus on more traditional women topics. But Bly was an enterprising go-getter who wanted to do more. After about seven months on staff, she convinced Madden to let her write her own Nellie Bly column, in which she was an advocate for women’s rights. She did start it but the column was short-lived and Madden again asked Bly to return to the women’s beat.

Perhaps Bly just couldn’t write another article about fashion or fluff. Perhaps she was butting heads with Bramble. Whatever the reason, she was frustrated with her work. One year after starting at the *Dispatch*, she quit but was careful not to burn bridges. Her next endeavor was an unusual freelance assignment for the *Dispatch*.

**BIGGER BOLDER MOVES**

By 1886, Nellie Bly had a new identity, a new career, and she most definitely had a compelling desire to write. She had heard railway workers boarding at her mother’s home talk about traveling from Pennsylvania to Mexico via trains. It all sounded extremely exciting to Bly. She is often noted for saying, “Energy rightly applied and directed will accomplish anything.”9 Wanting to tackle a grand new adventure, Bly asked Madden if she could go to Mexico as a foreign correspondent.
She could certainly travel by train to get there. Madden didn’t like the idea: Mexico was so far away and she didn’t speak Spanish. But he grudgingly sent her off with pen and paper in hand, and with her mother at her side.

Over the next six months, Bly wrote some 30 articles about Mexico, even though she knew little about the country at first. She would send the nearly illegible handwritten stories back to the Dispatch where Wilson would patiently edit them. Nonetheless, Bly wrote with effervescence and detail about many aspects of life in Mexico, from the people to the food, environment, entertainment, and even politics. Her political writing, however, caused alarm and shortened her trip. As detailed in her biography, “Bly actually spent only five months in Mexico; she planned to spend six, but she cut her visit short when she was threatened with jail for writing an article about the arrest of a local newspaper editor who had criticized the government.”

Never discouraged, the enterprising Bly compiled all her articles about Mexico into a 203-page book titled Six Months in Mexico, published by American Publishers Corporation in 1888. In the book, which was dedicated to George Madden for his “never-failing kindness,” she wrote about the start of her adventure:

One wintry night I bade my few journalistic friends adieu, and, accompanied by my mother, started on my way to Mexico. Only a few months previous I had become a newspaper woman. I was too impatient to work along at the usual duties assigned women on newspapers, so I conceived the idea of going away as a correspondent.

But after returning to Pittsburgh from Mexico, Bly started working full-time at the Dispatch again as the paper’s culture and arts writer. Brooke Kroeger in her 1994 biography wrote, “Still, she was not satisfied. In the recollection of her good friend Erasmus Wilson, Bly in this period, still flush from the novelty and pace of her Mexican adventure, simply found her old newspaper routine too
dull.”12 In the spring of 1887, she quit the paper again, leaving only a short note behind: “Dear Q.O.—I am off for New York. Look out for me.”13

It’s a Mad, Mad World

Bly didn’t take New York by storm; her entrée was more like a series of endless dreary days with no sunshine in sight. After moving 370 miles from Pittsburgh, she blew through nearly all her money looking for work in Newspaper Row, headquarters for top newspapers such as The New York World, The Times, and The Sun. For nearly four months, potential employers ignored the eager 23-year-old female journalist, and doors were either unopened or seemingly slammed in her face. As Kroeger noted, “Although she would have accepted any opportunity, The World (owned by Joseph Pulitzer) was where she wanted to work.”14 Bly was relentless in her job search. She applied to The World to fly in a hot air balloon and report on it—but was rejected because many felt it was ridiculous to think a woman could handle such a perilous assignment.

To pay her bills, Bly freelanced for The Pittsburgh Dispatch as a New York correspondent. One very clever idea got her foot in the door with chief newspaper editors in her new town. She wrote an investigative piece about the challenges of women finding reporting jobs in New York; her interviews naturally were with the powerful newspapermen she hoped would employ her. Bly’s article was published in The Dispatch and picked up by other newspapers across the country. It was an engaging showcase of her reporting skills, but she still didn’t have a job.

After losing her purse, Bly was at the end of her rope again. She borrowed fare from her landlady and hightailed it to The World where she emphatically talked her way into the office of John Cockerill, the newspaper’s managing editor. There was no invitation and no specific assignment; she had gotten there on her own volition. But the meeting was fortuitous. Bly pitched an article about traveling in cramped smelly steerage on a steamship from Europe to America to report on the experiences of countless immigrants. Cockerill rejected this story, but came up with a new, risky, and wholly outlandish one.

At the time, there had been numerous reports about ongoing abuses at mental institutions in New York. Cockerill asked Bly if she would be willing to feign insanity and get committed to the notorious lunatic asylum for women on Blackwell’s Island. The institution was located on a narrow, two-mile island
now known as Roosevelt Island. Once inside, Bly could investigate what was going on and then, once out, write an expose about what she uncovered. Bly undoubtedly had serious reservations about the assignment, but eager to find work she agreed to it as long as she could get out. Cockerill assured her she would. There were also aspects about the assignment Bly liked. It definitely fell in the realm of her steadfast desire to give victims a voice and to write about social injustice.

Bly then began the bizarre task of getting committed to Blackwell’s. This required an unparalleled performance, which earned her the reputation of being a stunt reporter. Posing as an imposter, Bly became an integral part of her story. Acting mentally unstable, she managed to fool all sorts of folks including the police, a judge, nurses, and doctors to get committed to Blackwell’s. Once inside the dreary institution, her investigative work began. She saw the horrible mistreatment of the patients, some of whom were immigrants who simply didn’t speak English and could not explain their way out of the confines. Bly was treated like the other patients and fed bug-infested food, given a tortuous, freezing-cold bath, locked in a barren room with no escape at night, and yelled at by gruff asylum attendants. She described the institution as a “human rat-trap.”

