

YOUR OFFICIAL GUIDE FOR 1978-79

# Tulip Time

**INSIDE:**  
Parade  
details  
and  
Springfields  
programme  
for the year



Spalding Guardian — Springfields publication. Price 30p







# A welcome to visitors



## MESSAGE FROM PARADE CHAIRMAN GEORGE KINGSTON

On behalf of the Tulip Parade Committee, I would like to welcome you to Spalding.

This year is our 20th Parade, which is presented by the British bulb industry and today Spalding provides the world with a spectacle of colour, sound and movement which is second to none.

I would like to pay tribute to the industry and the efforts of the local people and organisations who have made it all possible and to the sponsors of the floats who by their help will this afternoon give pleasure to our many thousands of visitors.

May I remind you that the floats will be on display until

Tuesday, 9th May, at the Sir Halley Stewart Field in the town centre.

Behind the excitement of the Tulip Parade lies another spectacle, Springfields. Situated one mile from the town centre, it provides the visitor with the opportunity to see and enjoy over one million spring blooms on display in a 25 acre setting, which with its summer season is becoming one of Britain's most popular gardens.

Please enjoy the beauty of the tulips and their surroundings and I sincerely hope that you have a very pleasant visit.

## FACTS ABOUT THIS NEW PUBLICATION

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Spalding; and Spring Photographic Ltd.

Among the sellers are members of local Rotary clubs and Round Tables who contribute to charities.



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# Make it TULIP TIME in YOUR garden next Spring ....



with the help of Lowland's exciting new Autumn catalogue due out in July. It may seem early to be thinking about next year's bulbs, but now's the time to plan your Spring colour - lovingly and leisurely. You'll be delighted to find each colourful page overflowing with bulbs, plants, fruit trees and bushes, ornamental trees, shrubs and hedging. Bob Price of ATV's 'Gardening Today' programme gives helpful tips on planting and other cultural hints.

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# THE CIRCUS COMES TO TOWN

## FLOWER PARADE THEME FOR 1978

People who love the colour, excitement and razamataz of the Big Top can savour it in a unique way in Spalding on Flower Parade Day, Saturday May 6, when the theme is "The circus comes to town".

We know that some of the nation's hearts and minds will be concentrated exclusively on the unarmed combat going on around 100 miles south at Wembley Football stadium.

But, putting the thing in perspective, we're proud as Punch to tell you that up here in Spalding we have three Wembleys in one. For the shouting crowds at the Cup Final will number a mere 100,000 while we expect to play host to at least three times that number the same day.

It's the 20th parade, the biggest and best ever (that's official from the Flower Parade committee) and many of Spalding's 17,000 citizens will be actively engaged in making your day a happy and safe one.

Everyone loves a circus — didn't the Romans use "bread and circuses" to keep the mob happy? — and the theme is a natural for our talented parade designer, Kees van Driel.

Just imagine what someone whose favourite design subject is animals — and engaging, vastly comic ones at that — has been able to do with lions, tigers, dancing bears, circus ponies, not to mention the jugglers, clowns, acrobats and other colourful circus folk.

There are 20 floats this year — and it's taken local blacksmith Geoff Dodd and strapping expert Pete Bell most of the winter to create them from the designer's delicate colour-wash fantasy drawings.

Visitors are always amazed at the size of some of the floats which with police outriders, around a dozen carnival bands, vintage cyclists and other entertainers make up the parade which will pass by them on its 4½-mile route.

Miss Tuliand's float — and quite right too — leads the parade, and you'll see the pretty girl chosen by South Holland District Council riding high with her deputy and accompanied by "pages" recruited from local schools.

Look out, too, for the Maggie float and the popular personalities from this Thames Television show.

Much of this work is done under contract by local charity groups and you may well find someone next to you among our happy crowd who won't be able to resist telling you he put in the eye of that tiger — and has sore thumbs to prove it.



After the parade, a float takes its place in the Halley Stewart field exhibition.

## Float exhibition a big attraction

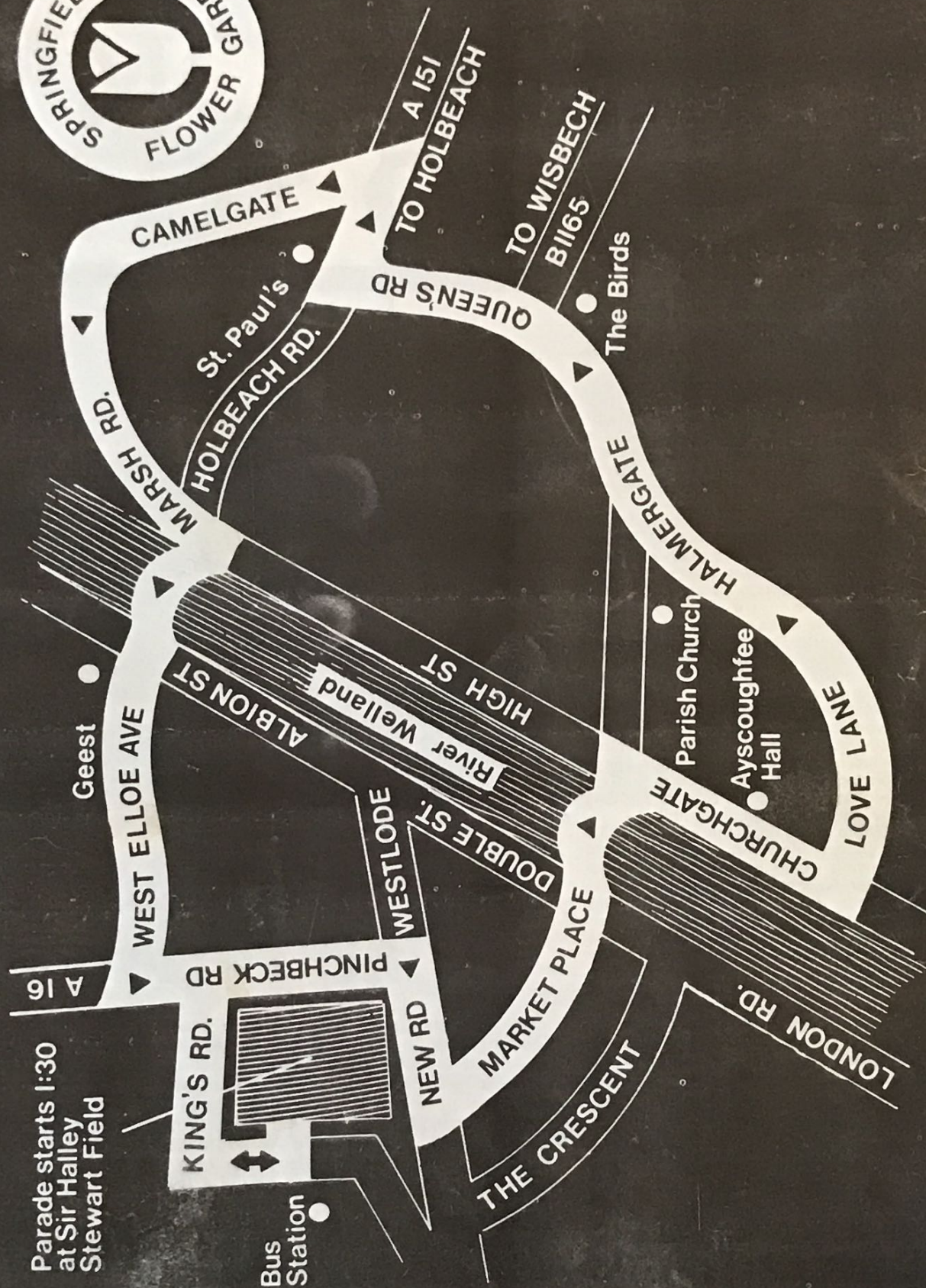
The float exhibition in the Halley Stewart Field in Winfrey Avenue, Spalding, is a "must" for most visitors — and especially if they are unable to be with us for the parade itself. For the twenty or so superb floats will be there on display from 10.30 a.m. on Parade Day, May 6 and, except for the actual parade time, will be on show until 8pm.

