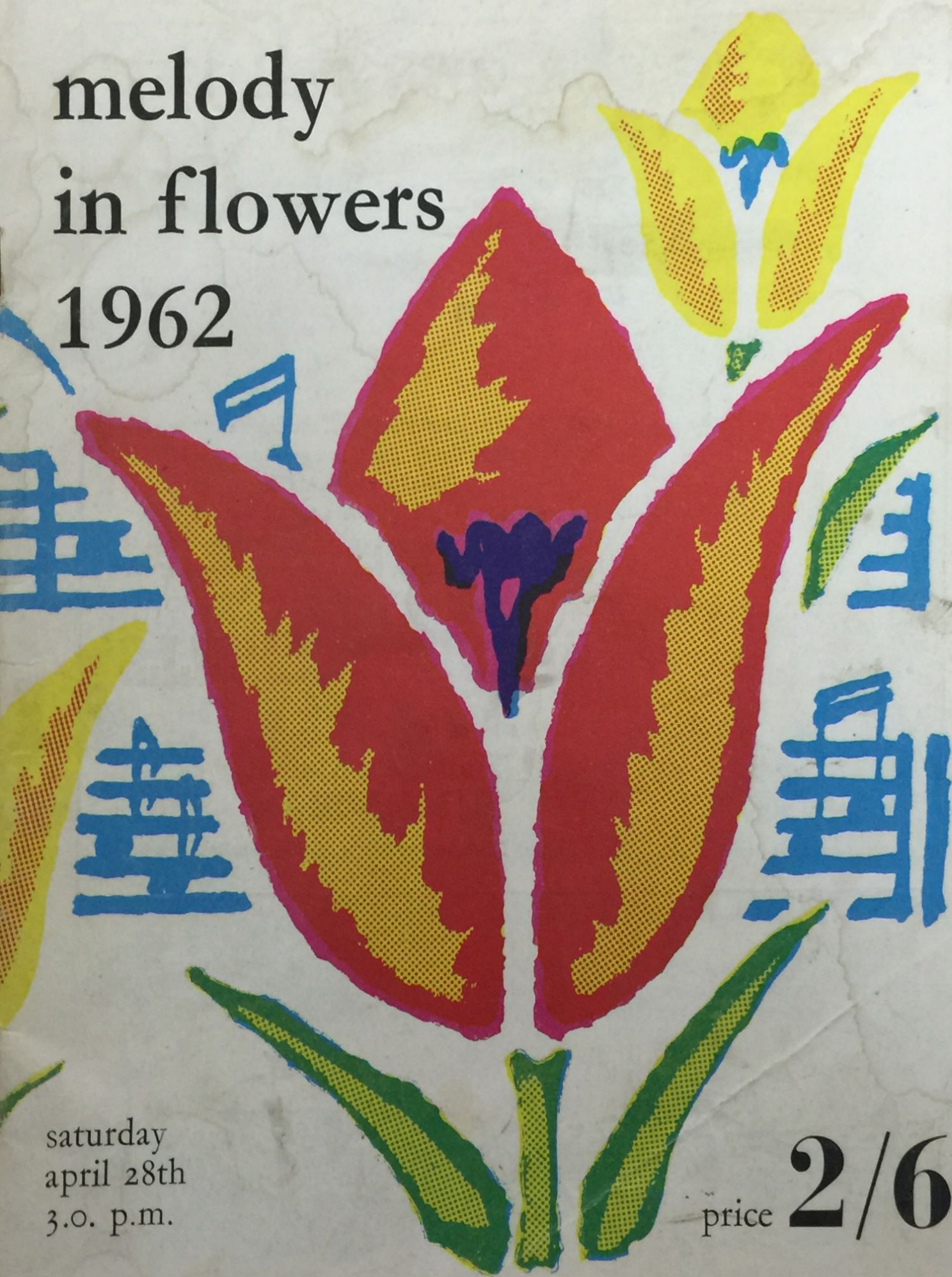


melody
in flowers
1962



saturday
april 28th
3.0. p.m.

