

1970


Spalding



Price: 2/8



# Here we grow!

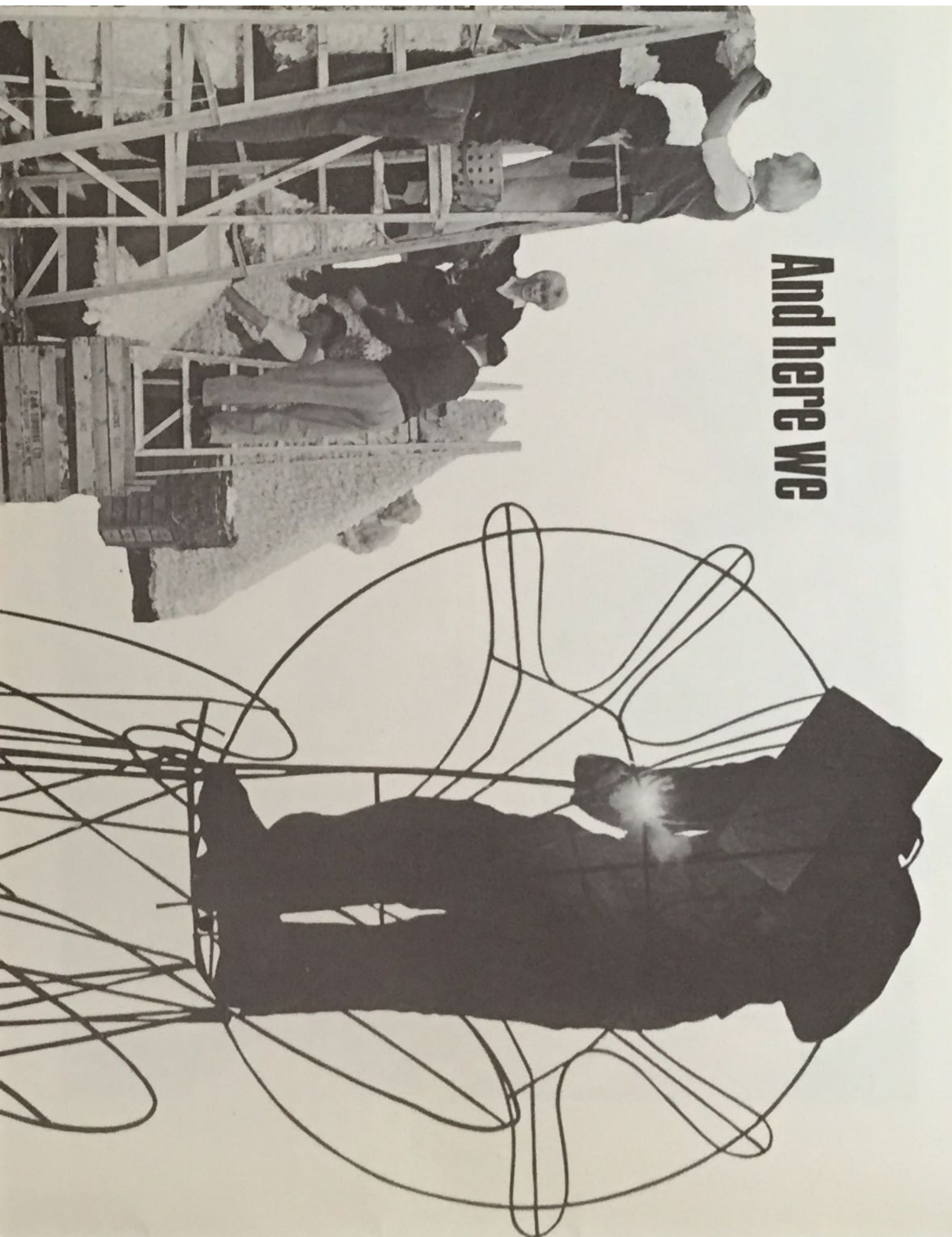
Three tulips are shown in grayscale, set against a bright yellow background. The tulips are arranged diagonally across the frame, with one at the top left, one in the middle, and one at the bottom right. They are all in various stages of bloom, with their petals clearly defined. The stems and leaves are also visible, adding to the botanical detail of the image.

