



1971

Spalding

LINGS. ENGLAND

OFFICIAL FLOWERPARADE PROGRAMME

"Jewels of Spring"

PRICE 15 P





Spalding



Spalding, centre of the British bulb industry, lies at the heart of some of the richest and most fertile land in the country. The soils in this part of South Lincolnshire are ideally suited to the growing of high quality bulbs, and this natural advantage coupled with generations of knowledge and expertise, has given rise to a multi-million pound industry producing bulbs which rank with the best in the world. Here on these broad flat acres, bulbs of every description are grown for the pleasure of millions of gardeners in the British Isles. In addition, many millions of daffodil and tulip bulbs are forced in heated glass-houses during the winter to bring an early taste of Spring to our homes.

THE CENTRE



OF THE BRITISH BULB INDUSTRY



MAP OF SPALDING

EXHIBITION OF FLOATS
FLOWER PARADE ROUTE



SPRINGFIELDS
PARKING
SCHOOLS
INFORMATION CENTRE
PUBLIC CONVENIENCES



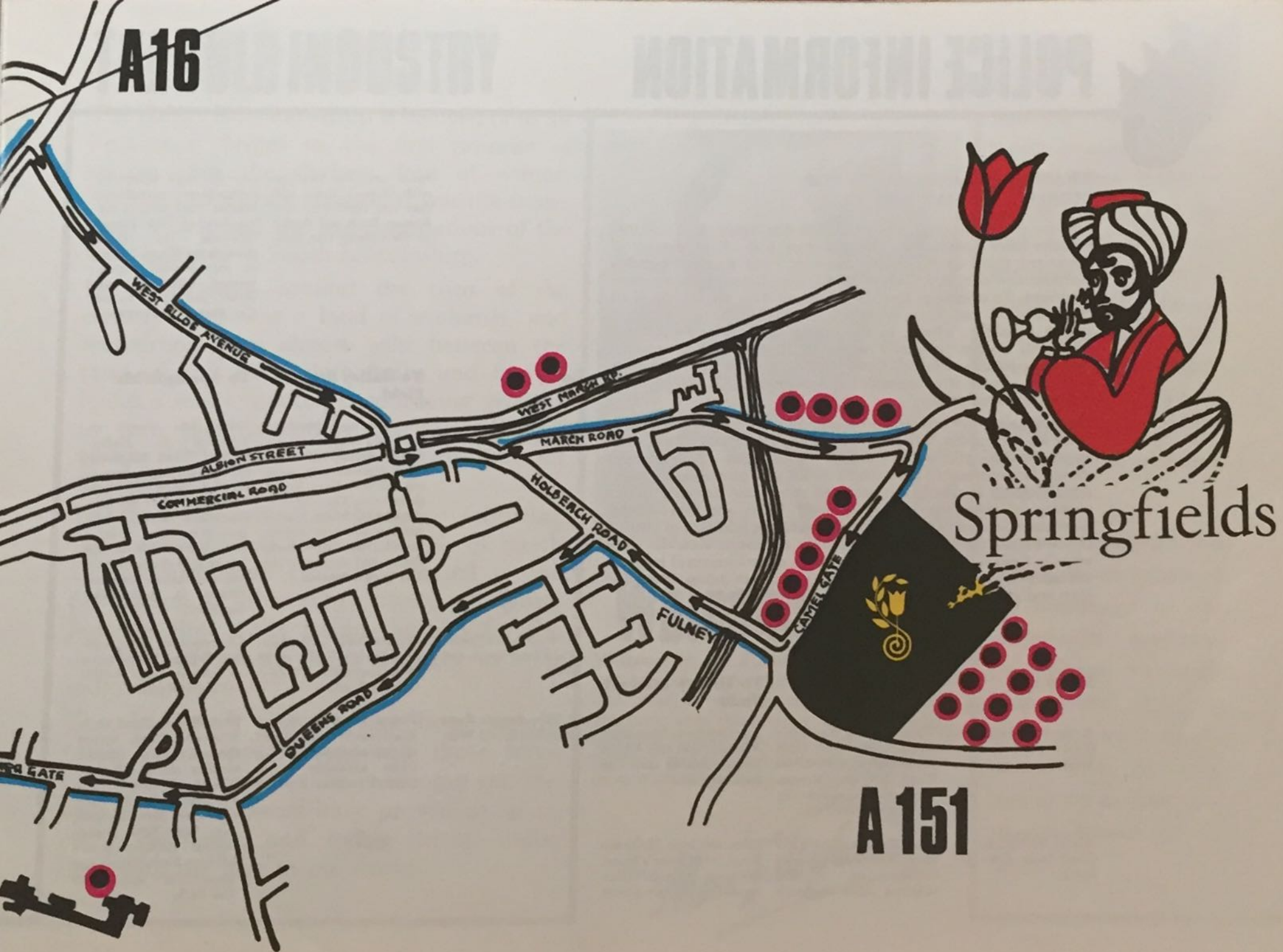
A151

A16

A1073



A16





POLICE INFORMATION

TRAFFIC ARRANGEMENTS FOR SUNDAY, 9th MAY, 1971

On this particular day, it is estimated that upwards of 100,000 vehicles enter Spalding to visit either or both of the display of decorated floats at the Halley Stewart Field and Springfields Gardens and this, in a town of 15,500 population, presents some problems. To overcome these problems, and for the benefit of all concerned, it has been necessary to implement a 'one-way' system of traffic, which, in the main, operates in a clockwise direction, on the perimeter roads of the town. This one-way system is rigidly enforced from 9.00 a.m. until approximately 8.30 p.m., but it is permissible for any motorist to join or leave the route at any point.

