



SELLING CHILDHOOD:
HOW THE MIDDLE CLASS
USED CHILDREN IN THE
ANTI-TUBERCULOSIS
MOVEMENT (1930S-1940S)

HANNAH FISHER
LINFIELD COLLEGE

PREVENTORIUM

a blend of sanitarium, school, and home for healthy children at risk for developing tuberculosis that emphasized fresh air and play through an indoor-outdoor environment



1923 Pasadena Preventorium
Boys getting their daily sun exposure

National Tuberculosis Association (NTA)

SCIENTIFIC MOTHERHOOD

“...motherhood guided by scientific supervision and principles, was touted as superior to folk and local health practices and embodied the idea that everyday life would be improved by scientific knowledge.”

Jacquelyn Litt, “American Medicine and Divided Motherhood: Three Case Studies from the 1930s and 1940s,” *The Sociological Quarterly* 38, no. 2 (Spring 1997), 286, accessed December 5, 2018,





"LUNGLAND"

LOTS AND LOTS

FOR SALE

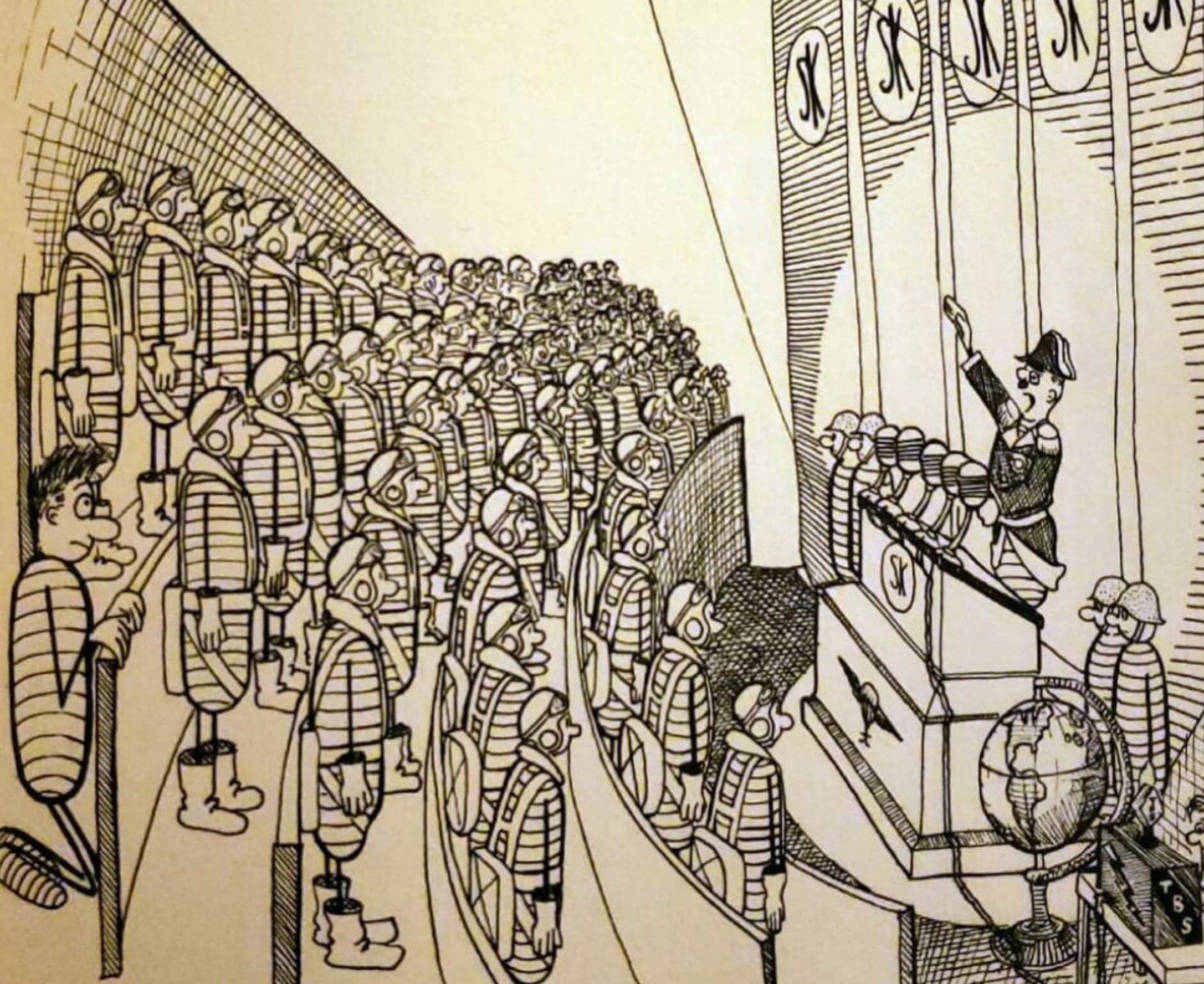




Huber *the* Tuber

by Harry A. Wilmer, M. D.





NASTY VON SPUTUM'S
HITLER-ESQUE SPEECH

“Go forth and infiltrate! Eat all the lung you can. Weaken your victim. If there is danger, lay low until the time comes—then strike!”

Harry A. Wilmer, *Huber the Tuber: A Story of Tuberculosis* (New York: National Tuberculosis Association, 1943), 66.

MORAL: Don't think it



can't happen to you!



"...she still languishes, separated from the man she loves, a horrible example of what happens to adventurous wives, even in Lungland."

BOVY DIPS HER TOE IN
THE BLOOD STREAM

Harry A. Wilmer, Huber the Tuber: A
Story of Tuberculosis (New York:
National Tuberculosis Association,
1943), 30.



ADDITIONAL IMAGE CREDITS:

SLIDE 2: BLACK & WHITE PHOTO AVAILABLE FROM PASADENA PIO.
http://pasadenapio.blogspot.com/2011/05/mystery-history-solved_26.html

SLIDES 5-9: BLACK & WHITE STILL IMAGES FROM *GOODBYE, MR. GERM* (1944),
DIRECTED BY EDGAR G. ULMER. AVAILABLE FROM NATIONAL ARCHIVES.
<https://catalog.archives.gov/id/98577>

SLIDE 12: Harry A. Wilmer, *Huber the Tuber: A Story of Tuberculosis* (New York:
National Tuberculosis Association, 1943), 83.
