

*British Manufactured Tobaccos and Snuffs.*

The maximum price to be charged by the Manufacturers of Tobaccos and Snuffs retailed on 20th April 1918, at 6d and 6½d. per ounce—and now to be retailed at 8d. and 8½d. per ounce respectively—shall be a price which will allow a profit to the Retailer or to the Wholesaler and Retailer together of not less than 3d. per lb. more than was allowed under the Schedule of Wholesale Prices dated 13th August 1917.

The maximum price to be charged by the Manufacturers of Tobaccos and Snuffs retailed on the 20th April 1918 at 7d per ounce and upwards and now to be retailed at 9d. per ounce and upwards, shall be a price which will allow a profit to the Retailer or to the Wholesaler and Retailer together of not less in pence per lb. than was allowed under the Schedule of Wholesale Prices dated 13th August 1917.

*Imported Cigars.*

The gross price, duty paid, charged by any Importer shall not be more, on Cigars up to 90s. per 100, than 6s. per 100, and on Cigars over 90s. per 100 than 10s. per 100 over the price charged by that Importer for the same Brands and quantities on 20th April 1918.

The above margins of profit, where goods are sold to a Wholesale Dealer and by him to a Retailer, includes both the Wholesale Dealers' and Retailers' profit, that is, the Retailer obtains the percentages of profit stated, less the Wholesaler's profit.

The maximum price at which a Wholesale Dealer sells to a Retailer shall be the price at which he bought from the Manufacturer with the addition of not more than the same proportion of the profit provided for the Wholesale Dealer and Retailer together which it was customary for him to retain at 20th April 1918.

Where a Manufacturer sells to a purchaser a quantity of tobacco which, under the conditions existing on 20th April 1918, would not have entitled the purchaser to the maximum discount allowed by the Manufacturer, such Manufacturer shall be entitled to retain a proportion of the maximum discount not exceeding that which it was customary to retain at 20th April 1918.

The net price at which a Manufacturer or Wholesale Dealer sells any tobacco shall not exceed the price ruling at 20th April 1918, for the same or similar qualities sold by him under similar conditions of sale by more than the amount by which a Retailer is entitled to increase the price of the same goods sold by him under any Schedule of Prices issued by the Board of Trade, or the Tobacco Control Board on their behalf in force for the time being.

LANCELOT HUGH SMITH,  
Chairman of the Tobacco and  
Matches Control Board.

FRANK TOWLE, Lt.-Col. }  
G. L. BEVAN. } Members of the  
ALBERT SMITH, CAPT. } Tobacco and Matches  
Control Board.

23rd April 1918.

THE RETAIL TOBACCO PRICES NOTICE DATED THE 23RD DAY OF APRIL 1918, ISSUED BY THE TOBACCO AND MATCHES CONTROL BOARD PURSUANT TO PARAGRAPH 1 OF THE TOBACCO RESTRICTION ORDER (No. 3), 1917, DATED 13th AUGUST 1917.

No Tobacco, Cigarettes, Cigars or Snuff may be sold on or after the date of this Announcement, by retail at a price exceeding the price at which such goods were sold at the same establishment under similar conditions on 20th April 1918, by more than the amount shown in the following schedule.

Where Tobacco, Cigarettes, Cigars or Snuff of a particular brand or quality were not sold at an establishment previous to the date of this Schedule, the price to be charged for the same at such establishment shall be the retail price as fixed by the Manufacturers' Price List unless the Tobacco and Matches Control Board otherwise order, and if not included in any such Price List, the price shall be fixed by the Tobacco and Matches Control Board.

PRICES RULING 20TH APRIL 1918.

Maximum increase of  
Retail Prices allowed  
on and after the date  
of this Announcement.

	At the rate of
Tobaccos and Snuffs—	
Loose or packed . . . . .	2d. per ounce
Cigarettes manufactured in the United Kingdom— (Sold in Packet, Box or other Container.)	
Retailed in packets of 5 for 1½d. or 10 for 3d. (the minimum average weight of this class of Cigarette to be 32 to the ounce)	{ ½d. for 5 ½d. for 10
All other Cigarettes, except those guaranteed to be manufactured solely from Oriental Tobaccos (the minimum average weight to be as at present) . . . . .	1d. for 10
Cigarettes which are guaranteed as being manufactured solely of Oriental Tobaccos . . . . .	2d. for 10
(Oriental Tobaccos are those qualities and descriptions which, before the 4th August 1914, were <i>bona fide</i> sold under the description of Turkish, Egyptian, and Russian.)	
Cigarettes sold by weight . . . . .	2½d. per ounce