On Sunday, May 7 — the time when many thousands of people come to see them — the floats can be seen from 9am to 8pm. The show continues on Monday and Tuesday, also from 9am to 8pm. Prices are 60p adults, 30p children each day but on May 8-9 there is a special rate of 50p for OAP's.

But the floats are not the whole show — as almost every float exhibitor has his own stand on the ground. Which means that there is plenty to buy in plants and produce and the pork goods for which this district of Lincolnshire is famous, as well as exhibits of rural crafts to delight the eye.



# FLOWER PARADE ROUTE





# ORDER OF PARADE

The parade will leave the Sir Halley Stewart Field, Winfrey Avenue, Spalding at 1.30 p.m. For your own safety, spectators are advised not to encroach on the roadway as drivers of floats have extremely restricted vision.

- 1 **POLICE HORSES** by kind permission of the Chief Constable of West Midlands Police.
- 2 **BREAKDOWN VEHICLE.**
- 3 **BRITISH AIRWAYS SILVER WING BAND.** Musical Director Mr S. Tamplin, A.R.C.M., F.T.C.L.
- 4 **MISS TULIPLAND 1978.** Entered by South Holland Tulptime and Tourism Committee of the South Holland District Council.
- 5 **HAPPY DAYS.** Entered by Lingarden Ltd., Weston. Lingarden, the world's largest growers' organisation, is well known to the public by its attractive prepacks which are available throughout the U.K. and Europe.
- 6 **HADLEIGH BOYS BAND & DRUM MAJORETTES.** Secretary Mr. L. C. Longhurst. By courtesy of Spillers Foods Ltd.
- 7 **FUN FARMERS.** Entered by the Spalding & District Young Farmers' Club.
- 8 **LONG SUTTON & DISTRICT VETERAN CYCLE CLUB.** Secretary Mrs. D. E. Ellis.
- 9 **POWERFUL PANTHER.** Entered by Trustee Savings Bank.
- 10 **THE ROYAL BRITISH LEGION BAND (SPALDING).** Secretary Mr. A. Ellis.
- 11 **HAPPY MAN.** entered by Mann's the Brewers.

We wish to express our sincere thanks to the undermentioned:—

**THE LINCOLNSHIRE COUNTY CONSTABULARY** for their close co-operation.  
**HOLLAND BROS.** of Spalding, **MESSRS. E. H. WELLBAND LTD.**, of Spalding, **MESSRS. DODSON BROS.**, of Spalding, **GLEN GARAGE**, West Pinchbeck and **R. C. EDMONDSON**, Spalding, for the loan of breakdown vehicles.  
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**TIONS**, Basildon, and prepared by **P. M. TRACTORS**, Spalding.  
**GEEST INDUSTRIES LTD.**, for their generous assistance.  
The Directors and Staff of the **SPALDING BULB AND PRODUCE AUCTION**.  
The **SOUTH HOLLAND DISTRICT COUNCIL** and their staff.  
The **SPALDING AND DISTRICT FLOWER LOVERS' CLUB**.  
The **AUTOMOBILE ASSOCIATION**.

- 12 **LIBERTY HORSE.** Entered by Lloyds Bank.
- 13 **COVENTRY SCHOOL OF MUSIC, CORPS OF DRUMS.** Commanding Officer Mr. J. T. Rose.

- 14 **ELEPHANTS ON PARADE.** Entered by Groom Bros. Ltd., Spalding. Retailers of high class tulip, daffodil, hyacinth bulbs, etc.
- 15 **THE CLOWN.** Entered by the Haven of Happiness Lodge (Nene & Welland District), Manchester Unity Independent Order of Oddfellows Friendly Society. Lodge Secretary Miss J. M. Russell.
- 16 **DERBY SERENADERS SHOW BAND.** Manager Mr. A. Gilbert.
- 17 **JUMP FOR JOY.** Entered by Spalding and District Mentally Handicapped Society.
- 18 **BEWARE OF THE ROAD HOG.** Entered by Lincolnshire Police Accident Prevention Department.
- 19 **ACTION IN THE RING.** Entered by Midland Bank Ltd.
- 20 **TRUMPETS, DRUMS & LYRAS 13TH COVENTRY SCOUT GROUP.** Bandmaster Mr. R. H. Nowell.
- 21 **CATCHING ON — FOOD IS GOOD.** Entered by Holland (Lincs.) County Branch of the National Farmers' Union.
- 22 **MOSAICS.** Entered by Spalding Gleed Boys & Gleed Girls Schools.
- 23 **ELY CITY MILITARY BAND LTD.** Bandmaster Mr. W. G. Cooper.
- 24 **CARNIVAL TIME.** Entered by the Geest

## — ACKNOWLEDGMENTS —

The **ROYAL AUTOMOBILE CLUB**.  
The Directors of **SPALDING UNITED FOOTBALL CLUB**.  
**ST. JOHN AMBULANCE BRIGADE**.  
**LINCOLNSHIRE FREE PRESS** and **SPALDING GUARDIAN**.  
The **SPALDING ROUND TABLE** and **BOSTON ROTARY CLUB** for their assistance in selling programmes.  
**SPALDING ROTARY CLUB** for their assistance in selling Guide Books.

Organisation incorporating the Spalding Bulb Co. Ltd. Geest are Britain's largest distributors of fruits and vegetables, flowering bulbs, shrubs and roses; manufacturers of material handling equipment, agricultural trailers, disc harrows, proprietors of The Geest Line and computer bureau services, etc.

- 25 **BREAKDOWN VEHICLE.**
- 26 **HIGH FLIERS.** Entered by West Pinchbeck Village and South Lincolnshire District T.C.
- 27 **KEY KOPS.** Entered by Key Markets Ltd.
- 28 **ROMSEY OLD CADETS.** Secretary Mr. C. F. N. Cornwell.
- 29 **MURGATROYD THE 'MAGPIE' MAGPIE.** Entered by Thames Television.
- 30 **POWERSAVERS.** Entered by C.I.S. Insulation Ltd., of Leicester. The 'Powersavers' for Aluminium Windows, Patio Doors and Double Glazing Systems. To improve your home and reduce bills, contact Leicester 20000.
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**PETTIT TRAILERS LTD.**, Moulton, for the loan of trailers.  
and to all other companies and individuals who helped to ensure the success of the Parade.



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# Super Springfields

No-one on a visit to Spalding should leave without taking the opportunity of seeing Springfields, the unique twenty-acre garden open through the spring and summer months.

It is difficult to believe that little over 12 years ago Springfields was just a few acres of fenland on the edge of town growing sugar beet for the nearby factory.

The transformation in the intervening years has been remarkable, and it is hard to appreciate there has not been a garden permanently on the spot.