South Lincolnshire can boast the richest soil in the country and some of the most fertile is to be found around Spalding. Here is the centre of the British bulb industry, and on these broad flat acres, bulbs of every description are grown for the pleasure of millions of gardeners in the British Isles. In addition, millions of daffodil and tulip bulbs are forced in heated glasshouses during the winter to bring an early taste of Spring to our homes.



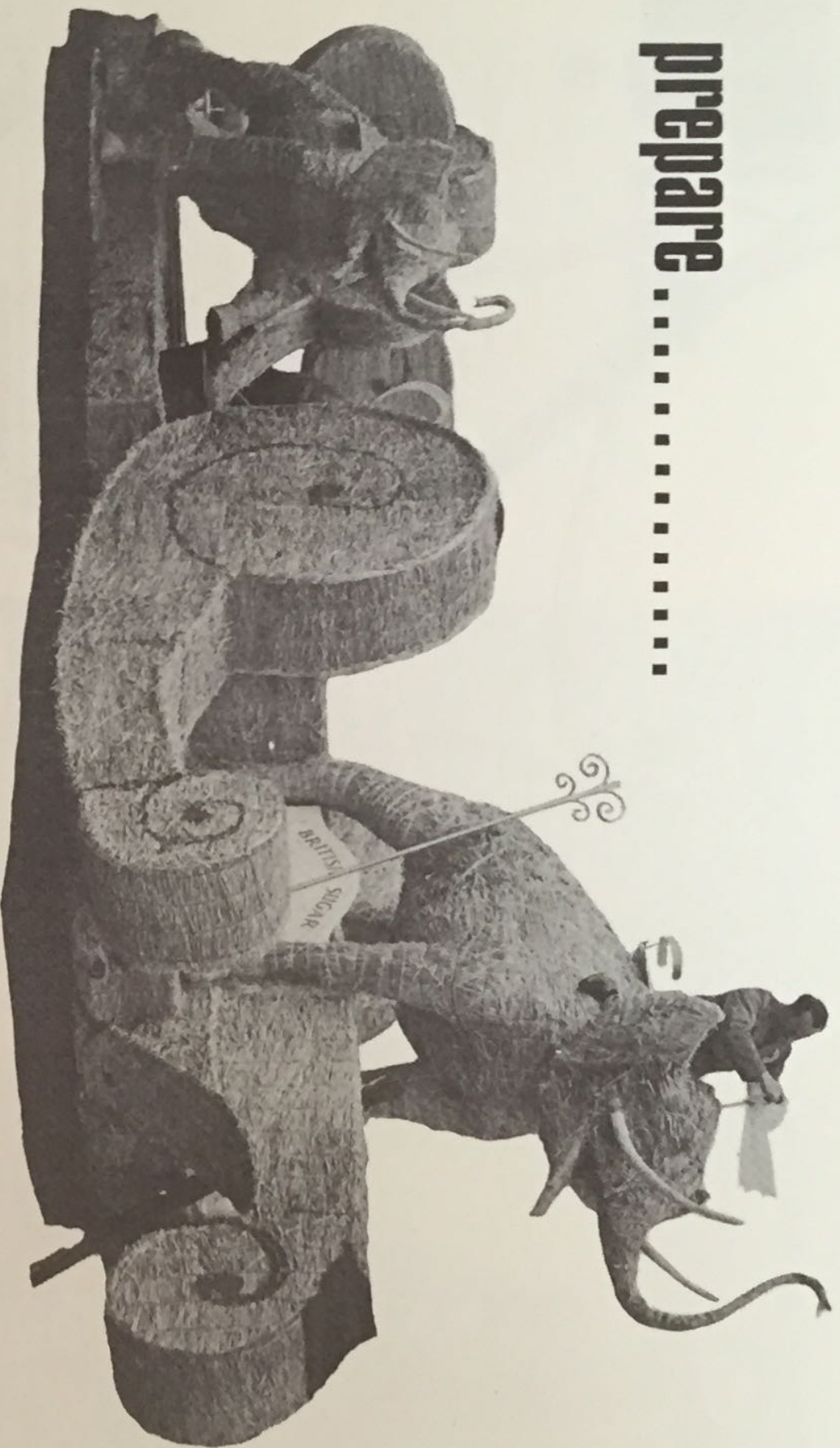


**And here we**





# prepare .....



Each of the colourful floats you will see in today's parade represents many hours of hard and painstaking work. Once the design has been approved, the framework is constructed (*left*). Then