

# EUROPE'S WORKING PEOPLE ON HOLIDAY

Theodore Morgan Describes Reaction After War Tension

## PRODUCTION COST HIGH

Britain's Overseas Trade Curtailed; Pendulum Will Swing Back to Lower Prices Slowly

(Montreal Gazette.)  
Prices will come down but the pendulum in that direction will swing but slowly, said Theodore Morgan, of Henry Morgan & Co., Limited, addressing the Montreal Publicity Association, at its weekly luncheon at Freeman's yesterday. Mr. Morgan a month ago returned from a trip to Europe and England, where he made a study of merchandising conditions, being abroad in the months of March, April and the better part of May. Before prices fell central Europe and other places that were in great need of goods and food would have to be supplied.

### Reaction Apparent.

Mr. Morgan said he had gone over with an open mind to find out merchandising conditions in order to get an intelligent view of price conditions. Going through the densely populated midland cities of England, to Scotland, and into the pottery districts, one gathered an idea of the disorganization that exists in the great commercial centres. There were a number of conditions that impressed one, and the first and foremost was that the tremendous tension due to the war, and under which the people have been living, had suddenly snapped, and this period of unrest was due to the reaction taking place. The best proof of that was while many demands of labor had been met, labor was not satisfied, showing that it was not the labor wage

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or the cost of living that was affecting labor, but the series of conditions that had gone into the social strata. This unrest came from a series of sources. The labor people of England and France and the other Allied countries had been worn out under the tremendous physical and mental stress. One had only to go through France to see the sacrifices, where almost every family had lost some relative, and into the crowded centres of England to realize this fact. During the war the burden was carried silently, and without any outward expression, but when the war was over it immediately expressed itself in disorganization and unrest so that Europe and England, too, instead of finding themselves immediately ready to enter upon commercial business on a peace basis are confronted with the problem of getting their people back to normal conditions of living. Owing to so much labor organization, this feeling had found acute expression in England, but it was also felt in other countries, including Italy and Switzerland. Mr. Morgan mentioned a little place of 4,000 people in France, almost cut off from the outside world, yet there, too, there was the same feeling of unrest as found in the big Lancashire towns of England.

Factors in Production Cost.  
When would prices come down? The cost of labor had gone up, the cost of materials was high. In some lines it would come down, but in others where there was a scarcity prices would not come down. The cost of coal today played a large part. Factories in England and France which had not figured on coal prices previously today had to readjust their factories so as to provide for this new item of cost for coal would not come down, and it is now a serious factor in the cost of production. With the cost of production up, the overseas trade of Britain has been seriously curtailed. The heavy taxes due to the war debt also played its part in the cost of production.

Walking in the shopping centres of Paris and London one saw much fine merchandise, and to one who did not know it would be thought that there was a wealth of merchandise. That merchandise, however, was high, and the demand correspondingly small because of the high prices. Europe says that they have to eliminate the world to new high prices. France says that we must come back to our old channels of buying, but England especially recognizes the serious situation of export trade, due to high prices. The problem facing England, France, Italy and Belgium when the latter again manufacture is the cost of the articles as compared to the demands and the cost of production in other countries. They recognize the tremendously strong position of the United States. The silk manufacturing district was seriously worried about the cost of production as compared to the cost of manufacturing in New England. The French manufacturer recognized that his machinery was practically obsolete as compared to that of the Americans, and had always counted on cheap labor to overcome that fact. Yet it has been found impossible to argue with labor that the existence of the silk manufacturing districts depends on export, and if labor insists on high wages it will be ruined. Labor has not, up to the present, looked any further than the present moment.

Lower Prices Remote.  
Prices would come down undoubtedly, for it was admitted that they are too high, but before that came about to a great extent the great vacuum would have to be filled with food and clothing and other merchandise, and only then could we expect cheaper production. It is unreasonable to look for cheaper prices until that time. Mr. Morgan briefly told of this great shortage in the European countries. Prices were high to the workmen in Europe, consequently they had to ask higher wages, but with

normal conditions the cost of production in Europe would be less. Another factor that had to be remembered was that England could not turn from war to peace at once, first, because the labor could not be found to convert the mills, secondly, that labor was hard to get, and, thirdly, that the manufacturers were unable to get labor at the prices. The working classes of Bohemia, the idea being with them that they had worked much and would rest until the money they had saved is gone. This was a result of the reaction following peace. Also, the governments had been too busy with international and peace affairs to study problems of their own countries. Mr. Morgan, as an instance of progress that had been made in northern France, said that his firm

had goods in its store today manufactured in the French towns which had been under bombardment up to the time of the armistice. The question of international credit was an important one, and Mr. Morgan believed that Canada and the United States should advance credits. This would mean for Canada getting markets which later on they might have no chance of getting.