price **2/6**

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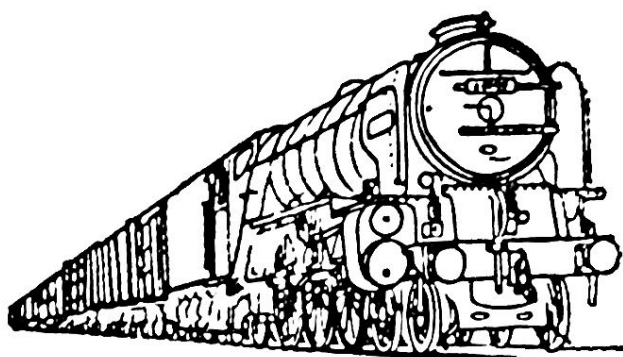
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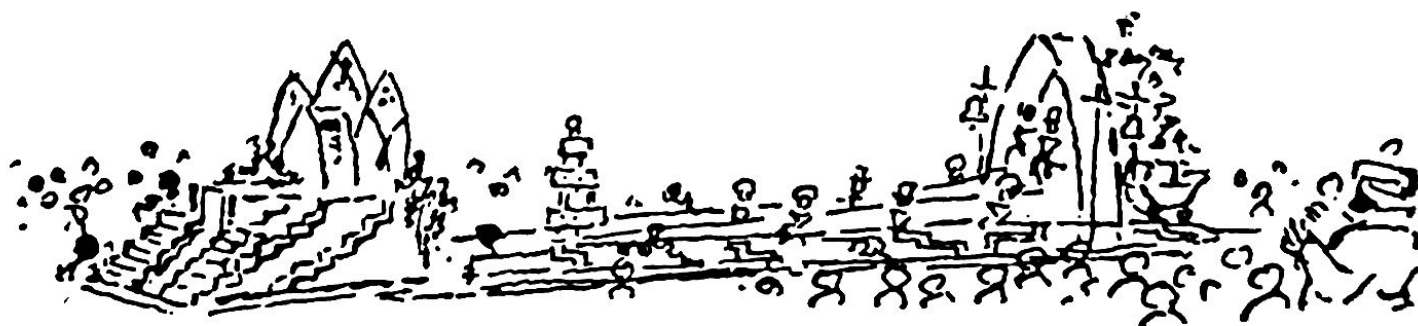
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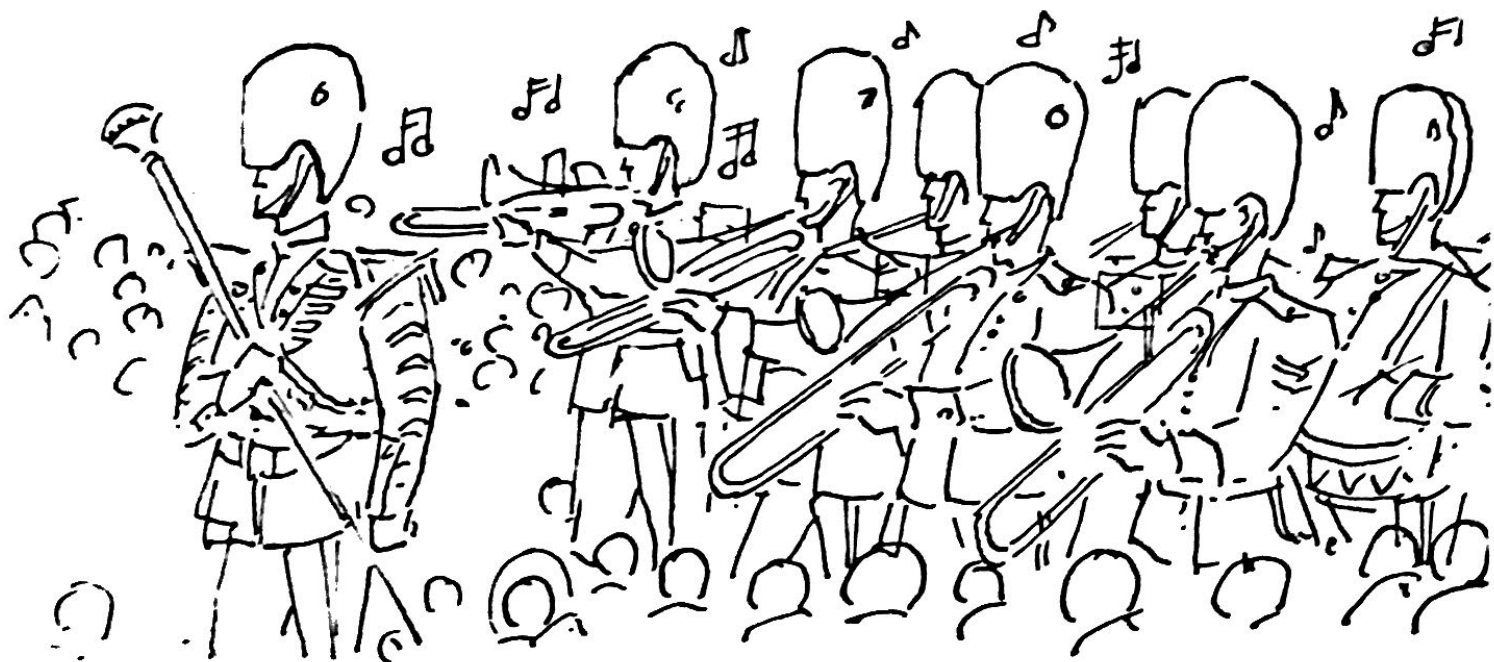
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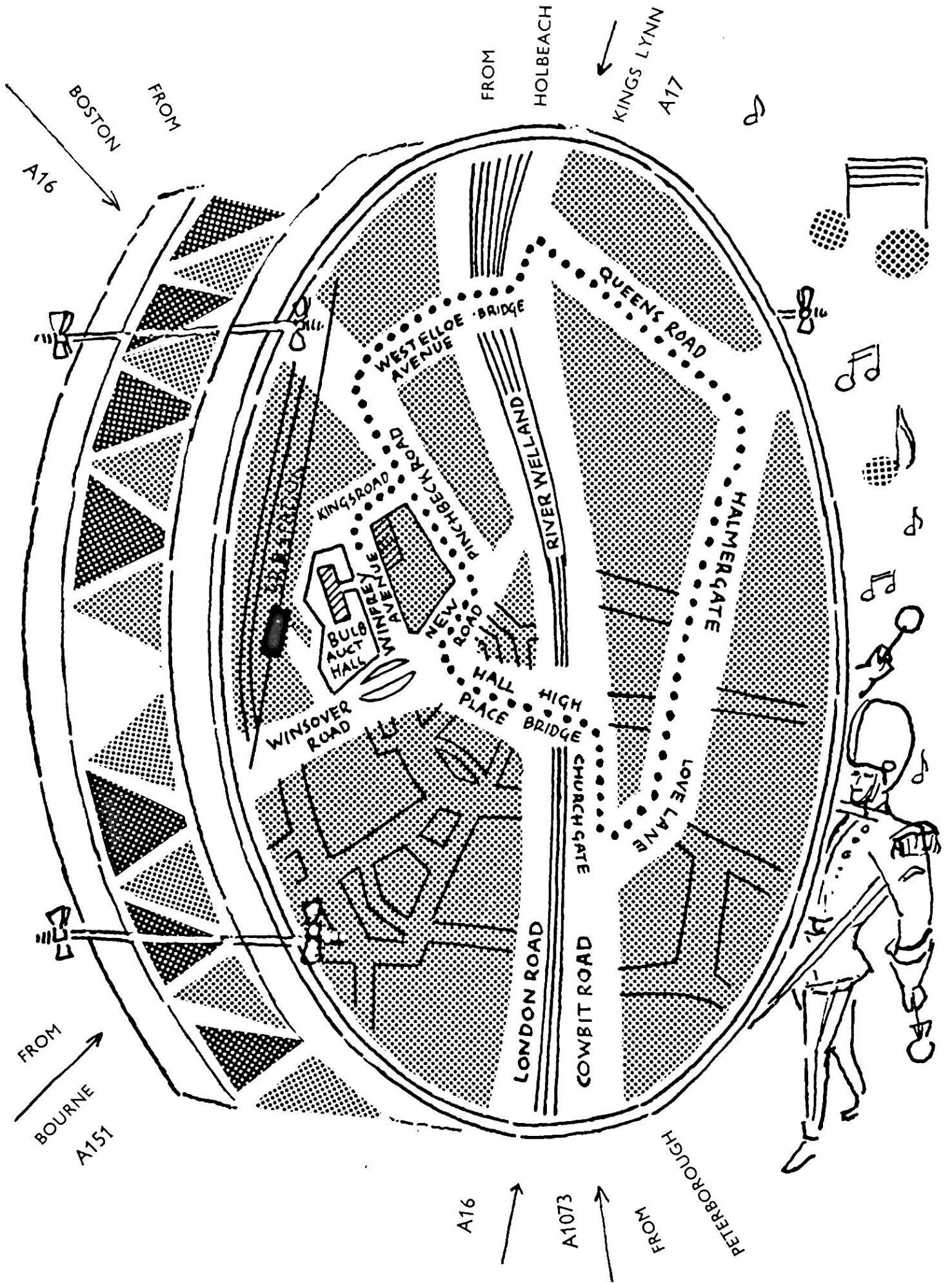
Spring again, and we, the farmers of Spalding, who grow the daffodil and tulip bulbs for your garden and the flowers for your homes welcome you to our flower parade.