comes the task of covering it with straw matting, and adding other artistic touches. Finally the float, which by this time looks like the one pictured above, is ready for covering with tulip heads (*far left*).



One of the charming young ladies who rode on the floats at last year's parade. On the right is a map showing the route followed by the parade.





# Enjoy the flowers

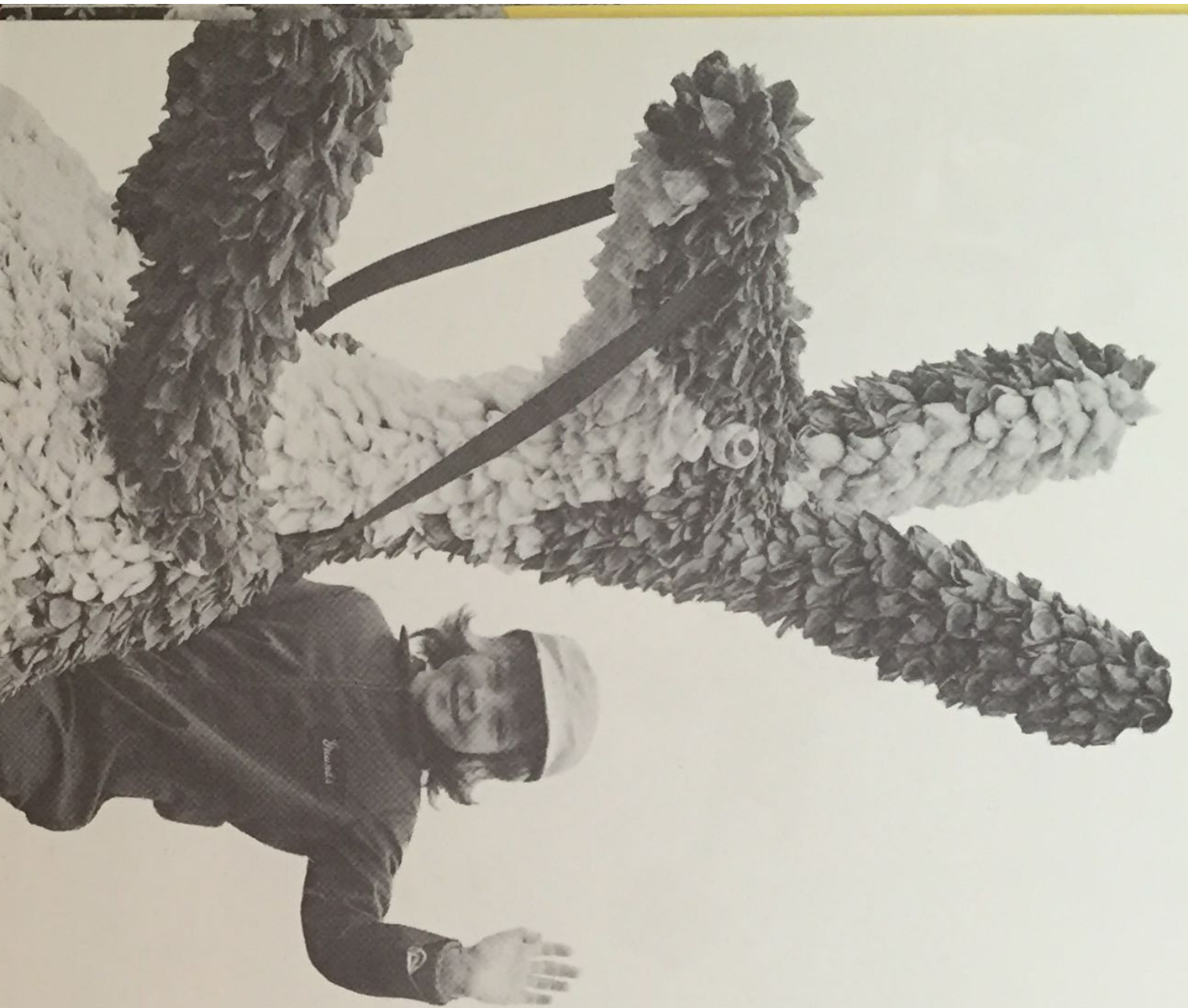
Spalding's Flower Parade is truly unique. Nowhere else in Britain would it be possible to find the vast number of many-coloured tulip heads required to decorate so many floats. In all, something like eight million are required – one float alone in last year's parade took over half a million tulip heads.

