



spalding lincs.

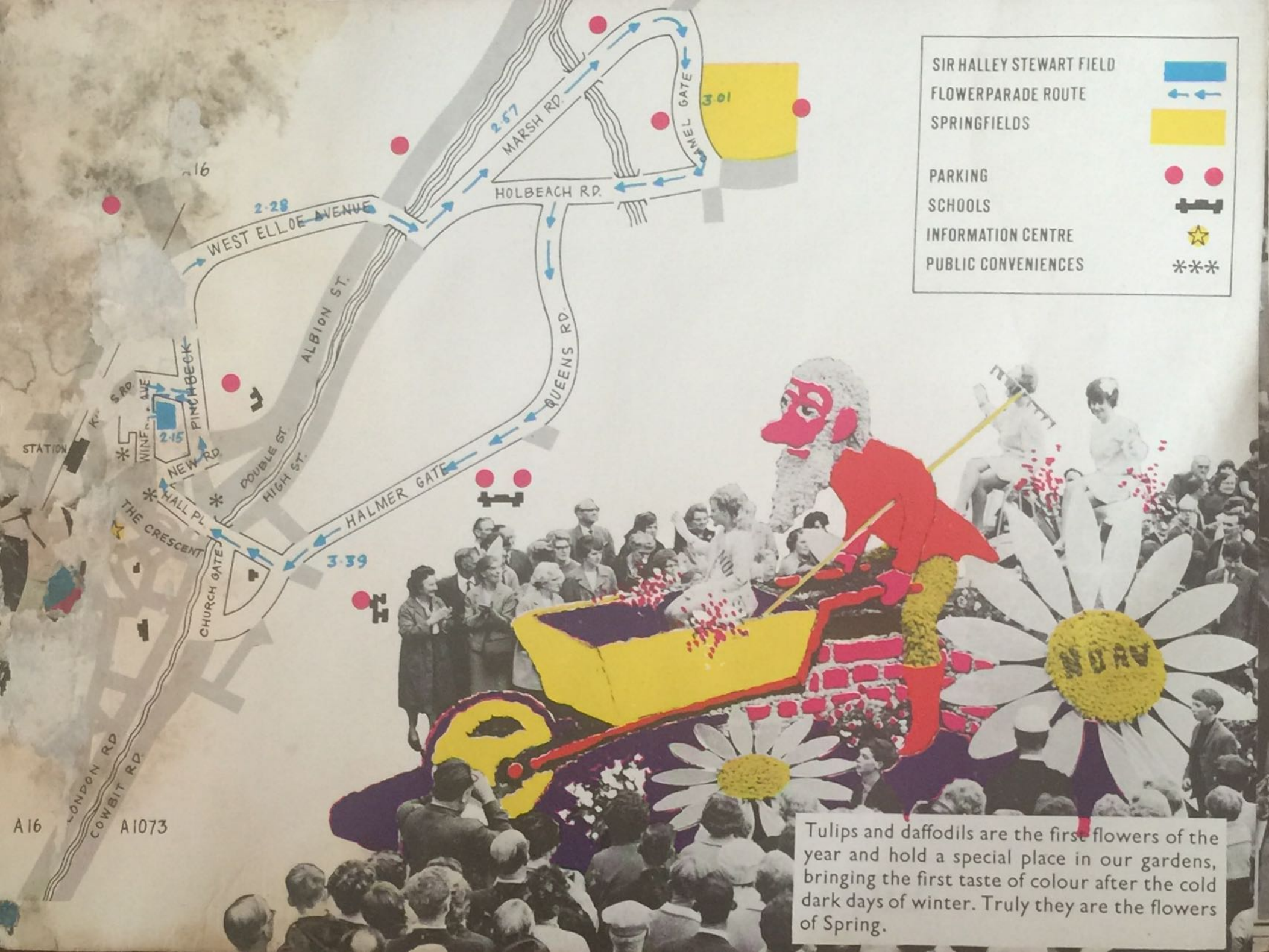
1969

price

2/6

spend a day in
spalding





SIR HALLEY STEWART FIELD

FLOWERPARADE ROUTE

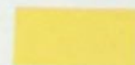
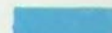
SPRINGFIELDS

PARKING

SCHOOLS

INFORMATION CENTRE

PUBLIC CONVENIENCES



Tulips and daffodils are the first flowers of the year and hold a special place in our gardens, bringing the first taste of colour after the cold dark days of winter. Truly they are the flowers of Spring.





spalding

HERE WE GROW...