For the Spalding Flower Parade will, we hope, serve to remind you of the colour and beauty of the bulbs and flowers which we grow.



And perhaps, too, it will help you to bear in mind that we, in Lincolnshire, can grow bulbs as good as any other farmers in the world—and probably better. Our land, our experience and the skill of the Lincolnshire farm workers all combine to produce fine bulbs to grace your garden and to produce this beautiful spectacle which we hope will bring you gladness today.





THE SPALDING FLOWER PARADE ROUTE—

Winfrey Avenue
Kings Road
Pinchbeck Road
New Road
Hall Place
Market Place
High Bridge
Churchgate
Love Lane

Halmer Gate
Queens Road
Holbeach Road
West Elloe Bridge
West Elloe Avenue
Pinchbeck Road
Kings Road
Winfrey Avenue

ACKNOWLEDGEMENTS

We would like to express our sincere thanks to the many companies and individuals who gave so much of their time, staff and service to ensure the success of this Parade, In particular we would like to thank:

The Lincolnshire County Constabulary for their close co-operation.

The Holland County Council Civil Defence for the provision and staffing of the radio control vehicles.

Motors and Tractors Ltd., the main Fordson dealers, for the free loan of many of the tractors we required.

Johnson Bros. Ltd., for the free loan of many tractors.

Grundig (G.B.) Ltd., for the free loan of tape recorders.

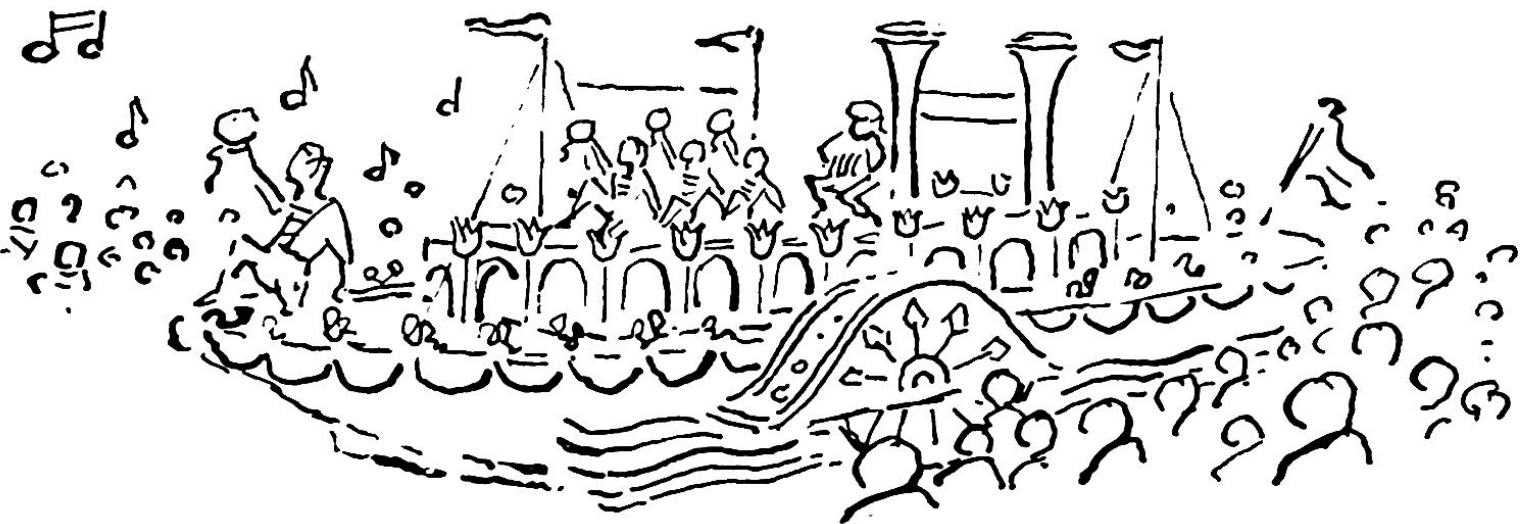
The Directors and staff of the Spalding Bulb and Produce Auction.

