

1963

5

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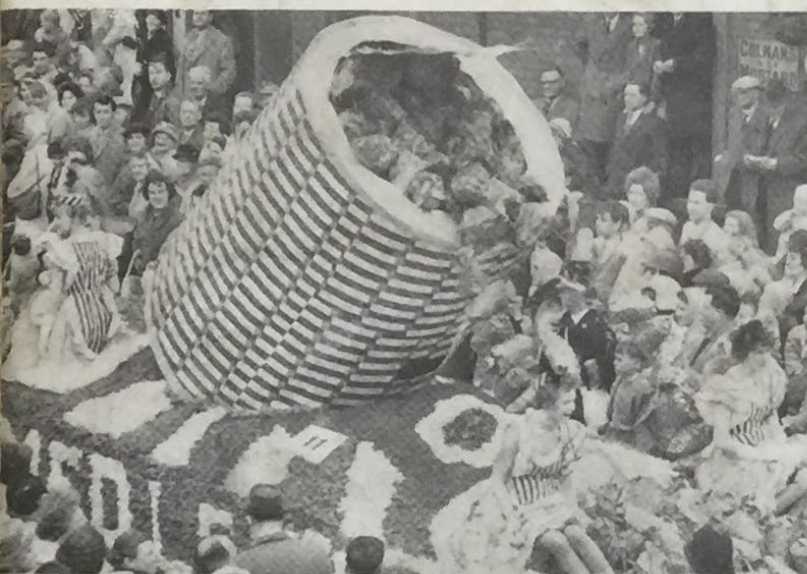
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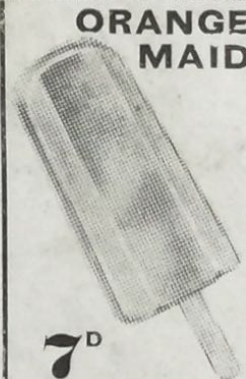
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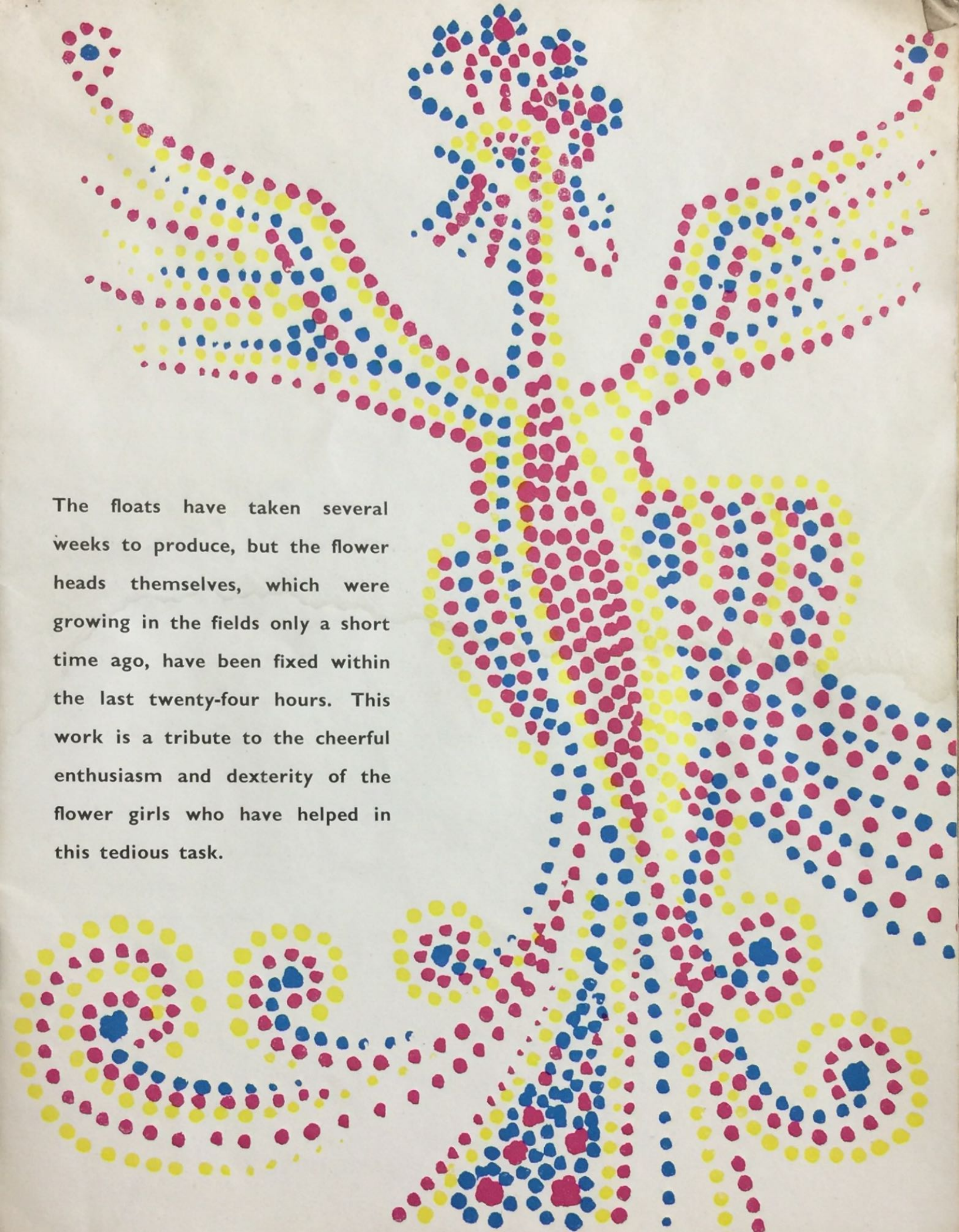


LYONS MAID ELDORADO NEILSON LIMITED

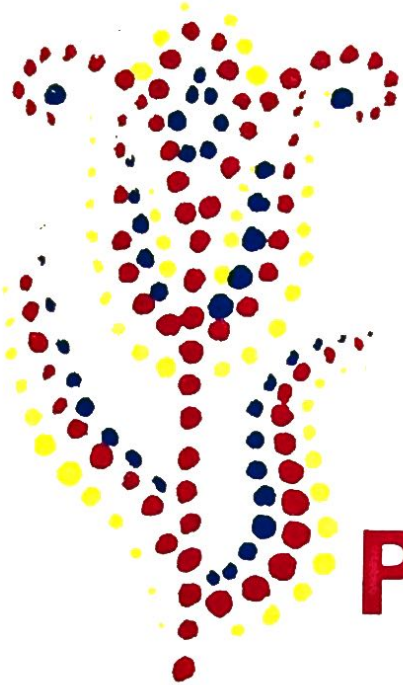
SPRING AGAIN

A FLORAL FANTASY

Today's Parade — truly a floral fantasy — made possible by the millions of tulips grown in the rich surrounding land of South Lincolnshire — is the culmination of a year's effort by the growers, who extend a warm welcome to every visitor. Design for the floats was born in the mind of the designer some ten months ago. The finished floats you will see today are the tangible results of the teamwork between craftsmen and women who have translated those ideas into a dazzling colourful spectacle, unequalled anywhere in the country. This year's theme — "Worlds in Flowers"—has been chosen by the organisers, the Spalding Farmers' Union.

