Big Advance in Bread Prices Not Justified

FLOUR PRICES UP, FOLLOWED BY IMMEDIATE BOOST IN COST OF LOAF.

The jumps in wheat prices over the year's end were followed closely by sharp advances in flour prices. Bread prices showed a sympathetic, but lass pronounced, movement.

It would probably be hard to justify the recent advances in flour and bread prices There is talk of further increases in bread prices. But even the recent speculative advances in wheat prices, if they had been maintained, would not have justified the present prices of flour and bread.

The prices of bread are certainly not reasonable, unless the bakers during 1919, when the war boom was at its height, were losing money.

Here is a comparison from data compiled by the Dominion Bureau of Statistics:

Average and corresponding prices for whole year:

	Dec. 1923	Dec. 1924
No. 1. Wheat	$ 2.21	$1.75
1st P. Flour	11.42	9.50
Plain Bread	.066	.066

Thus last December bread was the same price as in 1919, though there had been a reduction of 23 per cent in the price of wheat and of 17 per cent in the price of flour. The bread prices are those of Toronto, always lower than Montreal prices. Since the prices given above were quoted, wheat flour and bread have increased in price.

When wheat rose to $2.10 recently flour prices were advanced to $11.40 for first patents, the average price for wheat averaged $2.21. Most factors entering into production costs were more expensive during the war boom than they are to-day. So even if millers had brought their wheat supplies at the recent price of $2.10, which being speculative has rapidly receded, it would be hard to justify flour prices equal o the average for 1919. Still harder to justify present bread prices, which are higher than in 1919.

It is not on record that the millers or bakers lost money in 1919 when the war boom was in full swing. The boom reached its peak in 1920, wheat prices soared to $2.75 in August, 1920; then slumped to $1.85 in December of that year. First patent flour prices soared to $14.85 in the summer of 1920; then dropped to $11.10 in December. Bread prices began the year 1920 at 7 cents per pound in Toronto, rose to 8 cents in May, held that figure until December, when the price dropped back to 7 cents.

Wheat Advances.

Advances in wheat prices were closely followed by increase in flour and bread prices; but when prices declined, flour and bread prices did not show an equal eagerness to follow suit The cards are usually stacked against the ultimate consumer.

It is an interesting fact, however, that flour prices have followed the course of wheat prices more regularly than bread prices, and that, by and large, over considerable periods, the changes in flour prices have been fairly proportionate with the changes in wheat prices—much more so than bread prices. That fact is of interest.

Canada has a fair supply of flour and grist mills—1,257 in 1921. But less than 200 mills produce about 90 per cent of the flour ground in Canada. It would be much easier to form a combine of the millers who are commercially important than of the tens of thousands of bakers,

Yet the miller's prices for flour respond to changes in the prices of wheat more quickly, and in a closer ratio, than the baker's prices for bread do.

Since recent advances in flour and bread prices appears to have followed a speculative movement in wheat prices,, the question is will they now respond to the decline in wheat prices. —Montreal Standard.

650,000 Pounds Bequest

CONDITION THAT DEPRIVES MUSEUM OF IT.

New York, Tuesday—The Metropolitan Museum of Art, New York, is placed on the horns of a dilemma by the will of the late "copper king," the former Senator William Clarke, who recently died leaving a fortune estimated at £20,000,000.

The late Mr. Clarke leaves his entire art collection, worth £650,000, to the museum, but attaches to the bequest the condition that the treasures must be exhibited as a whole and not divided.

This condition runs directly counter to the policy of the museum. The consequence is that the collection will probably go to the Cororan Gallery of Art at Washington.

"Toofus!"

"Yes, sir?"

"Call up my dentist and see if he can make an engagement with me. And, Toofus!"

"Yes, sir?"

"Don't press him."

MINARD'S LINIMENT USED BY PHYSICIANS.

