



Taking the plunge at a Butlins camp in the 1950s

The way we were

Package holidays meant foreign travel started to become affordable

For many people, the 1950s were when flying became possible for the first time. It was the decade when foreign package holidays arrived, offering flights, transfers and accommodation in one bundle.

Majorca was one destination that soon became a magnet for the new breed of foreign tourist early on. In 1957, the year *Which?* launched, a fortnight there would have cost the average male worker a month's salary – about £55 to £60.

But for many, it was still Margate rather than Majorca, Butlins rather than Benidorm. Billy Butlin opened his first camp in 1936, but the 1950s were when they really took off. Where he led, firms such as Pontin's and Warners followed. They offered organised entertainment at an all-in-one price for families eager to escape the austerity of post-war Britain.

But what if it rained? In July 1960, we reported on insurance against rain – worthwhile for 'the county cricketer in his benefit year, the vicar planning the village garden fete, or the programme seller anticipating Boat Race day' but perhaps not good value for the ordinary holidaymaker, we decided. Another report looked at the average rainfall in British seaside towns from the north of Scotland to the south coast of England.

There were forays abroad – skiing holidays in the mid 1960s, for example – and then, to cater for the increasing travel market, *Holiday Which?* launched in 1974. Its first issue covered the Algarve, Corfu and Ibiza, along with the Outer Hebrides, British holidays and rail bargains. The launch came just three years before Sir Freddie Laker's Skytrain, the first attempt to open the skies for truly low-cost air travel.

SHARE YOUR EXPERIENCES

Tell us your memories of holidays over the years and if you have snaps of the family on holiday – even better. You can email

paul.ryan@which.co.uk or write to him at **Which? Ltd, PO Box 44, Hertford X SG14 1SH**



BACK PAGES



SIPPING IN THE SUBURBS

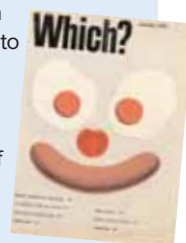
By November 1970, wine drinking was an established feature of British society. Our taste test noted: 'Young couples in the suburbs find it



as appropriate to their entertaining as do old gentlemen in clubs.' All the bottles tested cost £1 or less.

MAKE YOUR OWN We made our own moisturiser in January 1976 for a report on the subject. The recipe, including almond oil, bleached beeswax and a pinch of borax, was, sadly, not a success with our testers.

AVOID SCURVY Black treacle, curry powder and liver (ox) were among the sources of iron we considered in 1976 when trying to find out whether you could eat cheaply and get the nutrients you needed. The report announced itself as 'a short treatise on how to eat well, save money and not get scurvy'. Rosehip syrup and sprouts were some of the vitamin C sources we looked at.



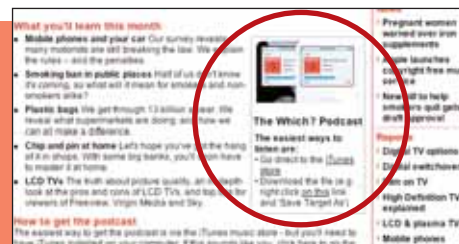
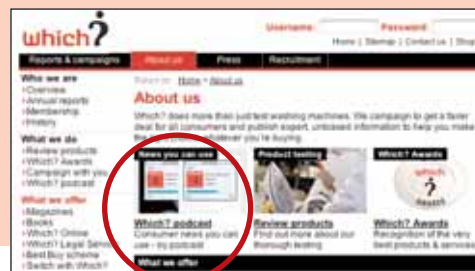
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