

Price Order No. 739 (Chocolates)

PURSUANT to the powers conferred on it by the Control of Prices Emergency Regulations 1939,* the Price Tribunal, acting with the authority of the Minister of Industries and Commerce, doth hereby make the following Price Order:—

1. This Order may be cited as Price Order No. 739, and shall come into force on the 14th day of July, 1947.
2. (1) Price Order No. 91† is hereby revoked.
- (2) The revocation of the said Order shall not affect the liability of any person for any offence in relation thereto committed before the coming into force of this Order.
3. In this Order—

“Chocolates” means confectionery in the manufacture of which chocolate has been used as an ingredient, and includes confectionery lines, whether boxed or loose, sold in assortments that include chocolates.

APPLICATION OF THIS ORDER

4. This Order applies with respect to the chocolates specified in the Schedule hereto.

FIXING MAXIMUM PRICES THAT MAY BE CHARGED FOR ANY GOODS TO WHICH THIS ORDER APPLIES

Wholesalers' Prices

5. (1) Subject to the provisions of this clause, the maximum price that may be charged or received by any wholesaler (which term in this Order shall be deemed to include a manufacturer selling to a retailer) for any goods to which this Order applies shall be the appropriate price set out in the Schedule hereto.

(2) The prices fixed by the foregoing provisions of this clause are fixed subject to the continuance of the practice in the confectionery trade with respect to cash and other discounts and with respect to freight arrangements existing immediately prior to the coming into force of this Order.

Retailers' Prices

6. (1) Subject to the following provisions of this clause, the maximum price that may be charged or received by any retailer for any goods to which this Order applies shall be the appropriate price set out in the Schedule hereto.

(2) If in respect of any goods to which this Order applies the price charged in accordance with the provisions of subclause (1) hereof is not an exact number of pence or half-pence, the maximum price shall be computed to the nearest upward halfpenny.

PROVISION FOR SPECIAL PRICES WHERE EXTRAORDINARY CHARGES INCURRED

7. Notwithstanding anything in the foregoing provisions of this Order and subject to such conditions, if any, as it thinks fit, the Tribunal, on application by any wholesaler or retailer, may authorize special maximum wholesale or retail prices in respect of any goods to which this Order applies where for any reason extraordinary charges (freight or otherwise) are incurred by the wholesaler or retailer. Any authority given by the Tribunal under this clause may apply with respect to a specified lot or consignment of goods or may relate generally to all goods to which this Order applies sold by the wholesaler or retailer while the approval remains in force.

DUTY IMPOSED ON RETAILERS

8. Every retailer who offers or exposes for sale in any shop any loose chocolates or loose chocolates mixed with confectionery lines which do not contain chocolate shall keep in a prominent position in such proximity to the goods to which it relates as to be obviously descriptive thereof a ticket, placard, or label on which shall be stated in legible and prominent characters a description of the goods and the retail price thereof.

SCHEDULE

MAXIMUM PRICES OF GOODS TO WHICH THIS ORDER APPLIES

Kind of Goods.	Maximum Wholesale Price.	Maximum Retail Price.
Unwrapped tablets, enrober lines and novelty lines ("Penny" size units)	7s. 10d. per box of 72 units	2d. each.
Tablets, wrapped or otherwise—		
"Threepenny" size units	4s. 11d. per box of 24 units	4d. each.
"Sixpenny" size units	4s. 11d. per box of 12 units	8d. each.
"Shilling" size units	4s. 11d. per box of 6 units	1s. 3d. each.
Filled blocks (all varieties)	5s. 6d. per box of 12 units	9d. each.
Chocolates (assortments, loose)—	At the rate of—	At the rate of—
Lady Baltimore	2s. 11d. per lb.	4d. per oz.
Chocolate Fancies		
Silver Gull	2s. 10d. per lb.	4d. per oz.
Novels		
Milk Tray		
Winning Post		
Regina		
Queen Anne		
Eldorado	2s. 6½d. per lb.	1s. for each complete 3½ oz. in any lot.
Coronation		3½d. per oz. for ounces other- wise than in complete 3½ oz. lots.
Heard's Special		
Majestic		
Suffolk		
Theatre		
Royalty		
Regal	2s. 3d. per lb.	1s. for each complete 3½ oz. in any lot.
Chocolate varieties		3½d. per oz. for ounces other- wise than in complete 3½ oz. lots.
Chocolate Raisin Clusters		
Chocolate Peanut Clusters		
Assorted Clusters	2s. 1d. per lb.	3d. per oz.
Chocolate Caramels		
Chocolate Peppermints		
Any other weigh-out variety of chocolate assortments consisting solely of chocolate or chocolate confections	1s. 11d. per lb.	1s. for each complete 4½ oz. in any lot.
Any other weigh-out variety of assortments consisting partly of chocolates or chocolate confections and partly of confections that do not contain chocolate	1s. 4d. per lb.	2½d. per oz. for ounces other- wise than in complete 4½ oz. lots.
		2d. per oz.

* Statutory Regulations 1939, Serial number 1939/275, page 1057.
 Reprinted with amendments: Statutory Regulations 1940, Serial number 1940/160, page 468.
 † Statutory Regulations 1942, Serial number 1942/168, page 386.