

Ancoloxin and its 14 years' successful use in pregnancy sickness : clothing and the British.

Contributors

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15-second facts

(No. 5 in a series)

CLOTHING 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 to-day. Let's see how the ordinary British family clothes itself.

- A** The average British household, with a weekly expenditure of £23.6s 6d, spends 8.8% on clothing and footwear. This amounts to just over £2 a week.
- B** More money is spent on clothes that show than on those that don't. Amongst adults, a weekly average of 16s 6d is paid for outer garments, only 7s 2d on underwear, including hosiery.
- C** As a nation we look after our feet well. About £360 million annually goes on footwear—a weekly average of 8s 0d from budget.
- D** To settle once and for all that eternal family argument, let's see who spends the most money on clothes. The annual figure for men is currently estimated at £420 million—that for women at £890 million.

A word of warning to parents, though: let us not hear too many grumbles about the cost of children's clothes. In the average family budget, five times as much is spent on adult clothing (excluding shoes) as is spent on children's and infant's clothes.

Source: H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



ANCOLOXIN

Although drug therapy is not considered desirable during the first trimester, the administration of Ancoloxin may be warranted in severe sickness; no teratogenic effects have been recorded from its use. Against a background of over 14 years' successful clinical use, Ancoloxin may be prescribed with confidence for the relief of pregnancy sickness.

Formula: Each tablet contains
Meclozine hydrochloride BP 25 mg
Pyridoxine hydrochloride BP 50 mg

ANCOLOXIN^{*} and its 14 years' successful use in pregnancy sickness

Additional information is available on request.

*Trade Mark
Made in England



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