It takes, in fact, something like a hundred blooms to cover one square foot of surface, so you can readily imagine the large numbers needed, and the many hours of painstaking work that go to complete just one of the floats in the parade.

Many organisations and individuals contribute to the preparation of this magnificent spectacle. For instance, the flower arrangements on the floats were the particular responsibility of members of the Spalding and District Flower Lovers' Club, which, incidentally, celebrates its tenth anniversary this year.











The youngsters play their part too – like the three below, bringing a touch of carnival atmosphere to the parade, and the little girl on the left, with a smile and a wave for the crowds. In the centre one of the gaily coloured floats is seen passing Springfield.









# OF PARADE



The Parade will leave the Sir Halley Stewart Field, Winfrey Avenue, Spalding, at 2.00 p.m.

The procession has been arranged in sections. There is generally a short interval between each for ease of control of 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 HOLLAND FOLK DANCERS

## 2 POLICE ESCORT

of the Lincolnshire County Constabulary.

## 3 BREAKDOWN VEHICLE

kindly supplied by Messrs. Levertons of Spalding.

## 4 VETERAN CARS

Entered by Messrs. Norman R. Cole Ltd.,  
Wholesale Florists, of Covent Garden.

## 5 THE SPALDING GLEED GIRLS 6 SECONDARY MODERN SCHOOL

## 7 MISS TULIPLAND 1970

## 8 THE DAGENHAM GIRL PIPERS

18/20 Wardour Street, London, W.1.

## 9 A DECADE OF FLORAL FANTASY

Entered by The Spalding and District Flower Lovers  
Club in celebration of their tenth anniversary.

## 10 PIGS IN STYLE

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

## 11 THE TRUMPETS AND DRUMS OF THE 13th COVENTRY GROUP OF THE SCOUT ASSOCIATION

Bandmaster, R. H. Nowell, 28, Bideford Road,  
Wyken, Coventry.

## 12 PARROT GARDEN

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

## 13 LOTUS CAR

Entered by John Player and Sons, Castle Tobacco  
Factory, Nottingham.

## 14 DIAMOND JUBILEE

Entered by the South Lincolnshire Ranger Guide  
Unit.

## 15 THE PETERBOROUGH HIGHLAND PIPE BAND

Secretary: C. F. Scott, 112 Cobden Avenue,  
Peterborough.





# Section II

## 16 FLOWERS OF THE ZODIAC

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

## 17 SLICK TURN-ROUNDS, SAVE ALL-POUNDS

Entered by the Road Haulage Association.

## 18 LONG SUTTON AND DISTRICT VETERAN CYCLE CLUB

Secretary: Mrs. Taylor, Sutton St. Edmunds.

## 19 THE STAVELEY WORKS BAND

Band Secretary: D. Brailsford, Stanton & Staveley Ltd., Staveley Works, Nr. Chesterfield.

## 20 FISHERMAN'S DESIRE

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

## 21 MENCAP

Entered by the Spalding Society for Mentally Handicapped Children.

