



1965



FANTASY IN FLOWERS

2/6

spalding



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we excel*

Trade Mark

HERE IN BIRMINGHAM the centre of the great
Industrial Midlands, there is a good demand for
FLOWERS and PLANTS.

We are the leading wholesalers with a team of keen,
enthusiastic salesmen and our flower saleroom is one of
the finest in the country. For your consignments of cut
flowers or plants for the Midlands use the Sales Service of :

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LIMITED

**Smithfield Market
BIRMINGHAM**



Associated Companies in all the densely populated areas.



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to H.M. The Queen

Seedsman Elsoms (Spalding) Ltd.

ELSOMS

The Seed Experts and Plant Breeders

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ELSOM HOUSE, SPALDING, LINCS.

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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.**

HANSONS

of Spalding Ltd.

NEW ROAD, SPALDING
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Branch : WEST END, HOLBEACH
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Tulip Floats,

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COLOUR PRINTS 2/3 each 6 for 12/-

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SPALDING PHOTOGRAPHIC SERVICES

21 NEW ROAD, SPALDING

PHONE 3277

ROUND TABLE

Probably you bought this Tulip Parade brochure from a member of Round Table and are wondering what Round Table is about !

Round Table is an association of young men, who, through their professional and business occupations and, as a body of Round Tablers, seek to cultivate the highest ideals, to be of service to the community and to further the establishment of goodwill in international relationships. They meet regularly at discussions, lectures and engage in activities such as the selling of this brochure for charity.

For YOUR contribution toward charity, made through the purchase of this brochure, Spalding & District Round Table offers its sincere thanks.

FOR YOUR

FASHIONS
FABRICS
FURNISHINGS

SHOP AT

KEIGHTLEY'S

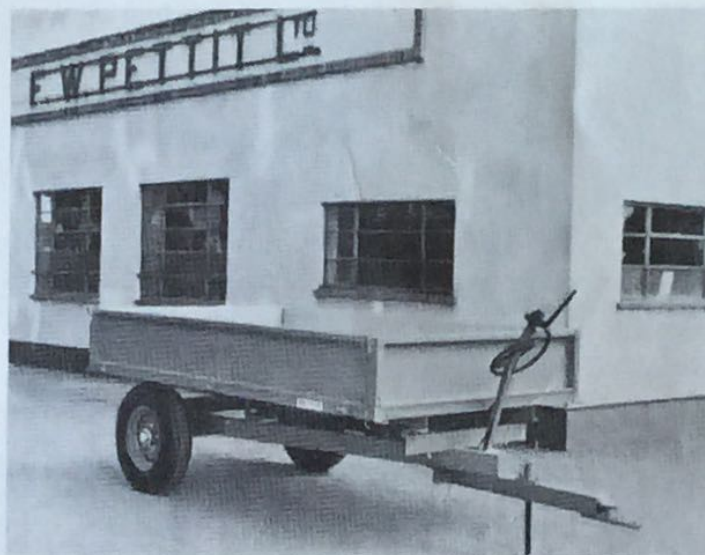
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The robust 'Anglia' Trailer of 3/3½ ton capacity incorporates the usual high quality 'Pettit' design and finish at low cost.

Our large range of Trailers include 5-ton 2-wheel and 4-wheel close coupled rear tipping trailers.

Illustrated Literature on Application.

The 'Pettit' heavy duty off-set Disc Harrow is manufactured in the following cultivating widths 7' 6" 9' 0" 10' 6" and 12' 0". All machines are fitted with white iron metal bearings.

Transport wheels are available for all models and are suitable for use on the highway eliminating the conveyance by low-loading Trailers. Cutaway or plain discs are optional for each machine.



