

Low-cost Multivite the balanced vitamin supplement for patients of all ages : food and the British.

Contributors

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15-second facts

(No. 1 in a series)

FOOD AND THE BRITISH

You know your patients best, not as statistics, but as human beings. But how do they live when compared to the population as a whole? We thought you might be interested in some broad statistical facts about how people are living in Britain today. *Let's start with the food they eat.*

- A** Of the average weekly household income, £28.5s 0d, about £6.7s 6d is spent on food.
- B** Most is spent on meat, poultry, and bacon : about 30s 0d a week is the average.
- C** Next comes milk : clearly the British family enjoys its pinta ! Fresh milk accounts for 10s 3d of the budget.
- D** Clearly, too, the British use their loaves ! The average family spends about 7s 0d a week on bread.
- E** The greengrocer takes 19s 0d of the family's weekly income. Of this, 4s 6d goes on potatoes, 7s 6d on other vegetables, and 7s 0d on fruit.
- F** Two other important basics, eggs and butter, take up 3s 9d a week each.
- G** Chocolates and sweets play quite a large part in the family food pattern : 4s 3d a week goes on these luxury items.

Those, then, are the main features of the average family diet : the remaining £2.9s 6d goes to buy the hundred-and-one miscellaneous items which fill the grocery shelves.

Source : H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



MULTIVITE

Diminished appetites, restricted diets, or inadequate meals during childhood, pregnancy, illness and old age may indicate the need for a vitamin supplement. At very low cost, Multivite—containing the four essential vitamins A, B₁, C and D₂—provides the necessary balance.

Formula: Each pellet contains
Vitamin A 2,500 i.u.
Vitamin B₁ 0.5 mg
Vitamin C 12.5 mg
Vitamin D₂ 250 i.u.

low-cost **MULTIVITE**^{*}
the balanced vitamin supplement
for patients of all ages

Additional information is available on request

^{*}Trade Mark Made in England



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