EXPLANATORY NOTE

(This Note is not part of the Order, but is intended to indicate its general purport.)

This Order revokes The Restriction of Repairs of Ships Order, 1940, whereby no person, whose business or part of whose business is the repair, alteration or drydocking of ships, was permitted to carry out or cause or permit to be carried out in the United Kingdom repairs or alterations to or the drydocking of ships, otherwise than to the order of any Department of His Majesty's Government in the United Kingdom, except under the authority of a licence granted by the Admiralty.

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(35) PAPER

(i) *Economy.*
(ii) *Use of Paper for Betting Schemes*, p. 625.
(iii) *Revocation Orders*, p. 628.

(i) ECONOMY

A. *Advertising Circulars and Contents Posters.*
B. *Newspapers*, p. 623.

A. ADVERTISING CIRCULARS AND CONTENTS POSTERS

The Control of Paper (Economy) Order, 1949

1949 No. 1506

Made - - - -	*5th August*, 1949
Laid before Parliament	*8th August*, 1949
Coming into Operation	*1st September*, 1949

The Board of Trade, in pursuance of the powers conferred upon them by Regulation 55 of the Defence (General) Regulations, 1939, as having effect by virtue of the Supplies and Services (Transitional Powers) Act, 1945(a), as extended by the Supplies and Services (Extended Purposes) Act, 1947(b), hereby order as follows:—

1. Except under the authority of a licence granted by the Board of Trade hereunder and in accordance with any conditions attaching thereto, no person shall print, make or exhibit or cause to be printed, made or exhibited any contents poster composed of or containing paper.

2.—(1) Except under the authority of a licence granted by the Board of Trade hereunder and in accordance with any conditions attaching thereto, no person shall in any period of three consecutive months distribute or cause to be distributed free of charge in the United Kingdom advertising circulars relating to or in connection with any profession, trade or business or the acquisition of goods, the aggregate quantity by weight of which circulars exceeds—

(*a*) 5 cwts., or

(a) 9 & 10 Geo. 6. c. 10; and S.R. & O. 1945 (No. 1618) II, p. 48.
(b) 10 & 11 Geo. 6. c. 55.

(*b*) a quantity equal to 50 per cent. of the aggregate quantity by weight of such circulars which he distributed or caused to be distributed free of charge in the corresponding period in the 12 months which ended on the 31st day of August, 1939,

whichever is the greater.

(2) Nothing in the preceding paragraph shall apply to theatre circulars and circulars in connection with pool betting schemes and to circulars of the following descriptions being delivered to a person in response to a request by him referring specifically to those circulars:—

(i) catalogues or specifications relating to industrial, laboratory or agricultural plant, machinery or equipment;

(ii) insurance particulars;

(iii) particulars of educational courses; or

(iv) catalogues relating solely or mainly to seeds or plants used in the production of food or feeding stuffs or to insecticides or fertilisers.

3. Except under the authority of a licence granted by the Board of Trade hereunder and in accordance with any conditions attaching thereto, no person shall in the United Kingdom distribute free of charge or cause to be so distributed, in respect of any theatre, any theatre circulars:

Provided that a person may in any quarter distribute free of charge or cause to be so distributed in respect of any theatre (being a theatre which was open during the corresponding quarter of the year ending on the 31st day of August, 1939), theatre circulars to such an extent that the weekly average aggregate area of such circulars so distributed or caused to be distributed in the weeks when that theatre is open during the quarter does not exceed 50 per cent. of the weekly average aggregate area of such circulars so distributed or caused to be distributed in respect of that theatre in the weeks when that theatre was open during the corresponding quarter of the year ending with the 31st day of August, 1939.

4. For the purposes of this Order, when a circular is or was distributed or caused to be distributed by a person acting as agent or contractor or otherwise on behalf of another person, only that other person shall be deemed to have distributed or caused to be distributed that circular.

5. In this Order—

"advertising circular" means anything composed of or containing paper and distributed in substantially identical form to more than 12 persons for purposes of advertising;

"contents poster" means a poster setting forth, or giving any indication either general or particular of, the whole or any part of the contents or the authorship or source of the whole or any part of the contents of any issue of any newspaper, magazine, periodical or news bulletin;

"make" includes making by handwriting, typewriting or stencilling and "made" and "making" shall be construed accordingly;

"musical entertainment" means a concert or similar entertainment consisting of the performance of music, with or without singing or recitation;

"paper" includes all descriptions (whether homogeneous or laminated and whether coated or uncoated) of paper, paperboard, pulpboard, wallboard, fibreboard and other similar materials which are manufactured wholly or mainly either from vegetable fibres or a pulp thereof or both from such fibres and such pulp;

"poster" includes an advertising window bill, advertising show card or advertising display card;

"print" includes printing by means of any duplicating or silk screen process and "printed" and "printing" shall be construed accordingly;

"quarter" means the months of September, October and November, 1938, and each succeeding period of three consecutive calendar months, provided that if the greater part of any week falls within a quarter, the whole of that week shall be deemed included in the quarter;

"stage play" includes every tragedy, comedy, farce, opera, operetta, burlesque, interlude, melodrama, pantomime or other entertainment of the stage or any part thereof;

"theatre" means any theatre or hall which is normally used in the giving of stage plays or musical entertainments; and

"theatre circular" means any circular which is distributed in connection with a theatre and the contents of which relate to any entertainment at that theatre consisting wholly or mainly of a stage play or musical entertainment.

6. The Control of Paper (No. 70) (Economy) Order, 1945(**a**), the Control of Paper (No. 72) (Economy) Order, 1946(**b**), and the Control of Paper (Economy) (Amendment) Order, 1948(**c**), are hereby revoked, provided that any current licence issued thereunder and relating to contents posters, advertising circulars or theatre circulars shall continue to have effect under the corresponding provisions of this Order.

7. This Order may be cited as the Control of Paper (Economy) Order, 1949, and shall come into operation on the 1st day of September, 1949.

Dated this 5th day of August, 1949.

John Edwards,
Parliamentary Secretary
to the Board of Trade.

EXPLANATORY NOTE

(This Note is not part of the Order, but is intended to indicate its general purport.)

This Order supersedes the remaining provisions of the Control of Paper (No. 70) (Economy) Order, 1945, and the provisions of the Control of Paper (Economy) (Amendment) Order, 1948, (which restricted the use of paper for advertising circulars, including theatre circulars) and the provisions of the Control of Paper (No. 72) (Economy) Order, 1946, prohibiting the use of paper for contents posters.

Under this Order the use of paper for contents posters continues to be prohibited. The amount of paper which may be used for the gratuitous distribution of advertising circulars (including theatre circulars but excluding circulars relating to pool betting schemes) has been increased.

(a) S.R. & O. 1945 (No. 1431) II, p. 1451. (b) S.R. & O. 1946 (No. 97) II, p. 1313.
(c) S.I. 1948 (No. 2540) II, p. 906.