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)
"...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.
“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!”

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."

ADDITIONAL IMAGE CREDITS:

SLIDE 2: BLACK & WHITE PHOTO AVAILABLE FROM PASADENA PIO. 

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.