The Spalding Urban District Council and their staff.

The Flower Lovers Club of Spalding.

The Automobile Association.

The Royal Automobile Club.



see

THE EXHIBITION OF FLORAL FLOATS

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Children 1/-

WINFREY AVENUE

SATURDAY, APRIL 28th after
the parade until 9.0. p.m.

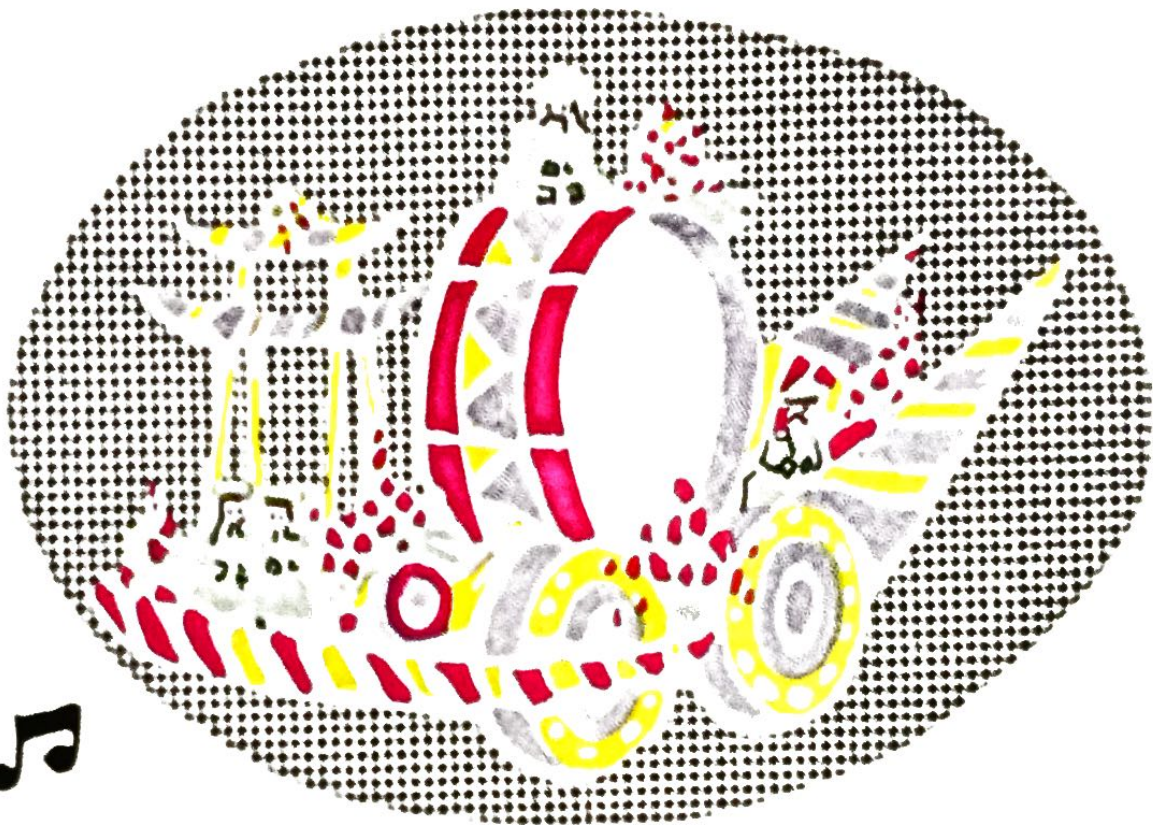
SUNDAY, APRIL 29th from
11.0. a.m. to 9.0. p.m.

MELODY IN FLOWERS

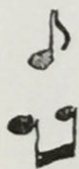
The theme of the 1962 Flower Parade, Melody in Flowers, has been carried throughout the Parade so that every float depicts a piece of music.

But many of our visitors have asked how we reproduce these designs in tulip heads. As you will see from the illustrations, we commence with a heavy iron framework which gives the basic shape of the design. This framework is then covered with a thick straw matting which is sewn in place with twine. Large 'U' shape pins are used to pin each individual tulip bloom into position, the blooms being overlapped so that only about half of the petals are showing. This system helps to ensure that an even effect is gained and that the tulip blooms do not loosen once they have been positioned. Up to three-hundred-thousand tulip heads are used on each float and over eight-million blooms have been used in all.









Spalding in the parts of Holland (as the south of Lincolnshire is officially designated) is the centre of the British bulb industry. Here we grow over 3,000 acres of daffodils—producing many more bulbs than are grown by the Dutch in the Netherlands—and over 3,000 acres of growing tulips.

Over 12,000 people are permanently employed in the industry and at peak periods over 25,000 boxes of flowers leave Spalding each day.

Flowers are forced in glass-houses, providing tulip blooms from December onwards to bring a touch of Spring to your home long before flowers are blooming in your garden. In one season (from December to May) over 12,000,000 boxes of flowers leave Spalding, a total weight of over 18,000 tons.