Since its opening in 1966 as the "shop window" of the British bulb industry, Springfields has more than justified the faith of a handful of far-sighted growers who took the initial gamble.

Started purely as a garden for spring flowering bulbs it has developed into a horticultural centre in a much wider sense with immense teaching potential.

Now, when the dazzling display in the spring produced by millions of brightly coloured bulbs in flower has come to an end in May, the garden remains open. Roses, dahlias, summer flowering shrubs and thousands of bedding plants have been introduced to extend the open season through the summer months.

The decision to remain open marked a milestone in the development of Springfields, begun as a dream by a small band of South Lincolnshire bulb growers.

Against tremendous odds they persuaded their colleagues that a garden project on such a massive scale was not only feasible but a vital necessity for the future well being and prosperity of their own industry.

They saw the garden as an educational venture aimed at the nation's gardeners showing them "on the ground" how to make the best use of bulbs in their own gardens.

To turn their dream into reality they obtained the services of a brilliant Dutch designer, Mr C. van Empelen. There can

be no doubt that the garden has been a success, giving a boost, as planned, to the sale of dry bulbs, and at the same time pleasure to nearly two million visitors.

Now it is hoped the same can be done for summer flowers. The breakthrough came in 1975 when the directors of Springfields Horticultural Society Ltd. accepted a change of direction and signed an agreement with the British Association of Rose Breeders whose secretary is that redoubtable rose breeder Jack Harkness.

Several thousand roses were planted in the drought months of 1975 but very few died and they were ready for the opening by the Duchess of Gloucester in July the following year.

In August the same year the first dahlias, planted in the garden by Ayletts of St Albans, recognised as one of the country's leading dahlia growers, added to the summer attraction. Last year saw further planting of roses and there are now 10,000 rose bushes of new and popular varieties in the garden.

Agreement has also been reached with the Bedding Plant Association to introduce a large display of some 20,000 bedding plants this summer including begonias, marigold, petunias, salvias, micotinia, larkspur and cineraria.

Among the roses visitors will discover a fine orange floribunda bred by Dixons of Belfast, named Springfields, after the garden — a rose which is to be featured in this year's Chelsea flower show. One of the immediate problems is to introduce summer flowering shrubs into a garden which has previously concentrated on the spring season.

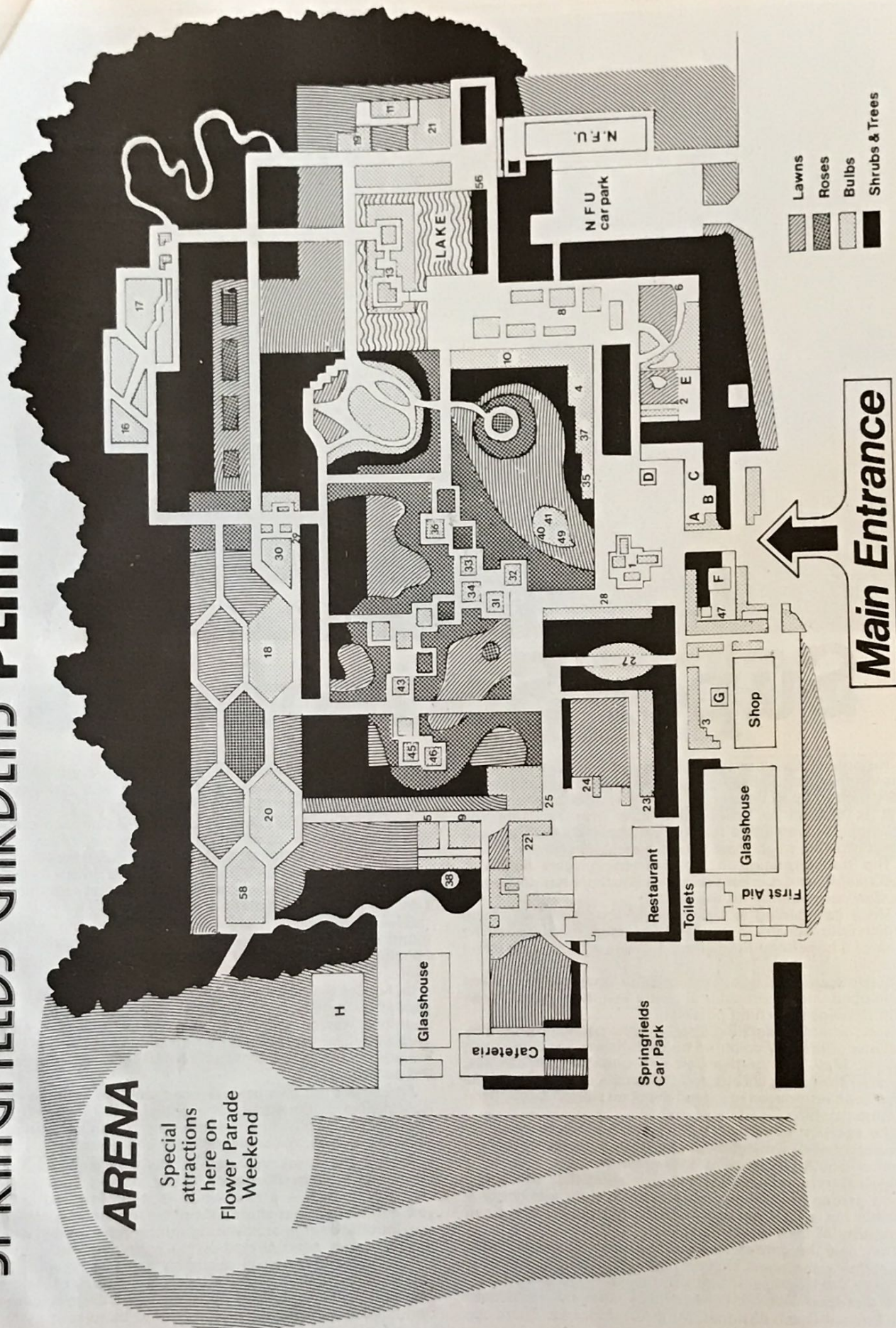
Notcutts and Hilliers have already made a start with lilacs and a conifer border. There is also a fine display of clematis provided by Harringtons of Wisbech. Which all goes to make Springfields a unique experience not to be missed.



