
STATUTORY INSTRUMENTS

1979 No. 278**PRICES****The Daily Telegraph Limited (Prices) Order 1979**

Made - - - - - 12th March 1979
Laid before Parliament 13th March 1979
Coming into Operation 4th April 1979

Whereas—

- (1) the Price Commission on 15th February 1979 made a report to the Secretary of State pursuant to section 6(1) of the Price Commission Act 1977(a) (“the Act”) in respect of an increase in prices and charges relating to The Daily Telegraph newspaper proposed by The Daily Telegraph Limited;
- (2) the said report includes recommendations by the Price Commission that increases in those prices and charges should be restricted as mentioned in the report; and
- (3) the effective date of the said report is 15th February 1979,

Now, therefore, the Secretary of State in exercise of the powers conferred on him by section 7(5)(a) of the Act and of all other powers enabling him in that behalf, hereby makes the following Order:—

1. This Order may be cited as The Daily Telegraph Limited (Prices) Order 1979 and shall come into operation on 4th April 1979.
2. The Daily Telegraph Limited, during the period beginning with 4th April 1979 and ending with 15th October 1979, shall not—
 - (a) increase the cover price of The Daily Telegraph above 10 pence; or
 - (b) increase the advertising rates of The Daily Telegraph as increased by the increase implemented on 9th October 1978.

Roy Hattersley,
Secretary of State
for Prices and Consumer Protection.

12th March 1979.

(a) 1977 c. 33; this Act was amended by the Price Commission (Amendment) Act 1979 (c. 1).

EXPLANATORY NOTE

(This Note is not part of the Order.)

This Order prohibits increases in the cover price of The Daily Telegraph and in the rates of advertising charges of The Daily Telegraph during the period ending with 15th October 1979. On 16th October 1978 The Daily Telegraph Limited notified the Price Commission that it intended to implement a weighted average increase of 4.483 per cent to be applied as an increase of 1p (from 9p to 10p) in the cover price of The Daily Telegraph. This increase was permitted by a variation notice given by the Commission under section 4(5) of the Price Commission Act 1977 and was implemented on 22nd January 1979. The Order fully implements the Commission's recommendation that there should be no increase during the period ending with 15th October 1979 in either the cover price, as so increased, or in the advertising rates, including an increase implemented on 9th October 1978, of The Daily Telegraph.

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