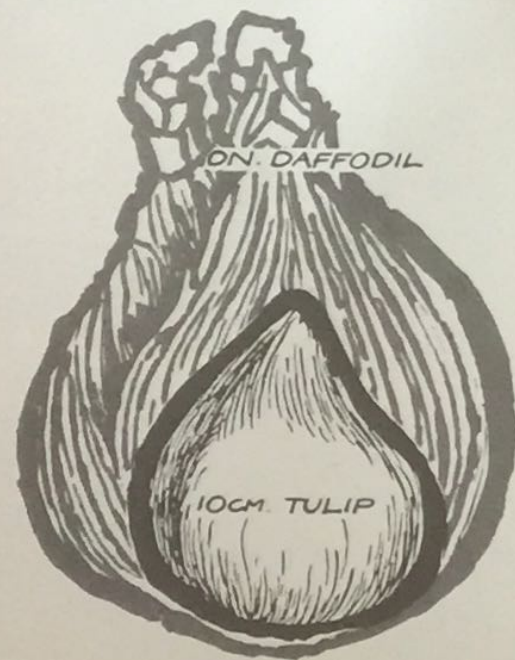
- Forced flowers from 130 acres of glasshouses
- 3,000 acres of outdoor tulips
- 4,000 acres of outdoor daffodils
- Millions of bulbs of top quality, produced by 12,000 people working in the industry
- Use 25,000 boxes for packing flowers off to market every day



In addition to producing some of the world's finest bulbs, the rich silt lands surrounding the Wash are used to grow much of the country's supply of fresh green vegetables. Every day these vegetables are filling their way into houses, shops, and baskets attractively packed under the most hygienic conditions for the supermarket trade in the big South Lincolnshire flower and cabbage centres. It is no idle boast that the district is recognised for their quality. At this time of year thousands of tulips grown in profusion within a very tight radius of Spalding. It takes three years for a bulb to reach full size. As the flower reaches bloom the head is removed from the top of the stem to give more vigorous growth to the bulb. It is these cut heads which have been used to decorate the floats. The large float may well be covered with 100,000 tulip-heads, each packed separately to the framework with six million pins in all!



It is wise to remember that bulb growing is a very specialised art and those who wish to buy bulbs should approach the task with that in mind. Many so-called 'bargains' can often lead to disappointment later. Bulbs are not cheap to produce and therefore the best cost money. A useful guide is provided if one remembers that to contain a flower-bud, tulip bulbs should not be smaller than a penny (10 cms in circumference when thinking metric) and for the larger daffodils, a bulb the size of a good hen's egg, with a double nose, will not let you down.



INDOORS

Single Early Tulips, Double Early Tulips, Tazetta Narcissi and prepared Trumpet Daffodils are suitable for early flowering. Plant in prepared bulb fibre. Soak fibre before planting. Plant with the nose of the bulb showing.

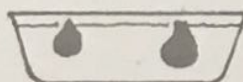
TULIPS + DAFFODILS

Buy prepared or Roman Hyacinths for Christmas flowering. Hyacinths may be grown in water, as illustrated, or in bulb fibre. Treat fibre as above. If planting in water, plant in the hyacinth glasses or aqua bowls. Fill container to within $\frac{1}{2}$ inch of the base of the bulb.

HYACINTHS

PLANT:

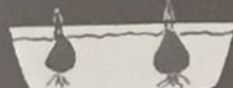
Time: August/September for early flowering



PUT IN THE:

DARK

Immediately after planting. Leave in temp. about 55°F , until young shoots are $\frac{1}{2}$ in. to $\frac{3}{4}$ in. high (approximately 6 weeks). Keep bulb fibre moist at all times.



PUT IN THE:

SHADE

Bring into the shade and leave until shoots are about 2 in. high in normal room temperature (55°F – 60°F).



PUT IN THE:

LIGHT



PLANT:

August/September. Put a piece of charcoal the size of a penny in the hyacinth glass.

Do not change the water, but add water when necessary, keep water at the correct level.



