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Here's to Your Health

50 Years of Health and Safety Advertising and Publicity

Ruth Artmonsky

Stella Harpley

ISBN	9780957387584
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- Through the ages, people have been bombarded with advice, direction or hard selling on ways to keep safe and sound
- *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
- Also available: *Art For the Ear* ISBN 9780957387577 *Unashamed Artists* ISBN 9780957387522

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.

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