

Gay Nineties Old Time Days, Southbridge April 28, 1960 to May 2, 1960

Tri Community Area Chamber of Commerce organized a three day event, commencing April 28, 1960 to promote the “Old-Fashioned Bargain Days”. The idea behind the event was to remind Southbridgians of the low prices for fashion in a by-gone era. Costumes ranging from 1900 vintage bathing suits to Prince Albert coats were featured along Main Street.

An area between Central Street and Foster Street was roped off and many programs took place there, for example the Humdingers of Danielson, CT, a barbershop quartet; the Hayloft Steppers of Brookfield and the local Intertown Square Dance Club, Grafton Brass Band, contest for the best costume, a forestry exhibition by a group of students from Nichols College, an automobile auction and much more.

The Southbridge Evening News produced a special edition of the paper on April 27th, 1960 to recall Southbridge’s past glories.

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