

## Health & Hygiene Old and New

Even before the current crisis, government agencies were issuing advice regarding our health. At the same time experts in newspapers and magazines were adding their own advice, particularly regarding diet. Along with these, commercial advertisers have been tempting us to buy their products, which might help or hinder a drive to better health. Most exaggerated claims have now been weeded out and smoking has certainly been suppressed! Thus we see no more 'Players Navy Cut' or 'Marlborough Country'!

Today, a range of drugs, especially antibiotics, can keep us healthy, but, in years gone by, an earlier generation could only rely on basic hygiene and good nutrition to fend off infection. Medical advice could have therefore concentrated on these aspects, while manufacturers were clearly responding to the demand created.

It has been recognised that the health of the whole nation greatly improved towards the end of the nineteenth century, both because of increased food supplies and the improvements in the provision of public water systems and drainage. In this, the mass production of soap and allied cleansing materials by companies such as Lever Brothers of Port Sunlight played an important part.

While many town dwellers benefitted from all this, those still in very basic rural cottages would have found it challenging to keep pace.

Nevertheless, encouragement and information could still reach them via newspapers and magazines, which must have been available in the 'Parish Reading Room' occupying part of Myrtle Cottage in Bicton Lane at the beginning of the twentieth century.

Examples of adverts in Country Life from this period illustrate how various cleansing products were the main weapons in the fight against common diseases such as fever, smallpox and diphtheria.

In the following decades, published advice continued to stress washing. Since virus infections cannot be treated by antibiotics and must be fought by our immune systems, the old methods of avoiding them are still valid!

Another relevant story, not mentioned by modern commentators, is that of Eyam in Derbyshire:

In the seventeenth century, a chest of old clothes was sent there from London and as fleas jumped out, the people found that they had caught the plague. The minister persuaded his flock not to run away, but put the whole village into isolation, in order to avoid spreading it further. A model of self discipline and sacrifice still valid today.

Aug. 8th, 1903.]

COUNTRY LIFE.

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**TRY IT IN YOUR BATH.**

**SCRUBB'S CLOUDY FLUID AMMONIA**

**MARVELLOUS PREPARATION.**

Refreshing as a Turkish Bath. Invaluable for Toilet Purposes.  
Splendid Cleansing Preparation for the Hair.  
Removes Stains and Grease Spots from Clothing.  
Allays the Irritation caused by Mosquito Bites. Invigorating in Hot Climates.  
Restores the Colour to Carpets. Cleans Plate and Jewellery.

**Price 1s. per Bottle. Of all Grocers, Chemists, Etc.**

**SCRUBB & CO., Guildford Street, Lambeth, LONDON, S.E.**

## **SMALL - POX EPIDEMIC.**

SEE ANALYTICAL REPORT.

### **CHIVERS' CARPET SOAP**

**Will remove all Dirt and Impurities from Carpets, also Woollen Fabrics used in the Sick Room, creating a healthy atmosphere, and thus save the spreading of infection.**

Sold Everywhere, 6d. per Ball. See Trade Mark and Testimonials.  
Sample Ball, Seven Penny stamps.

**USED IN ROYAL HOUSEHOLDS.**

**THE NATION'S SAFEGUARD.**

Fluids

Powders

**SANITAS.**

Soaps

Embrocation

(NON-POISONOUS)

(FRAGRANT)

The "SANITAS"  
CO., LD.

**DISINFECTANTS**

Bethnal Green,  
LONDON, E.

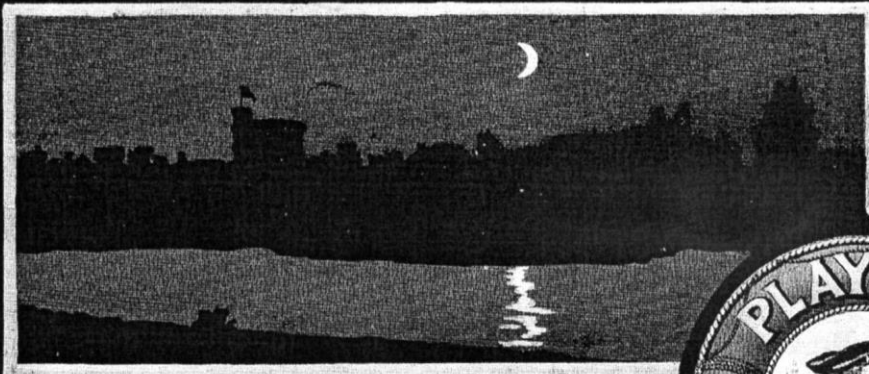
# WRIGHT'S COAL TAR SOAP



**CLEANSSES  
SOOTHES  
PROTECTS**



**4d. per Tablet**



SMOKE,  
**PLAYERS**  
**NAVY**  
**MIXTURE**

**MILD & MEDIUM**

5<sup>d</sup> and 4½<sup>d</sup> per oz. respectively