A range of 3-Point Linkage Disc Harrows are also Manufactured for Wheeled Tractors manufactured by:—

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Tel. MOULTON Lincs 458





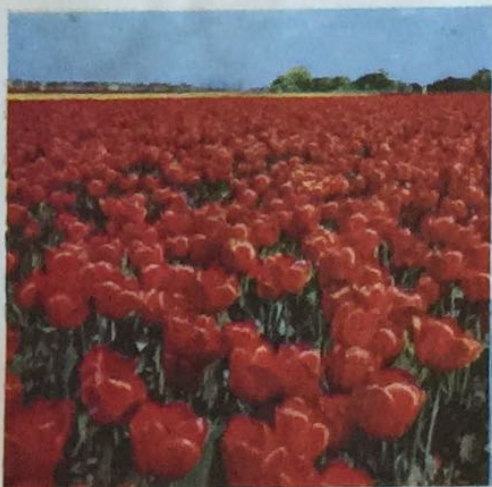
SPRINGTIME

Spring again, and we, the farmers of Spalding, invite you to share with us for a short time the colour and beauty which is part of our life and our work in South Lincolnshire's broad acres.

For we, in South Holland, Lincolnshire, are at the centre of the bulb growing industry of Britain. For weeks we have been surrounded by acre upon acre of daffodils—more indeed than are grown in any other country in the world—and now we are in the midst of our tulip season with all its riotous colour. We hope the spectacle will bring pleasure to you as it does to us.

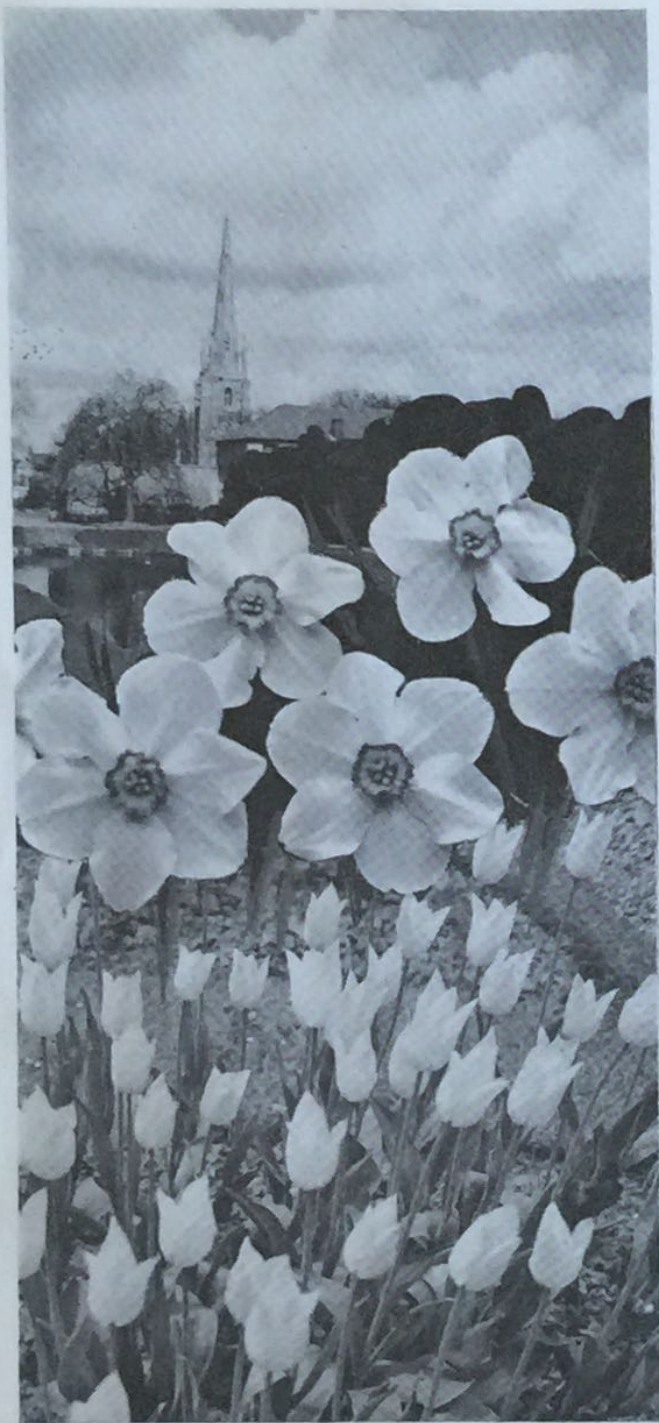


AGAIN



FANTASY IN FLOWERS

An appropriate title for this year's parade which shows the love with which we grow the flowers for you in thousands of colours and we hope you will appreciate the floats depicting the fantasy of flowers displayed in all their splendour, offered to you, and make your visit to Spalding an unforgettable one.