# SPRINGFIELDS GARDENS PLAN

## ARENA

Special attractions here on Flower Parade Weekend





# VISITOR'S GUIDE

## EXHIBITORS LIST

- 1 Associated British Bulbs (W.O.)
- 2 E. B. Champenowne (W.O.)
- 3 Winchester Bulb Growers Ltd
- 4 Van Tubergen Ltd (R.)
- 5 Rosewarne and Kirton (E.H.S.)
- 6 Lingarden Ltd (W.O.)
- 8 Lingarden Ltd (W.O.)
- 9 Groom Bros Ltd (R.)
- 10 J. Parker (D.B.) Ltd (W.O.)
- 11 H. K. Braybrooks (Cowbit) Ltd (W.O.)
- 13 Stassen Ltd (R.)
- 14 Spalding Horticultural Co. (W.O.)
- 16 F. B. Secrett (Truro) Ltd (W.O.)
- 17 Spalding Horticultural Co Ltd (W.O.)
- 18 H. Prins Ltd (W.O.)
- 19 Matth. Verdegaaal (Peterborough) Ltd (W.O.)
- 20 Wallace and Barr Ltd (R.)
- 21 British Horticultural Co Ltd (W.O.)
- 22 Hortico Ltd (R.)
- 23 Mayflower Gardens (W.O.)
- 24 Mayflower Gardens (W.O.)
- 25 Pergola (W.O.)
- 27 F. B. Secrett (Truro) Ltd (W.O.)
- 28 Grampian Growers (W.O.)
- 29 Lincolnshire County Federation of Young Farmers' Clubs.
- 30 Wilford Bulb Co Ltd (R. & W.)
- 31 S. F. Spridgen (W.O.)
- 32 C. Slooten Ltd (W.O.)
- 33 S. L. Culy Ltd (W.O.)
- 34 O. A. Taylor and Sons Ltd (W.O.)
- 35 G. Darley and Sons Ltd (W.O.)
- 36 R. Silberrad and Sons Ltd (W.O.)
- 37 Boston College of Further Education.
- 39 H. H. C. Rigby (W.O.)
- 40 Glenside Nurseries Ltd (W.O.)
- 41 South Holland Growers' Club.
- 43 William Dekker Ltd (W.O.)
- 45 J. & L. K. Braybrooks Ltd (W.O.)
- 46 J. & L. K. Braybrooks Ltd (W.O.)
- 47 Spalding Bulb Co Ltd (R. & W.)
- 49 E. H. Houghton Ltd (W.O.)
- 56 Lowland Nurseries Ltd (R.)
- 58 Bay Tree Nurseries Garden Centre (R.)

## AMENITIES

- A INFORMATION BUREAU** **E MODEL GARDENS**  
**B SPRINGFIELDS OFFICES** **F TICKET OFFICE**  
**C TUCK SHOP** **G FLOWER KIOSK**  
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## CAR PARKS

Ample parks for cars and coaches readily accessible and adjacent to Springfields. On Saturday, May 6, 1978 ONLY a charge will be made of £3 each for coaches and 50p each for cars.

## Admission details

Admission charges to Springfields Gardens for the Spring season (April 7 to mid-May) 1978 are 60p adults, 30p children (5-16 years).

Family ticket £1.50 (admits 2 adults and up to four children). Party rates on application.

Times of opening 10 a.m.-7 p.m. daily, including Sundays.

Summer season charges (mid-May to October) 40p adults and 20p children. Times of opening 10 a.m.-6 p.m. daily, including Sundays (evening parties by arrangement). Roses, dahlias and bedding plants in bloom, according to season.

Other events: Daffodil show, April 7-9, 1978; Springfields Horticultural Exhibition and Indoor Flower Show, March 1979.

Key:— R = Retail. W.O. = Wholesale only



# Many fingers . . .

Many hands make light work, the old saying goes. But here, the night before the flower parade, they're all welcome.

Nimble fingers of the volunteers, including visitors, pin the tulip heads to the straw matting which covers the float, following closely the shapes and colours demanded by designer Kees van Driel.

Work can go on into the early hours for young and old — and all for your delight.



## SPRINGFIELDS FOR FLOWERS — AND FUN

The country entertains the town every Flower Parade weekend as thousands flock to Spalding and Springfields by bus, excursion train, or their own transport.

On Parade Day itself many arrive hours before the Big Show and thousands of them choose to go straight to Springfields and let the show come to them.

For the parade (at about its half-way point) makes its way along the half mile of roadway within the garden's Arena area — and stops for a well-deserved breather, much to the photographers' delight.

But the obvious charms of Springfields — its sensational mix of spring flowers, formal gardens, trees, pathways, lake and woodland walks — is not the only attraction to beguile the visitor over parade weekend.

For all Springfields visitors are welcome at no extra charge to the "Country Fair" held in the arena where shoppers can browse and buy among corn dollies, leatherwork, pottery, painting and other country matters, while enjoy-

ing other special events, including a comedy act and exotic animals.

The fair is in addition to the permanent shops — some of which trade right through from April to October — where there is everything to delight the gardener, photographic supplies, craft goods and this year a specialist in country and craft books.

Springfields extra events begin on the weekend of April 7, when the gardens open with an indoor daffodil show.

If the season starts wet and windy there will be this great splash of colour to see in comfort to add to the special tulip specimens in the variety glasshouse and the pleasures of wandering in comfort in the garden glasshouse.

Springfields celebrated the Jubilee last year by planting a maze using fast-growing Cupressa Leylandii which in two or three years will be a towering nine feet in height.

Children already love it and to add to their fun there are the Springfields games — giant versions of chess, snakes and ladders, and other favourites which can be played on the lawns.

Once Tulip Time is past around mid-May, the gardens slip gently into the summer season via an extensive range of colourful bedding plants.

The roses, of course, crown the summer season. At Springfields, and at Springfields only, for the first time you can see the best NEW roses chosen by most of the world's leading breeders.

The Springfields year ends on a glorious highnote of colour in October with the final eye-catching spectacle of thousands of multi-coloured dahlias in bloom.

And don't forget that the garden's information kiosk will answer all your queries and that throughout the year Springfields Restaurant is on the spot to serve you.

The choice is yours — from quick snack cafeteria service at Tulip Time, daily bar and salad meals or lunching or dining in style where the view is perhaps one of the finest a restaurant can offer in Britain.

There are future plans too for Springfields Gardens, designed for the enthusiast, and including rose weekends, and possibly an autumn bulb fair and dahlia show.