Direction signs are erected on each main road entering the town, those for the display of floats are marked, 'Decorated Floats,' and those for Springfields are marked 'Springfields.' No difficulty should be experienced in reaching either site, providing the signs are followed. It should be borne in mind that parking in the vicinity of both the Halley Stewart Field and Springfields Gardens is limited, and those persons who, in addition to visiting the two main centres of attraction wish to dine or view the town with its Ayscoughfee Park and buildings of architectural interest, are advised to make use of car parks which are indicated on the map and are clearly signed in other parts of the town.

| Entry by: | To Springfields | To Halley Stewart Field |
|--|--|---|
| A.16—Pinchbeck Road from North and West | Turn left on to West Elloe Avenue, over West Elloe Bridge, left on to Holbeach Road, left into Roman Bank and thence to the Springfields Car Park. | Turn left on to West Elloe Avenue, right into Albion Street, turning into Car Park indicated. |
| A.151—Holbeach Road from East and South. | Turn right on to park 100 yards West of Springfields Gardens or, if full, continue along Holbeach | Turn left from Holbeach Road into Queen's Road, following through Halm-ergate into Church Street, |

Road, past its junction with Queen's Road and take first right turn into Roman Bank and thence to Springfields Car Park.

over the High Bridge to Bridge Street, through the Market Place, taking the left fork at Hall Place, following the signs through the Sheep Market, into Station Street, turning right into Swan Street, and thence to the Car Park as indicated.

Entry by:

To Halley Stewart Field To Springfields

A.1073—Cowbit Road from South.

On reaching Little London, turn left over bridge on to London Road, continue towards town turning left into Vine Street, thence into The Crescent, through the Sheep Market turning left into Station Street, right into Swan Street and thence to the Car Park indicated.

Follow the route, as indicated to Halley Stewart Field, following on through Swan Street, turning sharp left into New Road, first left into Pinchbeck Road, right into West Elloe Avenue over West Elloe Bridge left on to Holbeach Road, left into Roman Bank and thence to Springfields Car Park.

A.16—Market Deeping Road from South and West.