ALDING

in the parts of Holland (as the South of Lincolnshire is designated) is the centre of the British Bulb Industries

HERE WE GROW

OVER 4,000 ACRES OF DAFFODILS.

OVER 3,000 ACRES OF TULIPS.

MILLIONS OF FORCED FLOWERS FROM 130 ACRES OF GLASSHOUSES.

OVER 25,000 BOXES OF FLOWERS LEAVE SPALDING EVERY DAY WHICH ARE DISTRIBUTED TO ALL PARTS OF BRITAIN.

MILLIONS OF BULBS FOR THE GARDENS OF BRITAIN, PRODUCED BY OUR INDUSTRY WHICH EMPLOYS OVER 12,000 PEOPLE.

Of all the flowers that grow, we are fortunate enough to be able to specialise in bulbs—the flowers of spring. Flowers which are not only beautiful and colourful but are a welcome reminder of the harvests to come.

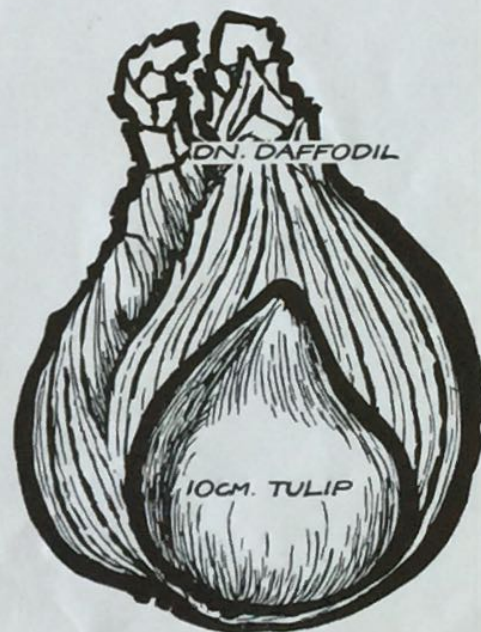
FOR BEAUTIFUL

Tulips and daffodils are not only a gay reminder of the colour of summer to come, but they can also be brought into flower in the home during the drab days of winter, to bring joy and colour at a season when these attributes are most welcome.



Our fertile soil and the care and skill of our growers ensure that Spalding bulbs produce consistently fine blooms. But bulbs are not cheap to produce—a considerable amount of hand-care is required—and so-called “bargains” can often lead to disappointment.

BUY THE BEST BRITISH



As a general rule, tulip bulbs smaller than a penny (that is, less than 10 cms. in circumference) will not produce a flower. Daffodil bulbs should not be smaller than an average hen's egg and should be double-nosed.



It is thanks to the skill of the farmers of Spalding, that this market town has become one of the most prosperous in the country. Our farmers not only grow huge quantities of fresh produce but the fine quality of their vegetables and flowers has become famed throughout the industry. With fine soil, high skills and great care, Spalding vegetables are the finest produced anywhere.

FORCED

The Spalding Forced Flower Show, held in early February each year, brings a wealth of colour to this small market town. Displayed in all their gaiety are practically every type of daffodil, tulip and hyacinth available today, together with a number of crocus, iris and other species. Here our farmers vie with one another to gain the ultimate in perfection of bloom, stem and leaf and thus win one of the coveted trophies.