## 22 SHOWTIME

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

## 23 EVENING FLIGHT

Entered by South Lincs. District Toc H.

## 24 A PALETTE OF COLORS

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

## 25 SPALDING BRITISH LEGION BAND

Secretary: K. Tatnall, 73 Acacia Avenue Spalding.

## 26 LUNAR ORBIT

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.



Spalding



27

Entered by the Spalding and District Young Farmers' Club.

28

**THE LONDON IRISH GIRL PIPERS**

T. B. Phillips (Glos) Ltd., 58 Colebridge Avenue, Gloucester.

29

**HEALTH, WEALTH AND HAPPINESS**

Entered by Pinchbeck Village.

30

**BOSTON VETERAN BICYCLE CLUB**

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





# Section III

## 31 DERBY SERENADERS BAND

Secretary: Mr. F. G. Ward, 53 Leonard St., Derby.

## 32 QUEEN OF SHEBA

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

## 33 WENDY

### WEATHERGLAZE

Entered by Weatherglaze (Midlands) Ltd., Chesterfield.

## 34 AHEAD WITH THE

### N.U.A.A.W.

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

## 35

Entered by the Spalding Chamber of Trade.

## 36





**37 CRIME PREVENTION**

Entered by the Lincolnshire Constabulary.

**38 1935 LEYLAND FIRE APPLIANCE**

Entered by R. Mason of Crowland, Peterborough.

