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HERE IN BIRMINGHAM . . . the centre of the great
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WINNING HERD OF PEDIGREE LARGE WHITE PIGS

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GARDENS OPEN TO THE PUBLIC

Within the Gardeners' Sunday organisation in aid of the Gardeners' Royal Benevolent Society and the Royal Gardeners' Orphan Fund.

Many Gardens, up and down the country, are open in aid of this cause from March to October.

They are all listed in a booklet available for 1/3 post free from:

**The Organiser, Gardeners' Sunday,
White Witches, Claygate Road, Dorking, Surrey**
or through W. H. Smith & Son's bookstalls.

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

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



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Sole importers of A.A. Products—Herbicides and Insecticides for
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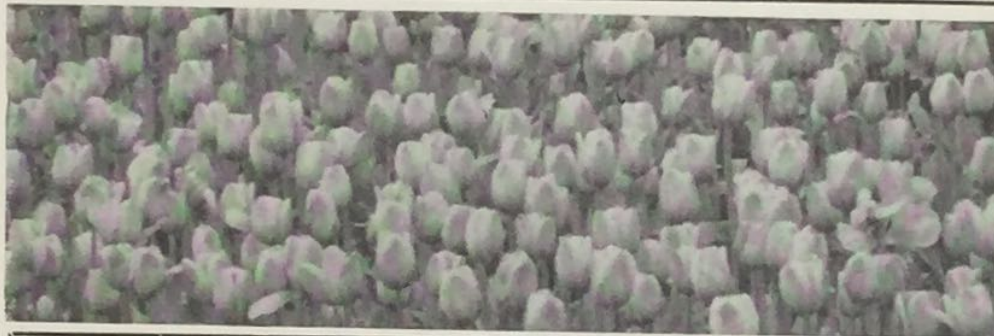
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(M. O. GRAVES)

