

TRADING BRISK IN ENGLAND

Mr. Norman Myer Reviews Position

"BETTER LIVING HERE"

A comparison of trading conditions in Britain and on the Continent distinctly favors England, said Mr. Norman Myer, managing director of the Myer Emporium (S.A.), Ltd., who returned to Adelaide with Mrs. Myer on the *Otranto* on Saturday, following a five months' trip abroad. Mr. Myer added that all those countries which still remained on the gold standard had suffered, particularly from a tourist viewpoint.

Trade conditions in England, said Mr. Myer, had definitely improved, and departmental stores had reported the most satisfactory Christmas turnover for many years. A more optimistic feeling also was noticeable in hotels, shops, and theatres, which usually were crowded. Business was so brisk in some trades that manufacturers were asking for six or eight weeks for delivery.

The position on the Continent, however, was not so bright. Paris was practically devoid of tourists, and some of the leading hotels had only one or two guests on their books. As an illustration, Mr. Myer said that he was dining at a huge hotel in Paris which had accommodation for 500 people, but only 12 guests were at dinner.

Mr. Myer attributed the lack of tourist trade largely to the exchange position, as the pound was worth only a little more than 10/ in France. Throughout the Continent it was apparent that na-

more than 10% in France. Throughout the Continent it was apparent that nations which remained on the gold standard had suffered, especially as far as tourists were concerned.

Service In Australian Stores

From his observations, Mr. Myer said that development in departmental stores in Australia far exceeded that of the Continent or in England. Although it might be difficult for some people really to appreciate it, he had not the slightest hesitancy in declaring that departmental stores here were far superior to those overseas.

In Europe, with its huge floating population, explained Mr. Myer, the departmental stores seemed to do business easily and casually. In Australia, however, with its limited population, every establishment had to be keen and business-like to ensure its very existence. The service given by Australian departmental stores also was greater than that seen overseas. The reason was that in England and on the Continent proprietors and assistants knew that many customers were only visitors, who probably would not be seen again. Consequently, many "catch" lines were disposed of. "In Australia," said Mr. Myer, "we must make a friend of every customer in order to retain his continued patronage. Consequently, greater service has to be offered here to maintain leadership."

Mr. Myer said that each of his numerous trips abroad had served to convince him that living conditions in Australia were far superior to those existing in other countries. He had been greatly impressed by the newly-opened Cumberland Hotel, near the Marble Arch, London, a week before his departure. The building contained 1,000 rooms and baths, and was the last word in hotels and restaurants. Three restaurants were provided, enabling 3,000 persons to dine at the same time.