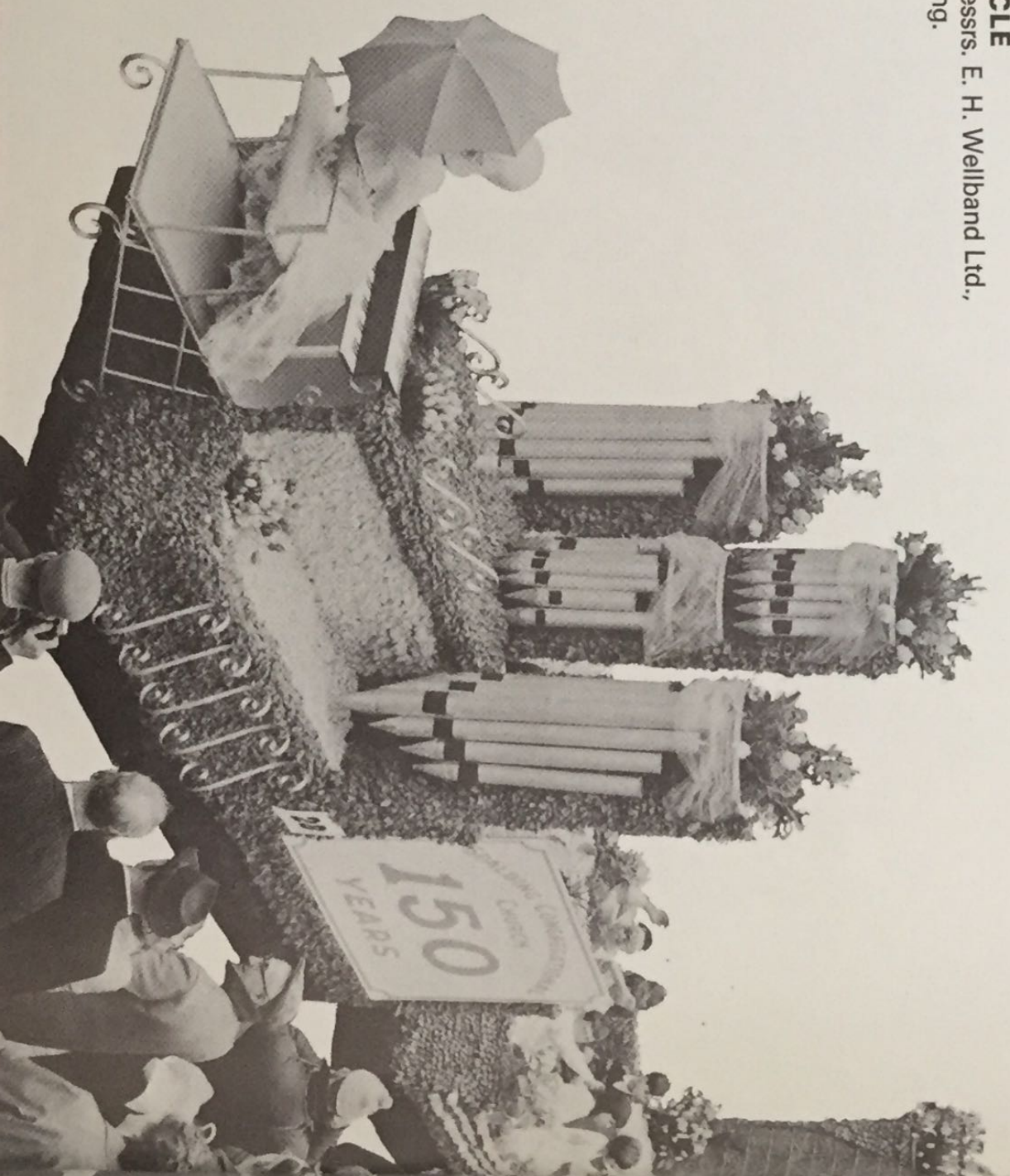
**39 WELLINGBOROUGH REDWELL**

**CARNIVAL BAND**

Secretary: A. C. Warner, 48, Milner Road, Finedon, Northants.

**40 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.

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 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 Ambulance Brigade

*Lincolnshire Free Press* and *Spalding Guardian*

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

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

The Spalding Round Table for their assistance in selling the programmes

The Spalding Photographic Society

A. W. and K. van Driel

Messrs. Alexanders of Spalding for their loan of tractors







spalding

# Springfields

Your visit to Spalding gives you the chance to visit Springfields, the bulb industry's own magnificent spring flower garden. Developed at enormous cost, the garden is planted annually with over a million bulbs of all descriptions to flower in the Spring. Nowhere else in this country can one see such a wonderful vista of multi-coloured tulips flowering in profusion.