PUT IN THE:

DARK

Immediately after planting. Leave in temp. about 55°F , until young shoots are about 1 in. high and roots have begun to develop.



PUT IN THE:

SHADE

Bring into the shade until shoots are $2\frac{1}{2}$ in. high and roots are well developed, in normal room temperature (55°F – 60°F).



PUT IN THE:

LIGHT

and cold lights and day. If with remove at night in case of frost.



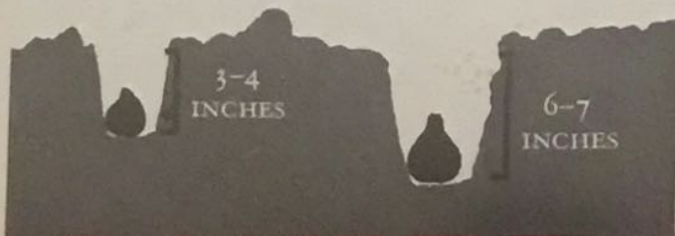
OUTDOORS

March/April flowering: Trumpet Daffodils, Narcissi, Botanical Tulips. April/May flowering: Single Early Tulips, Double Early Tulips, Mendel Tulips, Triumph Tulips, Darwin Tulips, Darwin Hybrid Tulips, Cottage Tulips, Lily-flowered Tulips. There are, of course, other groups of Tulips flowering April–May.

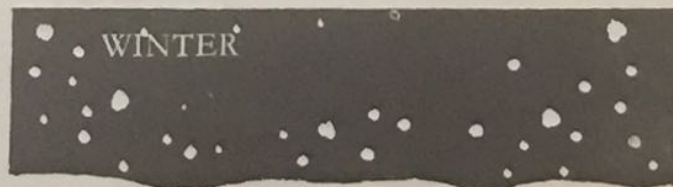
PLANT IN:

OCTOBER–NOVEMBER
TULIPS

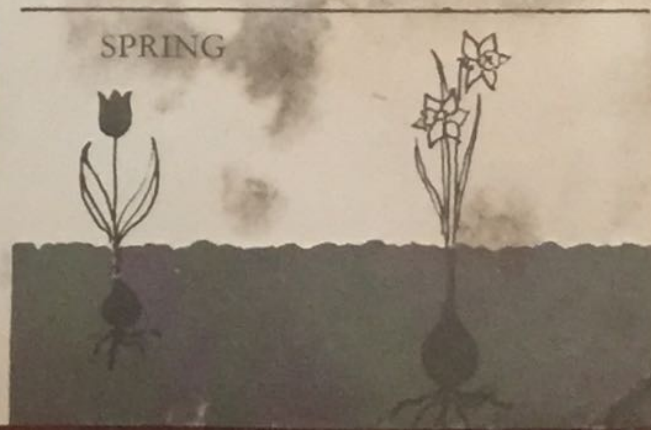
SEPTEMBER
DAFFODILS



WINTER



SPRING



HOW TO ENJOY BULB FLOWERS

Changes in garden display have been many in recent years, but through all the change of fashion, spring flowers will hold their own. They bloom when little else is in flower and certainly when nothing in the garden can compare with them for the beauty of colour. Spring bulbs can be used in a variety of ways with delightful effect and can enhance the beauty of bedding schemes because of their wonderful diversity of colour and form.

Crocuses, Snowdrops and Daffodils are perhaps at their best when naturalised in grass or open woodland or under shrubs. Tulips and Hyacinths make a charming picture when planted in formal bedding schemes.



- A Plant in bulb fibre for indoor flowering
- B Plant Hyacinths in water for indoor flowering
- C Buy Spring flowers for attractive flower arrangements
- D Plant window-boxes as for outdoor planting

- E Plant in containers to be placed in different positions in the garden
 - F Plant in borders
 - G Naturalise suitable bulbs where grass need not be cut until foliage dies
- Bulbs and corms can make a garden attractive from January until May.



ORDER OF PARADE

LEAVING SIR HALLEY STEWART FIELD AT 2.15 p.m.

The parade has been arranged in three sections. There is a short interval between each for ease of control and some of the more unwieldy vehicles. The short breaks will also give photographers a time to change films if this is necessary.

For your own safety spectators are advised not to encroach on the roadway as drivers of floats have extremely restricted vision.



