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(i.e. FOR MORNING PAPERS) ON THURSDAY APRIL 23.
THIS EMBARGO SHOULD BE RESPECTED OVERSEAS BY PREFACING ANY MESSAGES
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UTILITY CLOTHING PRICES

As a result of recent investigations, the Central Price Regulation Committee has evidence of a serious number of infringements of the "Utility Apparel (Maximum Prices & Charges) Order 1942 (S. R. & O. No. 75).

Retailers appear to be chiefly at fault in this respect, due possibly to their failure to obtain copies of Orders.

The Central Price Regulation Committee wishes therefore to emphasise the following rules which must be observed by retailers in fixing their prices under this Order:-

- (1) Every garment in the Utility Scheme has a "ceiling" retail selling price to the public which, in no circumstances, may be exceeded. It is the duty of the retailer to find out what that "ceiling" price is and if he is in doubt he should apply immediately to his Local Price Regulation Committee.
- (2) The "ceiling" price of a garment is not necessarily the correct price for a retailer to charge - it is sometimes too high.

To arrive at his own maximum selling price the retailer is entitled to add a margin of $33 \frac{1}{3}\%$ and no more to his buying price (including the Purchase Tax paid), provided that the selling price so produced does not exceed the appropriate retail "ceiling" price laid down by the Order.

If it does, the retailer is limited to his maximum price even though this does not allow him to take his full $33 \frac{1}{3}$ per cent margin.

- (3) Where Customs authorities assume a notional value for the purpose of levying Purchase Tax involving an uplift of the price actually paid, it must be stressed that this value is a notional value only and the retailer must calculate his margin on the price which he has actually paid to the maker-up or the wholesaler, and not on the notional price fixed for the purpose of Purchase Tax which he has not, in fact, paid.

CENTRAL PRICE REGULATION COMMITTEE

* This Order (S. R. & O. 1942 No. 75) is obtainable at H. M. Stationery Office or through any bookseller.