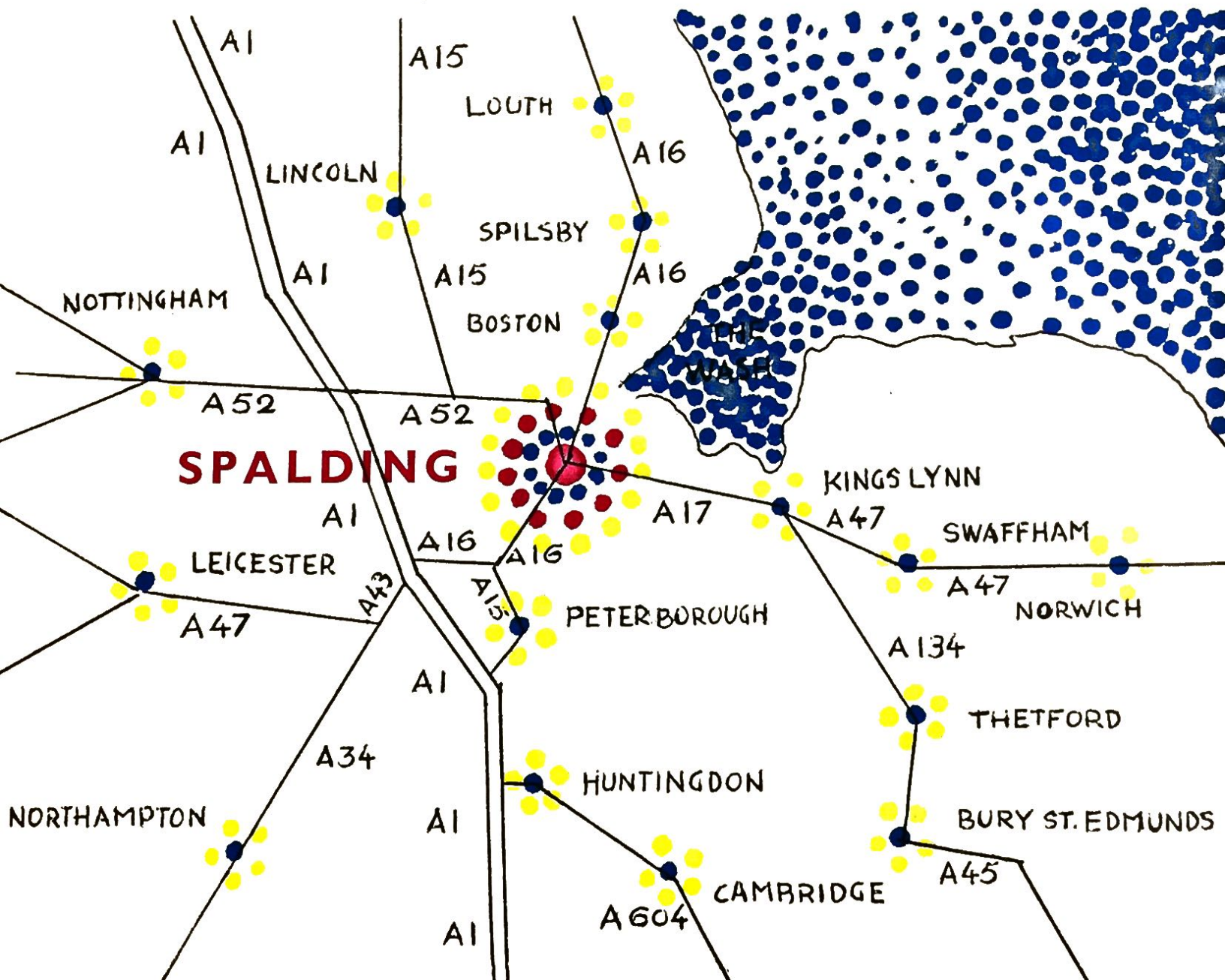
A large, stylized flower is the central focus of the page. It is composed of numerous small, colored dots in yellow, blue, and magenta. The flower has several long, curved petals that spread outwards. The dots are arranged in concentric circles and radial patterns, creating a vibrant, textured effect. The background is plain white, which makes the colorful dots stand out.

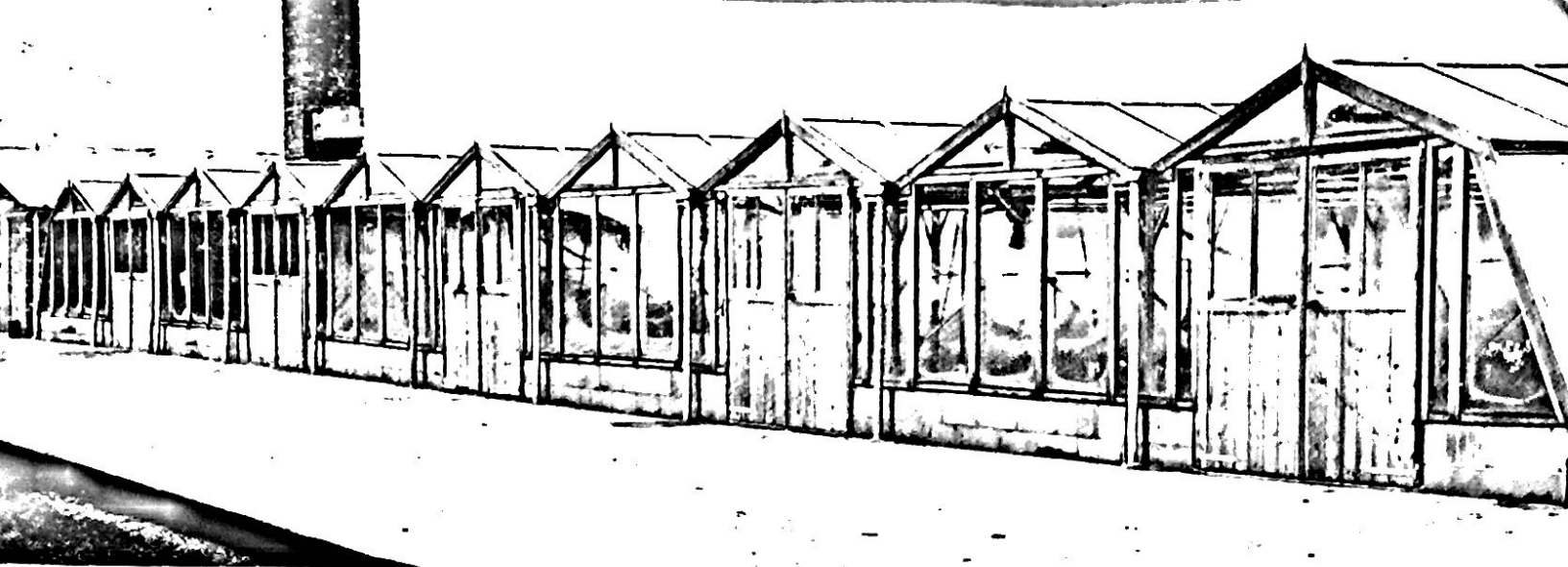
The floats have taken several weeks to produce, but the flower heads themselves, which were growing in the fields only a short time ago, have been fixed within the last twenty-four hours. This work is a tribute to the cheerful enthusiasm and dexterity of the flower girls who have helped in this tedious task.