It takes up to three years for a bulb to reach a useful size, from the time when it is first split from its 'parent'. Each year



the bulb is lifted, stored and transferred to another field and the growing cycle is repeated. As the flowers reach full bloom the heads are nipped off by hand close to the top of the stem so that all the strength and vigour in the plant is devoted to making a larger bulb—to produce eventually a really fine flowering bulb for your garden. It is these waste blooms which are used to decorate the floats in the Flower Parade.

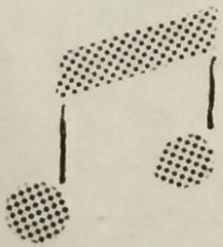
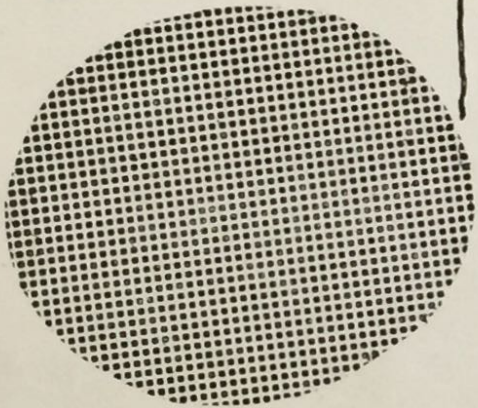
But, although bulbs are the major crop, we also produce on these fine, silt lands a great deal of the fresh vegetables which add so much to the goodness and to the enjoyment of your meals. Carrots, onions, lettuce, cauliflower, cabbage, beans, peas and many more are grown in the parts of Holland and distributed to all parts of Britain, for farming here is more intensive and achieves a higher standard than in any other part of Great Britain—or the world.

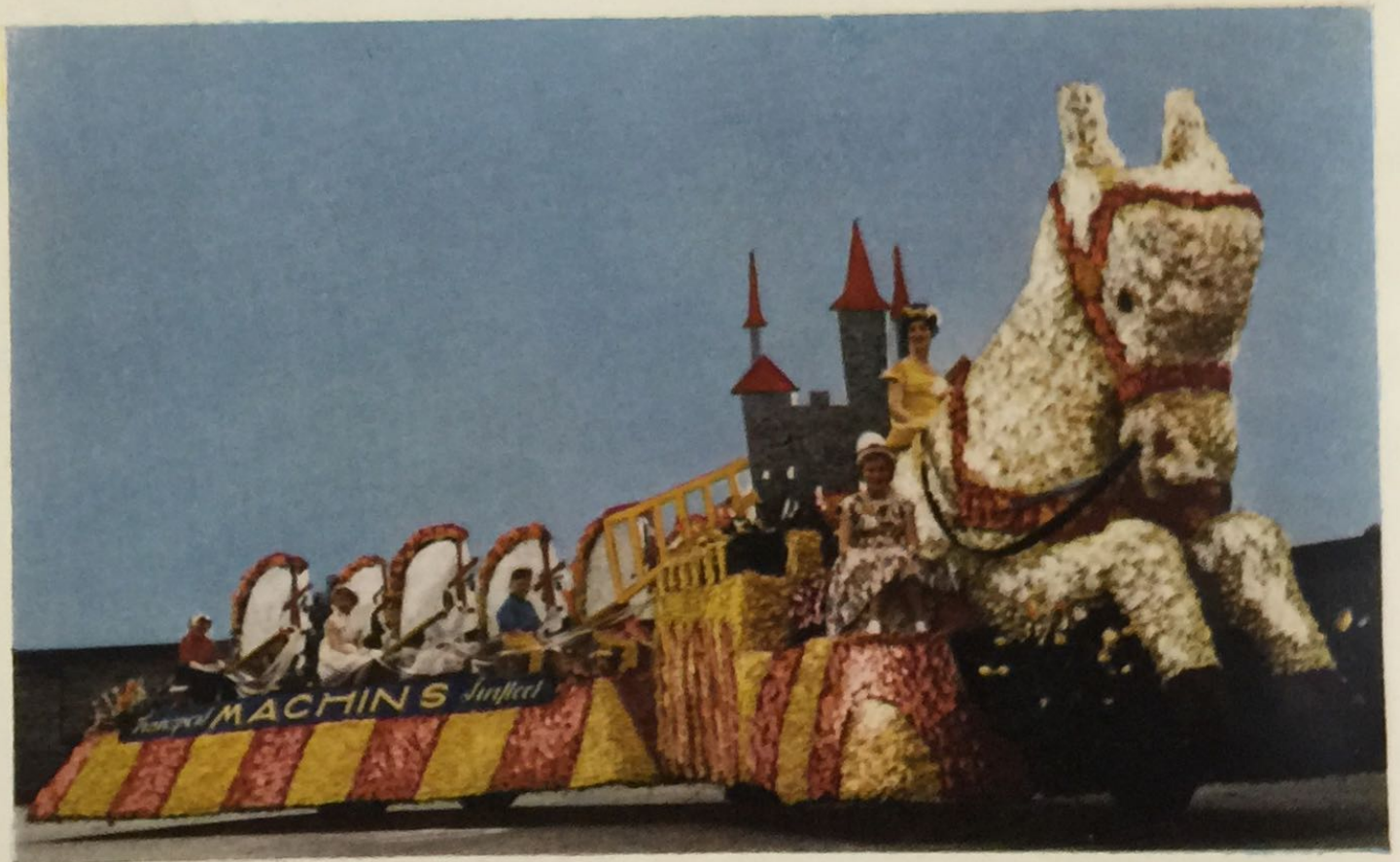






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Grenadier Guards



Queen's Float



Spalding Cycling Club



Margarets



Stassens Ltd.—*Tulips from Amsterdam*



Machins Transport—*Round the World*



Elsoms (Spalding) Ltd.—*Heart of an English Garden*

9



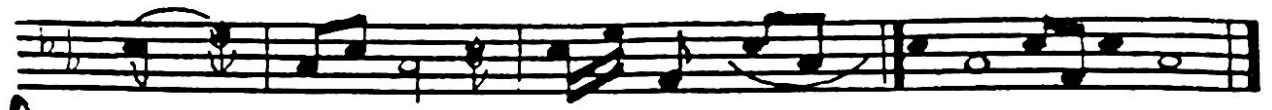
Farrows & Sons Ltd.—*Pennies from Heaven*