SECTION I

1 POLICE ESCORT

of the Lincolnshire County Constabulary.

2 BREAKDOWN VEHICLE

kindly supplied by Messrs. Levertons of Spalding.

3 THE REGIMENTAL BAND OF THE GRENADIER GUARDS

by kind permission of the Commanding Officer.

4 HERALDS TO THE QUEEN

Entered by the Spalding Gleed Girls Secondary Modern School.

5 MISS TULIPLAND

6 LAZY BANDS

Entered by the Spalding Gleed Boys Secondary Modern School

7 FUN AT THE FAIR

Entered by Messrs. Geo. Adams and Sons Ltd., Retail and Wholesale Butchers and Pork Pie Manufacturers.

8 THE DERBY SERENADERS BAND

Derby.

9 ST. GEORGE AND THE DRAGON

Entered by the Lowland Bulb Co. Ltd., St. Thomas's Road, Spalding. Specialists in bulbs, roses, shrubs and plants.

10 **GOLD LEAF FILTER VIRGINIA CIGARETTES**
Entered by John Player and Sons, Castle Tobacco Factory, Nottingham.

11 SOUTH LINCOLNSHIRE AND PETERBOROUGH SECTION VINTAGE MOTOR CYCLE CLUB

12 **THE TRUMPETS AND DRUMS OF THE 13th COVENTRY GROUP OF THE SCOUT ASSN.**
Bandmaster, R. H. Nowell, 28 Bideford Road, W. 'ren, Coventry.

13 MY FAIR LADY

Entered by the Flowers and Plants Council, iculture House, Knightsbridge, London, S.W.1.

14 ONE JUMP AHEAD

Entered by Ground's Transport Services, Cradge Bank, Spalding.

15 WALES

Entered by the Moulton Chapel County Primary School, Spalding.

16 DONKEY AND TRAP

Entered by Mr. S. W. Russell of Outwell, Wisbech.

17 WITCHES' RIDE

Entered by a Syndicate of Growers from the Long Sutton district.

18 LONG SUTTON AND DISTRICT VETE. N CYCLE CLUB

Secretary: Mrs. Taylor, Sutton St. Edmunds.

19 LIGHT

Entered by South Lincs District Toc H.

20 STEWARTS AND LLOYD'S LIMITED RECREATION CLUB PIPE BAND

From Corby, Northants.

SECTION II

21 SCHEHERAZADE

Entered by the British Sugar Corporation, West Marsh Road, Spalding.

22 SPEEDY

Entered by the Spalding Gleed Boys Secondary Modern School.

23 MAYPOLE

Entered by West Pinchbeck Village. Drawn by a team of horses from the Pinchbeck Champion Percheron Stud.

24 SPALDING BRITISH LEGION BAND

Secretary: K. Tatnall, 73 Acacia Avenue, Spalding.

25 HAPPY PROGRESS

Entered by the Spalding Chamber of Trade.

26 WANDER BUG

Entered by the Spalding Gleed Boys Secondary Modern School.

27 HERALD OF SPRING

Entered by Messrs. Stassen Ltd., Pinchbeck Road, Spalding. Suppliers of bulbs and plants direct to the public.

28 150th ANNIVERSARY

Entered by the Spalding Congregational Church.

29 ROMFORD DRUM AND TRUMPET CORPS

Founder and Director of Music, R. H. W. Bouchard Esq., 29 Weald Way, Romford, Essex.

30 EBONY HORSE

Entered by Messrs. Geest Industries Ltd., Spalding. Britain's largest distributors of fruits and vegetables; flower bulbs, roses and shrubs; mechanical handling equipment; proprietors of the Geest Line, a fast direct shipping service to Barbados and the Windward Islands.

31 DREAM COTTAGE

Entered by the Spalding Gleed Boys Secondary Modern School.

32 THE OLD WOMAN WHO LIVED IN A SHOE

Entered by the Spalding and District Young Farmers' Club.

33 THE STAVELEY WORKS BAND

D. Brailsford, Staveley, Iron & Chemical Co. Ltd., Estates Office, Nr. Chesterfield.

34 LOCK, STOCK AND BARREL

Entered by Pinchbeck Village.

35 BOSTON VETERAN BICYCLE CLUB

Secretary: Mr. Smith, Pilley's Lane, Boston.