PALDING

In the parts of Holland (as the South of Lincolnshire)





is designated) is the centre of the British Bulb Industry.

HERE WE GROW

OVER 3,000 ACRES OF DAFFODILS.

OVER 3,000 ACRES OF TULIPS.

**PRODUCING FINE QUALITY BULBS FOR THE
COUNTRY'S GARDENS.**

**OVER 12,000 PEOPLE ARE EMPLOYED IN THE
INDUSTRY.**

**OVER 25,000 BOXES OF FLOWERS LEAVE SPALDING
EACH DAY.**

**TOTAL VALUE OF FLOWER PRODUCTION OVER
£10,000,000 PER YEAR.**

The Flower Parade is just one more achievement of an industry which keeps some twelve thousand people busy all the year. Within a few miles of Spalding are 6,000 acres devoted annually to the growing of daffodils and tulips. Probably this is the highest concentration of bulb growing anywhere in the world. At peak periods about 25,000 boxes leave the district each day and the total number of boxes in one season (December to May) has been as high as 4,500,000 — over 18,000 tons of flowers !



Flowers are forced in glasshouses, providing daffodil and tulip blooms from December onwards to bring a touch of Spring into your homes long before flowers are blooming in your garden. This aspect of the trade, which usually reaches a climax at Mothering Sunday, is important, but only a few acres are involved and of far more importance is that part of the industry devoted to the production of the bulbs themselves.

It can take up to three years from the time the bulb is split from its "parent" to reach a useful size. Each year the bulb is lifted, cleaned and stored, and then transferred to another field where the growing cycle is repeated. As the flower reaches full bloom the head is cut off close to the top of the stem to give the bulb more vigorous growth. In this way the bulb reaches maximum size, producing large and strong flowers for your garden.



It is these cut-off flower heads, which would otherwise be wasted, which have been used to decorate the floats in today's Parade. Each float has a covering of thick straw mattressing over the heavy metal framework, and each tulip head is pinned to this covering with a 'U' shaped pin. The blooms overlap to give as even an effect as possible and to prevent the heads from working loose.

Although bulbs are the major crop, the fine silt lands of this part of South Lincolnshire also produce a great many of the vegetables eaten by people in every part of the country. Potatoes, carrots, onions, lettuce, cauliflowers, cabbage, beans — all these are grown in the fields around Spalding, and quickly distributed by road and rail to every part of Britain. In this way everyone can enjoy the top quality produce of this, the most highly cultivated area in the British Isles.

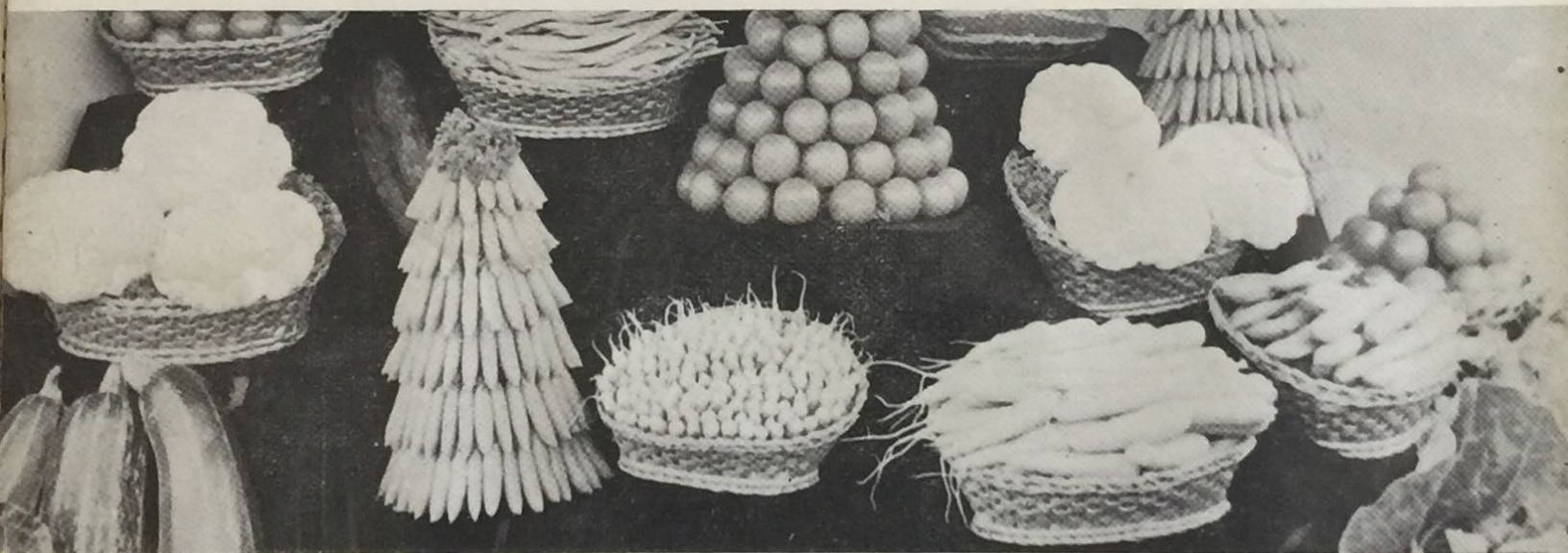
ACKNOWLEDGEMENTS :

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. Although space does not permit us to mention everyone 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, etc.

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



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

The Directors and Staff of the Spalding Bulb & Produce Auction.

The Spalding Urban District Council and their staff.

The Spalding & District Flower Lovers' Club.

The Automobile Association.

The Royal Automobile Club.

Spalding Civic Society.

The Directors of Spalding United Football Club.

South Holland Growers Club.

