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# PICTURES OF NURSING: THE ZWERDLING POSTCARD COLLECTION

06-08-2018 @ 5:30 PM - 7:00 PM Free

« [The Expanding Role of Nurses in Whole Person Care](#)

[Cultural Competency: Hispanic Patients](#) »

**PICTURING NURSING CAREER**  
**PICTURING NURSING TODAY**  
**THE ZWERDLING POSTCARD COLLECTION PICTURES OF NURSING**

**IDEAS ABOUT WOMEN** health care, and healing in western cultures have religious and cultural origins reaching back to ancient times. Nursing as a profession began about 150 years ago led by social reformers, like Florence Nightingale, in the United Kingdom and United States.

**Hygieia "The First Nurse," 1933**  
 Hygieia, the Greek goddess of health, is often thought of as the first nurse. Daughter of Aesclepius, the god of medicine, Hygieia was in charge of cleanliness and preventative medicine in the religious culture of the ancient Mediterranean world.  
 Produced by King Solomon and Hospital Inc., Allentown, PA.

**Trained nurses advocate for the Green Light Treatment at the London Hospital, ca. 1900**  
 A career in nursing offered new opportunities for women such as economic independence and freedom from constricting domestic lives.

**The Red Angel of Mons, ca. 1915**  
 Produced by Iron Art Co., London.

**Operating team, 1951**  
 Produced by US Army Herald Corps.

**Armed intervention, I like your check!**  
 Produced by U.S. Army, 1957.

**POPULAR ART** during the 19th century favored a sentimental use of nursing archetypes such as the "angel" or "mother." As the 20th century progressed, advertising images of nurses frequently featured increasingly sexy, sexualized representations of women. Since the 1980s, nurses have become far more aware of their public image and they are keen to update the archetypes that have dominated the past.

**Nursing recruitment postcard, 1909**  
 Produced by Schenck & Co., Baltimore, MD.

**As a nurse to minister to a soldier!**  
 As a block age to whatever he's already got. England, 1910s.  
 The card uses two common British nurse stereotypes, the older "mother" and a frustrated soldier and strict disciplinarian, and the young sexy nurse to create comic effect. Sexy nurses were frequently shown as wealthy elite, working class blonde women, who were far more for their male patients' romantic advances.  
 Produced by H. B. Ltd., England.

**Rural nursing nurse Elizabeth McPherson, Scotland, 1905**

**Anti-Tuberculosis Campaign, G. Secretan and Tuberculosis Consortium of the Province of Udine, Italy, ca. 1933**

The National Library of Medicine developed and produced this exhibition.  
 Gift given by John Hutton, Ph.D.  
 Exhibition designed by The Design House.  
[www.nlm.nih.gov/pubs/exhibitions](http://www.nlm.nih.gov/pubs/exhibitions)

NIH U.S. National Library of Medicine

This traveling exhibit from the National Library of Medicine explores a unique archive of nearly 2,600 postcards featuring images of nurses and the nursing profession from around the world. The postcard is a fleeting and widespread art form, and nurses and nursing have been frequent subjects of postcards for over 100 years. In fact, no other art form has illustrated the nursing profession so profusely, using such a variety of artistic styles and

images. The History of Medicine Division, National Library of Medicine acquired this archive from American nurse and collector Michael Zwerdling, RN. Postcards in the collection were produced between 1893 and 2011, with many examples coming from the 'Golden Age' of postcards, 1907 to 1920.

The postcard exhibit will be on display in the Washington State University College of Nursing from June 12-July 14. The public is invited to view the exhibit during business hours, at no charge.

Alumni and supporters of the WSU College of Nursing are invited to a special viewing of the exhibit. You'll enjoy drinks and hors d'oeuvres in the historic surroundings of McKinstry's National Historic Preservation Honor Award winner SIERR (Spokane Inland Empire Rail Road) building at McKinstry Station, on the Spokane River near the WSU Spokane campus.

A special thanks to McKinstry for sponsoring the use of their facility for our opening night reception.

[Please RSVP online](#). We hope to see you there!

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## Details

**Date:** [06-08-2018](#)

**Time:** 5:30 PM - 7:00 PM

**Cost:** Free

**Event Categories:**  
[Alumni](#), [Community Events](#), [Faculty](#), [Staff](#), [Student Events](#)

## Organizer

[Brooke Ledeboer](#)

**Phone:** (509) 324-7202

**Website:**

<http://directory.nursing.wsu.edu/default.aspx?id=847>

## Venue

[McKinstry](#)

850 East Spokane Falls

Blvd.

Spokane, WA 99201

United States

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