



Here's to Your Health

50 Years of Health and Safety Advertising and Publicity

Ruth Artmonsky

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Through the ages, people have been bombarded with advice, direction or hard selling on ways to keep safe and sound – some of this underpinned by ‘science’, some just common sense, and some sheer quackery. *Here's to Your Health*, with its focus on advertising, covers just a sample of such cajoling taking place in the first half of the 20th century – what to eat and drink, what to wear, what to use, how to behave – or not behave. It is a tale of fashionable fads, human suggestibility and social history. Also available: *Art For the Ear* ISBN 9780957387577 *Unashamed Artists* ISBN 9780957387522

Ruth Artmonsky trained as a psychologist. On her retirement from her associate directorship of a leading psychometric consultancy she ran a small art gallery. She has written and published a number of books on British mid-20th century art.