NOTE:

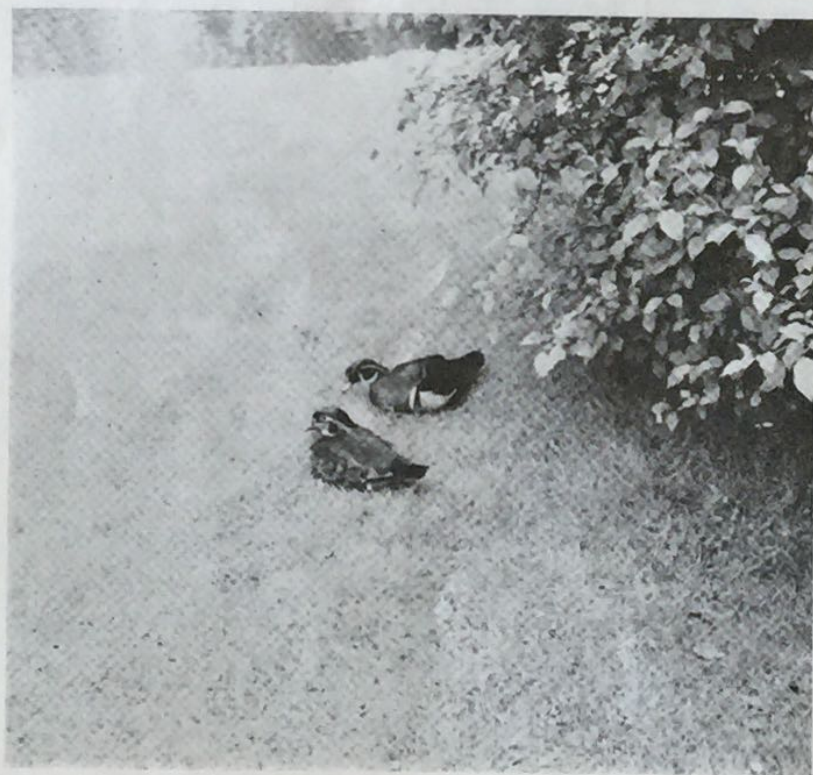
You may like to make a note that the Forced Flower Show will be held in February, 1966. It will repay a visit.

FLOWER SHOW





FLOWERS IN THE GARDEN



In recent years, the trend toward labour saving gardens has increased rapidly. The changes have been many, but the main trend is to use shrubs and roses to replace herbaceous borders. But through all the changes of fashion, the tulips and daffodils hold their own. Daffodils can be left undisturbed in dark corners beneath shrubs and trees. Whilst tulips provide a wealth of colour for little effort, they also bloom when little else is in flower and certainly when nothing in the garden can compare with them for sheer beauty of colour—whether you prefer the gentle, pastel shades or the vivid reds and yellows.



FLOWER ARRANGEMENTS



Flowers make a home—a sweeping statement but there are few people who disagree that flowers bring to them some pleasure and add to the enjoyment of life. They enhance the plainest buildings and add a touch of luxury on many important occasions. The average house of today will support several vases of flowers and the art of flower arranging is much on the increase. The rise in popularity of this pleasure-giving occupation is due, in main, to the wide range of flowers available to all. The traditional bunch of flowers on special occasions is becoming more appreciated and the excuses for giving and obtaining flowers ever on the increase. It is wrong to think of flower arranging as purely a seasonal activity, as with a little time and thought it is possible to keep floral decorations in evidence throughout the year. We hope flowers will continue to give you pleasure and enrich every minute of your day.