10



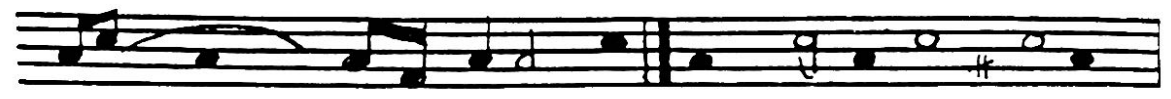
Spalding Vespa Club—*Wheels*

11



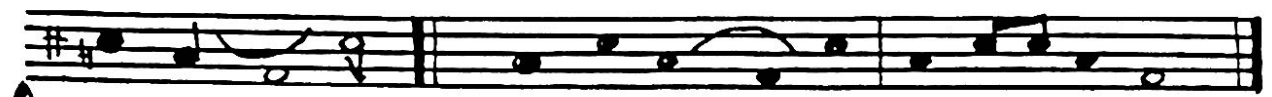
Smedleys Ltd.—*Can Can Polka*

12



Salvation Army Band

13



Salvation Army Band

14



Spalding Judo Club—*Runaway Train*

15



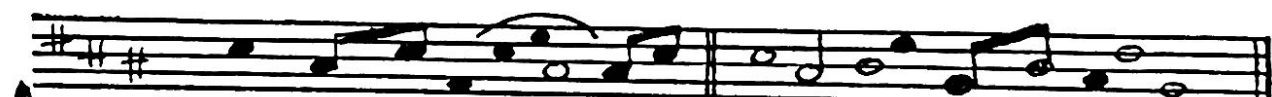
Tomato & Cucumber Marketing Board—*Salad Days*

16



Lowland Bulb Co. Ltd.—*Here Comes the Bride*

17



Civil Defence

18



Outspan—*Oranges and Lemons*



19

Groom Bros. Ltd.—*Alexander's Ragtime Band*

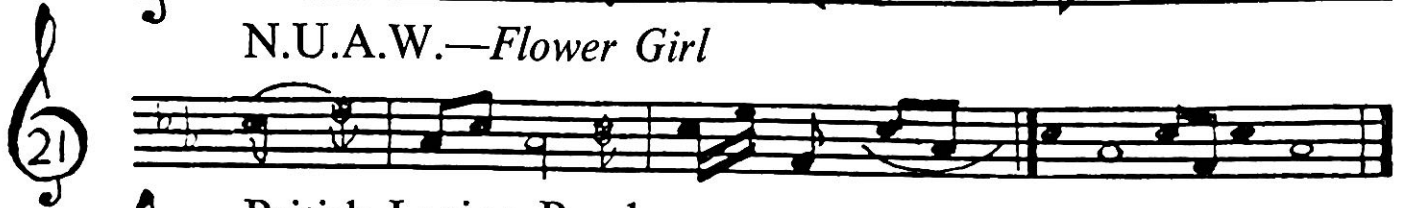
This block contains the musical notation for item 19, which is a single staff of music in treble clef with a key signature of one flat. The notation includes various rhythmic values such as eighth and sixteenth notes, along with rests and a final double bar line.



20

N.U.A.W.—*Flower Girl*

This block contains the musical notation for item 20, a single staff of music in treble clef with a key signature of one flat. The notation features a mix of eighth and quarter notes, with a final double bar line.



21

British Legion Band

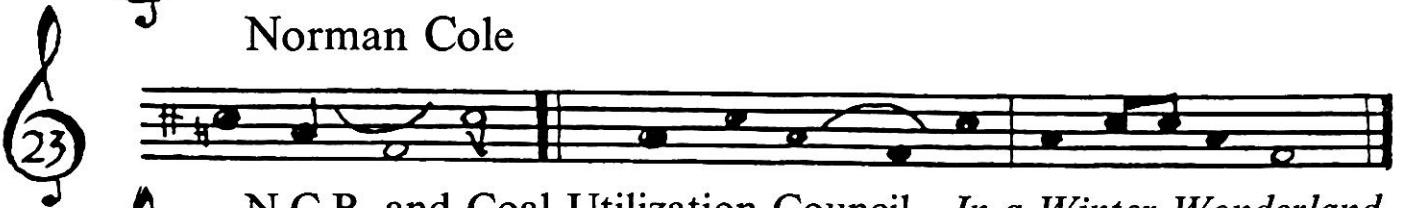
This block contains the musical notation for item 21, a single staff of music in treble clef with a key signature of one flat. The notation includes eighth and quarter notes, with a final double bar line.