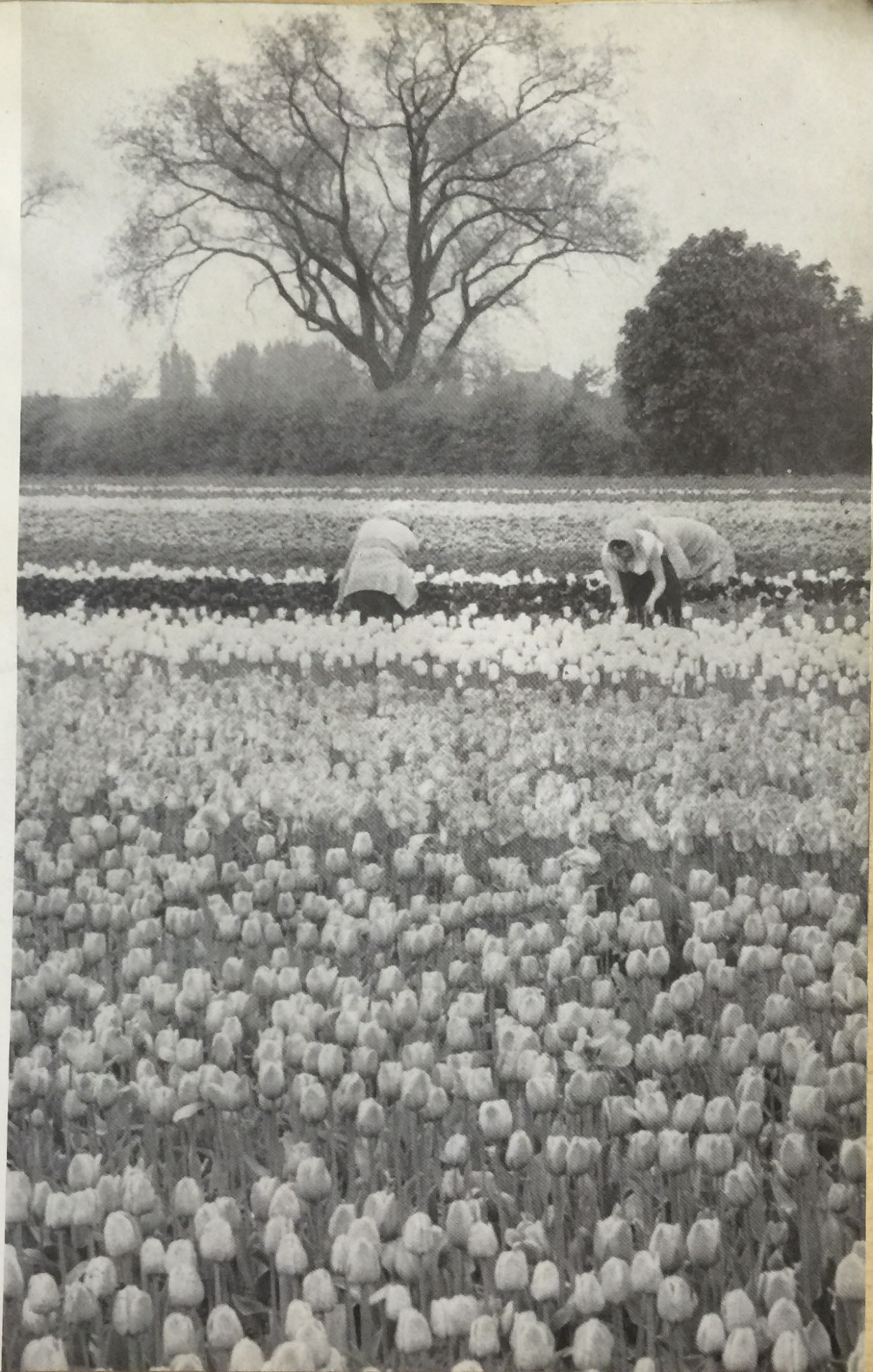
St. John's Ambulance Brigade.

Messrs. H. Leverton & Co. Ltd.

"London Evening News", "London Express News & Feature Services".

"Lincolnshire Free Press", Simpsons of Spalding Ltd. and Elsoms (Spalding) Ltd. for the use of photographs.

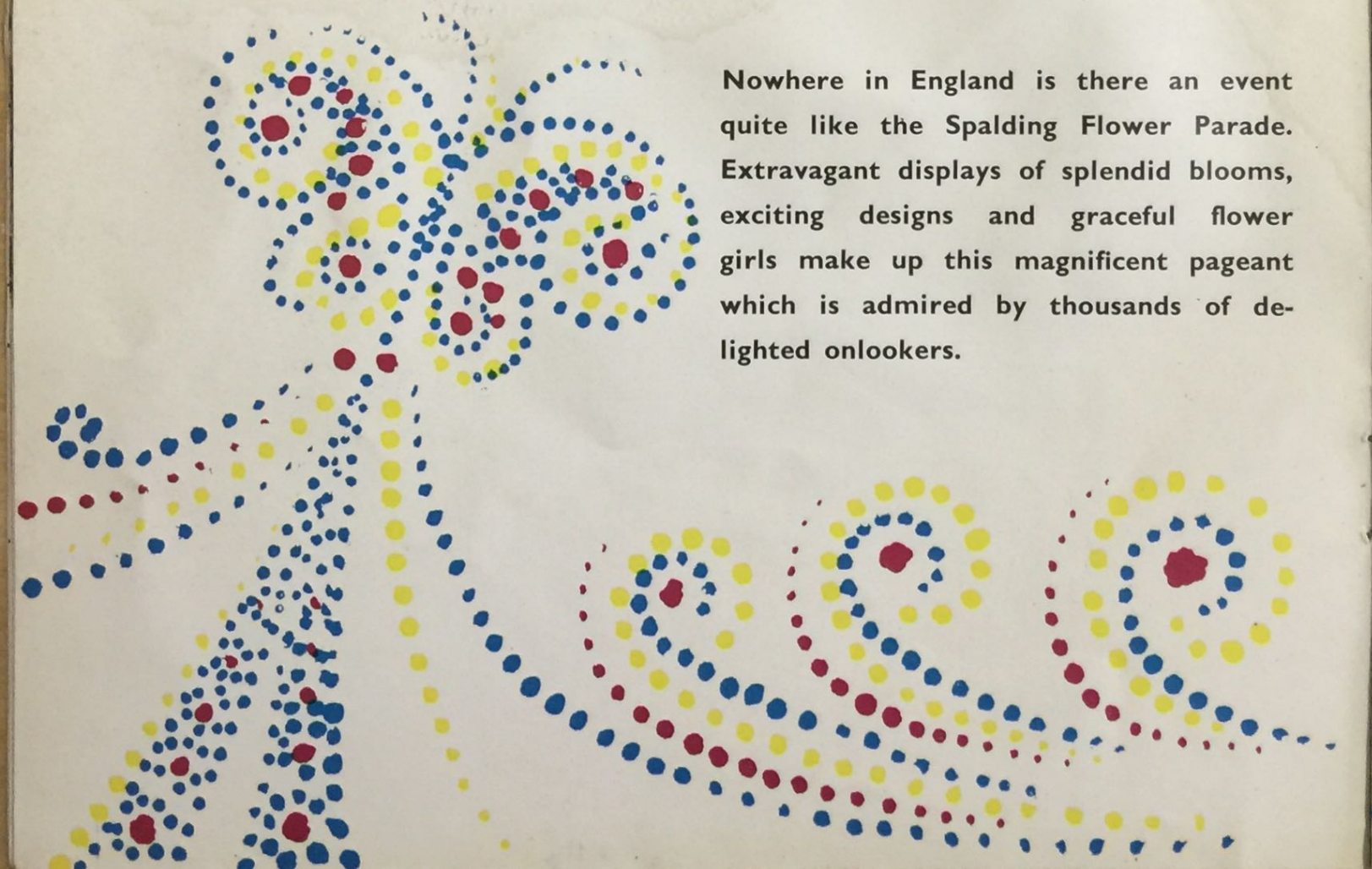
H. E. Sneath, Esq., West Pinchbeck, for his generous loan of horses, driver and dray.