SEE

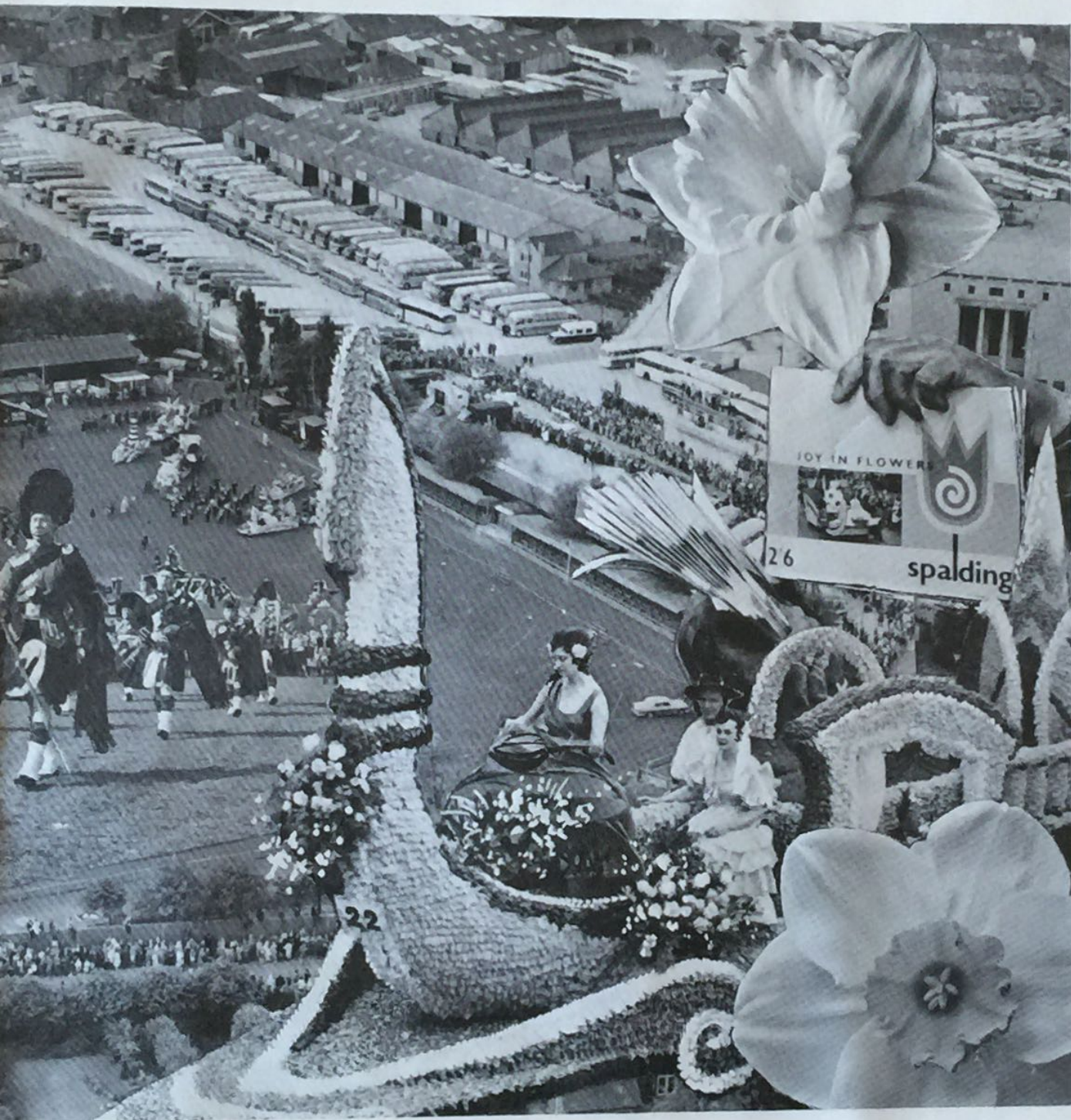
The Exhibition of Floral Floats on **SATURDAY, SUNDAY, MONDAY** and **TUESDAY** in **THE SIR HALLEY STEWART FIELD** (opposite the Bus Station).



TICKETS

Tickets for the field also include admission to the farming and rural industries exhibition held in conjunction with the display of floral floats.





ORGANISED
BY
THE
SPALDING
FARMERS'
UNION



The millions of tulip heads which are taken off to ensure a bulb of perfect quality, are used for decorating the floats by putting them on a straw matting base, which is attached to the iron framework of the various shapes.



A MILE LONG FLOWER PARADE OFFERED BY THE GROWERS





ORDER

WELCOME

Nature's bounty welcomes you in many forms.

