

“SCRUTINISE EVERY PENNY.”

Every member of the Chamber of Commerce realised how closely the prosperity of the town was bound up with the decisions of the Council Chamber. History recorded that while some towns had *grown* under wise administration, many towns had deteriorated owing to unwise administration.

In the hands of the Mayor of Slough, the aldermen and councillors, much of the prosperity of the town rested. Unwise expenditure could so burden the trading community that it would suffer severely.

“The only plea,” he continued, “I would make on behalf of the traders is that the Council should continue to scrutinise every penny of public money before spending it. When the Council is called upon to pass thousands after thousands, there is the chance that it may forget the aggregate total. Many traders realise that the present rates together with the high assessments are just about as much as industry and commerce can reasonably be expected to bear.”

Although, he concluded, they did not always appreciate the decisions of the Council Chamber, they appreciated the time and energy spent in reaching them.

In his reply, the Mayor said the Council realised that high rates and assessments were no use to any town, and he was sure it would be the endeavour of the Corporation to do what they could in justice to all to keep the rates at a reasonable figure.

MAYOR'S ADVICE ON SALESMANSHIP.

Ald. Bowyer went on to give some advice to the traders of the town. He recalled that he had once asked the traders to look to their windows, for at that time there were many old neglected windows in the town. Since that time most of them had disappeared, much to the advantage of the shop-owners themselves. He had also said that they should regard every week as a shopping week, and dress their windows accordingly and attract trade to the town. One should be able to buy everything possible locally with perhaps the exceptions of expensive furs and jewellery.

What he now wanted to put before traders as a critic—but not an unkind one—was the question of salesmanship. Giving his reasons for mentioning this subject, he quoted one instance of when he went to a local shop and asked for an article. The young assistant who happened to be in charge said he hadn't what he wanted—and advised him to get it somewhere else.

“That,” said the Mayor, “is not what I call good salesmanship. He should have asked me if I would wait a day or so while he got the article for me.”

Quoting other occasions when he had not been able to get what he required, he said that if he had not been “so bound-up locally” he might have got the goods somewhere else.

He added that he could, of course, quote examples of excellent service in Slough shops.

Finally, he promised that the Corporation would try to study the best interests of everyone.

WHEN WIVES SPEND.

“The Slough Chamber of Commerce” was given by Mr. H. J. Stribling, F.R.I.B.A.,

There was one request that the Council had not met, and this was their plea for light. Mr. Stribling had said that the street lighting was very bad. He could assure him that they had made repeated applications to the Council for better lighting in High-street and William-street, but had always had the same reply—“the matter will receive attention.”

“The Mayor has told us to look to our shop fronts. I am going to tell our Mayor to look at the street lamps in High-street next time he walks down. He will agree that when the lights in the shop windows are out it is more like a village street in Sussex than the most highly-assessed street in Bucks.”

He ended with an appeal to all traders of the town to join the Chamber and assist in dealing with matters which would benefit the business life of the town.

Mr. W. T. Terry (president-elect), proposing “The Ladies and Visitors,” said they could not regard the Mayor as a visitor, as he had been a member of the Chamber for 25 years. He said the way in which the Mayoress was carrying out her duties had won the admiration of all of them. He also welcomed the representatives of Windsor, Uxbridge, High Wycombe, Maidenhead and Gerrards Cross Chambers who were present.

Mr. J. Gibson replied.

Between speeches, the company enjoyed the rustic humour of Arthur Man (“The Sussex Yokel”), and afterwards there was dancing to the Blue Rhythm Kings Band. Mr. W. H. Grint was toastmaster and Mr. C. G. Hamilton M.C.

THOSE PRESENT.

The President (Mr. F. C. Suter) and Mrs. Suter, the Mayor and Mayoress, Mr. S. Logan, Mr. and Mrs. H. J. Stribling, Mr. and Mrs. W. Terry, Mr. and Mrs. Waghorn, Mr. and Mrs. K. Simons, Mr. Gall, Mr. Hennessy, Mr. and Mrs. Letts, Mr. and Mrs. Gibson, Mr. and Mrs. Orchard, Mr. Pickard, Mrs. Lee, Mr. and Mrs. Helps, Mr. and Mrs. Garlick, Mr. and Mrs. B. Sangster, Mr. and Mrs. Greville, Mr. G. W. Suter, Mr. and Mrs. W. C. Suter, Mr. G. A. Suter, Mrs. Stedman, Mr. and Mrs. Burgess, Miss Ramsey, Mr. Shuttleworth, Mr. and Mrs. R. Stedman, Mr. Dann, Mr. Quinn, Miss Oxley, Miss Bill, Mr. and Mrs. Pickett, Mr. and Mrs. Danek, Mr. and Mrs. Grint and party, Mr. and Mrs. E. Luff, Mr. V. Davis, Miss Barry, Mr. and Mrs. Wright, Mr. and Mrs. Shepherd, Mr. W. Harding, sen., Mr. and Mrs. Harding, Mr. and Mrs. Bishton, Mr. and Mrs. Harrison, Mr. and Mrs. A. Halley, Mr. and Mrs. G. Liddlestone, Councillor and Mrs. A. J. Frenchum, Councillor and Mrs. J. E. Taylor, Mr. and Mrs. Hancock, Mrs. Heathorn and party, Mr. Darvill, Mr. and Mrs. S. Bevan, Mr. and Mrs. A. G. Brooker, Mr. and Mrs. Deung, Mr. and Mrs. Page, Mr. O'Brien, Mr. and Mrs. Gibbons, Mr. and Mrs. Gratton, Mr. F. Lawrance, Mrs. C. G. Hamilton, Mr. C. G. Hamilton (hon. secretary), Mr. W. H. Hayter (vice-president of High Wycombe Chamber of Commerce) and Mrs. Hayter, Mr. and Mrs. W. C. Dennis (of Gerrards Cross Chamber of Commerce), Mr. J. C. R. Gardner (Chairman of the Maidenhead Chamber of Commerce), Mr. A. H. Sands (president of the Windsor Chamber of Trade) and Mrs. Sands, Mr. C. J. Bayley (chairman of the Uxbridge Chamber of Trade) and Mrs. Bayley.