# Spring

OFFICIAL

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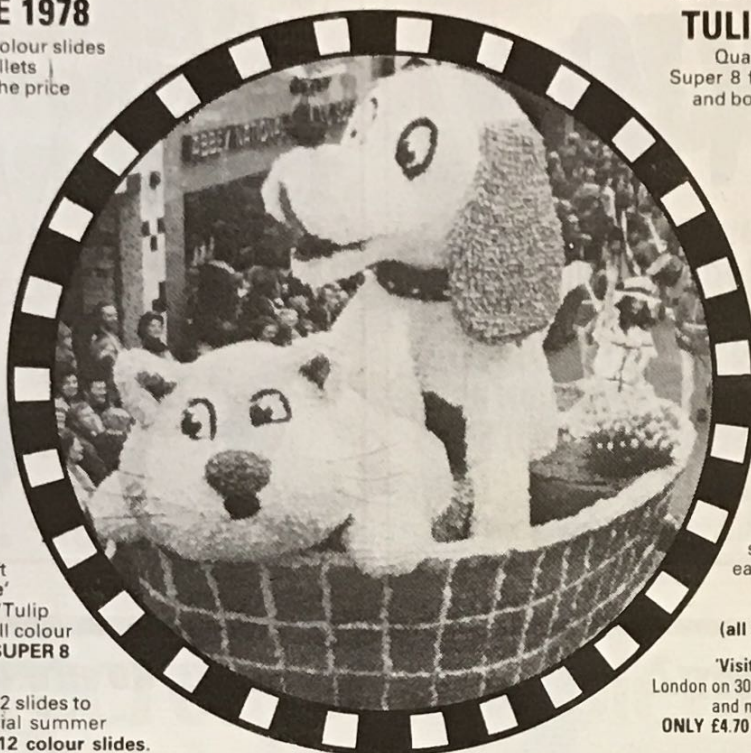
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★ 1978 Parade slides will be available approx 4 weeks and cine films 6 weeks after Parade date. If you wish us to send a catalogue of Slides/Films to one of your friends please enter their name/address on back of order.  
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..... P21 'Tulip Parade 1976'... 20 slides @ £2.85  
..... PF 'Famous Parade Floats'... 12 slides @ £1.65  
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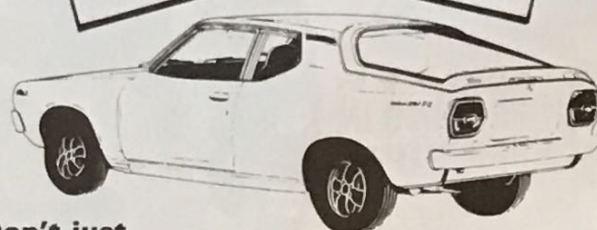
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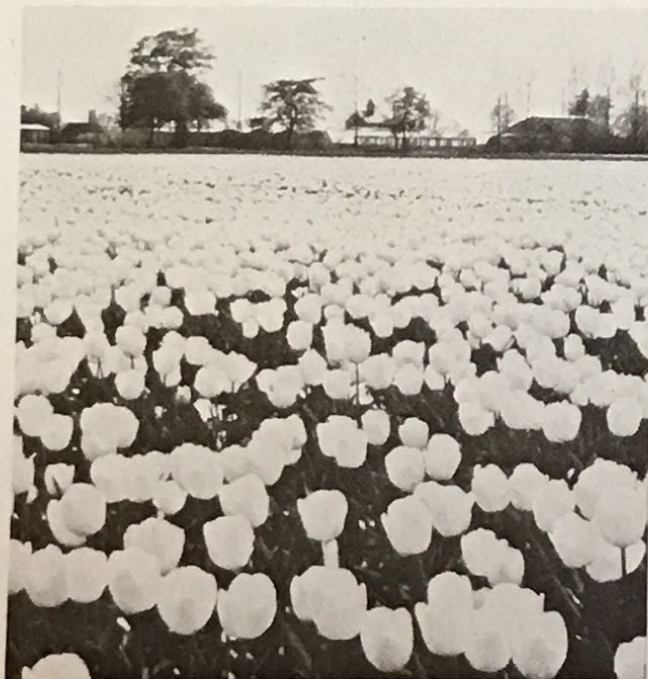
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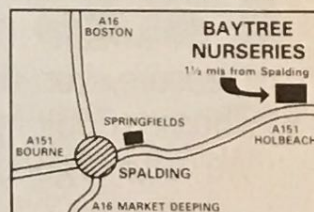
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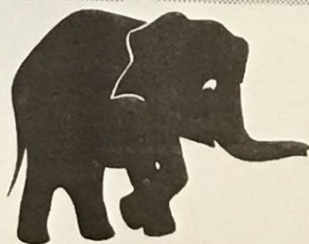
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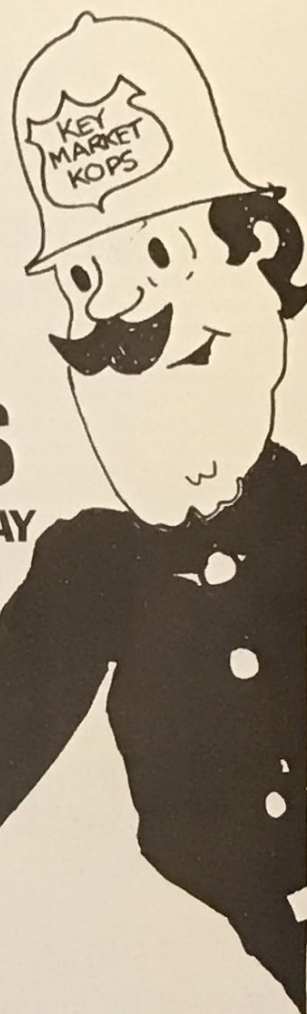
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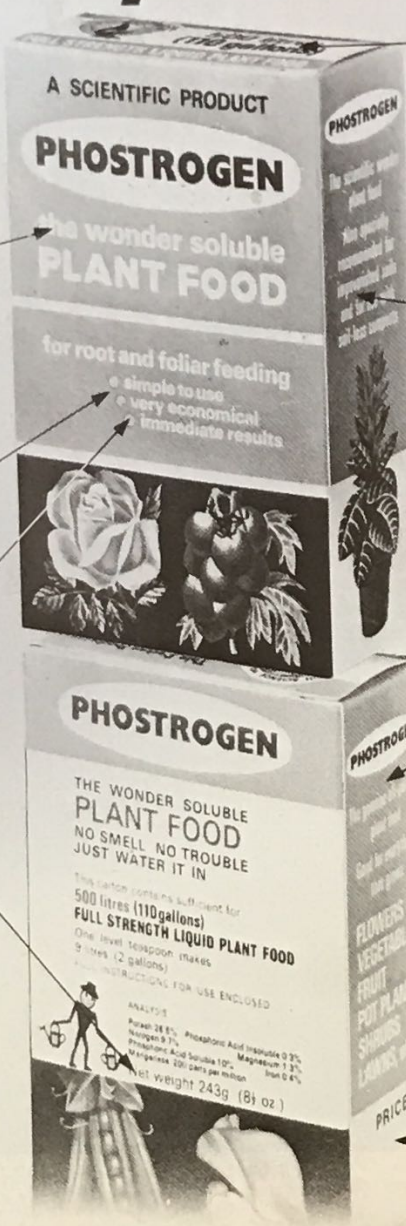
PHOSTROGEN contains valuable trace elements making it an ideal root and foliar feed. You can save money by buying one product instead of two.

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## '500 litres (110 gallons).'

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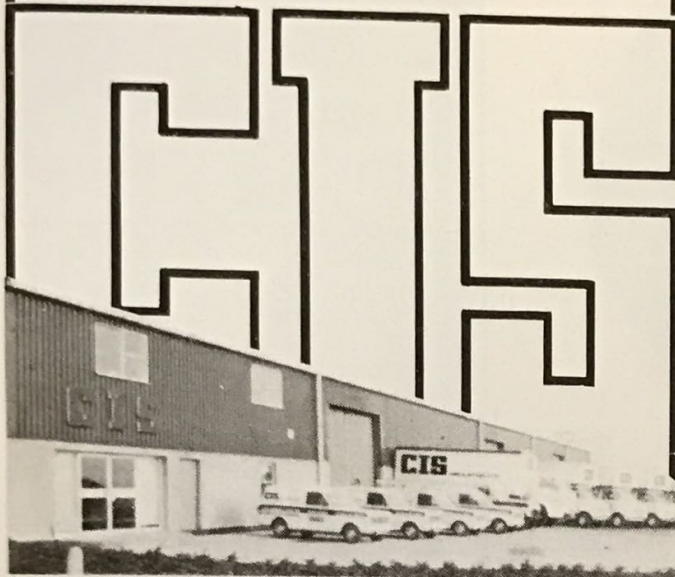
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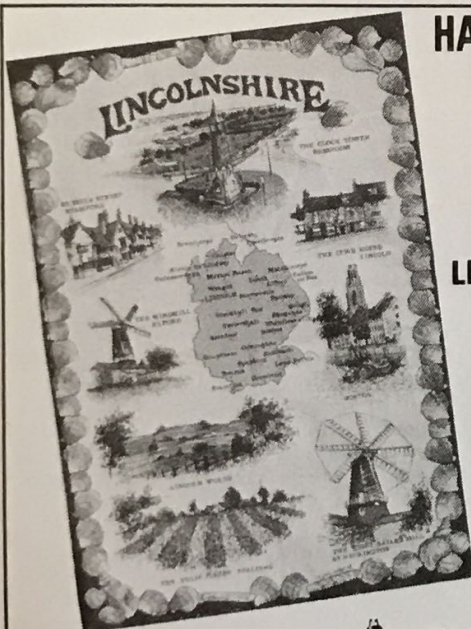
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# Miss Tulipland . . .