36 ST. JOHN AMBULANCE BRIGADE BAND, BOURNE DIVISION

Secretary: Mr. C. Wheat, 38a, South Street, Bourne.

37 THE MERMAID

Entered by the Spalding Bulb Co. Ltd., Horseshoe Road, Spalding.

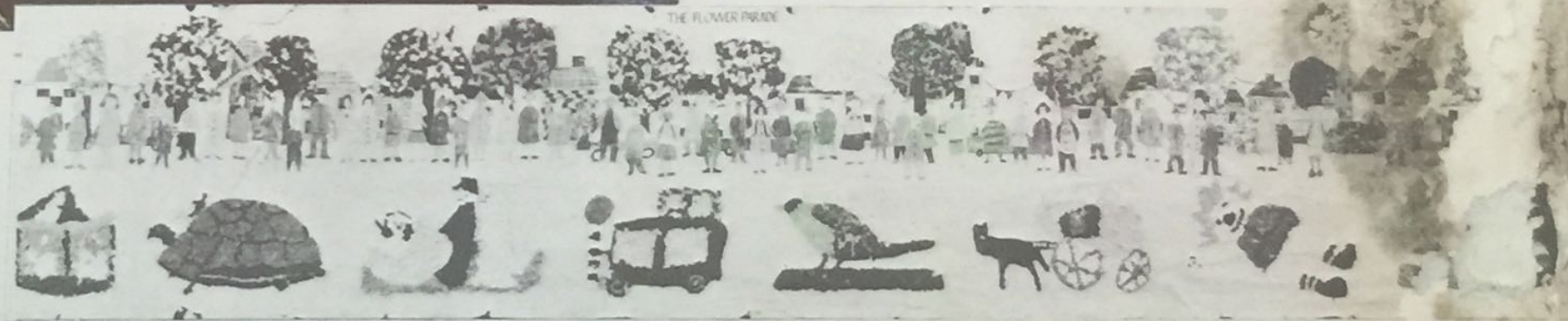
38 JAM BUTTERY

Entered by the Spalding Gleed Boys Secondary Modern School.

39 SPALDING SALVATION ARMY CITADEL BAND

R. Bester, 25 Cherry Tree Grove, Spalding.

A large, ornate float in the shape of a red heart, decorated with yellow flowers and a large yellow flower on top. A person is sitting on the float. The float is moving through a crowd of people on a street.



If you want to see this mosaic, along with the 1968 mosaic they

have made of the tulip fields, both are on display at the Exhibition of Floral Floats which opens on SATURDAY from 11 a.m. to 8.30 p.m., on SUNDAY from 10 a.m. to 8.30 p.m., and MONDAY and TUESDAY from 10 a.m. to 8 p.m. in the SIR HALLEY STEWART FIELD, WINFREY AVENUE, SPALDING.

OF FLOATS AND RURAL INDUSTRIES



The exhibition will give you an opportunity of looking at the floats in more detail and taking more careful photographs than those that can be obtained hurriedly as the parade moves through the streets of the town. There is also much of interest to be found in the many marquees housing exhibits of the various agricultural and horticultural activities of the district.



While in the district do not forget to have a look at the Church Flower Festivals.

Details about the Festivals and anything else you wish to know in connection with your visit may be obtained from the Information Bureaux in the town and at Springfield.

SECTION III

40 THE BUSY WORKERS

Entered by the Holland (Lincs) National Union of Agricultural Workers, Spalding.

41 EARLY BIRD

Entered by the Spalding Gleed Boys Secondary Modern School.

42 1935 LEYLAND FIRE APPLIANCE

Entered by R. Mason of Crowland, Peterborough.

43 THE PETERBOROUGH HIGHLAND PIPE BAND

Peterborough.

