

Malton & Norton Shopping Week

Concerned that the local population may be doing their shopping elsewhere local traders promoted the concept of a 'Malton & Norton Shopping Week' held 21st to 29th April 1922. The following is a transcript of an article which appeared in the Malton Messenger 22nd April 1922.

ROUND THE SHOPS

WHERE TO DO YOUR SHOPPING

ATTRACTIVE DISPLAYS AND SPECIAL DISCOUNTS

April 21-29. That is the period covered by the Malton, Norton, and District Shopping Week. This shopping week was originated by the Malton, Norton, and District Chamber of Trade, of which Mr. E.K. Spiegelhalter is chairman, and Mr. P. Spaven secretary. The idea is by no means new to other parts of the country, and the success which has attended the efforts of other people was no doubt an incentive to those at the head of the effort in Malton and the sister town to come into line. Rightly or wrongly it is felt that a good deal of shopping which could be done in the two towns is done in other places, and it is only natural that local shopkeepers are anxious that this shopping should be done at home. Of course, in this matter of shopping, the people who have the money to spend have a perfect right to please themselves. That is admitted all round, even by local tradesmen; but when the reasons why townspeople should shop elsewhere arise in discussion there is by no means such an unanimity of opinion. Under that head, local tradesmen advance convincing argument. For instance. It is maintained – and it must be admitted with unquestionable logic, that if all the money which should be spent in shopping at home were spent in other towns and cities, local tradesmen would have to put up their shutters, which would be a serious thing, not only for tradesmen' but the shoppers themselves. Fortunately that

stage has not been, and is not likely to be reached; nevertheless, it is held that in proportion to the extent to which local trade is supported will be the prosperity of the town as a whole. It may be, on the other hand, that some local tradesmen are not entirely free from blame for any diversion of shopping there may be. It has been freely stated of late that Malton is known as "Happy Malton." Perhaps it is; so happy maybe, that the peaceful penetration of the little circle as a result of the competitive spirit of the age had passed if not unobserved unheeded. However, the local Chamber of Trade is now fully alive to the situation, and this shopping week is the outcome. We believe we are correct in stating that local tradesmen fully recognise not only their trade relation with, but their duty to the shopping public; that they know the importance of high quality and reasonable prices, and that they feel a personal interest and responsibility in the people amongst whom they live which cannot be felt by tradespeople elsewhere. Those, at any rate, are the views of some local traders. Whilst, as we have stated, all who shop have a perfect right to please themselves; and whilst tradesmen in other centres are simply making legitimate use of all opportunities to attract trade from far and near, it is only fair that the position and claims of local tradesmen should be fairly stated. That the chamber is determined to make the shopping week a success is well established. The shops are full oof goods of high quality, and after a keen cut in the prices there are to be special discounts on goods sold during the week. That, we should make it clear, is

the announcement of the Chamber of Trade, which is fortunate in having so able a chairman as Mr. Spiegelhalter, and a secretary so enthusiastic and hard working as Mr. Spaven.

THE SHOPS

(First Instalment)

YORKERSGATE, MALTON

In directing attention to the shop displays, and without attempting to indicate the relative importance of either streets or shops, we begin at the premises of W. Snow & Sons, known as the Fashion Corner, Yorkersgate and Castlegate, Malton. Of course, clothes are not everything, but there's no getting away from the fact that a lady in very plain, work-a-day attire might enter Snows and come out "beautiful beyond ken," such a magnificent stock of costumes, blouses, jumpers, hats, and all the season's fashionable holiday wear is thin. It's quality that counts, and they have it at Snows's whether it is wearing apparel or carpets, rugs, curtains, etc., for the home, and the prices are easy. Everything is smart and stylish at Snow's.

Established 1741 – that is the proud record of E.K. Spiegelhalter and Son, who are watchmakers to the Admiralty. Mr. Spiegelhalter is the chairman of the local Chamber of Trade. The firm has a wonderfully fine display of silver, jewellery, watches, and clocks, etc., and also specialises in spectacles. Nothing can be better than the best, and the best is to be obtained here.

Anybody who is in need of house furnishings should make a note of Dodsworth's, the complete house furnishers. See their large showrooms and you will feel you are in the right place. They are the complete house furnishers, joiners and cabinet makers.

Messrs. Longster and Son, the well-known nurserymen and seedsmen, have superb displays at their Yorkersgate and Wheelgate premises. If you want anything in the horticultural line, call on Messrs. Longster and Sons.

Goldie & Co. Are tailors, hatters, and hosiers, ladies costumiers and habit makers. Quality, finish, and style may be relied on. They are agents for the Dexter ladies' and gent's rainproof coates, Aertex and Jaeger underclothing.

A good shop with a good name is that of J.W. Clarke, grocer. Mr. Clarke also has a comfortable cafe lower down the street, with attempting display of confectionery in the windows.

T. Leefe's, the general furnishing ironmonger, is another well-known firm. There you can get the best of everything for which you have to go to an ironmonger's shop.

How nice it is to wind up a day's shopping with a night at the "Pictures." Especially when there is such a comfortable and first-class picture hall as the Exchange. You will see it half-way up Yorkersgate, and find the pictures "top notch."

Don't forget Altham's. A big and tempting display.

Looking for a good chemist's shop? - Go to Longbotham's.

For books, stationery, etc. call at H. Smithson and Co.'s, proprietors of the "Messenger."