## Lovely Liz faces busy year

Brown-haired, dark-eyed lovely Elizabeth Shotbolt will be hoping for a Spring sizzler of a day when she queens it over Spalding Flower Parade as the district's "Miss Tulipland 1978".

For Liz, whose father is a Lincolnshire man takes after her Singapore-born Mum when it comes to sun-loving and this "Queen Elizabeth" reckons she'll wear something really warm under her regal glad rags if May 6 should turn out somewhat chilly.

This pretty 20-year-old was chosen from 27 local lovelies as the district's Miss Tulipland and there's a busy year ahead of her attending many events throughout South Holland as well as reigning over the festivities throughout Tulip Time.

Liz, who lives at 79 West Elloe Avenue, Spalding, works as secretary to one of the partners in a town estate agents.

She's been with the firm for two years since leaving Boston College of Further Education where she took a secretarial diploma and gained a distinction in City and Guilds.

### DANCING

If you ask Liz what is her favourite number it isn't 14. "There were 14 exams on the course, I passed 13 but failed 'accounts'," she recalled ruefully.

A girl who loves dancing, she's fancy free at the moment and thinks that a happy state to be in at the start of her exciting year as Miss Tulipland.

"I love living here, all my friends are here and I expect I'll know my home district all the better after this year," says Liz.

For though her parents are moving up to Redcar Liz had decided to stay behind in Spalding (where she has a married sister, younger brother, grandfather and lots of relations) even before she knew of her title win.

And the £200 prize which goes with the title will go towards buying a car to take her out and about on her year of 'royal' duties as well as up the road towards the bracing winds of the North Yorkshire resort.





# . . . and her deputy

## *An early wedding gift for Karen*

When the judges chose the district's "Miss Tulipland" they also find another pretty girl to act as companion and deputy.

The deputy receives £75, a sash of office, her Parade day gown and an outdoor outfit along with invitations to grace many functions throughout South Holland.

This year's "Miss Deputy" is a willowy 18-year-old blonde with (she says) "greeny-grey" eyes.

Spalding born and bred, Karen Porter of 5 Briton Court, is a correspondence clerk with the area's biggest bulb firm and used to answering the queries of customers from all over the country.

She's getting married next year so her prize money will go towards wedding expenses.

In fact if it wasn't for her fiancé, 19-year-old Martin Halifax, Karen wouldn't have entered the contest which is open to all girls, married or single, who have lived in South Holland for more than six months.

"Martin kept on saying why didn't I go in for it, and in fact he got the form just before the closing date and I didn't know anything about it until I was asked to have my photograph taken for the paper," said a happy Karen, adding that nobody was more delighted at her success than "Martin and my Mum".

As Karen is the eldest of three sisters there may be more Miss Tulipland delights in store for Mrs Porter in the years to come.

**Miss Tulipland and her deputy ride in honour on the leading float in the Flower Parade, entered by South Holland District Council.**





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# PARADE ON TV

## Magpie stars to ride on float for programme

Murgatroyd the Magpie, that knowing bird from Thames Television's popular children's magazine programme, will be turning his bright eye on Spalding Flower Parade.

For the Magpie team is not only coming to film the event but Jenny Hanley, Mick Robertson and Tommy Boyd (plus Murgatroyd, of course) will also ride in the Parade on a special Magpie float entered by Thames Television.

"Everyone is looking forward to it, it should be good filming for Magpie," said associate producer Lesley Burgess, who may herself be joining Jenny, Mick and Tommy on their trip.

### DECORATION

The TV team will arrive on the Thursday when the float decoration will be under way in the Bulb and Produce Auction Hall so the trio will be in plenty of time to do their own bit on the Magpie float and collect sore thumbs alongside all the other hundreds of float workers.

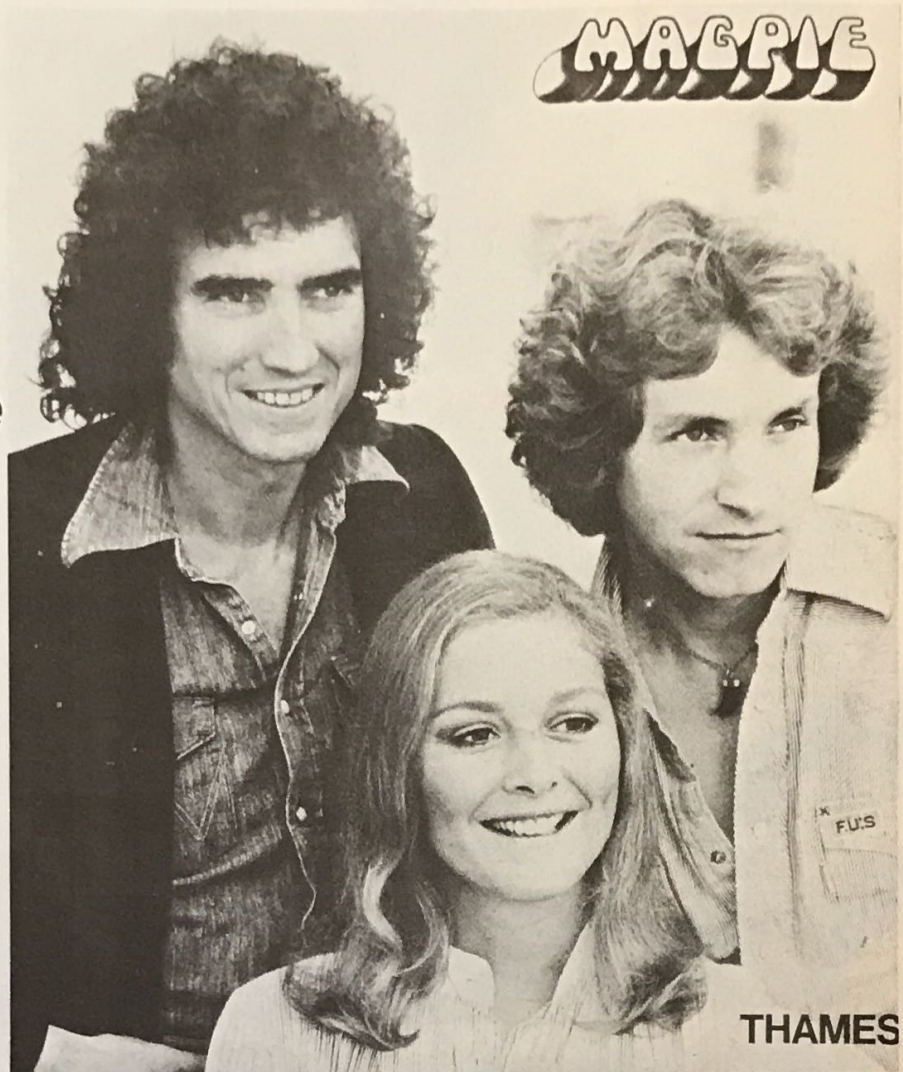
Begun by Thames Television in 1968, Magpie is now watched regularly in eight to ten million homes twice weekly throughout the country.

### WIDE RANGE

Designed for the 8-14 age group, it has fans of all ages and each programme covers a wide range of items, and there are regular features which allow the great diversity of subjects to be treated in greater depth.

