

For patients with pain Paramol-118 especially pain of musculoskeletal origin : money and the British.

Contributors

BDH Pharmaceuticals Limited

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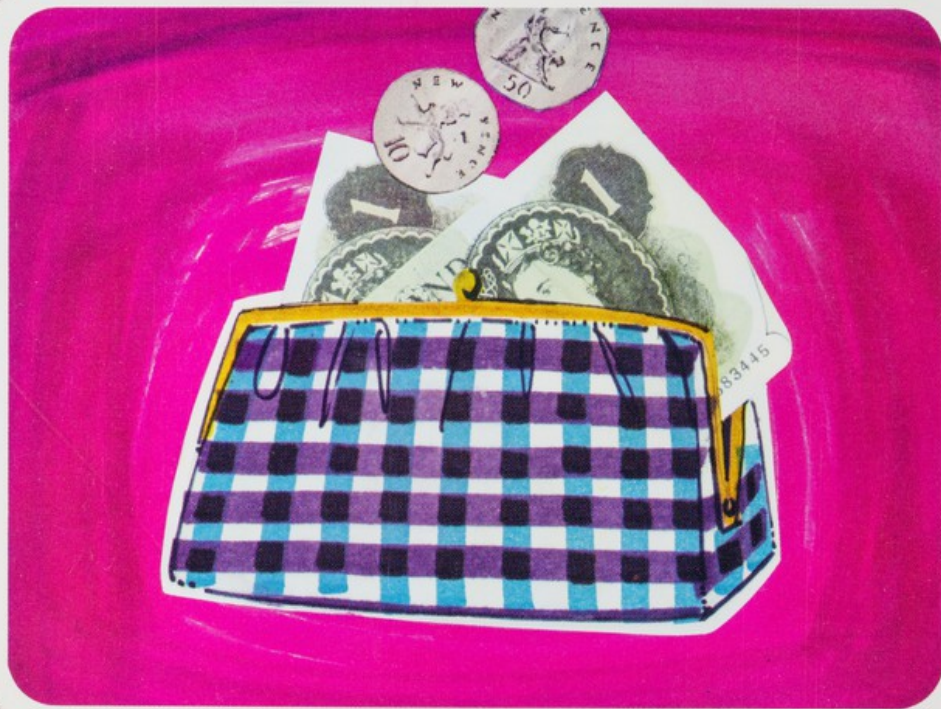
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15-second facts

(No. 15 in a series)

MONEY 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 they spend their money.

- A** The average family's weekly expenditure is £24.18.6d. Of this, 26.4% goes on food. Next most important items in the family budget are transport and vehicles, totalling 13.1%. Housing comes next at 12.7%.
- B** Clothing accounts for 8.9% of household expenditure: fuel, light, and power for 6.2%. But luxuries are obviously valued more highly: tobacco and alcohol run away with 9.3%.
- C** All other purchases together, including durable household goods, take another 14%. And 9.4% is spent on miscellaneous things like entertainment, postal services, hairdressing, laundry, hotel and holiday expenses, and a hundred and one other items—including pocket money for the kids.
- D** Not officially classed as 'expenditure' (though heads of most households would probably disagree) are other weekly outgoings such as income tax, betting payments, life assurance premiums, and so forth. These average £7.6.0d weekly.

The estimated average amount of currency in circulation with the public during 1968 was £2,838 million. Not surprisingly, Christmas raised the average, December's total being £2,979 million.

Source: H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



PARAMOL-118

In Paramol-118 the peripheral analgesic action of paracetamol is fortified with the powerful central analgesic effect of dihydrocodeine. It is highly effective in the treatment of pain, without significant risk of unwanted side effects. It is particularly indicated in muscular conditions such as fibrositis, lumbago and other back pain; also in sprains and strains, dysmenorrhoea, severe headache and neuralgia.

Formula: Each tablet contains
Paracetamol BP 500 mg
Dihydrocodeine tartrate BPC 10 mg

for patients with PAIN **PARAMOL-118**
especially pain of musculoskeletal origin



Additional information is available on request.

*Trade Mark Made in England

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