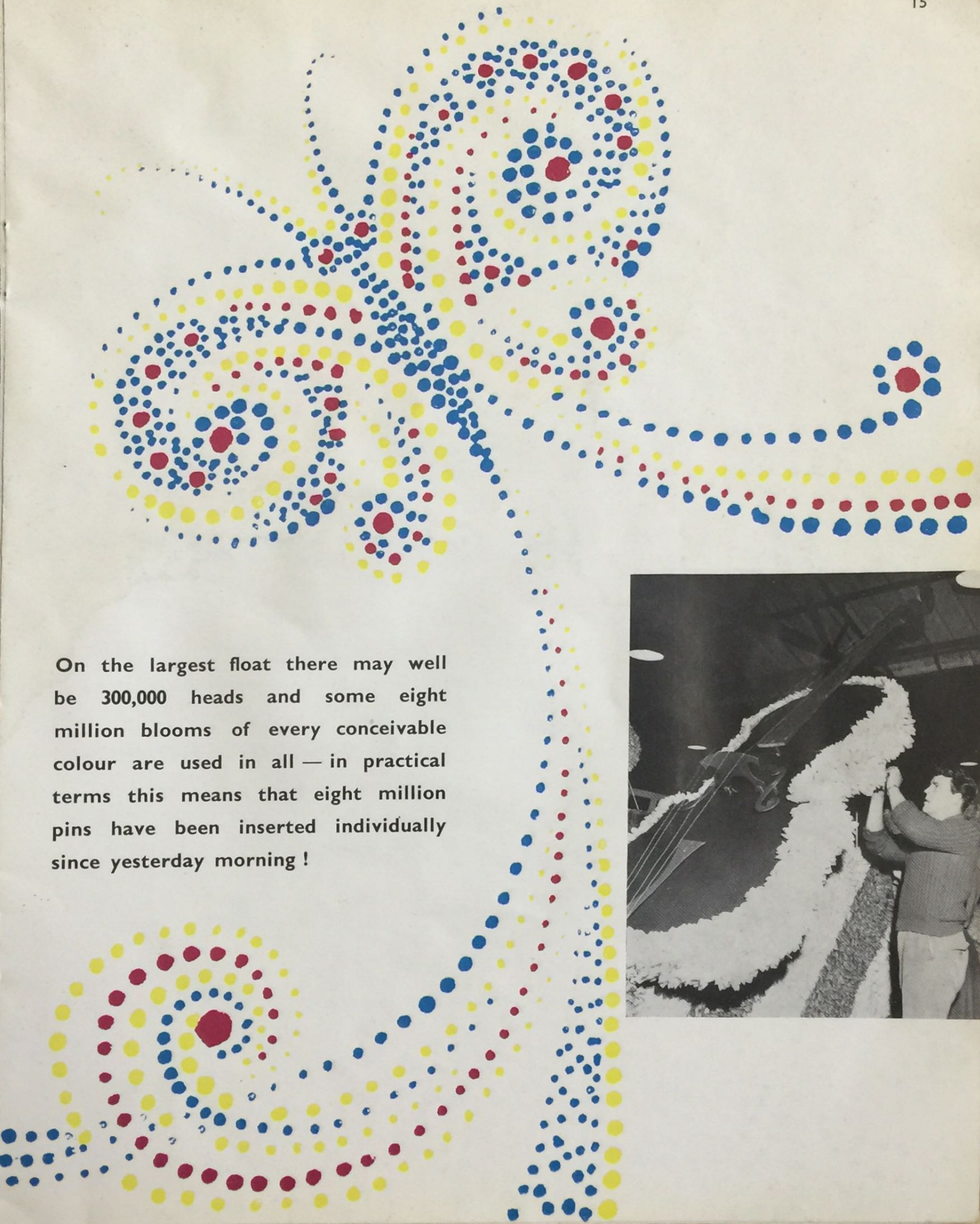




WORLDS IN FLOWERS

Nowhere in England is there an event quite like the Spalding Flower Parade. Extravagant displays of splendid blooms, exciting designs and graceful flower girls make up this magnificent pageant which is admired by thousands of delighted onlookers.





On the largest float there may well be 300,000 heads and some eight million blooms of every conceivable colour are used in all — in practical terms this means that eight million pins have been inserted individually since yesterday morning !