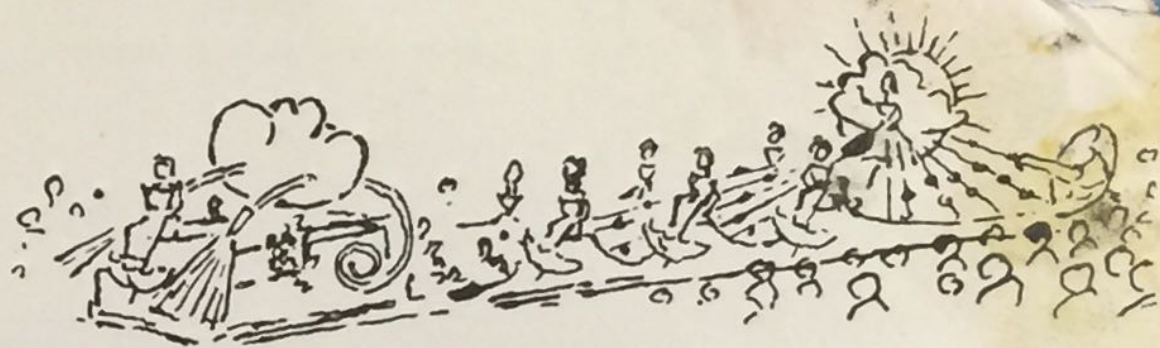
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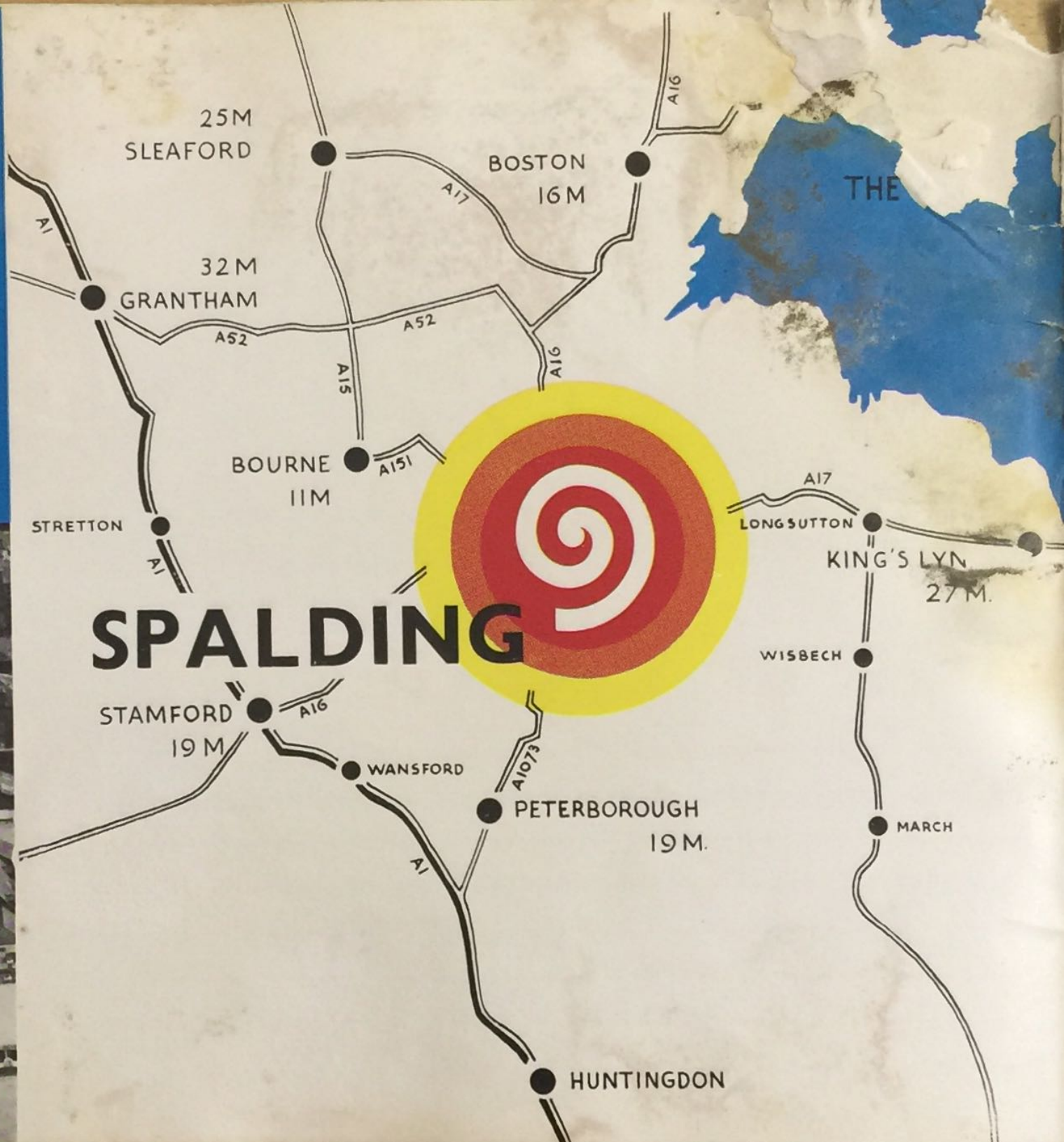
SPRING AGAIN

After the drear, drab, days of winter one looks forward to better times. The harbingers of Spring are the daffodils, closely followed by the brilliant display of tulips. Our gardens and fields are illuminated by blocks of colour that capture the imagination and give an added zest to living. All men feel the lift to their spirits given by the realisation that winter with all its discomforts is over. The early flowering bulb crops act as a festival produced by Nature to celebrate this turn of the seasons—a feast of colour which all can enjoy ; an anticipation of the warmth of Summer. The spectacle of acres of glowing colour provides evidence that our efforts last year were not without reward. Let us hope that our plans for the coming year will be equally fruitful.