It is our flower harvest which brings the greatest reward of colour and perfection of form, indeed of sheer beauty which is equalled by nothing else and which can be shared by all.

We hope you will agree that the spectacle and beauty of the Spalding Flower Parade will be well worth your visit. To add further to your enjoyment, the colourful floats will be on exhibition in the Sir Halley Stewart Playing Field after the Parade until Tuesday evening, to enable you to view them at your leisure.



OF PARADE

LEAVING SIR HALLEY STEWART FIELD AT 3.0 p.m.

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.

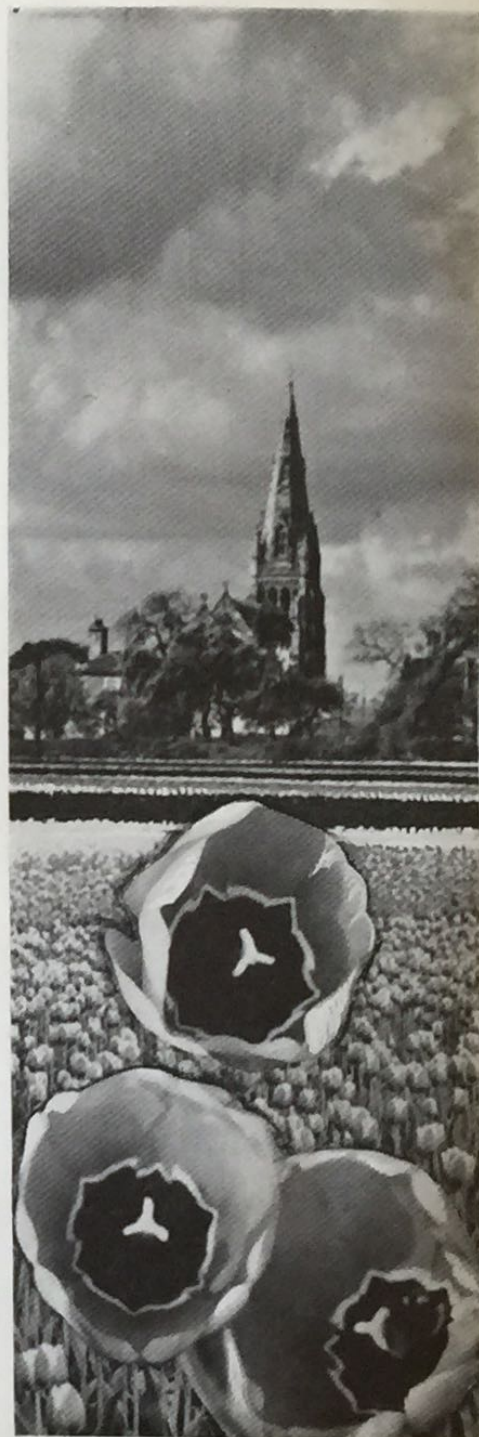
SECTION I

- 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 BAND OF THE 2nd BATTALION, THE PARACHUTE REGIMENT, by kind permission of the Commanding Officer.
- 5 THE TULIP QUEEN (Miss Monica Theaker and her two Attendants, Miss Jacqueline Fox and Miss Joy Wright).
- 6 "WATER SPORTS". Entered by A. Oliver and Sons of Swineshead.
- 7 "FLOWER MAGIC". Entered by a Syndicate of Growers from the Long Sutton district.

- 8 "FUN FAIR". Entered by Messrs. Machins Transport (Surfleet) Ltd., Surfleet, Spalding. Efficient door-to-door service—Great Britain and the Continent.
- 9 "SPRING FANTASY". Entered by Messrs. Stassen Ltd., Pinchbeck Road, Spalding. Suppliers for the whole year in bulbs and plants.
- 10 "EASTERN PROMISE". Entered by the Spalding & District Young Farmers' Club.
- 11 "CHEVAUX DES FERS" (Horses of Iron). Entered by the Spalding Branch of the Ariel Owners Motor Cycle Club.
- 12 "TRACTION ENGINES". Charles Burrell Steam Traction Engine entered by Roy Pratt of Long Sutton. Clayton & Shuttleworth Steam Traction Engine entered by William Fowler of Holbeach Drove. Ruston & Proctor Steam Traction Engine entered by Joseph Cade of Whaplode.
- 13 THE KIBWORTH BAND, Leicestershire.

