

# **SHOPPING WEEK**

From Tombland up to Magdalen Gates  
There's blue spots on our stores  
A penny in the shilling off  
The wares you'll find indoors  
Catch the Odeon's latest Talkie  
Then learn how to knit a rug  
Everything you need's in the Little City  
Get that Over the Water bug

(Cos it's)

Shopping Week on Magdalen Street  
Quality goods whatever you seek  
On service, price we won't be beat  
So come on down to Shopping Week

STUMP: Wilson & Nash. A splendid range of live long boys' suits.

CROSS: Morley's. The password for fine quality gloves.

DRESSMAKER: Ethel's. Dressmaking fit for the modern woman.

A souvenir handbook, free balloon  
And a glass of port on the house  
For a looser wallet and a spring in your step  
Treat your friends, treat your kids, treat your spouse

The latest styles, all Norvic made  
Get a permanent wave for your hair  
We always smile, go the extra mile  
Big city shops don't compare

(Cos it's)

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STUMP: Forsters & Sons. Seeds for every man's needs.  
CROSS: Woodruff's Dolls Hospital for broken toys. Eyes and noses for sale.  
FISHERMONGER: Riseborough's for Cromer crab. The finest in the county.

Botolph, Colgate, Muspole, Magdalen  
Sussex, Calvert, Pitt, St Augustine  
The only streets we care to saunter  
Every week's shopping week over the water

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On service, price we won't be beat  
Cos every week is Shopping Week

STUMP: Let Attoe's furnish your home. Our motto: satisfaction assured.  
CROSS: Loose's for tableware. Our motto: contented customers.  
MANAGER: Frank Price Department Store. Our motto: the Price is always right.

**ISAAC SCOULDING**