



## 1948: THE BEST YEAR TO BE BORN



Ozzy Osbourne was also born in 1948

Friday January 1, 2010

**By Sadie Dodds**

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Those born in 1948, say historians, are the luckiest alive, benefiting from the greatest advances of the past century. But was it really as good as they say?

ACCORDING to experts, 1948 was the luckiest year to be born. The Olympics was held in London after a 12-year hiatus due to the Second World War, the NHS was launched and 1948-ers went on to see the free love of the Sixties, the housing boom of the Seventies and now many are retiring with the benefit of a final salary pension – the golden ticket



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of pensions that is all but defunct.

So just what else was so magical about being a 1948 baby? Here we speak to four people born in that year.

### THERE WAS FAR LESS PRESSURE

SUE SALIK owns her own company Contact4me.com and was born on May 15, 1948. She has been married for 38 years to Steven, 62, an optometrist, and lives in Barnet, London. They have three daughters and a grandson.

Sue says: I'm not sure 1948 was the luckiest year to have been born because each generation makes the most of what they've got. But I definitely feel I've had a very happy life.

I'm a twin and was born in northwest London. My parents also had another set of twins a few years later. Dad owned lock-up garages and eventually a car sales garage. He'd done driving jobs in the UK during the war and mum had been a nurse. We lived in a rented flat backing on to Primrose Hill for many years and my memories are all happy ones. We'd ride our bikes for hours and feel perfectly safe. The milkman used to do his rounds on a horse and cart as did the coalman.

By the Sixties I loved to go to parties but I was shy and never burnt my bra or took drugs. The fun part for my friends and me was socialising with the boys. Growing up we always had holidays in a rented cottage on the English coast and loved it.

The first time I went abroad was to Italy when I was 16. My husband had never flown until our honeymoon to Portugal in 1971. Package holidays were just coming to the fore then. I think my childhood was a gentler, safer time somehow. I'm glad I was born when I was because there was far less pressure. A day's work was just that and my dad would always be home for dinner with the rest of us. It's so different now. I get calls from my daughters at eight at night to say they're just leaving work and they feel real pressure to be seen at the office so late.

Although women have so many more opportunities and choices these days, with choice comes great pressure. One of our daughters was on one of the trains involved in the 7/7 terrorist attacks in London which is what prompted Steven and I to put our savings into launching our business Contact4me – an emergency services database system – shortly afterwards. So now we need to keep working, not just financially but because it's become a passion and neither of us can imagine wanting to retire for a good while.

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