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 "PENGUINS". Entered by H. Prins Ltd., of Wisbech.
- 17 "LAMBS IN SPRINGTIME". Entered by Messrs. Geo Adams & Sons Ltd., Quality Butchers, Spalding.
- 18 "CURLING FANTASY". Entered by "Margaret", Broad Street, Spalding. Where styles take you into a world of fantasy the whole year round.
- 19 "PLAYGROUND". Entered by the Lowland Bulb Co. Ltd., St. Thomas's Road, Spalding. Specialists in bulbs, plants and roses.
- 20 RIDDINGS, SOMERCOTES & LEABROOKS SILVER BAND from Somercote, Derbyshire.
- 21 "SEA FANTASY". Entered by West Pinchbeck Village. Drawn by a team of horses from the Pinchbeck Champion Percheron Stud.
- 22 "AHEAD". Entered by the Holland (Lincs.) National Union of Agricultural Workers, Spalding.





23 "DONKEY DERBY QUEEN". Entered by Mr. Newton of Wasingborough in aid of the Lincolnshire, Cheshire Houses.

24 "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.

25 THE PETERBOROUGH HIGHLAND PIPE BAND.

SECTION III

26 PARADE CONTROL VEHICLE, Holland Division Civil Defence Corps.

27 DERBY MIDSHIPMEN'S CARNIVAL BAND.

28 "FRUIT FANTASY". 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.

29 "BRITISH Pork and Bacon goes a long . . . long . . . way". Entered by the Pig Industry Development Authority, Ridgmount Street, London, W.C.1, on behalf of Britain's Pig Industry.

30 "TEA PARTY". Entered by the British Sugar Corporation, West Marsh Road, Spalding.

31 "KONTIKI". Entered by Ground's Transport Services Ltd., Cradge Bank Road, Spalding.

32 "GOLDEN JUBILEE". Entered by the Holland (Lincs.) Federation of Women's Institutes, Boston.

33 "THE FLOWER POT MEN". Presented for your delight by Messrs. Groom Bros. Ltd., Clay Lake, Spalding, growers of top quality bulbs for over 40 years.

34 "MOTORING IN TULIPLAND". Entered by the Spalding Car Club : Secretary— Ashley Hall, " Dumana ", Pinchbeck Road, Spalding.

35 LONG SUTTON & DISTRICT VETERAN CYCLE CLUB : Secretary— Mr. D. Palmer, 17 Hill Street, Wisbech.

36 STEWARTS AND LLOYD'S LIMITED RECREATION CLUB PIPE BAND from Corby, Northants.

37 BREAKDOWN VEHICLE by kind permission of Messrs. E. H. Wellband Ltd., Pinchbeck Road, Spalding.



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 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., Elsom's (Spalding) Ltd.

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

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

The Spalding Round Table for their assistance in selling the programmes.

TO COME IN 1966

Thank you for coming—and we hope to see you again. For not only do we expect to improve our Flower Parade but, in spring 1966, we shall be opening “Springfields”—a new twenty-acre display garden planted with half a million tulips, thousands of shrubs and trees and including a three-thousand square yard ornamental lake. Here will be beauty indeed awaiting you in Spalding. “Springfields” will be the only garden of its kind in Britain. Come to “Springfields” in 1966 to see the galaxy of colours achieved with just tulips, daffodils, shrubs and trees.