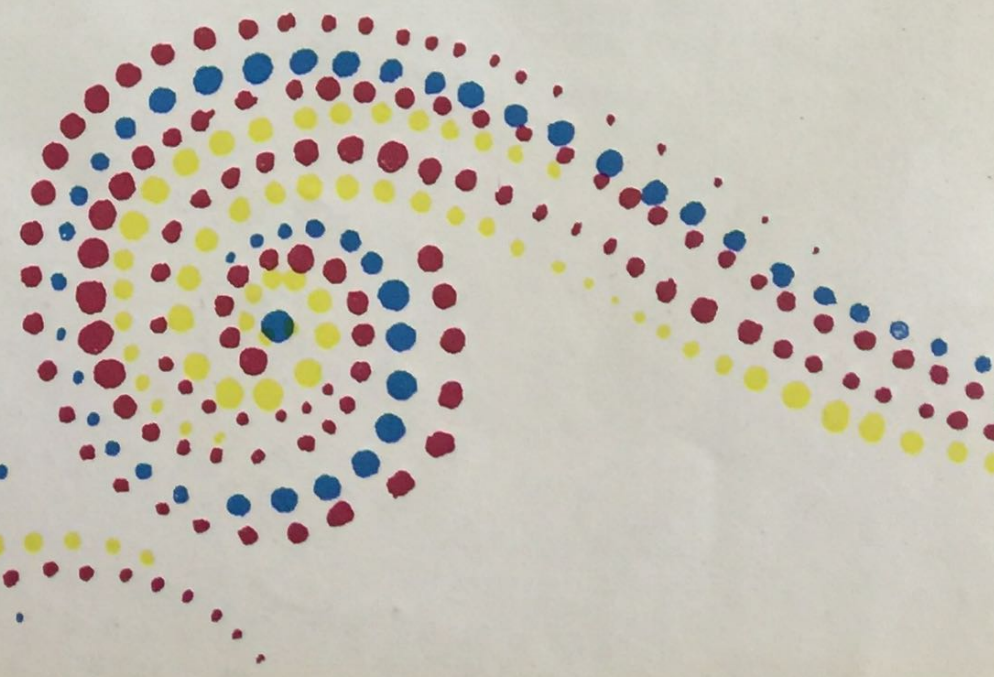


ELCOME

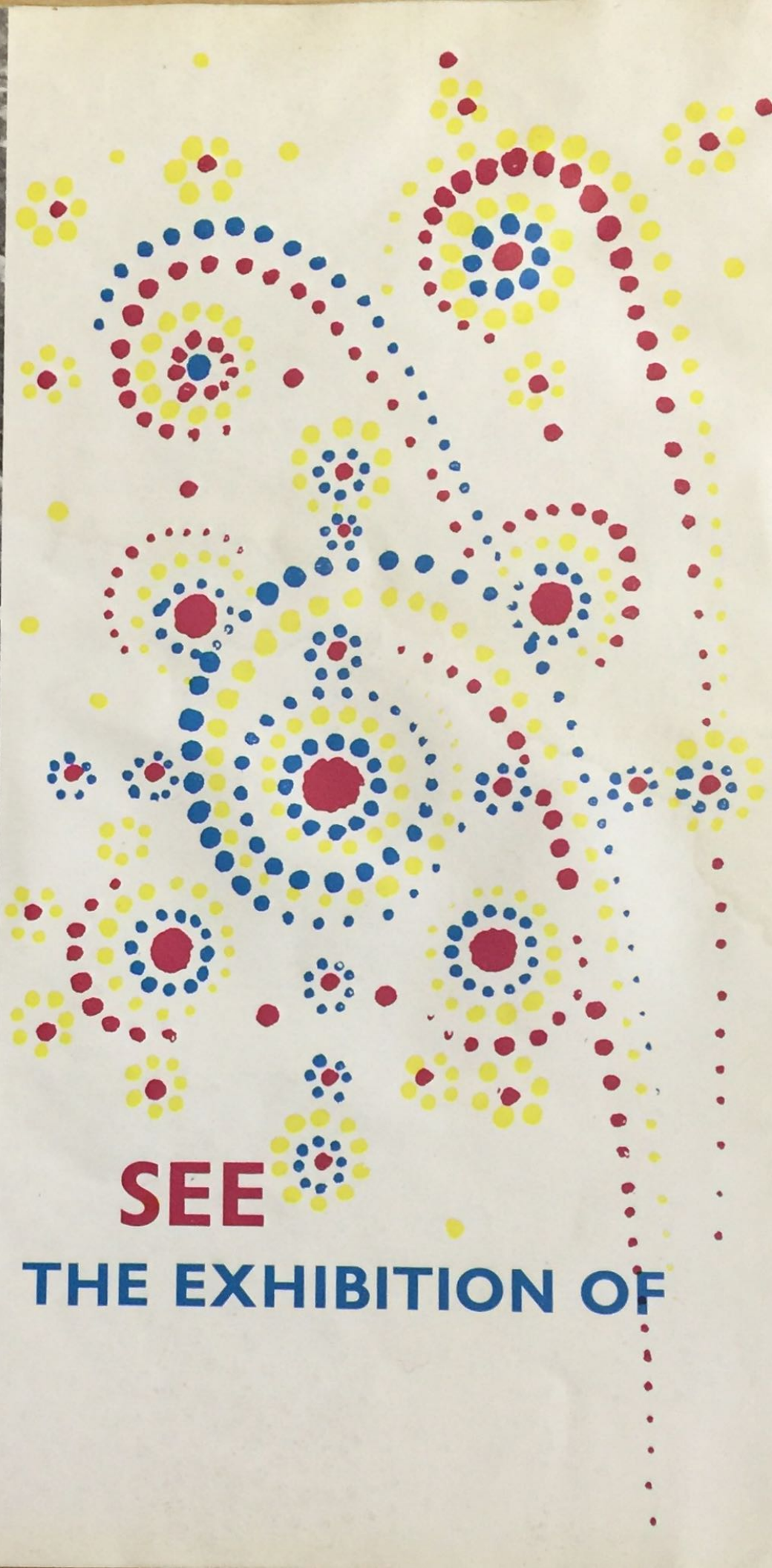
Once again we, the bulb-growers of Spalding and district, who produce the daffodil and tulip bulbs for your gardens and the flowers for your homes, welcome you to our annual Flower Parade.

We hope that the Parade will show you in a dramatic way the colour and beauty of the flowers we grow. And it will remind you, perhaps, that here in Lincolnshire we grow bulbs as well as anywhere else in the world — or probably better. The quality of our soil, our experience and the skill of the Lincolnshire farm workers combine to produce beauty to grace your gardens — and to produce this spectacle which we hope will bring you enjoyment and happiness this afternoon.

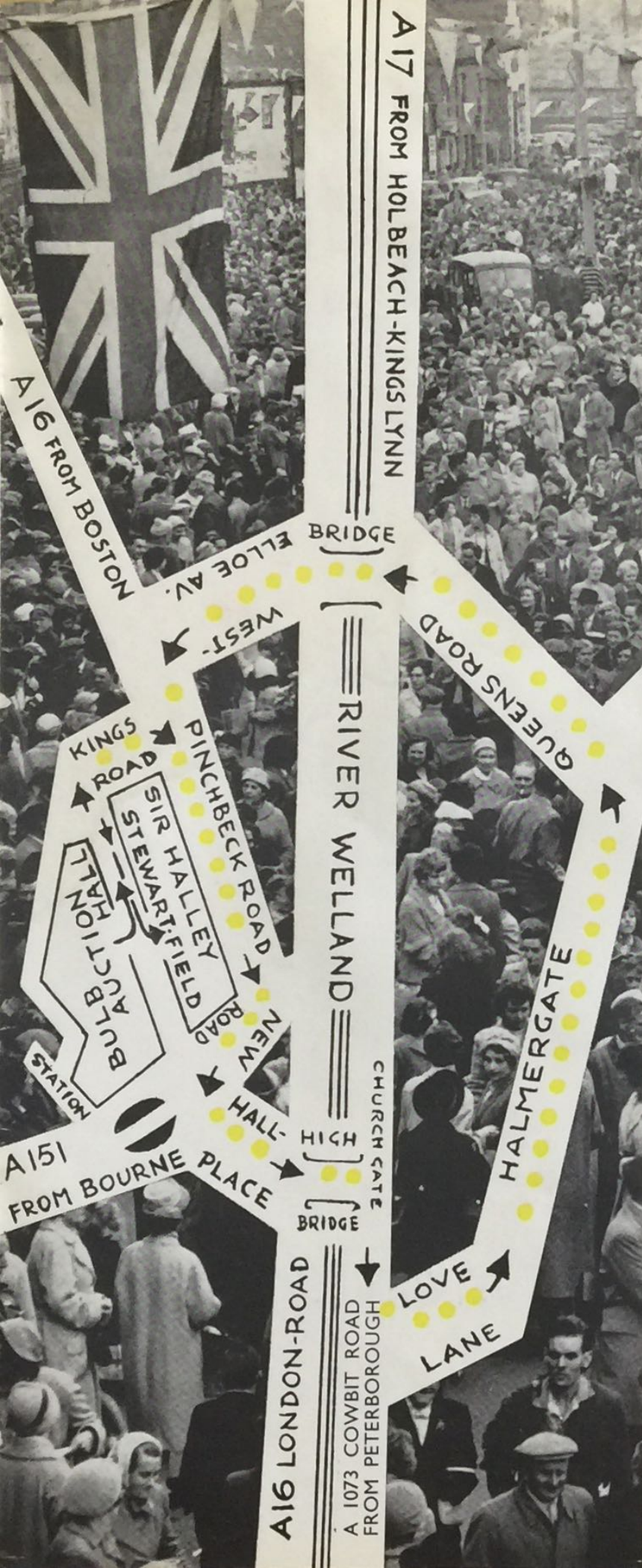
THANK YOU FOR COMING.