On reaching Little London Bridge, follow route as indicated for A.1073—Cowbit Road.

On reaching Little London Bridge, follow route as indicated for A.1073—Cowbit Road.

A.151—Bourne Road from South and West

Follow on from Bourne Road into Winsover Road, taking advantage of Car Parks available at or beyond railway crossing.

From Bourne Road on to Winsover Road, thence through Swan Street, turning sharp left into New Road, first left into Pinchbeck Road, right into West Elloe Avenue, over West Elloe Bridge left into Holbeach Road, left into Roman Bank and thence to Springfields Car Park.

THE BULB INDUSTRY

The dainty little snowdrop is beloved of us all because it brings us the first promise of spring after the darkest days of winter. And, appropriately enough, it was the snowdrop which laid the first foundations of the bulb industry in South Lincolnshire.

In those days—around the turn of the century—this was a land of orchards, and snowdrops grew almost wild between the rows of fruit trees. Both bulbs and flowers found a ready market, encouraging growers to turn their attention also to daffodils, which similarly were first grown between the fruit trees.

But it was the advent of the tulip—following the discovery that these rich soils of South Lincolnshire were eminently suited to the production of this most lovely of spring flowers—that really paved the way for the development of the bulb industry as it is today.

The Industry's growth has been steady rather than spectacular, and there have been many problems to overcome on the way. But our growers have proved equal to every challenge, and today British bulbs rank with the best in the world.



Welcome

Welcome to our Flower Parade! Whether you are one of the many who return year after year, or whether this is the first time you have seen this unique and magnificent spectacle, I hope you will thoroughly enjoy this day, and return home with many happy memories of Spalding and the Parade.

Miss Tulipland.

Miss Tulipland

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.

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.

1971...WELCOME TO OUR ANNUAL PARADE





"Jewels of Spring"

The names of some of the tulips that bring beauty to our parks and gardens each spring are as evocative as the flowers themselves. Some conjure up pictures of the early history of this most glorious of spring blooms—like Istanbul and Queen of Sheba, which whisper of the glamour of the Near East, where the first tulips grew wild, and were later cultivated by early gardeners and botanists.

Then there are Johann Strauss and Vienna—names which sing with the melodies of the city where over 400 years ago the first tulips to reach Europe were grown. Others were clearly inspired by the colour and beauty of the blooms themselves—names such as Firebird and Queen of the Night.

It was while browsing through a list of tulip varieties that designer Kees van Driel found his inspiration for the theme of this year's parade, which he has called Jewels of Spring—itsself the name of an attractive early tulip, whose sulphur yellow petals are edged with red. Each of the colourful floats you will see today has been inspired by the name of a variety of tulip. Each is designed as a tribute to the many-hued beauty of the flower which is truly Springtime's brightest jewel.





ORDER 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 POLICE ESCORT

of the Lincolnshire County Constabulary.

2 BREAKDOWN VEHICLE

3 THE SPALDING GLEED GIRLS' SECONDARY MODERN SCHOOL

4 THE TRUMPETS AND DRUMS OF THE 13th COVENTRY GROUP OF THE SCOUT ASSOCIATION

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

5 POLICE HORSES

6 MISS TULIPLAND 1971 — "JEWELS OF SPRING"

7 HOLIDAY MAGIC

8 MAGIC CARPET

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

9 THE DAGENHAM GIRL PIPERS

18/20 Wardour Street, London W.1.

10 OLYMPIADE

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

11 FRIENDSHIP — GIVE FLOWERS, MAKE FRIENDS

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

12 BRITISH DRIVING SOCIETY

13 MENCAP

Entered by the Spalding Society for Mentally Handicapped Children.

SECTION II

14 SPALDING BRITISH LEGION BAND

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

15 GOLDEN HARVEST

Entered by Holland (Lincs) County Branch of the National Farmers' Union, at Springfields, Spalding.

16 BEN HUR

Entered by the Road Haulage Association, Spalding and District.