JOY IN FLOWERS

Man does not live by bread alone ; life would be of little interest if our diet consisted of bread and water. This might suffice for animals, many of whom exist on simple diets. Man is a complex creature and it is his variety of interests that makes him king of the animal kingdom. We have minds and souls that need nourishment as much as our bodies, nourishment derived from many sources, not the least of these being flowers. Millionaires may have a wider choice from which to draw their pleasures but the poorest person can share in the beauty of flowers. Like ourselves, flowers do not last forever but in their transient beauty they give us pleasure during their development. Their loveliness and perfection of form appeal to everyone. "A thing of beauty is a joy for ever".





In the parts of Holland (as the South of Lincolnshire is designated) is the centre of the British Bulb Industry

HERE WE GROW

OVER 4,000 ACRES OF DAFFODILS.

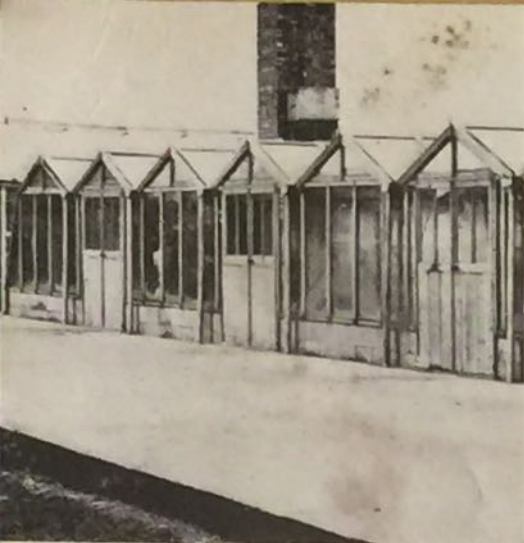
OVER 3,000 ACRES OF TULIPS.

THERE ARE 130 ACRES UNDER GLASS PRODUCING FORCED BLOOMS.

OVER 25,000 BOXES OF FLOWERS LEAVE SPALDING EVERY DAY.

OVER 12,000 PEOPLE WORK IN THE INDUSTRY PRODUCING FINE QUALITY BULBS FOR THE COUNTRY'S GARDENS.

DON'T MISS THE EXHIBITION OF FLOATS AFTER THE PARADE IN THE SIR HALLEY STEWART PLAYING FIELD.



Kipling wrote that "East is East and West is West and never ...

As far as South Lincolnshire is concerned this has been disproved. In the fertile soil around Spalding, Daffodils—natives of Britain and the West, grow side by side with Tulips—natives of the Near East. The skill of the local farmers has made Spalding one of the most prosperous market towns in the country. The diversity

of food and flower crops helps to even out the inevitable fluctuations in the Market. In Winter the local glasshouses produce enough flowers to provide every man, woman and child in Britain with at least two flowers each.



FOR BEAUTIFUL BLOOMS BUY

THE BEST-BRITISH BULBS



Our fertile soils—and the care lavished on them by skilled growers, produce fine bulbs which are ideally suited for planting in the open and for forcing, either commercially or in pots or bowls for the home.

Bulbs are not cheap to produce and many so-called “bargains” can lead to disappointment. As a general rule to contain a flower bud, tulip bulbs should be not smaller than a penny (i.e., 10 cms. in circumference) while daffodils should be double-nosed and not smaller than an average hen’s egg.



Besides producing some of the world's finest bulbs, the silt lands around Spalding produce many of the country's vegetables. In fact approximately one-third of the country's vegetables are produced within a radius of 30 miles around Spalding. South Lincolnshire potatoes, carrots, onions and lettuces have a reputation everywhere as top quality produce. Cauliflowers and cabbages are grown in large quantities to the North so that the County of Holland (as this region of Lincolnshire is properly called) is the kitchen garden as well as the flower garden of England.