44 BREAKDOWN VEHICLE

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



ACKNOWLEDGEMENTS

19

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
Messrs. Levertons of Spalding for their loan of a breakdown vehicle

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

Geest Industries 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

The Holland Growers Club

The Ambulance Brigade

The *Free Press* and *Spalding Guardian*

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

Christie & Dobbs Ltd, for their loan of a tractor

The Spalding Round Table for their assistance in selling the programme

The Spalding Photographic Society

A. W. and K. van Driel

Messrs. Alexanders of Spalding for their loan of tractors





Springfields



Springfields

Spalding

Your visit to Spalding gives you the chance to visit
Springfields, the bulb industry's own magnificent
spring garden. Developed at enormous cost,
the garden is annually with over a million
tulips to flower in the Spring.
In no other country can one see such a
coloured tulips flowering

Th name of the garden is intended to give the maximum
pleasure to visitors who can wander around the miles
of pathways and meander through the
hundreds of flower beds, lawns and flowering
trees.

Th help and advice one can need is available to
plan your own garden so that next year
you can have a Springfields in miniature.

The garden will remain open until the middle of
May when the season dictates. It is open
including Sundays, from 10 a.m. until 7 p.m.

Li A subscription can make you a member of
H. the Springfields Society. There are also two colour
able free to organisations showing the
Cr layout of the garden, and the more recent
garden during the Spring of last year.



the unique spring flower spectacle

Your
savings
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Flower Parade • Tulip Fields • Springfields

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Special Offer: 5 sets of Colour Slides from pre-1968 Flower Parades. 5 different sets (15 slides) for only 14/- (normally 22/6)

CINE FILM: A NEW 8 mm. colour film—*Spalding in Springtime*—showing for the first time on one film Tulip Fields, Springfields and Flower Parade. Printed on Kodachrome Super 8 (100 ft.) 95/-; Standard 8 87/6

COLOUR GUIDE: A Souvenir book of *Spalding in Springtime* only 2/6 per copy

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*.....Sets No. P9 Flower Parade 1969			
*.....Sets No. P10 Flower Parade 1969			
.....Sets No. S1 Springfields			
.....Sets No. S2 Springfields			
.....Sets No. S3 Springfields—NEW SET			
.....Sets No. T1 Tulip Fields			
.....Sets No. X Floral Exhibition			
.....Set No. C1 Church Festival (Spalding Parish Church)			

COLOUR CINE FILM: (New film)

..... <i>Spalding in Springtime</i> Super 8 at 95/-			
..... <i>Spalding in Springtime</i> Standard 8 at 87/6			

COLOUR GUIDE BOOK

..... <i>Spalding in Springtime</i> at 2/6 per copy			
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SPECIAL COLOUR SLIDE OFFER (See opposite)

.....3 sets (15 slides) of pre-1968 Flower Parades at 14/-			
--	--	--	--

POSTAGE/PACKING

TOTAL

6

* Delivery of Sets P9 and P10 will commence approximately 3/4 weeks after 1969 PARADE

Note: Cine film of 1969 Parade not available this year

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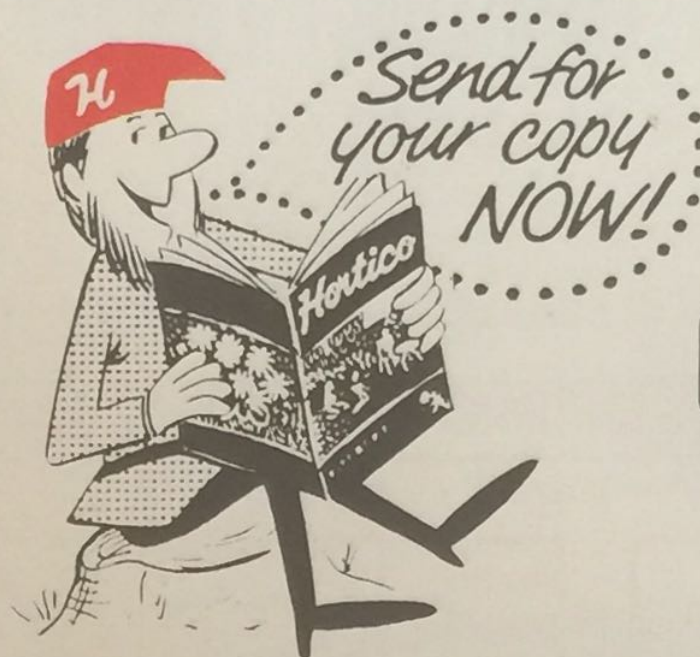
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SPRINGFIELDS