17 LONG SUTTON AND DISTRICT VETERAN CYCLE CLUB

Secretary: Mrs. Taylor, Sutton St. Edmunds.

18 WELLINGBOROUGH REDWELL CARNIVAL BAND

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





Each of the colourful floats in today's parade represents many hours of hard and painstaking work, pinning into place the countless thousands of tulip heads. Something like a hundred blooms are needed to cover one square foot of surface, and one float may require as many as half a million tulip heads. But the work starts long before that. First comes the preparation of designs and working drawings for each float—a task which began several months ago. Once the design has been approved, work can start on building the metal framework of the float. This is then covered with straw matting and various other artistic touches are added before it is ready for covering with tulip heads of the chosen colours.





19 CARNAVAL DE NICE

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

20 BREAKDOWN VEHICLE

21 BALLET

Entered by South Lincs. District Toc. H.

22 QUEEN OF THE NIGHT

Entered by West Pinchbeck Village.

23 LINCOLNSHIRE (LINCOLN IMP)

Entered by Lingarden, Weston, Spalding.

24 MELTON MOWBRAY TALLY-HO'S BAND

Secretary: S. Cragg, 17 Sysonby Grange Lane, Melton Mowbray.

25 QUEEN OF GARDENS

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

SECTION III

26 POINT TO POINT

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

27 DUKE OF EDINBURGH AWARD SCHEME

Entered by the Spalding Youth Club.

28 SPALDING SALVATION ARMY BAND

Secretary: R. Bester, 25 Cherry Tree Grove, Spalding.

29 ORIENTAL BEAUTY

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.

30 AIR TRAINING CORPS SQUADRON

No. 2430 (Holbeach) Squadron.

31 PROMENADE

Entered by the Spalding Chamber of Trade.

32 TREASURE ISLAND

Entered by Pinchbeck Village.

33 SING A SONG OF SIXPENCE

Entered by the Spalding and District Young Farmers' Club.

34 BOSTON VETERAN BICYCLE CLUB

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

35 HADLEIGH BOYS' BAND AND DRUM MAJORETTES

Secretary: N. A. Cerson, 33 Essex Way, Benfleet, Essex.

36 DON'T LET THEM GET AWAY WITH IT

Entered by the Lincolnshire Constabulary.

37 BREAKDOWN VEHICLE





"Jewels of Spring"







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 P. M. Tractors for their loan of tractors





