

"Come to the Breacing East Coast" say the holiday posters. Behind this invitation to golden beaches and sunny hours lies the brave story of the battle against time and tide to prepare for the holiday season of 1953.

AS OUR PICTURES RECALL These pictures were taken at Sutton-on-Sea and Mablethorpe - where pounding seas during the great January storms breached the sea wall in many places.

To-day, the gaps have been repaired and from Lincolnshire to the Kent coast - it's "holidays as usual"

The Caravan colonies, which suffered grievous loss, are hiding their scars beneath an extra coat of paint.

~~THE BEACH~~

This Beach Hotel, like many others, looks inviting - a home from home for holidaymakers. But this is how it looked a few months ago - a cheerless landmark amid a sea of mud and slime.

The road to the sea - once ~~deserted~~ UNDERWATER - now bears the ring of eager feet as families find health and happiness on the beaches OF POPULAR

HOLIDAY RESORTS

~~Meanwhile, the cities...~~

Back in the cities - there's a summer heat-wave with temperatures up in the nineties, with the Parks providing a cool retreat from sun-scorched streets.

~~...in the lakes...~~

~~...Charing city workers take their mid-day sandwiches with cushions...~~

And for those who are taking holidays-at-home - the Lidos are just like the south of France - without the risk of being stranded.

TO ONE OVERSEAS VISITOR, THIS IS MORE LIKE HOME - AND SHE'S COOL

despite the length of her hem-line...

~~This August benevolence is good for the...~~ The generous spray of the Trafalgar Square fountains tempers the hottest August day in Britain for many years... BUT FOR THE FEATHERED RESIDENTS, IT'S

"BUSINESS AS USUAL."