After 10 long days, Cockerill sent a lawyer to release Bly. Once out, Bly’s first article, “Behind Asylum Bars,” was published in *The World* on Sunday, October 9, 1887, followed one week later by a second article, “Inside the Madhouse.” Her articles were quickly reprinted in newspapers across the country and shed significant light on the grisly conditions at Blackwell’s. Soon after, an investigation was conducted at the asylum, funding was increased, and improvements were made. Several employees were fired and some of the immigrants Bly wrote about were released. Having made a name for her brave investigative work, the plucky, hardworking Bly was hired full-time at *The World*. That same year, she published the book, *Ten Days in a Mad-House*, by Ian L. Munro publisher.

Bly was writing like mad and readers loved her highly creative stunt reporting. It sometimes made her colleagues at Pulitzer’s *New York World* jealous. Kroeger noted, “In just a few months, she had become a player, a personality with standing in the country’s most prestigious metropolis.” She had finally made it: “By any standard, but certainly for an ingénue from western Pennsylvania with little formal education and no formal training, Nellie Bly’s first year as a New York Reporter was an unqualified triumph.”

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**A RACE AGAINST TIME**

French author Jules Verne’s adventure novel, *Around the World in Eighty Days*, was published in 1873, when Bly was nine...
“I approached my editor rather timidly on the subject,” Bly said. “I was afraid that he would think the idea too wild and visionary.”
The original Round the World game was published in *The World* newspaper on January 26, 1890.

**The Dramatic Life Changes**

Starting in 1885 when she was first hired at *The Dispatch*, Bly worked steadily as a journalist for about five years. But after achieving celebrity status, Bly’s life began to unravel. Her brother Charles died and she helped care for his children. At one point, Bly was depressed and bedridden. In 1893, after a three-year hiatus, Bly started writing for *The World* again with the new Sunday edition editor, Morrill Goddard. One of her first articles was a profile with anarchist Emma Goldman who was in prison for her antigovernment protests. One year later when Bly was 30, she covered the Pullman railroad strike in Chicago. In 1895, she left *The World* and wrote briefly for the *Chicago-Times Herald*. The same year, she also met and married millionaire businessman
Robert Livingston Seaman, who was 40 years her elder. Her life changed all over again.

Nellie Bly's married name was now Mrs. Elizabeth Cochrane Seaman. She temporarily stepped aside from journalism and found a new focus working with her husband and his company, the Brooklyn-based Iron Clad Manufacturing Company that produced containers such as milk and dairy cans. Her biography explained, "Bly immersed herself in the business, learning how to operate every machine, overseeing a reorganization of the plant, and building new facilities for the recreation and education of Iron Clad employees." After Bly’s husband died in 1904, she became president of Iron Clad. In 1905, she was assigned the patent rights for a “Metal Barrel,” from its inventor, Henry Wehrhahn, an Iron Clad employee. This patent would lead to the development of the now-commonly used 55-gallon steel drum.

Over the years, Bly discovered that some employees were embezzling a great deal of money from Iron Clad, which led to years of money-draining court battles, bankruptcy litigation, and a trip to Austria in search of financial backing.

Through all this she never stopped writing. In 1912, Bly returned to her roots of reporting and continued writing for the next 10 years until her death from pneumonia in 1922, at 57 years old. During this decade, she lived in Austria for nearly five years, as World War I unfolded, and reported from the Russian and Serbian front lines as a foreign correspondent. Her articles were sent to editor Arthur Brisbane and published in William Randolph Hearst’s New York Evening Journal. Bly eventually returned to New York in 1919 and continued to write for the Evening Journal. When Nellie Bly died on January 27, 1922, her old colleague Arthur Brisbane wrote a touching tribute, saying, “Nellie Bly was the best reporter in America.”
In addition to being a newspaper reporter, Nellie Bly was also an author. She wrote three books of nonfiction compiled from three of her most popular newspaper series, and one novel based in Central Park.


**The Mystery of Central Park** (New York: G.W. Dillingham, 1889). This is her only novel. https://archive.org/details/mysteryofcentral00coch


Today, Nellie Bly’s techniques of insinuating herself into a story (sometimes called gonzo or immersion journalism) are frowned upon as lacking in transparency. But Bly’s stories were popular in her day, and her many articles helped highlight critical issues of reform. The courageous “Little Orphan Girl”–turned–“Nellie Bly” got her first break in newspaper writing when she railed against Erasmus Wilson’s articles about the misogynistic “Women’s Sphere.” Yet, there were newspapermen such as Erasmus Wilson, George Madden, John Cockerill, Morrill Goddard, and Arthur Brisbane who helped and guided Bly throughout her career.

Nellie Bly lived life fully and demonstrated how the power of the pen can create positive change. She was one of the earliest muckraking journalists of her time, finding a place in history alongside noted writers such as Jacob Riis, Upton Sinclair, Lincoln Steffens, Ida Tarbell, and Ida B. Wells. Her prolific, colorful, and thought-provoking pieces shed light on many social injustices of her era as she valiantly paved the way for future journalists.

Ellen Mahoney is the author of *Nellie Bly and Investigative Journalism for Kids—Mighty Muckrakers from the Golden Age to Today* (Chicago Review Press, 2015). She is also the author of *Gandhi for Kids—His Life and Ideas* (Chicago Review Press, 2016) and coauthor with former astronaut Edgar Mitchell of *Earthrise: My Adventures as an Apollo 14 Astronaut* (Chicago Review Press, 2014). Mahoney teaches Reporting-2 at the University of Colorado Boulder in the College of Media, Communication and Information.

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