Springfields

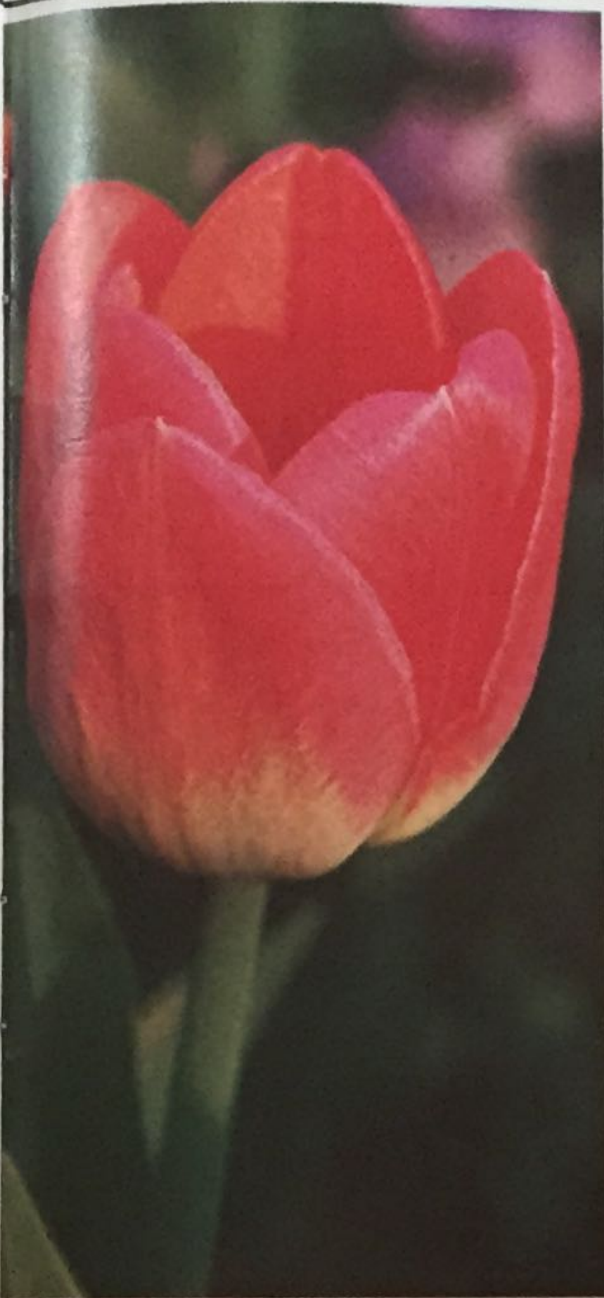
Spalding(lincs.)England

While in Spalding you should not miss the opportunity of paying a visit to Springfields, the bulb industry's own magnificent spring flower garden. Springfields is unique. Nowhere else in this country can you find a 20-acre garden designed specifically as a setting for spring bulbs. Nowhere else can you see tulips, daffodils and other spring bulbs flowering in such variety and profusion.

Here Man has combined with Nature to paint a living picture that cannot fail to bring joy to anyone with an eye for beauty. Or perhaps not one picture, but many. Here velvet lawns frame beds ablaze with the many-hued beauty of tulips of every description. The flowering shrubs and the living curtain of the fountains form a backdrop for more masses of glowing colour.

Here the visitor can sit and drink in the beauty that lies in every





direction, wander along the paved pathways that lead from one vista to another, or meander through the cool seclusion of the woodland walk.

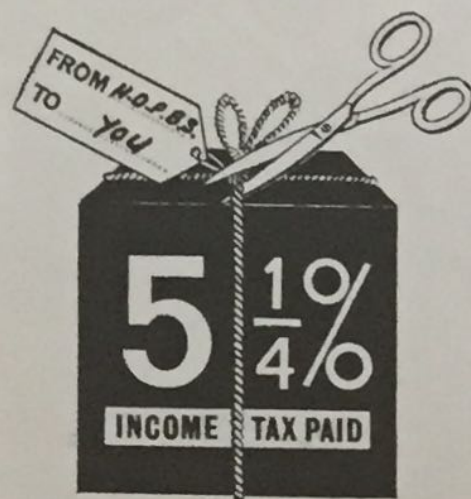
But Springfields is not just a beautiful garden. It is also full of ideas for making the best use of bulbs in your own gardens. Almost all the shrubs and bulbs are labelled to enable you readily to identify any which particularly take your fancy, and you can also obtain all the help and advice you need to make your own garden at home a Springfields in miniature.

The garden will remain open until the middle of May, closing when the season dictates, and 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 special admission rates for organised parties, and colour films showing the creation of the garden and its later development are also available free to organisations.



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Flower Parade • Tulip Fields • Springfields • Flower Festivals

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CINE FILM: An 8 mm. colour cine film of the 1970 Flower Parade. Printed on Kodachrome. Super 8 (100 ft.) £4.80. Standard 8 £4.40. **NOTE** Super 8 film is for use in Super 8 projectors. It is **not** a deluxe version of the film.

COLOUR SOUVENIRS:

Colour Souvenir guide book 'Spalding in Springtime' at only 10p per copy.

Colour Post Cards — 8 cards + bonus album of Springfields at only 15p.