pringfields

spalding





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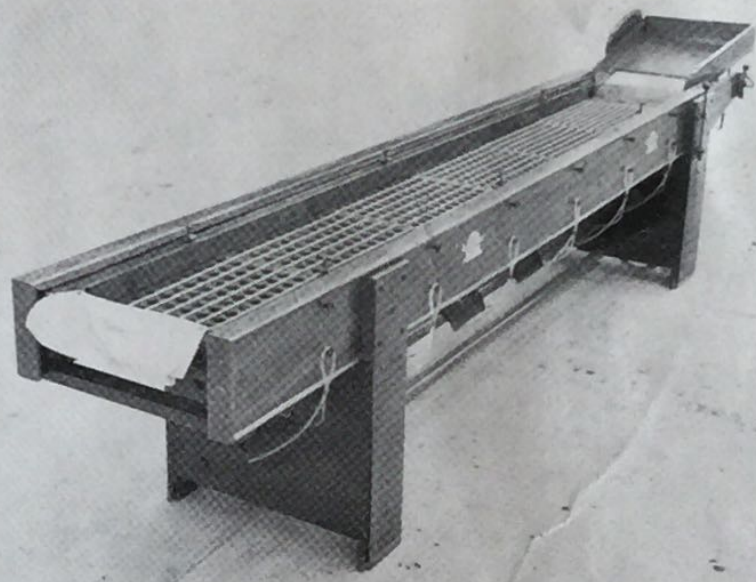
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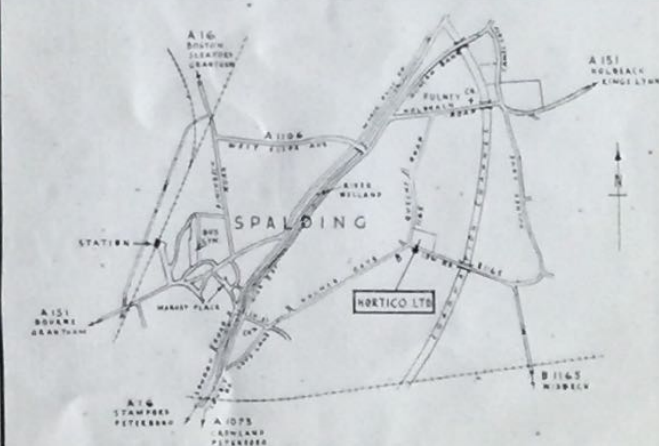
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Name _____

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Set No. D " " " "

* Set No. E " " 1965 "

* Set No. F " " " "

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Cash/P.O./Cheque Enclosed

TOTAL

*Sets E & F will be available 1 month after the 1965 Parade.

£	s.	d.
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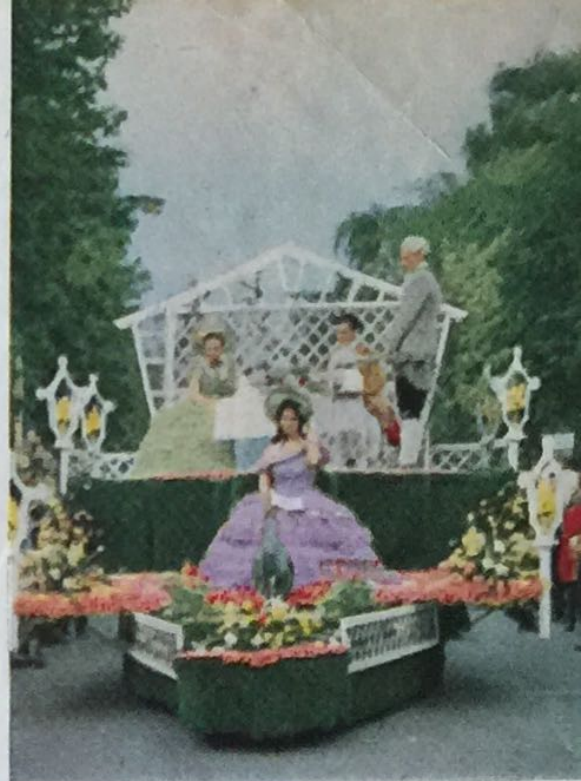
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