See Pages 8 and 9 for More Great "Broadway" Values

BARGAIN BASEMENT

Contributions to Our Great

PEERLESS SALE

Which Starts TO-DAY at 9 a.m. Sharp

WITH VALUES YOU NEVER DREAMED OF SEEING AT THIS TIME OF THE YEAR! WITH MORE SAVINGS FOR THE ENTIRE FAMILY! WITH A GREATER DEMONSTRATION OF VALUES THAN EVER! - -

PEERLESS VALUE
LADIES' SUMMER VESTS
Fine Jersey Vests with shoulder straps, in all sizes. Values to 60c.
To-day, 14c. each

PEERLESS VALUE
LADIES' & MISSES' JERSEY BLOOMERS
Made of fine Pink Jersey, every pair worth double.
To-day, 29c. pair

PEERLESS VALUE
POLLY PRIM APRONS
Made of good quality Gingham, with pockets, making it the ideal home apron. Values to 90c.
To-day, 47c. each

PEERLESS VALUE
CHILDREN'S UNDERWEAR
Fine Jersey Vests and under Pants for children; every garment worth up to 60c. On Sale
To-day, 27c. Gar.

PEERLESS VALUE
GIRLS' COTTON HOSE
In Black only. The greatest value ever offered.
To-day, 3 pairs for 20c.

PEERLESS VALUE
LADIES' SLIPPERS
In Leather, Felt and Corduroy, with carpet or leather soles. Values to $1.50.
To-day, 39c. pair

350 newest styles—all the newest materials, newest colors, newest trimmings, newest fashion notes are incorporated in this Sale of - - - -

800 Dresses

$ 8.75 DRESSES at 5.68
$10.00 DRESSES at 5.68
$13.50 DRESSES at 7.83
$17.50 DRESSES at 7.83

Women's Misses' Stouts **5.68**

DRESSES

for everybody, for every occasion. Hundreds of new Dresses just arrived, including hundreds of our own stock, making this the greatest Sale of popular price Dresses St. John's women ever had a chance to buy at such low prices as $5.68 and $7.83. Come! See for yourself - - - - - -

THE COLORS: Grey—Fawn, Navy—Black, Wood—Rose, Rust—Titan, Lipstick—Green, Etc., Etc.

THE STYLES: New Novel Flares—Straight Lines—Tailored Models—Tunic Models and many variations.

TRIMMINGS: Beads—Laces, Ribbons—Flowers, Embroideries—Long Sleeves—Short Sleeves—Sleeveless—

7.83

DRESSES in Canton Crepe—Poiret Twill—Fine Serges—Satins—Satin-faced Canton—Georgettes, etc. Come tomorrow! See the greatest Value-giving Sale start with the most amazingvalue-giving Dress Sale in St. John's.

TO-DAY, 9 TO 11 A.M. ONLY

59 ONLY DRESSES, in Silk, Serge and Tricosham. Everyone worth up to $9.50 go on Sale for this low price of $2.88. Never before such values! NEVER AGAIN! Come early! **$2.88**

OUR ALARM CLOCK RINGS TO-DAY AT 9 A.M. WITH PHENOMENAL VALUES!

THE BROADWAY HOUSE of FASHION

PEERLESS VALUE
BABIES' SILK BONNETS
Made of fine Silk or Crepe, they represent the peak in value-giving. Values to $1.50
To-day, 49c. each

PEERLESS VALUE
LADIES' NIGHTGOWNS
Fine Striped Flannelette Nightgowns, nicely made and trimmed. Values to $1.75. On Sale
To-day, for 79c.

PEERLESS VALUE
LADIES' VOILE DRESSES
A regular $2.98 Dress going on Sale for only
99c.

PEERLESS VALUE
CHILDREN'S PANTY DRESSES
These are the very best, made of fine mercerised Silk, also some in Gingham. Values to $1.50
To-day, 97c. each

PEERLESS VALUE
LADIES' BLOUSES
Fine White Voile and Cotton Blouses, all sizes. Values to $1.25.
To-day, 44c. each

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PEERLESS VALUE
LADIES' PRINCESS SLIPS
Fine Striped Lingette or plain Satine in all the new Spring colors. The kind you always paid $1.98 for.
To-day, $1.09 each

PEERLESS VALUE
TABLE CLOTHS
Fine White, extra large size Table Cloths, everyone perfect. Values to $2.75.
To-day, $1.47

PEERLESS VALUE
CHILDREN'S ROMPERS
Made of fine washable materials, in Pink and Blue. Values to $1.00. On Sale
To-day, for 69c.