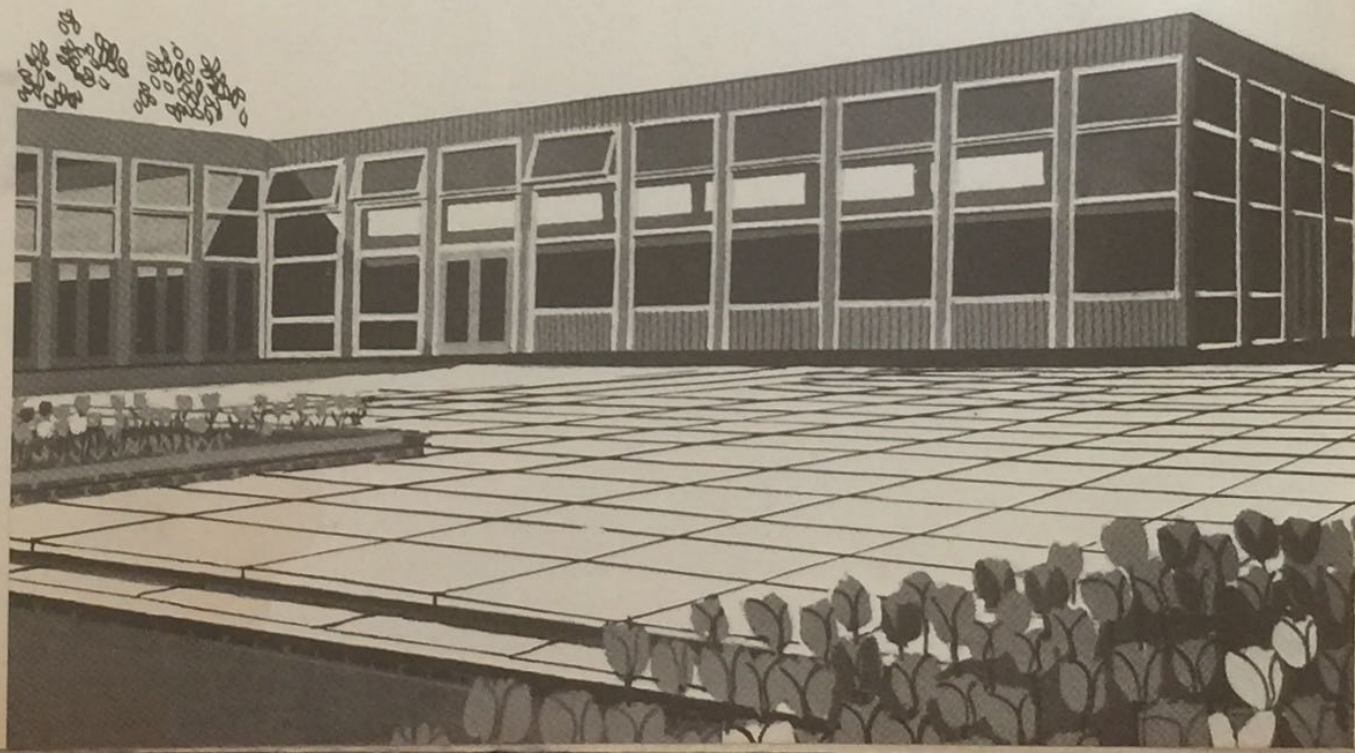
Restaurant in a garden

In a world of its own stands the luxurious Springfields Restaurant in the heart of 25 acres of flowers, flowering shrubs, trees and lawns cultivated for you by the foremost growers in the land. Springfields is exclusively for your pleasure . . . here you may eat well (there is also a very fine wine cellar). You meet your friends in the Lounge bar or Cocktail bar, park without a care—yet we are only just outside Spalding. Drive out for lunch or dinner; Springfields is open the year round, and the banqueting hall is available for private parties, wedding receptions, dinner dances.

where good food is served for your pleasure
amid the beautiful Springfields gardens

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Manager Mr T. R. Harman



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Don't forget your

SPRINGFIELDS

GUIDE BOOK

on sale at Springfields

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 and lectures and engage in activities such as the selling of this brochure for charity.

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

**EXHIBITION
OF: FLOATS
AND RURAL
INDUSTRIES
ON THE**

**SATURDAY
SUNDAY
MONDAY
TUESDAY**

IN THE SIR HALLEY STEWART FIELD



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