

ITT Bakery Gets Nod for Price Raise

8-24-48 J.W.
The Price Commission gave ITT Continental Baking Co. permission yesterday to raise prices on bread products from its Washington plant an average 1.61 per cent, including increases up to 6 per cent on individual items.

Average increases ranging from 0.8 per cent to 1.61 per cent were also granted four of Continental's 70 other plants across the country. Among other products, Continental bakes Wonder Bread.

The increase is a weighted average, so some prices may rise less, others more, but none more than 6 per cent. The company could not immediately say how or when it would put the increase into effect. The company is a subsidiary of International Telephone & Telegraph Corp.

The baking industry has sought in vain to be exempted from price controls, citing rising flour prices resulting from the purchase of 400 million bushels of American wheat by Russia. The price of wheat is not controlled because it is a raw agricultural product.

In a related development, the Internal Revenue Service—enforcement agency for price controls—announced that Lucky Stores, Inc., the nation's eighth largest food retailer, agreed voluntarily to cut food and other prices that IRS said were raised without justification.

Lucky Stores does business locally as Memco.