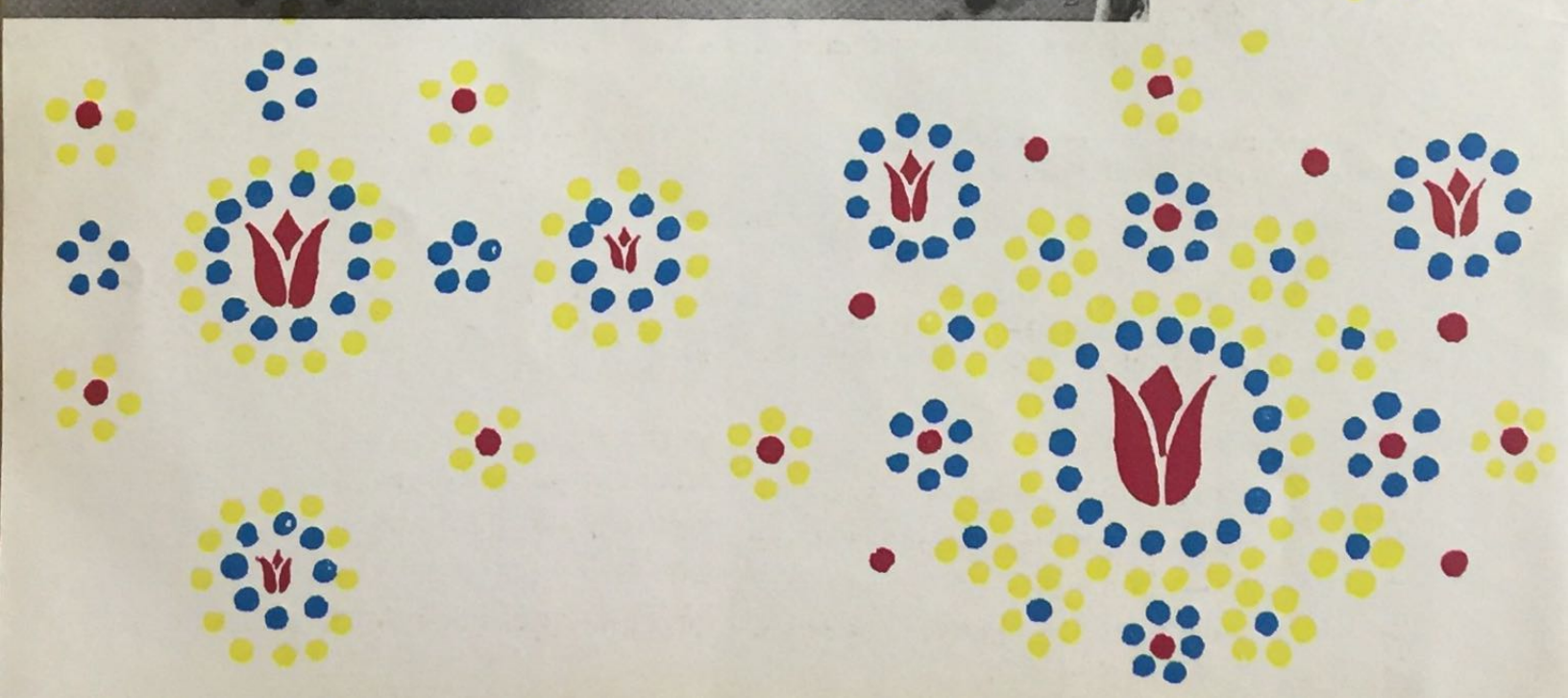


SEE
THE EXHIBITION OF



FLORAL FLOATS

in the sir halley stewart field
 after the parade on :
 saturday until 9.0 p.m.
 sunday from 11.0 a.m. to 9.0 p.m.
 admission : adults 2/-
 children 1/-



saturday 4th may 1963

3.0 p.m.

ORDER OF PARADE



The Procession has been arranged in three sections, with a short interval between each, in order to facilitate control of the rather unwieldy vehicles.

It is hoped that the short break between each section will also allow time for Photographers to change films if necessary.

FOR THEIR OWN SAFETY SPECTATORS ARE REQUESTED NOT TO ENCROACH ON THE ROADWAY AS THE DRIVERS OF THE FLOATS HAVE EXTREMELY RESTRICTED VISION.

SECTION I.

- 1** POLICE ESCORT of the Lincolnshire County Constabulary.
- 2** BREAKDOWN VEHICLE kindly supplied by Messrs. Motors & Tractors Ltd., Spalding.
- 3** PARADE CONTROL VEHICLE, Holland Division Civil Defence Corps.

- 4** THE REGIMENTAL BAND OF THE FIRST OR GRENADIER REGIMENT OF FOOT GUARDS by kind permission of the Commanding Officer.
- 5** THE TULIP QUEEN (Miss Rose Crunkhorn and her two Attendants, Miss Patricia Onslow and Miss Christine Bunting).
- 6** VETERAN CARS. Entered by Messrs. Norman R. Cole Ltd., Wholesale Florists, of Covent Garden. (a) Benz 1900: (b) Arrol Johnston 1902: (c) Panhard Levassor 1903: (d) Renault 1908.
- 7** THE RIDDINGS, SOMERCOTES AND LEABROOKS SILVER BAND, Derbyshire.
- 8** "THE WORLD OF BEAUTY." Entered by "Margaret", Broad Street, Spalding. Where styles "Out of This World" are created just for you.
- 9** "THE WORLD OF THRIFT." Entered by the Spalding Savings Committee: Secretary—S. E. Andrew, Esq., Matmore Gate, Spalding.
- 10** "GUINNESS AROUND THE WORLD", Entered by Messrs. Arthur Guinness Son & Co. (Park Royal) Ltd., 8 Baker Street, W.I. "Guinness is Good for YOU".



