

# A DAY IN THE LIFE

Thanks to widening prosperity and an ever-expanding array of products, by 1963 the average life experience was far richer than had ever been known before

**A**lthough still a million miles away from a future world of smartphones and Wii gaming, 1963 would have seemed like another world compared to the austere, luxury-light times of the Second World War less than two decades before.

In the UK, Prime Minister Harold Macmillan's pronouncement, six years earlier, that "most of our people have never had it so good" was still holding true. The average annual salary had risen by around 60 per cent over the previous decade and these plumper wage packets were being spent on an ever-widening range of products and services.

Consumption was conspicuous. From the latest car models pouring off the production lines to the fast-arriving revolution in home entertainment, the population was showing off its new purchases with pride. In the home, gadgets were matching function with style, while clothing fashions strutted around with a freedom and confidence never before seen.

The times were most definitely a-changing. ■



## On-demand viewing

△ Decades before the age of pay-per-view satellite television, a young boy watches the popular children's programme *Andy Pandy*. A meter attached to the side of the set takes sixpence for every hour of viewing.



## Direct marketing

◁ A popular social gathering in 1963 was the Tupperware party, allowing saleswomen for the airtight containers to promote their wares directly to housewives in the home of a friend.

## Cooking with style

Actress Barbara Roscoe shows how the modern world is making multi-tasking possible, cooking the evening meal while waiting for her hair to set.



**Open all hours**

△ In the pre-superstore era, this Surrey grocer offers personal customer service, surrounded by the products of the day.

IMAGE SUPPLIED BY FASHION MUSEUM, BATH & NORTH EAST SOMERSET COUNCIL



**En vogue**

◁ Mary Quant, the young British fashion designer credited with creating the mini-skirt, wins the inaugural Dress Of The Year award with this woollen creation.



IMAGE SUPPLIED BY WWW.OFUSINDY.MUSEUM.COM

**Child's play**

△ British company Pedigree launches Sindy, a direct rival to the American Barbie doll. It would become the country's best-selling toy within five years.



**Let's twist again**

◁ A young couple get down together with a twist in their living room.

**The open road**

▷ With increased prosperity comes the opportunity for more family holidays, with many households enjoying independent travel by investing in their own caravan.



**Up on the roof**

▽ A caravan wouldn't be necessary if you bought this innovative car tent, as demonstrated at January's Camping and Outdoor Life Exhibition in London.



**All aboard**

▷ The concourse of London's Waterloo Station in quieter times. 1963 was a bad year for Britain's railways, following the publication of a report recommending the closure of a third of the country's rail lines.



**Full speed ahead**

▷ Launched the previous year, in 1963 more than quarter of a million Ford Consul Cortinas were sold, setting a new sales record for a British-built car.



IMAGE SUPPLIED BY NEWSPRESS

**Mowing in the wind**

▽ It's said that an Englishman's home is his castle, and this gentleman in Crystal Palace, London, is taking great care of his lawn.