NEW HOLME NURSERIES

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FRESH CUT FLOWERS
SHRUBS, PLANTS and GARDEN SUNDRIES

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It is these cut
used to decora
er flouts



FORCED FLOWER SHOW

This wonderful spectacle of flowers produced under glass takes place in early February each year. The Hall is a riot of the magnificent colours of over 250 different varieties of daffodils and tulips brought to perfection for the Show.

You may like to make a note that the Show will be held in the Corn Exchange on February 11th, 12th and 13th, 1965—it will repay a visit !





FLOWERS IN THE GARDEN

Bulbs are ideal plants for gardens of all sizes, from a flower pot to a Royal Park, giving broad spectacles of colour in parks and large gardens and brightening up drab corners in town plots. They are equally at home in bowls, in drifts between trees and attract attention in suburban gardens. They repay care in the planning of their beds, choice of colours and dates of flowering; in the selecting of other plants and flowers as a background to produce the most effective picture. Who could forget seeing pink tulips growing among myosotis with, perhaps, flowering currants as a background?



It is these cut
used to decorat
or flags



FLOWER ARRANGEMENTS

In England we only spend about 2d. a week each on flowers; in Western Europe they spend more than seven times this sum. In some countries houses without flowers in the windows are looked upon with scorn. This may be the reason why flower clubs have become so popular in this country since the end of the war. It always gives pleasure to see the effects secured by flowers in good hotels and inns and their display in people's own homes denotes the good taste of their owner. There is an art in flower arrangements, the choice of colours and shapes providing an outlet for that urge for artistic expression possessed by so many people. We cannot all attain the splendid effects we see at flower shows, but by our own efforts can express ourselves and give pleasure to those around us.

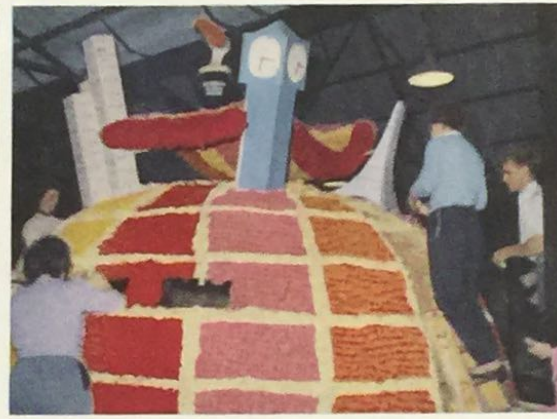




It takes three years for a bulb to grow to full size. As the flower reaches full bloom the head is cut off close to the top of the stem to give the bulb more vigorous growth. In this way the bulb reaches maximum size producing large and strong flowers for your garden.



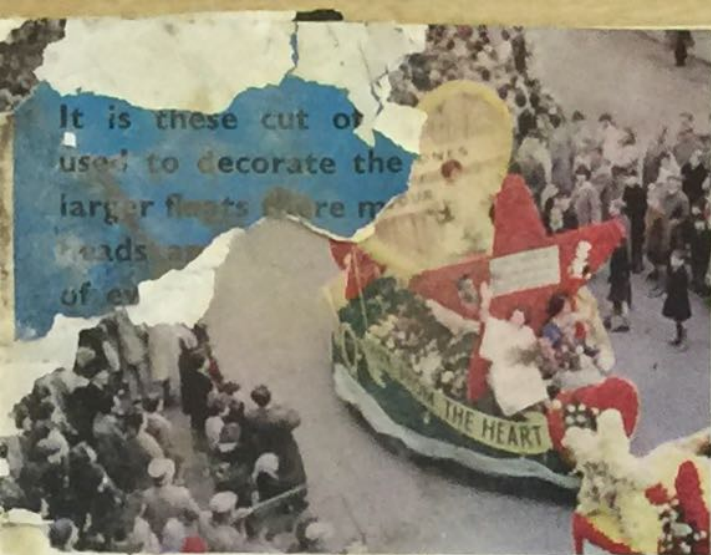
It is these cut out of which we used to decorate the floats. On the larger floats there may well be 100,000 heads and some five million blooms of every conceivable colour are used in all. In practical terms this means that some five million pins have been inserted individually since yesterday morning.