**To: SPRING PHOTOGRAPHIC LTD.,
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PLEASE SEND ME THE FOLLOWING:

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..... Sets No. P11 Flower Parade 1970

..... Sets No. P12 Flower Parade 1970

** Sets No. P13 Flower Parade 1971

** Sets No. P14 Flower Parade 1971

..... Sets No. S3 Springfields

..... Sets No. S4 Springfields

..... Sets No. T1 Tulip Fields

..... Sets No. C3 Church Flower Festivals

COLOUR CINE FILM:

..... Spalding Flower Parade 1970 Super 8 at £4.80 (See Note Opposite)

..... Spalding Flower Parade 1970 Standard 8 at £4.40

COLOUR SOUVENIRS

..... 'Spalding in Springtime' at 10p per copy

..... Post Cards and Bonus Album of Springfields at 15p

SPECIAL COLOUR SLIDE OFFER (see opposite)

..... 5 Sets (25 Slides) at only £1.10

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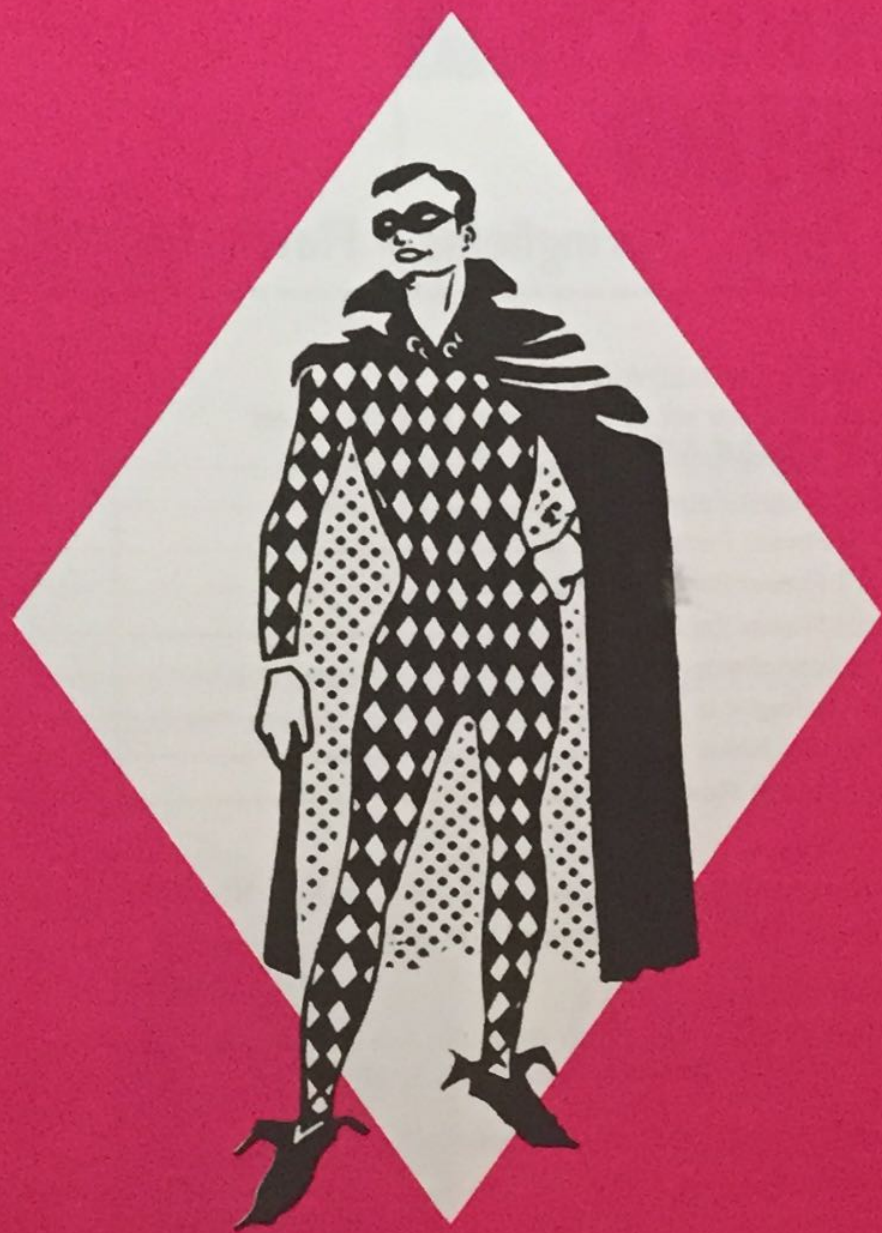
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TOTAL

