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BEFORE 0030 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

LICENSING OF CHOCOLATE AND SUGAR CONFECTIONERY RETAILERS

The introduction of the Personal Points Scheme for chocolate and sugar confectionery has led to the discovery that, in spite of repeated publicity, considerable numbers of small retailers of chocolate and sugar confectionery in various parts of the country have apparently not been aware of the necessity for obtaining retail licences if they wish to remain in business.

The Ministry of Food, therefore, urgently directs their attention to the necessity for applying at once at their local Food Office for a retail licence. The Minister is anxious that, with the introduction of the rationing scheme, trade should not be diverted from its normal channels, and he wishes to avoid hardship to individuals. He has, therefore, decided to ask Food Control Committees to give favourable consideration to all suitable applications from retailers of chocolate and sugar confectionery who can prove that they have been selling these commodities regularly since the outbreak of the war and who can claim that they did not realise they were breaking the law by failing to obtain a retail licence. Such applications should be sent to the local Food Office before the end of September.

Applications which have already been refused by Food Control Committees will, if immediately sent in again to the local Food Office, be reviewed by the Committees concerned.

MINISTRY OF FOOD