Sometimes a whole programme is devoted to one subject (though Lesley Burgess told us she expected the Flower parade visit to add up to a ten-minute item) and recently, for instance, the Magpie team made a programme on the special effects used in television.

Magpie has been to countries as far apart as Holland and Hong Kong to show its viewers other people's everyday life and history, and the programme receives



Look out for the Magpie float (and Murgatroyd) in Spalding Flower Parade. He'll be there alongside Jenny Hanley, Mick Robertson and Tommy Boyd, the trio of presenters from the popular Thames Television children's programme.



an enormous amount of letters each week.

Magpie's young viewers are encouraged to participate through competitions and projects, the idea being that they should be encouraged to do their own research.

Their response to the programme is shown by Magpie's Christmas Appeal and how much it has been able to raise over the years.

### SIXPENCES

In 1970 more than £9,000 was raised in sixpenny pieces for mentally handicapped children and the money was spent on teaching machines, mini-buses and educational toys, while the 1976 appeal, again for the same cause, produced £152,000.

## Springfields film show

If you have enjoyed Spalding Flower Parade and Springfields and wish there was a perfect way of conveying all the colour and excitement of your visit to your local club, church, or other group, then what about hiring "Tulip Fiesta"?

This 40-minute 16mm film, already seen of Yorkshire TV, tells the story in gripping colour and detail. The film can be hired from Guild Sound and Vision, Woodston House, Peterborough, at a charge of £3.80.



# February flowers . . .

Colourful flower beds and exotic displays — the pictures on these two pages were taken in Spalding in February. Outside lay a covering of snow with a sharp frost in the air but inside the Springfields Horticultural Exhibition was a heartwarming glimpse of Springtime with local bulb growers and other flower exhibitors being only too delighted to show off their wares.



S.H.E. IS  
WORTH A  
VISIT



Details from tulip  
and rose displays  
at Springfields  
Horticultural  
Exhibition.





One of the specially prepared beds in the exhibition hall.

## BEAUTY IN THE DEPTH OF WINTER



The gerbera, a South African daisy-type flower — little known in the UK but on show at S.H.E.



Prince Charles variety tulips make a colourful showing.



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# GLADIATORS IN ACTION

Another sort of circus is coming to town in Spalding over Flower Parade weekend.

For though local duo Colin Ward and George Slinger of Live Promotions have echoed the Flower Parade theme with their own show in Spalding's Ayscoughfee Gardens, their "circus" will be rough, tough, noisy — and very exciting.

For the pair are to bring a Roman Circus to town, and teams of gladiators (Greeks v. Romans) will fight to the "death" in front of a reconstruction of a Roman temple to

be erected on the area near the Ayscoughfee bandstand.

"There will be as many as forty gladiators out there in the arena, the Greeks in blue and gold and the Romans in red and gold," said Mr Ward, who with his partner runs a countrywide entertainment agency from a Spalding office.

Anyone who followed the BBC TV epic "I Claudius" will feel quite at home at the Live Promotions' "circus" where each performance lasts about one hour.

"It's the biggest spectacular we've

seen, the 'gladiators' are really enthusiastic, they do it for the love of the thing," said Mr Ward, adding that the show will also have an Emperor to give the "Thumbs down" sign.

"It also has a lot of 'blood', the kids love the gore. In fact, the whole thing is a bit like one of the 'Carry On' films," said the Live Promotions team who are bringing this new-look Tulip Time entertainment to Spalding at the invitation of the district council.

Incidentally, chaps, we're told that the show also includes some rather dishy "vestal virgins".

## Young and old just love flower festivals



## WEEKEND DISPLAYS

Moulton Chapel is a typical small Fenland village about six miles south-east of Spalding on the B.1357 road between Cowbit and Moulton in the heart of the bulb-growing district.

It boasts a tiny octagonal church dating back to 1772, originally built by a Dutch company for their employees during the time of the draining of the fens.

When the Dutchmen returned home the church became the village parish church and it is beautifully decorated during Tulip Time, with mosaic displays in tulips made at each weekend by the villagers.

But it's not just a church festival: you'll find displays of local arts and crafts and country market stalls on the weekends April 22-23, April 29-30, and May 6-7. On Sunday May 7, the village holds its own little version of the Tulip Parade at 3.30pm.



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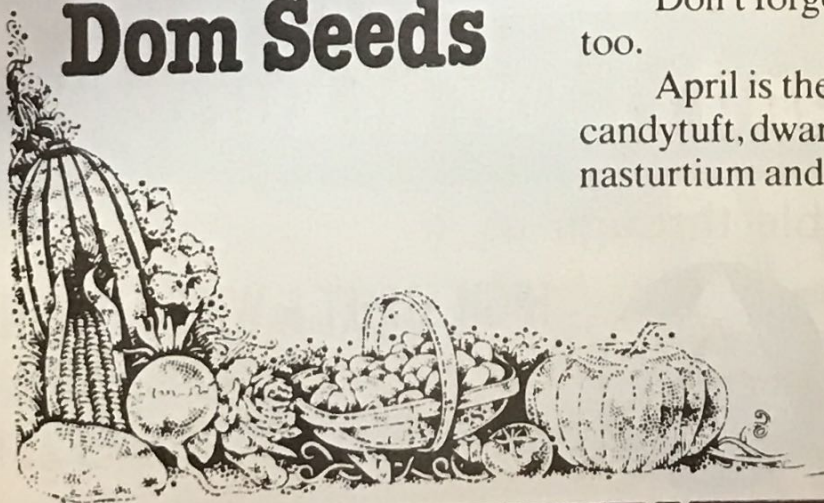
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# More facts about Springfields

- **PARKING:** Ample parks for cars and coaches readily accessible and adjacent to Springfields. On Saturday, May 6 1978 ONLY, a car park charge will be made of £2 each for coaches and 30p each for cars.

★

- **SHOPS:** (open daily until 6pm). Inside the gardens there are shops selling a variety of garden requisites, a photographic shop, tuck shop and cut flower kiosk. Requests for autumn bulb catalogues may be left at the Information Bureau. The Organisers cannot be held responsible for damaged goods or disappointing results from purchases. In case of any complaint, please write direct to the firm concerned.

★

- **CATERING:** There is a modern, comfortably furnished restaurant, which caters for main meals and has licensed bar facilities. There is also a large cafeteria for light refreshments. Catering enquiries and restaurant bookings ONLY to: The Manager, Springfields Restaurant. Telephone Spalding 0775-4405.

★

- **GENERAL:** We regret that no dogs are allowed in the Gardens.

★

- **THE MANAGEMENT** reserve the right to close the gardens at any time for any period without prior notice of any such closure and without being responsible for any loss thereby occasioned.



Police horses are traditional favourites at the Flower Parade — where the crowds are more considerate than at some football matches.

## WATCH OUT FOR THE MARINES

They say "It's a grand life in the Royal Marines" in those recruiting films which show the Navy's soldiers ready for anything in defence of the Flag.

The Marines are landing in Spalding on Flower Parade Day but it's a peaceful occupation designed to allow visitors to try themselves out on a mini-assault course.

Weather permitting, a helicopter will drop the Royal Marines team on a site at Queen's Road, opposite Fulney church, near Springfields, at around 2pm on both May 6 and 7.

The display team will choose from free-fall parachuting, an unarmed combat show, and other exhibits depending

on the weather.