Don't pass Scott's boot shop without having a look at the splendid display of boots and shoes. Good, reliable, and smart, and the prices are very reasonable.

Remember A.G. Fowles, ladies' and gent's tailor. There is a large stock to select from and you may absolutely rely on the quality.

WHEELGATE

Leatham and Co.'s for boots and shoes of tip top quality; easy-fitting, comfortable, and close cut prices. All the best makes. Their "Start-rite" for kiddies is a speciality. Look in the windows and you'll see how and of what the "K" boots are made. It was Mr. Harry Yates (of Leatham & Co.) who put up such a good fight for a playground for the youngsters of Malton.

At Felton's, always attractive, you will find a really fine display of costumes, coat-frocks, and smart styles, and newest shapes in millinery. In addition to quality, Felton's goods have "the" finish, which makes one feel smart and up-to-date. Moreover, the prices are close cut.

C. Galtry and Sons, the well-known breeches specialists, are showing – and selling – the very best of suits at prices which they describe as being sweeping reductions, including Scotch tweeds and indigo blue nap coats, all suits being made on the premises. The firm also pays special attention to costume making and fitting, all the latest styles and patterns being kept in stock. They are also the local agents for Dukes, the well-known dyers, of York.

R.C. Horsley's, cycle, gun, and ammunition dealer, is a shop deservedly popular with sportsmen and cyclists. Just now he has a fine display.

Hudson's is the place for tinware, enamelware, aluminium ware, and almost everything you require in that line in your home, besides garden tools and garden seeds. Music is never out of place, and here you may get the best of gramophones and records.

North's Leeds Clothing Co. Offer good value in suits. The display is seasonable and attractive.

You will find well stocked chemists' shops in this neighbourhood – Wray and

Thompson's, and Laverack and Sons at the opposite corner of the street.

W. Cooper has a fine display of groceries and provisions, and he is making a speciality of hams and bacon.

Dent's for fresh fish, dressed poultry, fruit and vegetables etc..

CASTLEGATE

T. Taylor and Co. – the old-established firm – are in front rank of grocers. Quality, especially in groceries, will tell, and that accounts for the extensive and high-class trade of this firm, whose reputation is so well known, not only in the town, but for miles around.

You can get the best flour at Wilson's, from 2s6d per stone the bag.

People who are interested in motor cars should not miss the opportunity to pay a visit to Robson's Malton Garages. They are the local agents for the Ford, and can supply anything from a two-seater runabout to a Sedan, a touring car, or ton truck van. Prices are cut very low here, and the proprietors are thoroughly practical.

The kiddies always appreciate a good toy. They have them in great variety at the Toy Stores, 1, Castlegate.

The Malton and Norton Co-operative Society has a really good show in all departments, and announce full dividend on all purchases. You can get almost anything at the stores – Castlegate and Wheelgate.

MARKET PLACE

Fitch and Co. Specialise on a very extensive scale, and their story is one of steady development which comes of sound trading. You may look in some of the windows and see a remarkably fine display of the latest fashions in ladies' wear, and moving on, be attracted by the

fine display of new drawing room, dininig room, and bedroom furniture, and a splendid stock of linoleums and carpet squares. Fitch & Co. Are always quick on the fashions, and you may rely on the goods being up to date and of high quality. These things, together with the the reasonable prices, account for the success which has attended their efforts in building up the big businesses they have established in Malton and Pickering.

Clough and Sons, footwear specialists, have the famed Footform shoes, in nigger suede and grey suede, and other boots and shoes of distinctive style and top quality. You get comfort at Clough's, and that is important.

A nice display of jewellery, etc., is that at J.S. North's.

H. Hornsey and Co. Have a splendid selection of costumes and drss materials. A speciality is being made of Panama hats.

The old firm, Geo. Woodall, is the place for everything in the shape of sheep nets, net stakes, halters, plough cords, sacks, yard and dandy brushes. Everything good and reliable.

Manning's for good draperies. Plenty from which to make your selecteions, and all at prices that appeal to the pocket.

W. Dale, draper, has a good display. You may shop here with confidence.

Spaven's for newspapers, picture postcards, etc., etc.

SAVILLE-STREET

There is a very attractive display at Ashton's. This week they are specialising in wool cheviot costumes (tailor-made), coat serge, and really smart jumpers. There is a feast of colour here, and the goods are of the usual quality – the best. The prices are moderate.

Taylor's Drug Co. Are giving 20 vacuum flasks each day to the first 20 customers purchasing goods to the value of 5s.

Another place for those in search of reliable boots and shoes. Good display at tempting prices.

Read and Sons (also Wheelgate) habot and breeches specialists, are just now making a feature of ladies' tailor-made garments in exclusive designs, fit and workmanship guaranteed.

The Public Benefit for boots and shoes. All makes, a big display, prices easy.

RAILWAY-STREET

R. Yates and Sons for agricultural implements, etc. of every description. There's nothing on, or that should be on, a farm, save, perhaps, live stock, that this old-established firm cannot supply, whether it is for use in the open fields, the farm yard, or the dairy.

Before you leave Malton, don't forget to have a look at T. Ringrose's. He has a bog show of second-hand furniture and other things wanted both indoors and out of doors.

For everything musical – C.V. Berry. He is the local agent for the famed Waddington pianos.

(the article goes on to cover Norton)