22

Norman Cole

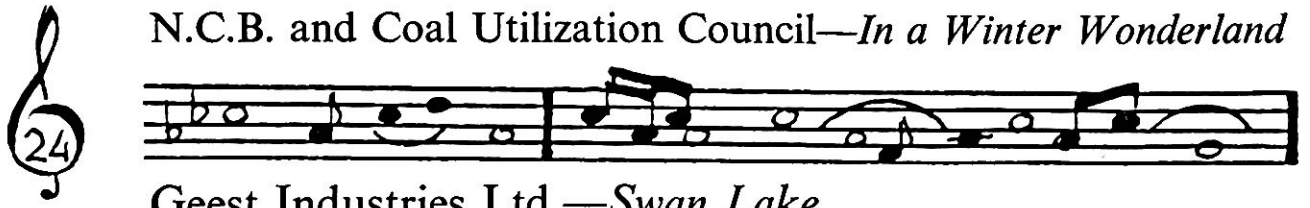
This block contains the musical notation for item 22, a single staff of music in treble clef with a key signature of one flat. The notation includes eighth and quarter notes, with a final double bar line.



23

N.C.B. and Coal Utilization Council—*In a Winter Wonderland*

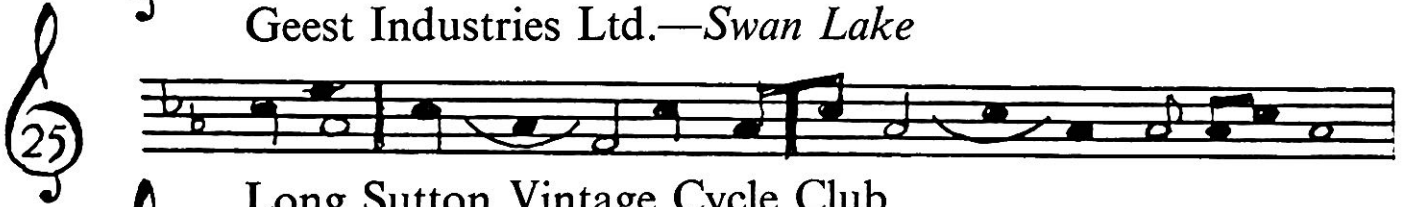
This block contains the musical notation for item 23, a single staff of music in treble clef with a key signature of two sharps. The notation includes eighth and quarter notes, with a final double bar line.



24

Geest Industries Ltd.—*Swan Lake*

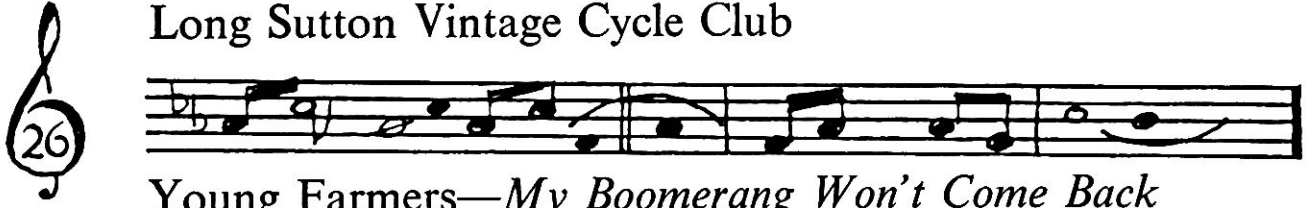
This block contains the musical notation for item 24, a single staff of music in treble clef with a key signature of one flat. The notation includes eighth and quarter notes, with a final double bar line.



25

Long Sutton Vintage Cycle Club

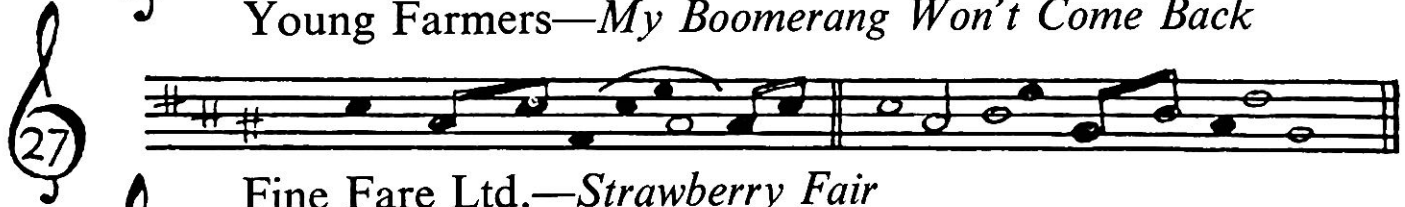
This block contains the musical notation for item 25, a single staff of music in treble clef with a key signature of one flat. The notation includes eighth and quarter notes, with a final double bar line.



26

Young Farmers—*My Boomerang Won't Come Back*

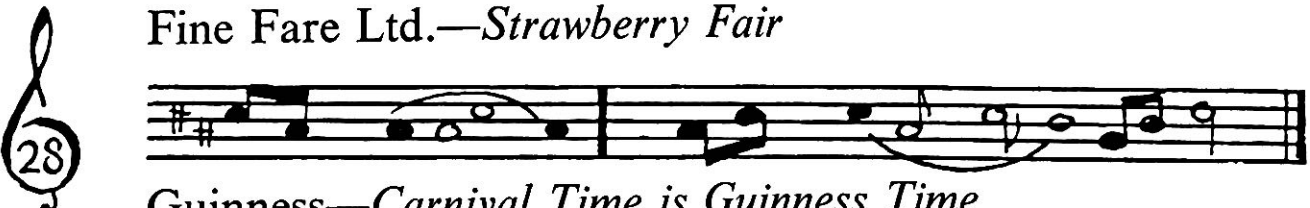
This block contains the musical notation for item 26, a single staff of music in treble clef with a key signature of one flat. The notation includes eighth and quarter notes, with a final double bar line.