But there will certainly be a 24ft high "cliff" of fibre glass erected on site complete with a scaffolding assault course, which volunteers will be invited to try after expert tuition from the professionals. And the invitation is open to allcomers — as long as they are four feet or over.

The Royal Marines will also bring a model of their guided missile destroyer HMS London to Spalding for display outside the Town Hall.

The Women's Royal Naval Service and the Navy nurses will also be hoping to interest local and other lasses in naval life through their mobile recruiting van, also sited outside the Town Hall.



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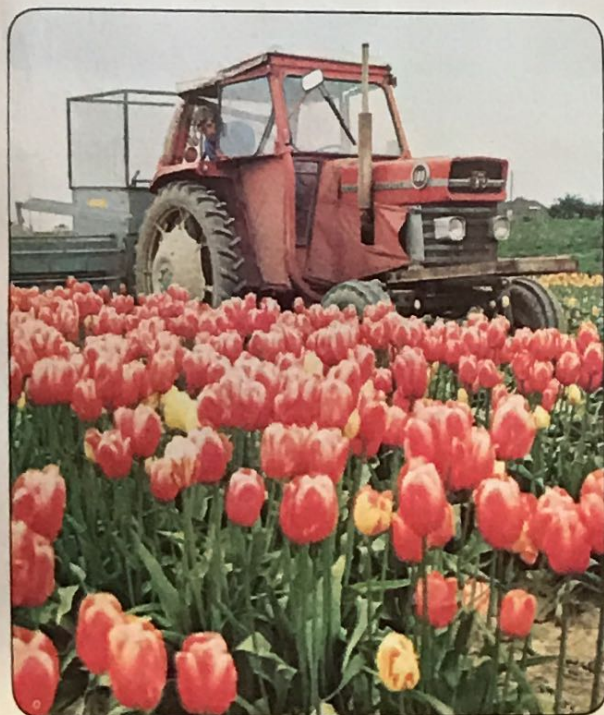
## Snapshots from the parade . . .

We don't suppose you've heard any of the Minstrels at large in Spalding on Flower Parade day actually singing.

But they do add to the colour and entertainment — and their serious purpose is to sell official programmes. Over the years money raised by local Rotary Clubs and Round Tables has gone to charity.

Below is a sight the visitor rarely sees: tulips being headed by machine. The flowers are taken off to benefit the growth of the bulbs which is the farmer's crop.

The flower parade is just a by-product — very thankfully — and a very colourful one too.









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## ESTATE AGENTS DIRECTORY

The area of South Lincolnshire centred on Spalding has traditionally been one of low property prices. There are isolated pockets or areas through the country which enjoy property at considerably lower values than the south of England, and perhaps the main reason for this in South Lincolnshire is that it is an area mainly based on agriculture and therefore has had a relatively stable population because industrial development has been lacking.

However, prices are on the move again in this area, and during the course of the last year to 18 months prices have risen by approximately 15 or even 20 per cent in certain price ranges in this area.

The traditional detached three bedroomed estate type property, with garage and central heating, has risen from approximately £10,000 to something in the region of £12,000 during this period. Similarly, the semi-detached type of property, offering three bedroomed accommodation with garage and central heating, has also risen from approximately £9,000 to £10,000. Lower down the market, the traditional town house of terraced construction, probably built before the first world war, has risen from £6,000 to £7,000.

Country property has always been in strong demand in this area, particularly from buyers from the south of England, who are quite prepared to move up to this area, buy a property, often for cash, having sold a property for a much higher figure in the south of England, and then to look round for employment. Country cottages range in price, depending on their location, whether they are modernised or not, and the amount of land that is being sold with them, from £4,000 to £15,000.

The supply of property in this area has shortened considerably during the first few months of 1978 as a result of many people taking the opportunity to purchase a property before the much publicised property boom is felt in this area. There is no doubt that new development in the Spalding area will see prices in excess of those quoted above, and because of the short supply of property, prices will continue to rise steadily during 1978, assuming that there is a reasonably steady flow of mortgage funds available from the Building Societies. C.R.M.L.

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# ESTATE AGENTS DIRECTORY

The private sector of the housing market in this country is at present seeing considerable changes in values similar to but not as exceptional as the property boom in 1971 and 1972. The increase in prices for both new and second-hand property is being experienced throughout the country in varying degrees.

There are many reasons for a mini property boom, but the value of property in most areas is linked closely to the cost of new building. During the course of the last four or five years property developers have made every attempt to maintain a relatively low selling price in an effort to promote sales in difficult selling times. They have been able to do this despite huge rates of inflation in the Building Industry for the raw materials and labour because many had substantial land banks available of relatively cheap land.

However, developers are now building on more expensive land and this has resulted in the prices of new property having to be increased substantially.

Unlike the boom of 1971/72, the Building Societies are in a somewhat different situation today. The mortgage rate has decreased considerably during the course of the last 12 months, and it now stands at 8½ per cent. The Building Societies' Association as a whole lent record advances during the course of 1977 and as a result of the slowing down of inflow of funds are now finding themselves somewhat restricted again on advancing loans for house purchase.

As a result, it is unlikely at the present time, we are going to see enormous rates of increase in values of property because of this restriction.

There is no doubt that nationally prices have increased during the course of the last 12 to 18 months by something in the region of 10 to 15 per cent, and it is generally agreed within the building industry that prices will continue to rise throughout 1978 by perhaps a further 10 to 15 per cent. Unfortunately, this will mean that many house purchasers, especially those purchasing for the first time, will again be stretched to the limit on borrowing requirements, and only those who have owned property for a relatively longer period of time will have had sufficient equity built up as a result of increase in prices to allow them to borrow a relatively small amount on mortgage. However, the Building Societies as a whole have been given directives that first time purchasers will have as much preference as possible, and the Government have also brought in certain measures to ease the problem of finding the initial deposit.

Therefore, it would seem that 1978 is going to be one of steady growth throughout the building industry in the country, and will see a sharpening of prices both for new and second-hand property.

C.R.M.L.

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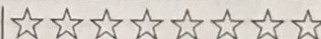
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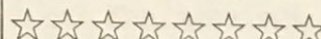
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House, 34 London Road, Spalding. Tel 4661.

Mrs. Fell, 21 Holland Road, Spalding. Tel 3206. Bed and Breakfast. Evening meal by arrangement. 3 double rooms. Parking space. 5 minutes from town centre.

Mrs. I. Brown, 8 Meadow Close (off West Elloe Avenue), Spalding. Tel 4105. Bed and breakfast. 2 doubles and 1 single. Car parking space. Very reasonable terms.

Miss Griffin, Norfolk House, 26 Spring Gardens, Spalding. Tel 3465. Bed and breakfast. 2 doubles and 1 single. Excellent terms.

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(5 miles from Spalding on A16)

Mrs. E. Wayman, Glyn Garth, Park Lane, Surfleet, Nr. Spalding. Tel Surfleet 267. Bed and breakfast. Evening meal by arrangement. 2 doubles. Parking space available.

Great Northern Hotel, Station Road, Surfleet. Tel Surfleet 316. Two twin and 3 family rooms. Car parking space available. Bed and breakfast and evening meal.

### SUTTON BRIDGE

(14 miles from Spalding A151)

Bridge Hotel, Sutton Bridge. Tel 350222. Bed and breakfast. Full a la carte restaurant. Open for lunches and dinners 7 days a week. Banquets, wedding parties catered for.

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