** Delivery of Sets P.13 and P.14 will commence approximately 3/4 weeks after 1971 Parade.

NOTE: Cine Film of 1971 Parade not available this year.



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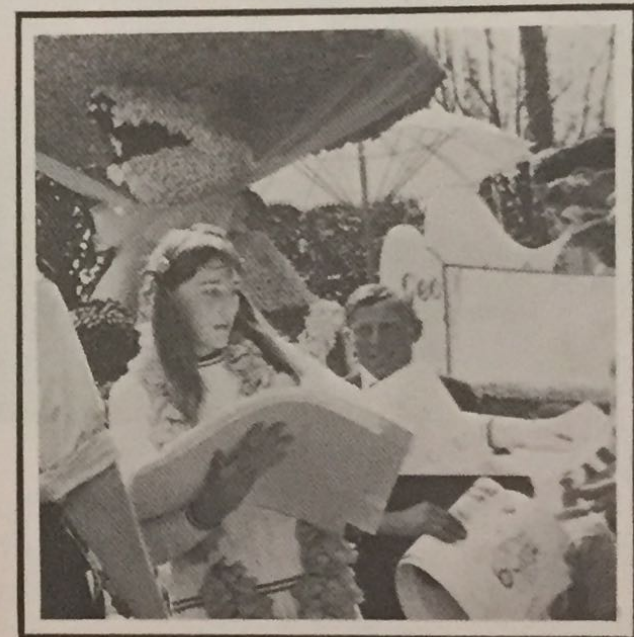
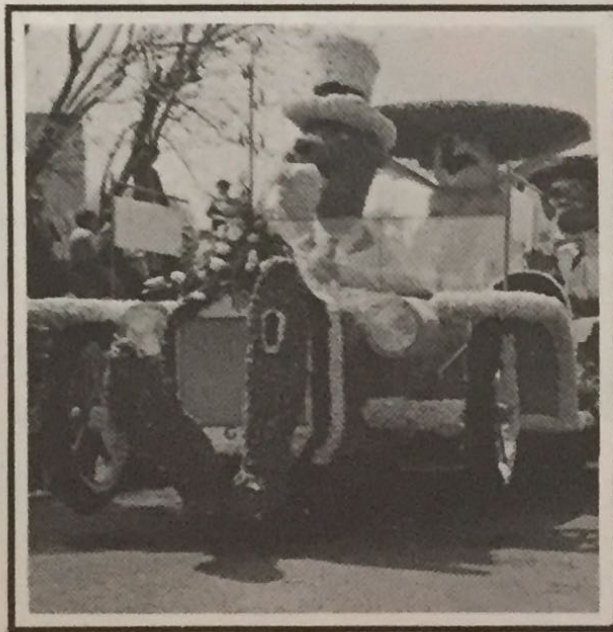