PEERLESS VALUE
TOWELS
Extra size White Towels, with coloured borders; extra fine quality.
To-day, 57c. pair

PEERLESS VALUE
LADIES' DRESSING JACKETS
Made of fine Flannelette in Paisley colorings, extra good value at $1.25. On Sale
To-day, for 54c. each

PEERLESS VALUE
LADIES' SILK SWEATERS
These come in Black and Navy, some slightly damaged. Values to $5.00. On Sale for
$1.39

The Price of Bread

When flour recently rose to the high price of 58s. 6d. a sack, the master bakers rapidly put up the price of bread from 10d, to 11d. for a 2-pound loaf. Now that flour has sunk to 49s. a sack, the association of the master bakers appear decidedly unwilling to decrease the price of the loaf below 11d.' And yet it is admitted by them as a general fact, that the fluctuation of 8s. in the price of a sack—almost the amount of the fall—means the difference of 1d. on the loaf.

The bakers' present argument is that many of them bought their flour at high prices, and consequently can not afford to sell bread below 11d. Unfortunately for the force of this argument they did not apply the same reasoning when flour rose in price and announce that many of the bakers—as must have been the case—had bought supplies of flour when prices were much lower.

It seems to be a case of Heads I win and Tails you lose.

It is true that bread is now obtainable in numerous shops at 10 1-2d. a loaf, but this reduction was brought about independently of the London Master Bakers' and Confectioners' Protection Society, and bakers are still at liberty to follow their own sweet will.

Some shops are even selling the loaf at 10d.—which, on their own showing, yields a reasonable profit—but it is now suggested by the same society that they should raise their prices to 10 1-2d. If this were to happen, competition, which is the final hope of the consumer, would be stifled and the bakers would have it all their own way.

Public opinion ought to be strong enough to put an end to this profiteering in one of the real essentials of life.—Daily Mail.

Policemen Leave Cemetery

AS TOMBSTONES SWAYS WITH QUAKE.

WINCHESTER PAIR, ON DUTY THERE, WILL NEVER FORGET GHOSTLY ADVENTURE.

WINCHESTER, March 2.—Sergt. William Hamilton Rogers and patrolman Henry "Jack" Dempsey, the latter recently appointed to the force, will not soon forget their experience during the earthquake that shook the town's foundations along the Aberjona River valley Saturday night.

It became known to-day through a leak at Police Headquarters that Sergt. Rogers and the husky patrolman at the time of the earthquake were standing in the Jewish cemetery in Winchester Highlands, close to the Montvale District of Woburn.

Sergt Rogers and patrolman Dempsy at the time of the earthquake were awaiting the arrival of some lawbreakers whom Chief of Police McIntosh desired apprehended red-handed. While they were talking in whispers they heard no noise. With minds bent on their duty, they looked about to see what they might see.

Officer Dempsey first noticed the moving of the tombstones and grave markers and felt the ground shaking under him. Sergt. Rogers, who was standing near the wooden office of the cemetery, didn't have his eyes on the ground because he was watching the small building very intently, and for a very good reason. He expected somebody to come out of that building. Just as Dempsey said: "Sergeant, do you believe in ghosts?" Sergt. Rogers saw the office building move back and forth."

Ghosts, Nothing."

Sergt. Rogers was so concerned in keeping his eyes on the building that he didn't notice the ground. Perhaps he stood on a ledge which didn't shake as did the soft ground on which officer Dempsey was standing

"Ghosts, nothing, man. There are no ghosts Why do you ask that question?"

The words were scarcely out of his mouth before the biggest "ground swell" of the earthquake was on and the doughty sergeant suddenly realized that the stones in the cemetery wall nearby were rattling and the ground beneath his feet was moving. He also saw the stones and monuments on the graves move and shake in the night air.

Turning to Dempsey, Rogers said: "This must be an earthquake It's a fine place, isn't it, for a couple of good Irishmen to find themselves in an earthquake Don't you think we had better cross over out of here into Calvary" (the Roman Catholic cemetery).

"I am going out of here, anyway, whether you say so or not," said Dempsey, sharply. "It may be an earthquake, but whatever it is, I will feel safer out of this graveyard than in it."

By this time the earthquake was over. The men left the cemetery and went back to Headquarters, agreeing to keep quiet about their experience.

Somebody buzzed around and tipped off the reporters about the occurrence and both Sergt. Rogers and Officer Dempsey agreed to-day that the joke was on them.

Juniper Kidney Pills at STAFFORD'S—25 doses for 25c.
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