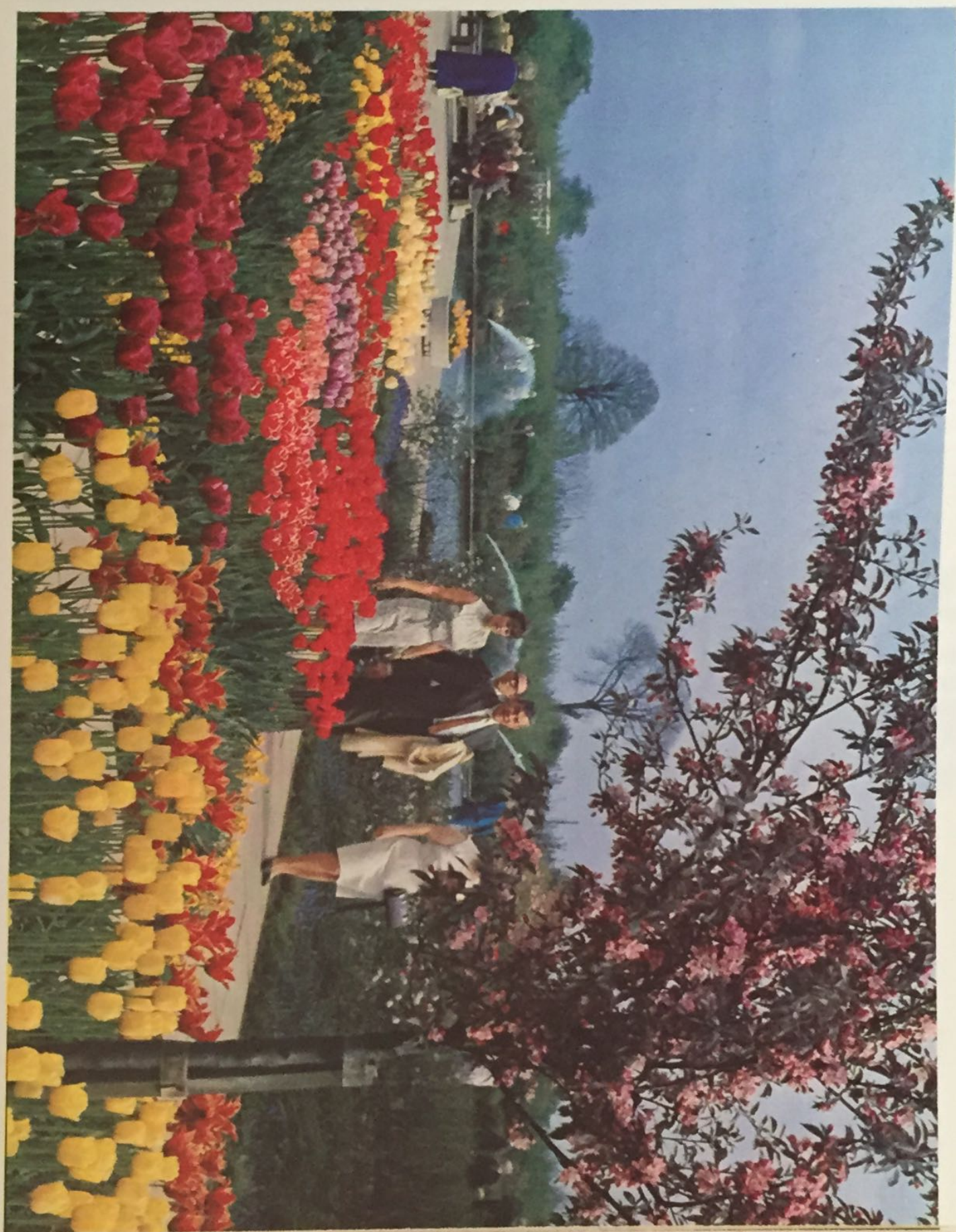
The garden has been planned to give the maximum opportunity to visitors to wander around the miles of paved pathways which meander through the twenty acres of flower plots, lawns and flowering shrubbery.

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

The garden will remain open until the middle of May, closing when the season dictates. It is open daily, including Sundays, from 10 a.m. until 7 p.m. An annual subscription can make you a member of the Springfields Society. There are also two colour films available free to organisations showing the development of the garden, and the more recent film of the garden during the Spring of last year.









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of

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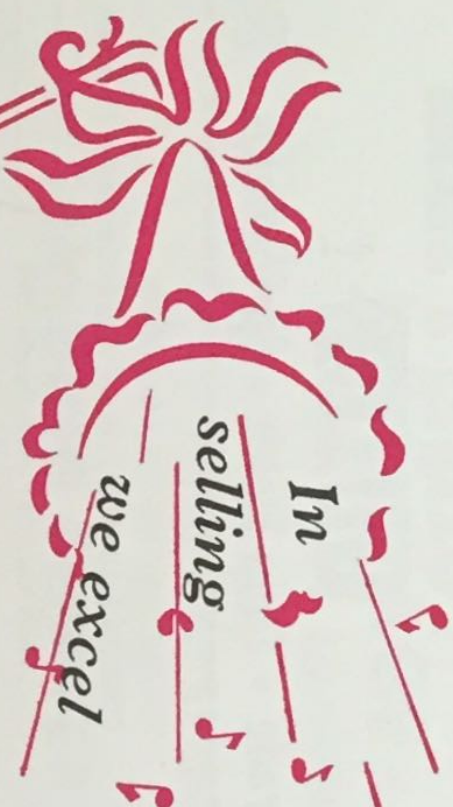
**Flower Parade • Tulip Fields • Springfields • Flower Festivals**

COUNTY .....

