

PIQUANT SPEECHES AT CHAMBER OF COMMERCE DINNER

MAYOR ASKS FOR BRIGHT WINDOWS AND BETTER SALESMANSHIP

TRADERS ASK FOR LOW RATES— MORE LIGHT — CHEAPER ELECTRICITY

KEEP your shop windows attractive and instil salesmanship in your assistants." This was the advice the Mayor gave local traders at the annual dinner of Slough Chamber of Commerce.

In their turn the traders gave the Borough Council (through the Mayor) some advice, too. It was: "Keep the rates down, and give the High-street—which at night looks like a village street in Sussex—proper lighting."

Ald. Bowyer's success as first Mayor of Slough, the burden of the rates, the value of the Chamber to traders, the appearance of the High-street, psychology as applied to housewives, the cost of electricity—these were the subjects discussed after dinner at the Good Companions Hotel on Wednesday night. Mr. Frank Suter, president of the Chamber, presided over the large company, and the Mayor, Ald. E. T. Bowyer, and the Mayoress were the principal guests.



MR. F. C. SUTER.

"HIGH RATES NO USE TO ANY TOWN"

THE MAYOR'S ADMISSION.

HIGH-STREET LIT LIKE A SUSSEX VILLAGE.

Proposing "The Mayor and Corporation," Mr. F. Lawrance (vice-president) said that it was an historic occasion in that it was the first time the traders as the Chamber of Commerce had ever had the opportunity and privilege of entertaining a Mayor and Mayoress of Slough. He was voicing everyone's opinion when he said how greatly honoured they were to have them present.

The way in which the Mayor and Mayoress had carried out their duties during the Charter celebrations and subsequent period, he went on, had won the universal approbation of the town (applause).

Having to take office as first Mayor of the Borough, the Mayor had had no precedent or guidance in any shape or form, and in everything he had done he had had to rely upon his good judgment and common sense. Nevertheless, it was apparent to them all that if future Mayors followed the example of Alderman Bowyer they would be assured of full support of the burgesses, and the office of Mayor would always be venerated with dignity.

president of Slough Rotary Club. He said that both the Chamber and the Rotary Club could be of great service in developing the corporate life of the new borough.

It did not require much imagination, he said, to see that an active Chamber of Commerce could be of tremendous help not only in looking after the interests of its members but in stimulating the whole trade of the town.

One question which needed attention was the lighting of the High-street (applause). Commenting that both the east and west ends of the town were brilliantly illuminated, he said that when one came to the middle of the town, where people congregated to do their shopping, the street lighting needed considerable strengthening.

"It is an established fact," he said, "that wives spend more freely under the influence of bright shops and street lighting. While I'm not suggesting husbands can give their wives more money to spend, I think more light would be a stimulant to trade."

Commenting on the High-street from an architectural point of view, he said it was beginning to present an improved appearance, and he was looking forward to the time when they would have more and more three-storied buildings and a more imposing facade on the High-street.

CHAMBER'S FIGHT FOR CHEAPER LIGHT.

Mr. Frank Suter, in his reply, dwelt on some of the matters which were receiving the attention of the Chamber. For a considerable time they had been agitating for cheaper electricity, and they had got some small reduction in the charge for general lighting last quarter.

But they were still charged more than other adjoining towns, and they could not understand why Metesco charged £8 per k.v.a. in towns similar to Slough and in the immediate district while Slough had still to pay £12 per k.v.a. The Chamber would carry on its investigations and seek a further reduction. They were asking Metesco for a square deal.

Referring to ways in which the Council had been helpful to the Chamber, he remarked that they had now more convenient hours for the collection of refuse, and had got rid of "that bugbear of the shopping public"—unilateral parking. The second fall of snow this winter had not been allowed to remain a barrier to their customers for more than one day. Of the first fall he would say nothing at all!

"LIKE A VILLAGE STREET."