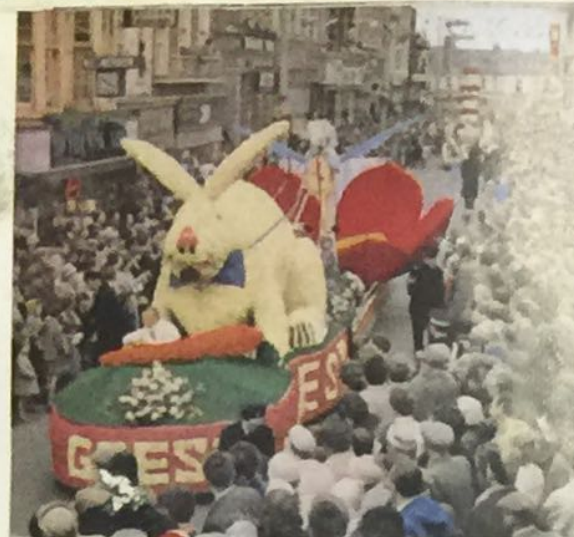
takes three years for a bulb to grow to full size. As the flower reaches full bloom the head is cut close to the top of the stem to give the bulb more vigorous growth. In this way the bulb reaches maximum size producing large and strong flowers for your garden.







It is these cut out
used to decorate the
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SEE THE EXHIBITION OF FLORAL FLOATS

After the Parade
on **SATURDAY** and
on **SUNDAY**—9 a.m.—9 p.m.
MONDAY
and **TUESDAY** } 10 a.m.—9 p.m.
in the **SIR HALLEY STEWART FIELD**
WINFREY AVENUE, SPALDING



Admission to the
FLOAT EXHIBITION in
the **SIR HALLEY STEWART**
FIELD

Adults 2/-

Children and O.A.Ps. 1/-

This includes Admission to
the Exhibition of Farming
and Rural Industry



WELCOME

Once again the bulb-growers of Spalding and District welcome you to our annual parade. This year there is "Joy in Flowers"; an appropriate title which sums up the love that we who grow them and you who appreciate them have for their splendour and beauty. Last year the demand to see the floats in the Sir Halley Stewart Playing Field after the parade was so great that they will now be on view for a further two days; not only after the parade and on Sunday but also on Monday and Tuesday. The ticket also includes admission to the exhibition of farming and rural industries which is held in the same ground.



It is these cut of
used to decorate the
larger floats there m
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LEAVING SIR HALLEY STEWART FIELD AT 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 ENCRONCH 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 BAND OF THE 1st BATTALION, THE PARACHUTE REGIMENT by kind permission of the Commanding Officer.
The Drums of the Junior Parachute Company with their mascot, a Shetland pony called "Ringway".
- 5 THE TULIP QUEEN (Miss Joyce Green and her two Attendants, Miss Judith Ann Faulkner and Miss Frances Ann Baines).
- 6 LONG SUTTON & DISTRICT VETERAN CYCLE CLUB: Secretary—U. E. D. Palmer, Esq., Hill Street, Wisbech.
- 7 SALVATION ARMY BAND of PETERBOROUGH.





- 8 "FLOWER GIRL". Entered by Messrs. Stassen Ltd Spalding. Suppliers for the whole year in bulbs and
- 9 "A SPRING COACH". Entered by West Pinchbeck by a team of horses from the Pinchbeck Champion Percheron
- 10 "PIGS ON PARADE". Entered by the Pig Industry Development Authority, Ridgmount Street, London, W.C.1, on behalf of Britain's pig industry.
- 11 "A(E)ROMATICS". Entered by the Spalding Air Training Corps.
- 12 "CIRCUS". Entered by Messrs. Machins Transport (Surfleet) Ltd., Surfleet, Spalding. Efficient door-to-door service—Great Britain and the Continent.
- 13 "ORGAN FROLICS". Entered by Messrs. Groom Bros. Ltd., Clay Lake, Spalding.

