

How life gradually improved for post-war South Holland



A Grand Peace Fair was held in Holbeach in 1946.

As the 1940s progressed, adverts began to appear for clothing that offered women “the pre-war grace and fullness” of Sunray pleated skirts.

There were also button-through frocks, rayon dresses, and brides began to wear long dresses once more .

Geest Industries staff took their annual outing to Clacton-on-Sea. The first Royal Show since 1939 was held at Lincoln in 1947 and, in 1949, Spalding Railway Station’s last two “street horses” made their final round before being replaced by lorries.

In 1947, the professional businessman could buy a new Triumph 1800 Town & Country Saloon for £695, and by 1949 Spalding Airways was offering excursions in luxury twin-engined Rapide aircraft to Holland.

British Railways advertised excursions to holiday destinations in Norfolk and elsewhere.

Stay-at-homes could borrow books from W H Smith & Son’s library at the Station Bookstall, or could listen to a Regetone five valve AC three-waveband radio for 4/2d a week.

Local entertainment included dances, performances by local amateur dramatic groups, the cinema, sport, fetes and bazaars.