An Englishman in the early days of 1914 would begin his breakfast with oatmeal porridge. This would be followed by fish—kipper or whiting. Then came the breakfast proper, which would probably consist of bacon and eggs, a plate of sausage and a dish of devilled kidneys. The meal ended with a sweet marmalade or a jam, and of course, it was accompanied throughout with cup

after cup of coffee and rack after rack of toast. Between courses, too, it was customary to peck at a cold game pie or a slice or two of cold boiled ham. There is a story they tell about the English breakfast. An English woman said to her husband one Sunday morning: "Jack, dear, I do wish you'd eat a lighter breakfast today. I'm so afraid you'll be having another nightmare in church."

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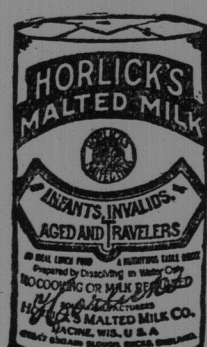
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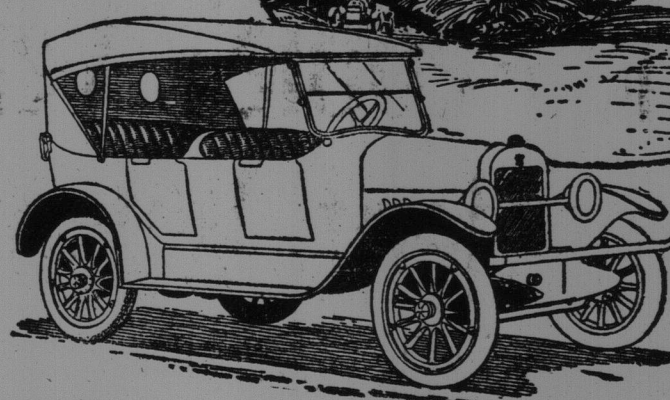
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Try one of these recipes for tomorrow's dessert—

### Blanc Mange

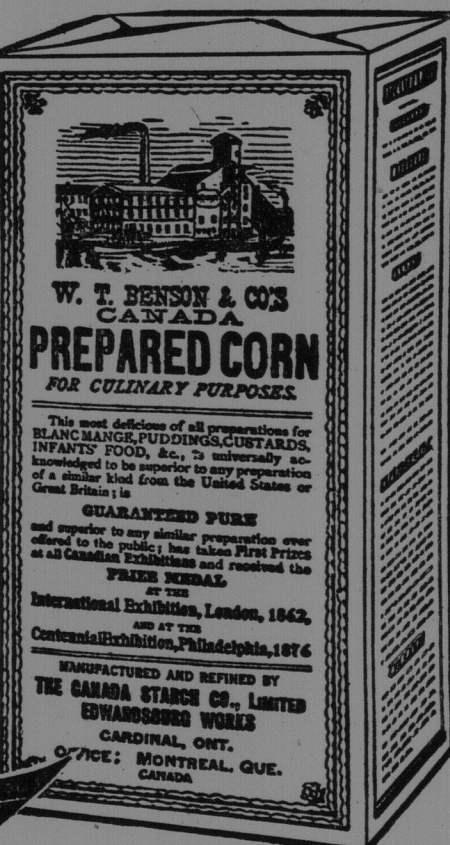
Four tablespoonsful of Benson's Corn Starch and one quart of milk. Mix the Corn Starch with a little of the milk; heat the remainder of the milk and when boiling add the dissolved Corn Starch; boil for 15 minutes, stirring constantly; sweeten if desired and flavor to taste. Allow to cool in a mould and serve with cream and sugar, jelly or preserves.

### Mock Cream Pie

Beat the yolks of three eggs, one cup of sugar and four tablespoonsful of Benson's Corn Starch well mixed. Stir in one pint of hot milk slowly and add a pinch of salt and a teaspoon of butter. Turn into a crust already baked, grate nutmeg on top. Bake full hour. Cover with meringue and brown.

### Coffee Custard

Heat 1 pint of milk and 1/2 cup of Lily White Corn Syrup to boiling point. Add two eggs, well beaten, 1 cup hot strong coffee and 1 tablespoonful of Benson's Corn Starch mixed till smooth with a little cold milk. Stir till it thickens. Pour into glasses. When very cold serve with cream.



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