SECTION II.

- 14 PARADE CONTROL VEHICLE Holland Division Civil Defence Corps. Civil Defence—common sense—in a modern world.
- 15 THE MELTON MOWBRAY TALLY-HO CARNIVAL BAND, Leicestershire.
- 16 "THE HAPPY WORKER". Entered by the Holland (Lincs.) National Union of Agricultural Workers, Spalding.
- 17 "THE DISCOVERY OF THE POTATO". Entered by the Potato Marketing Board, 50, Hans Crescent, London, S.W.1.
- 18 SALVATION ARMY BAND of SPALDING.
- 19 SPALDING & DISTRICT BRITISH LEGION BAND.
- 20 "SPRINGTIME". Entered by Hortico Ltd., The Chestnuts, Low Road, Spalding.
- 21 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.
- 22 "BARCAROLL". Entered by the British Sugar Corporation, West Marsh Road, Spalding.

YS OF MOTORING". Entered by the Spalding Car Club:
-B. Barnacle Esq., 47, Grange Drive, Spalding.

OF SPLENDOUR". Entered by Messrs. Geest Industries Ltd.,
White House Chambers, Spalding. Britain's largest distributors of
fruits and vegetables; flower bulbs, roses and shrubs; mechanical handling
equipment.

25 **DERBY MIDSHIPMEN'S CARNIVAL BAND.**

SECTION III.

26 **PARADE CONTROL VEHICLE,** Holland Division Civil Defence Corps.

27 **MARKHAM MAIN COLLIERY BAND, ARMTHORPE, DONCASTER.**

28 **RIDDLINGS, SOMERCOTES & LEABROOKS SILVER BAND** from
Somercote, Derbyshire.

29 **"SHOWBOAT".** Entered by "Margaret", Broad Street, Spalding.
Where styles give you joy the whole year round.

30 **"THE PIGEONS".** Entered by a Syndicate of Growers from the Long
Sutton district.

31 **"SEA HARVEST".** Entered by The Spalding Townswomen's Guilds.

32 **"BEATLEMANIA".** Entered by the Spalding & District Young Farmers'
Club.

33 **"BOSTON COLLEGE".** Entered by the Boston College of Further
Education.

34 **"WAGGON WHEELS".** Entered by Grounds' Transport Services
Ltd., Cradge Bank Road, Spalding.

35 **"THE FIREMEN".** Entered by The Lowland Bulb Co. Ltd., St. Thomas's
Road, Spalding. Specialists in bulbs, plants and roses.

36 **STEWARTS AND LLOYDS LIMITED RECREATION CLUB PIPE
BAND** from Corby, Northants.

37 **THE PETERBOROUGH HIGHLAND PIPE BAND.**

38 **Breakdown vehicle** by kind permission of Messrs. E. H. Wellband Ltd.,
Pinchbeck Road, Spalding.





SEE

The Exhibition of Floral Floats on **SATURDAY, SUNDAY, MONDAY** and **TUESDAY** in **THE SIR HALLEY STEWART FIELD**(opposite the Bus Station).

ACKNOWLEDGEMENTS:

We would like to express our sincere thanks to the many companies and individuals who gave us 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 and for a breakdown vehicle.

Messrs. E. H. Wellband Ltd., Vauxhall, Bedford dealers, for their loan of a breakdown vehicle.

Geest Industries Ltd., for their generous assistance.

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.

The Directors of Spalding United Football Club.

South Holland Growers Club.

St. John's Ambulance Brigade.

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

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

H. E. Sneath, Esq., West Pinchbeck, for his generous loan of horses, drivers and vehicles.

Christian & Dodds Ltd., for their loan of a tractor.





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