**\*\* Delivery of Sets P9 and P10 will commence approximately 3/4 weeks after 1970 Parade Note: Cine film of 1970 Parade not available this year.**



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Don't forget

## **Springfields Guidebook**

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## **ROUND TABLE**



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

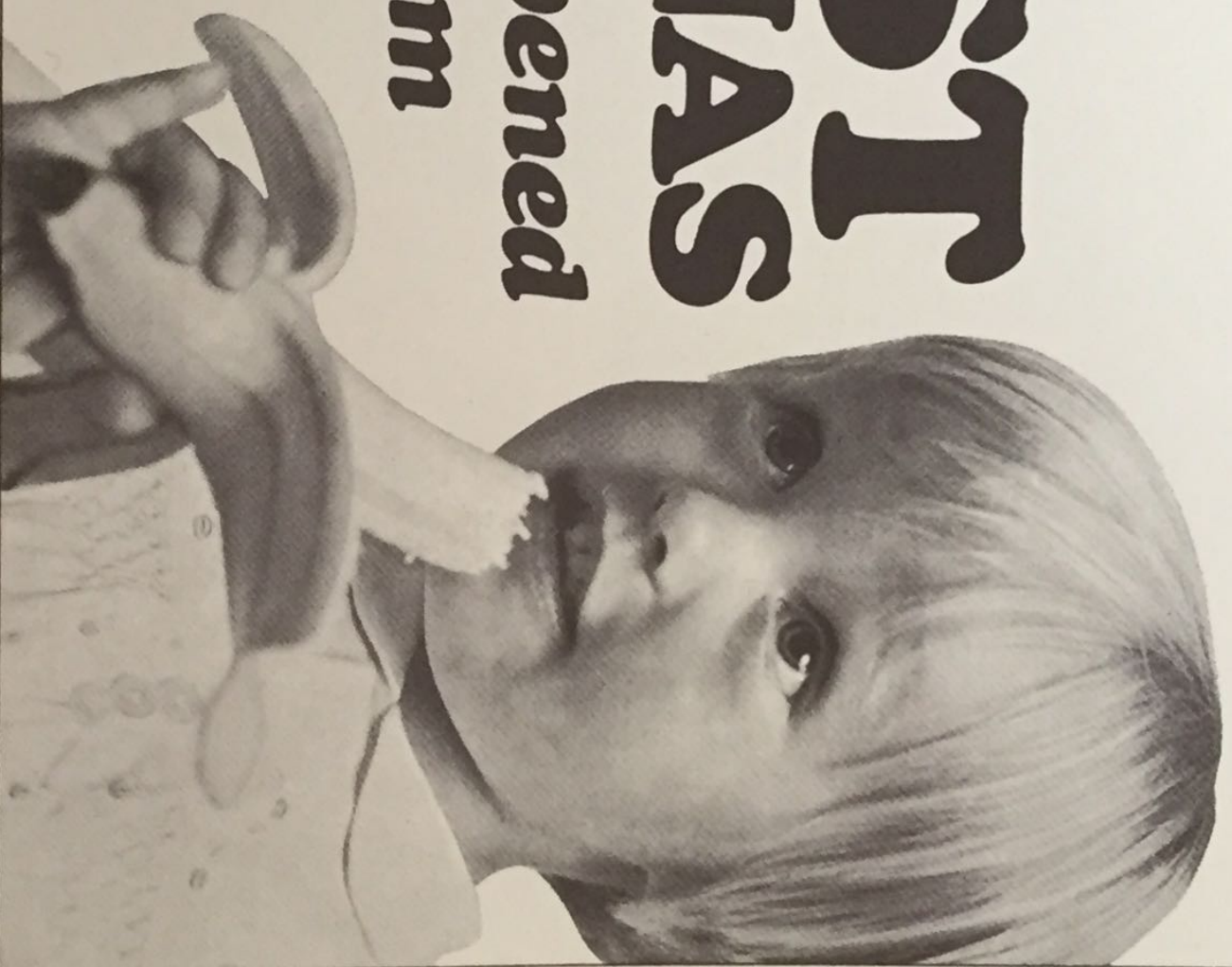
Round Table is an association of young men who, through their professional and business occupations and as a body of Round Tablers, seek to cultivate the highest ideals, to be of service to the community and to further the establishment of goodwill in international relationships. They meet regularly 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.



# **CHEESET BANANAS**

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