


Broadland Memories

www.broadlandmemories.co.uk

Various items from George Applegates of Potter Heigham 1954 - submitted by Adrian Bell

(FORMERLY GEO. APPLGATE, Jun.)
Established 1886



Applegates Ltd
HIRERS OF YACHTS & MOTOR CRUISERS
Boat Builders & Marine Engineers TEL. 284

BRIDGE BOAT HOUSES POTTER HEIGHAM NORFOLK

Detailed Invoice for Balance of Hire & Extras

Hirer... Mr. J. Bell Boat... "Freedom 2"

Period... June 26th to July 10th

	£	s.	d.
Total Hire	30	-	-
Deposit Received	6	-	-
Balance of Hire	24	-	-
..... gallons Petrol			
..... pints Oil			
Wireless			
Garage			
Outboard Motor			
Extras			
TOTAL	£ 24	-	-

CARS STORED AT OWNERS' RISK

1) Invoice for "Freedom 2" for two weeks hire

"BRIDGE BOAT HOUSES"
POTTER HEIGHAM,
Near GT. YARMOUTH.

Dear Sir,

We look forward with pleasure to meeting you on the occasion of your forthcoming cruise, and while we are assured you will find the organisation and facilities here as complete as that of any other establishment, additional amenities which will add to your comfort and pleasure are as follows.

"BROADS-HAVEN" CLUB - Pleasurable evenings with congenial companions can be enjoyed in pleasant and comfortable surroundings with a warm welcome assured. Temporary membership is available to you, also to your friends, if you will merely complete and return to us the enclosed Application Form.

"BROADS-HAVEN" HOTEL - In the Restaurant adjoining the Club, meals can be had at all times. Why not order a Lunch for your party on arrival? This can be arranged for you, and further while you are here, if you would like other meals ashore, say Lunches, Teas, Dinners or Breakfast before your departure, it would be a pleasure to reserve a table for you.

"BRIDGE STORES" - Let the Bridge Stores solve your supply problems. They are fully experienced in catering for all the special requirements of yachting visitors, and they will do all they can to assist you in this connection. If you desire to avail yourself of their services, it is advisable to send in advance a full and detailed list of your requirements. An order form - specially prepared - is enclosed for your guidance.

LUGGAGE - If it will assist you, and if it will make travelling any easier, you may of course send luggage in advance. In the same way Letters and Parcels may be addressed here - these will be kept in the Office until called for.

TAXIS - Potter Heigham Station is about a third of a mile from "Broads-Haven" - we can arrange for a car to meet you if required, while trams can also be met at other stations.

GARAGING - If you are coming by road, it is possible to drive right up alongside the moorings. Garaging facilities are available.

CHEQUES - To avoid the risk of carrying a large amount of cash with you, we can accept a cheque in settlement for the balance of hire and any extras there may be.

LIFE-JACKETTS - Fathers and Mothers will be assured of a complete peace of mind knowing these are available for the kiddies and can be supplied on request.

RADIO SETS - These can be supplied for all craft - the customary hire charge is 25/- a week, or 40/- a fortnight.

You will find your craft exceedingly well fitted and very comfortable, while should there be any further items you require to add to your comfort and enjoyment, please do not hesitate to ask - the whole of our organisation is at your disposal, and all our staff is at your service.

Wishing you a happy holiday, good weather and trouble-free cruising throughout, and assuring you of our best attention at all times.

We are,
Yours faithfully,
APPLEGATES LTD.

2) Letter from George Applegates to accompany the invoice

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As you will be aware, only meat and bacon remain rationed and if you intend to buy these in Broadland you must obtain Emergency Ration Cards from your Local Food Office before you leave home and take them with you to the Broads.

BLAKES (NORFOLK BROADS HOLIDAYS) LTD.

3) Notification to remind hirers that meat and bacon were still rationed in 1954 and that emergency ration cards should be obtained prior to their visit.