

8/7/43 - No.5.

NOT FOR PUBLICATION, BROADCAST OR USE ON CLUB TAPES BEFORE
0030 HOURS D.B.S.T. ON FRIDAY JULY 9 (i.e. FOR MORNING
PAPERS ON JULY 9). THIS EMBARGO SHOULD BE RESPECTED
OVERSEAS BY PREFACING ANY MESSAGES FILED WITH THE EMBARGO.

PRICE OF SPECIAL BREADS AND BREAD CONTAINING "W" FLOUR

The Ministry of Food has made an order coming into force on July 18 which adds to the list of special breads exempted from the price, wrapping and other main restrictions of the Bread (Control and Maximum Prices) Order, 1943, "Biogene" and "Cellulon" bread manufactured by Callard and Co., London, and "Energen" bread manufactured by the Energen Foods Co., Ltd.

The order also introduces price control for certain speciality breads by requiring bread in the production of which "W" flour, within the meaning of the Flour Order, 1943, has been used to conform to the same maximum prices as National bread. ("W" flour is speciality flour sold at the price of National flour but of a higher rate of extraction than 85 per cent).

MINISTRY OF FOOD.