- 11** "AROUND THE WORLD IN THE SS. GLEEDIAN." Entered by the Glead Boys' Secondary Modern School, Halmer Gardens, Spalding.
- 12** "THE WORLD OF MUSIC." Entered by Grounds' Transport Services Ltd., Cradge Bank Road, Spalding. Music makes the Wheels go Round.
- 13** "THE WORLD UNDER THE SEA." Entered by The Lowland Bulb Co. Ltd., St. Thomas's Road, Spalding. Specialists in bulbs, plants and roses.

SECTION II.

AGRICULTURE—BRITAIN'S BIGGEST INDUSTRY

- 14** PARADE CONTROL VEHICLE Holland Division Civil Defence Corps. Civil Defence—common sense—in a modern world.

- 15** SPALDING & DISTRICT BRITISH LEGION BAND.
- 16** ST. JOHN'S AMBULANCE BRIGADE BAND, KING'S LYNN DIVISION.
- 17** "THE WORLD OF THE ROMANY." Entered by the Spalding Young Farmers' Club. A Rumanian Gipsy Caravan.
- 18** "THE WORLD OF HAPPY WORKERS." Entered by the Holland (Lincs.) National Union of Agricultural Workers, Spalding.
- 19** "GO TO WORK ON A BRITISH EGG." Entered by the British Egg Marketing Board, Shaftesbury Avenue, London, W.I.
- 20** "PIGS ON PARADE." Entered by the Pig Industry Development Authority, Ridgmount Street, London, W.C.I, on behalf of Britain's pig industry.
- 21** "THE MILKY BAR KID." Entered by Mr. R. E. Pell, Confectionery Wholesaler, Weston Hills, Spalding.



- 22** "THE POTATO QUEEN AND HER COURT OF MANY VARIETIES." Entered by the Potato Marketing Board, 50 Hans Crescent, London, S.W.I.
- 23** "THE WORLD OF GRACE & ELEGANCE." Entered by the British Sugar Corporation, West Marsh Road, Spalding.

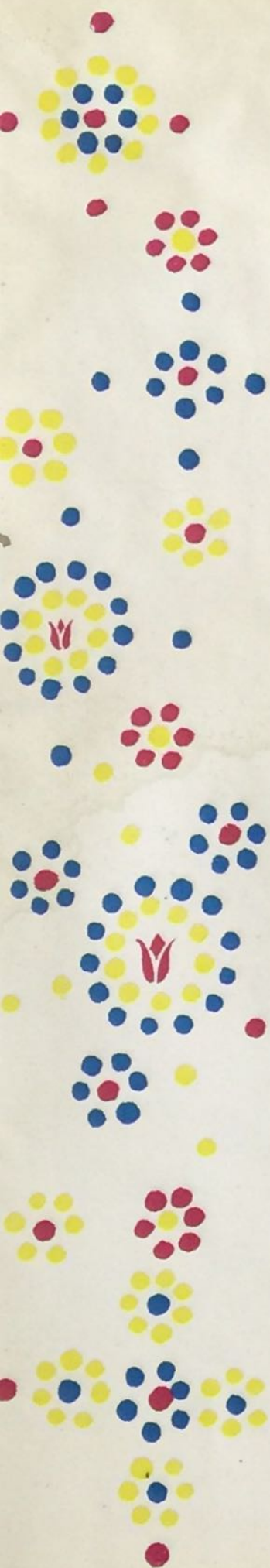
SECTION III.

- 24** PARADE CONTROL VEHICLE, Holland Division Civil Defence Corps.
- 25** SALVATION ARMY BAND of SPALDING.
- 26** SALVATION ARMY BAND of PETERBOROUGH.
- 27** "THE WORLD OF MOTORING." Entered by the Spalding Car Club: Secretary—K. S. Stearn, Esq., 12 High Street, Spalding.

- 28** "IN THE WORLD OF AIR COOLING." Entered by Messrs. A. & W. Elsey Ltd., High Street, Gosberton, Spalding. County Distributors of Porsche Diesel Air Cooled Tractors.
- 29** "FLOWERS AROUND THE WORLD." Entered by Messrs. Elsons (Spalding) Ltd., Broad Street, Spalding.
- 30** LONG SUTTON & DISTRICT VETERAN CYCLE CLUB: Secretary—U. E. D. Palmer, Esq., Hill Street, Wisbech.
- 31** "THE WORLD IN SPACE." Entered by the Spalding Judo Club: Secretary—A. D. Garner, Esq., Surfleet Cheal, Spalding.
- 32** "THE WORLD OF DREAMS." Entered by a Syndicate of Growers from the Long Sutton district.
- 33** "THE WORLD OF FIESTA." Entered by Messrs. Machins Transport (Surfleet) Ltd., Surfleet, Spalding. Efficient door-to-door service—Great Britain and the Continent.
- 34** SPALDING CYCLING CLUB: Secretary—D. Tucker, Esq., 12 St. Mary's Avenue, Pinchbeck, Spalding.



- 35** PETERBOROUGH HIGHLAND PIPE BAND.
- 36** STEWARTS AND LLOYDS RECREATION CLUB PIPE BAND.
- 37** SECRET OF THE SEA. Entered by the Grason Beauty Clinic, Sheep Market, Spalding.
- 38** "THE WORLD OF WONDERLAND." Entered by Messrs. Geest Industries Ltd., White House Chambers, Spalding.
- 39** "THE WORLD OF THE BOOK." Entered by the Sunday School Union, Spalding.
- 40** "SPRINGTIME." Entered by Messrs. Stassen Ltd., Pinchbeck Road, Spalding. Suppliers for the whole year in bulbs and plants.
- 41** Breakdown vehicle by kind permission of Messrs. E. H. Wellband Ltd., Pinchbeck Road, Spalding.





An Impression of the Garden . . . after the French School

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Within the Gardeners' Sunday organisation in aid of the Gardeners' Royal Benevolent Society (1962/63 is National Appeal Year) and the Royal Gardeners' Orphan Fund.

400 Gardens, up and down the land are open in aid of this cause from March to October. They are all illustrated in a booklet available for 1/3 post free from :

**The Organiser, Gardeners' Sunday,
Four Winds, Seale, Farnham, Surrey**
(or through W. H. Smith & Sons bookstalls)

Send for your copy today and visit the gardens with your friends

*As is the garden, so is the gardener,
A Man's nature runs either to herbs or weeds'*
Francis Bacon.

This space kindly donated by **The Spalding Bulb Company Ltd.**

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