

23/8/42 - No.7

NOT FOR PUBLICATION, BROADCAST, OR USE ON CLUB TAPES
BEFORE 00.30 B.S.T. (i.e. FOR MORNING PAPERS) ON
MONDAY, AUGUST 24, 1942
THIS EMBARGO SHOULD BE RESPECTED OVERSEAS BY PREFACING
ANY MESSAGES FILED WITH THE EMBARGO

RETAIL SALES OF CANNED FRUIT TO CEASE

The Canned Fruit (Prohibition of Retail Sales) Order, 1942, prohibits the sale of canned fruit by retail from 6th September.

It is the intention of the Ministry to take fullest advantage of the long hours of daylight to get stocks of this year's home-produced canned fruit as widely distributed as possible, ready for subsequent release for sale. With this object it has been decided to permit canners to make arrangements to place stocks at the premises of their retailer customers.

No sale will take place at present and the canned fruit will remain the property of the canner until released by the Ministry for sale. Consequently until released no payment or surrender of points vouchers by retailers will be required.

For security reasons it has been found impossible to extend these facilities to retailers with premises within about fifty miles of parts of the Eastern and Southern coasts of Great Britain where it is undesirable for larger stocks than necessary to be kept.

The Order has been made to prevent the sale of canned fruit to the public, catering establishments and the confectionery trade until released by the Ministry. As it comes into operation on 6th September there will be a period of about two weeks during which retailers who have any stocks still left will be able to dispose of them.

Catering establishments and manufacturers will be permitted to continue to use their present stocks of canned fruit for the purposes of their business.

MINISTRY OF FOOD