

Food and Drugs Authorities,  
Public Analysts.

**Circular MF 16/52**  
(England and Wales  
and Northern Ireland)

MINISTRY OF FOOD,  
GREAT WESTMINSTER HOUSE,  
HORSEFERRY ROAD,  
LONDON, S.W.1.

12th December, 1952.

SIR,

**Labelling of Food Order, 1950**

**Coronation Souvenir Boxes**

1. I am directed by the Minister of Food to inform you that Her Majesty the Queen has been graciously pleased to authorise during 1953 a temporary relaxation of the rules governing the use of Royal Titles, Emblems and Photographs insofar as articles of a permanent kind which have been manufactured specially as souvenirs of Her Majesty's Coronation are concerned. For this purpose no objection will be raised to the reproduction of the Royal Arms, the Royal Cypher, the Crown, the Royal Standard and approved Royal Photographs.

2. The Home Secretary is responsible for giving advice to traders who wish for further information on the subject except on matters connected with the reproduction of Royal Photographs or Pictures, when application must be made to the Keeper of the Privy Purse, Buckingham Palace.

3. The latter has announced that the following, among other conditions, will apply when permission is given for manufacturers to make tin boxes, caskets and other receptacles as souvenirs:—

- (i) the boxes, or caskets or other receptacles must be of such a nature that they are likely to be retained as permanent souvenirs of the occasion;
- (ii) boxes and caskets may bear the name of the firm producing the contents and also the nature of the contents, provided this information is placed on the base of the container or on the inside of its lid;
- (iii) the period of retail sale of boxes containing foodstuffs is limited to the year of the Coronation—1953.

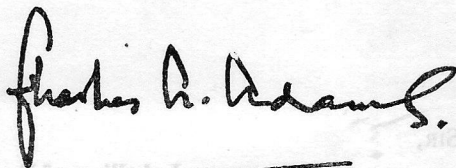
4. Compliance with condition (ii) above by packers of food will involve a technical infringement of the Labelling of Food Order, since the particulars required by the Order will not be prominently or conspicuously displayed, or, alternatively, where a protective outer covering is used the souvenir container might not itself bear any statement.

5. The Minister confidently expects that Food and Drugs authorities will subscribe to his view that the sale of Coronation souvenirs warrants special consideration and suggests that, in the circumstances, no exception need be taken to Coronation souvenir packs provided the particulars required by the Labelling Order are given on the base or the inside of the lid of the container, on a loose label inside the container, or on an outer protective cover.

6. A copy of this Circular is being sent to the Medical Officer of Health and an additional copy is enclosed for the Sampling Officer. Further copies may be obtained from Her Majesty's Stationery Office.

I am, Sir,

Your obedient Servant,



Assistant Secretary.

The Clerk of the Council, or } England and Wales.  
The Town Clerk,

The Secretary, County and County Borough Health Committees, Northern  
Ireland.

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