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Seasons . . .*



Springfields Restaurants

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**

RESERVATIONS SPALDING 4405



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Don't forget

Springfields Guidebook

on sale at springfields

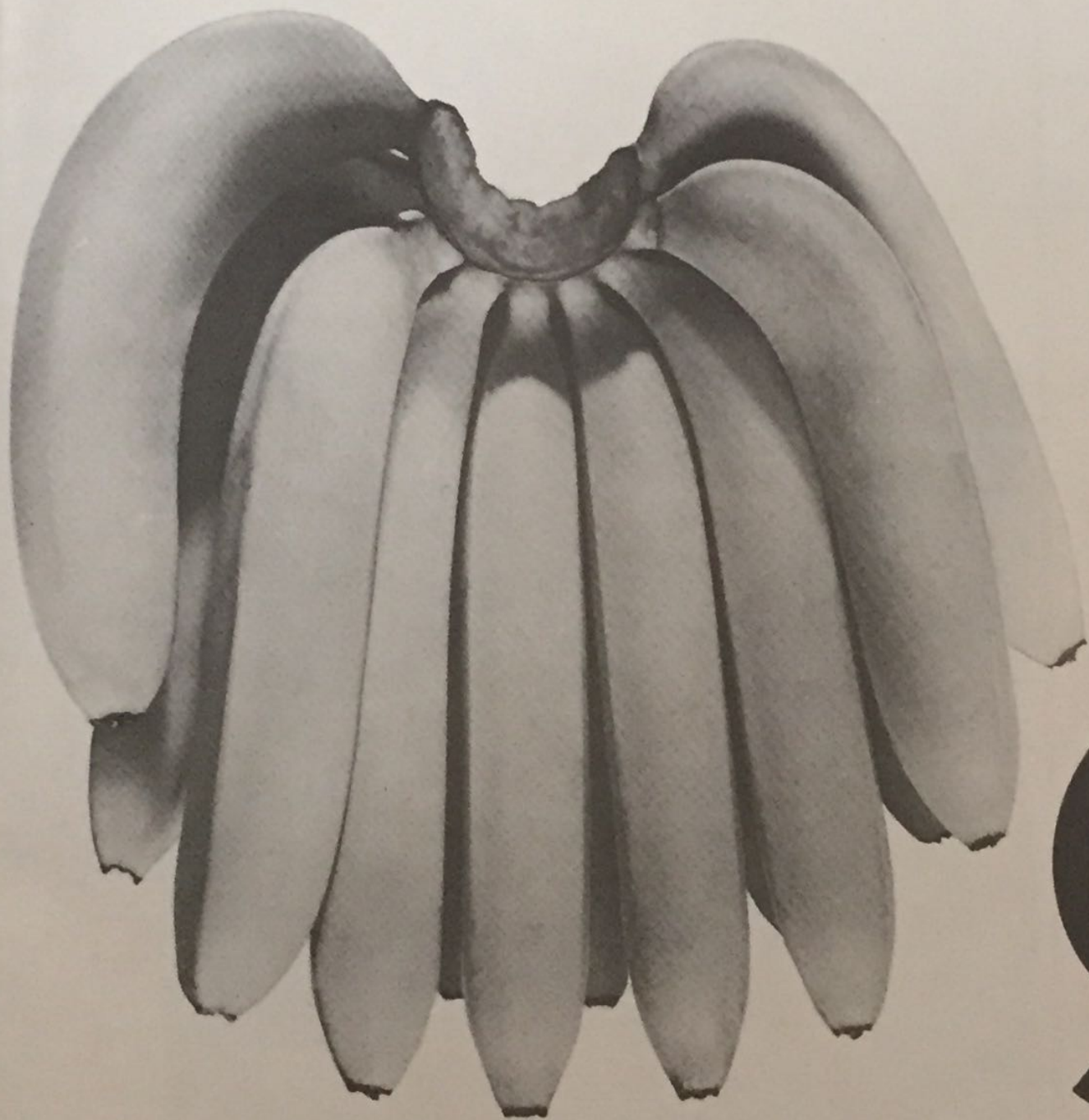


ROUND TABLE

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.



Geest
meal appeal



SPALDING FLOWER PARADE

organised by: the spalding farmers union

ROUND TABLE



THE SOUVENIR PROGRAMMES ARE SOLD
BY MEMBERS OF THE SPALDING AND
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PROCEEDS FROM THE SALE OF THE
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