27

Fine Fare Ltd.—*Strawberry Fair*

This block contains the musical notation for item 27, a single staff of music in treble clef with a key signature of two sharps. The notation includes eighth and quarter notes, with a final double bar line.



28

Guinness—*Carnival Time is Guinness Time*

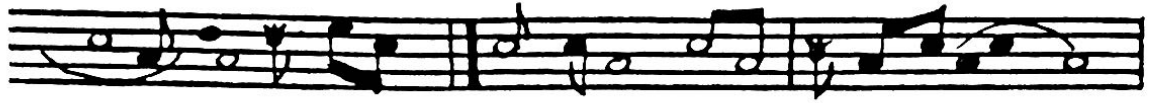
This block contains the musical notation for item 28, a single staff of music in treble clef with a key signature of two sharps. The notation includes eighth and quarter notes, with a final double bar line.

29



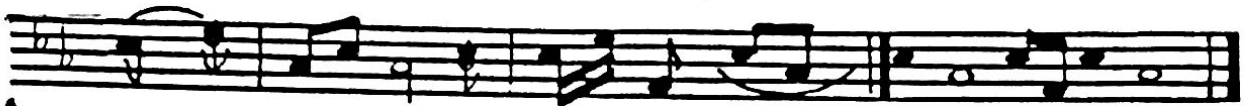
Sunday School—*God has given us a Book full of Stories*

30



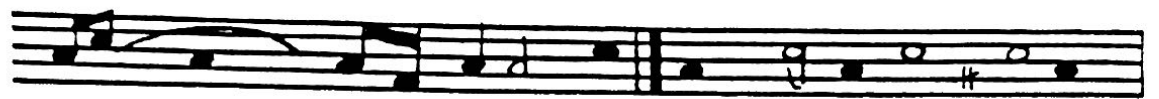
P. van Emmerick—*Old Kentucky Home*

31



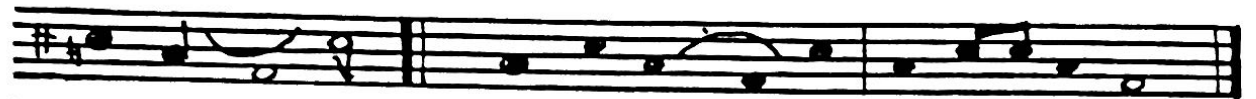
Interflora—*Say it with Flowers*

32



P. Buschman

33



National Savings Committee

34



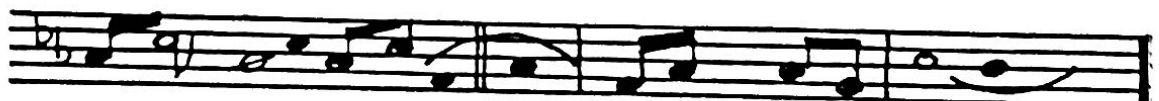
H. Leverton & Co. Ltd.—*Flower Drum Song*

35



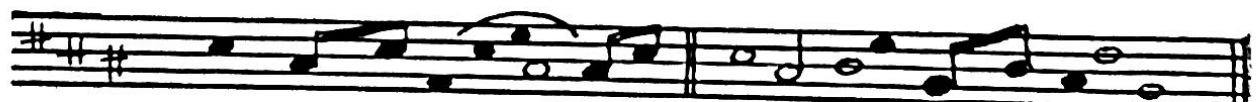
Ground's Transport—*Carousel*

36



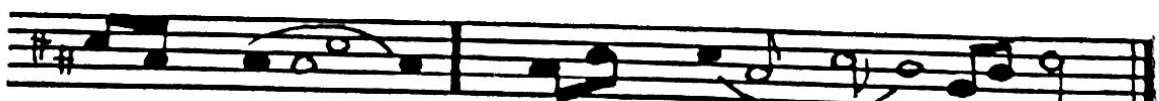
Peterborough Highland Pipe Band

37



Stewart & Lloyds Ltd. Pipe Band

38



Breakdown Van

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Heating Exhibition
in the C.U.C.
Bungalow outside
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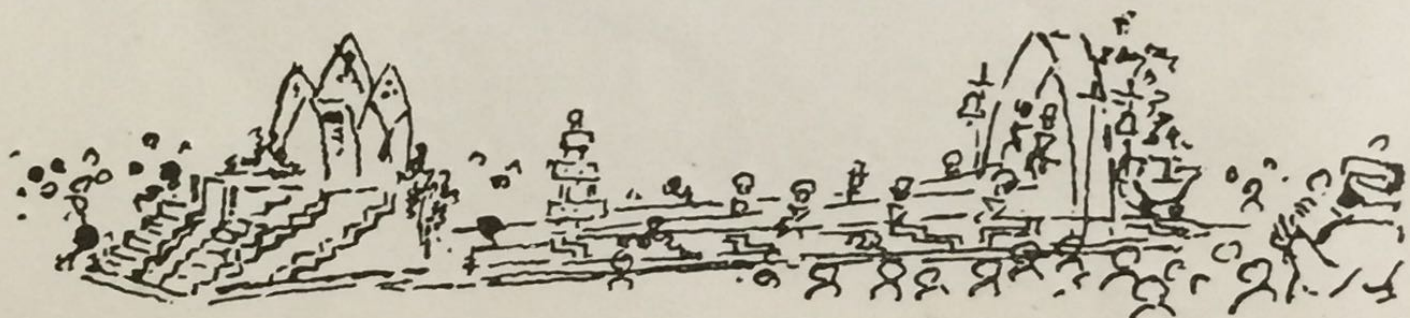
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A Man's nature runs either to herbs or weeds'*
Francis Bacon.

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Geoff