

BOMB SALES FOLLOW 'DRASTIC REDUCTIONS'

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Title: I Met Him In Paris.
Track: Stop You're Breaking My Heart.
Discs: 530.550.406.
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Voice: Mellor.

On a foggy morning, almost before it was light, half London scented good bargains at a well-known store which had been bombed. There was to be a sale at nine o'clock and they whiled away the hours before opening time contemplating the "sensational reductions" of goods that were slightly raided but not looking much the worse for it. British Paramount News exclusively filmed the sale.

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At nine o'clock there was a gate the Arsenal wouldn't have despised. Men don't often get the sale fever, but there was the bomb, to show it wasn't a peacetime stunt, and lots of debris to explain why the goods were a bit war-soiled. Articles that escaped the war before the doors opened knew all about it five minutes afterwards. The motto this Xmas seems to be, Shop early and enjoy the crush.

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When the hunters were in full cry they went behind the counter, under the counter, everywhere. They took care of the bargains and the assistants took care of themselves. Prices really were down to the bone - or at least the flesh.
