





## IRDER OF PARA

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.

### WILD LIFE IN FLOWERS

- POLICE HORSES by kind permission of the Chief Constable of Birmingham City Police.
- **BREAKDOWN VEHICLE.**
- MELTON MOWBRAY TALLY HO'S BAND Hon. Secretary: S. Cragg, 17 Sysonby Grange Lane, Melton Mowbray, Leics.
- POLICE ESCORT of the Lincolnshire Constabulary.
- MISS TULIPLAND 1974 (Miss Claire Parker and her Deputy Miss Susan Hawley).

  COVENTRY SCHOOL OF MUSIC CORPS OF DRUMS Hon. Secretary: Miss B. Wright, 147 Albany Road, Coventry, CV5 6NA
- WORLD WILDLIFE Entered by Lowland Bulb Co. Ltd., St. Thomas's Road, Spalding. Specialists 7 in bulbs, roses, shrubs and plants.
- NOAH'S ARK Entered by the Spalding and District Young Farmers' Club.
- THE ROYAL BRITISH LEGION BAND Secretary: B. K. Tatnall, 73 Acacia Avenue, Spalding, Lincs.
- NEW LIFE Entered by The South Holland District Council. 10
- BUTTERFLIES Entered by Holland (Lincs.) County Branch of the National Farmers' Union, at Springfields, Spalding.
- DAGENHAM GIRL PIPERS Administrator: D. Land, 18/20 Wardour Street, London W.1. 12
- THE GARDEN OF EDEN Entered by Edenlite Ltd., Hawksworth, Swindon, Wiltshire. 13
- FLORA OF SPRING Entered by Lingarden, Weston, Spalding. Lingarden is the trade name for Selected Growers Ltd., Europe's largest grower-owned bulb Co-operative. A full range of top quality prepack products can be obtained from Retail outlets in most towns throughout the country. 14
- GIVE FLOWERS MAKE FRIENDS Entered by the Flowers and Plants Council, Agriculture House, Knightsbridge, London S.W.1.
- 16 WALLSEND RISING SUN LEGIONAIRES Secretary: J. H. Bush, 15 Burn Avenue, Wallsend, Northumberland,
- BIRDS OF PARADISE Entered by British Sugar Corporation Ltd., West Marsh Road, Spalding.
- GOLDEN SPLENDOUR Entered by The Haven of Happiness Lodge, (Nene and Welland District) Manchester Unity Independent Order of Oddfellows Friendly Society. Lodge Secretary: Miss J. M. Russell, 91 Church Street, Pinchbeck, Spalding. **GOLDEN SPLENDOUR**
- **DUMBO ON PARADE** Entered by Horticultural Marketing Services, High Street, Spalding. 19
- 20 THE POWER SAVERS Entered by CIS Insulation Ltd., Leicester. Double Glazing Aluminium Windows, Patio Doors, Leicester 20000.
- **BREAKDOWN VEHICLE.** 21
- DERBY SERENADERS BAND Manager: K. J. Hallam, 35 Bemrose Road, Allenton, Derby DE2 8LQ.
- IT'S A WILD LIFE Entered by Harlock & Co. Ltd., Thorney, Nr. Peterborough.
- LOCHNESS MONSTER Entered by Barclay Card, Juxon House, 94 St. Paul's Churchyard. London E.C.4 and Barclays Bank Ltd., 10 Hall Place, Spalding.
- MELTON MOWBRAY TOY SOLDIERS CARNIVAL BAND
  Hon. Secretary: B. W. Gordon, 35 Valley Road, Melton Mowbray, Leicester.

  CORAL FISHES
  Entered by West Pinchbeck Village and South Lincolnshire District Toc H. 25
- 26
- THE BUSIEST WORKERS IN THE WORLD Entered by the Holland (Lincs.) National Union of Allied Agricultural Workers, Spalding.
- THE TRUMPETS AND DRUMS 13th COVENTRY SCOUT GROUP Bandmaster: R. H. Nowell, 28 Bideford Road, Wyken, Coventry CV2 3LD.
- THE TIGER—EMPEROR OF THE JUNGLE Entered by Midland Bank Ltd. 29
- FLAMINGO Entered by Ford Tractor Operations, Basildon, Essex.
- THE ROMFORD DRUM & TRUMPET CORPS
  Hon. Secretary: Mrs. G. E. Smith,
  Chippenham Road, Harold Hill, Romford, Essex. 31
- THE BLUE WHALE—THE LARGEST ANIMAL IN THE WORLD Entered by Messrs. Geo. Adams and Sons Ltd., Spalding. Retail and Wholesale Butchers and Pork Pie Manufacturers.
- SPRING BUSTLE Entered by Geest Industries Ltd., Spalding, incorporating the Spalding Bulb Co. Ltd., The Geest Group of Companies are Britain's largest distributors of fruit and vegetables, bananas, flower bulbs, roses and shrubs. Manufacturers of materials, handling equipment and also proprietors of the Geest Line, a fast direct shipping service to Barbados and the Windward Islands.
- HADLEIGH BOYS BAND & DRUM MAJORETTES Secretary: R. J. Townsend, 95 New Road,
- LONG SUTTON AND DISTRICT VETERAN CYCLE CLUB Secretary: Mrs. D. E. Ellis, 80 Garnsgate Road, Long Sutton, Spalding.

  WATCH THE ZEBRA CROSSING Entered by Lincolnshire Police Road Safety Department.

## SECTION II WILD LIFE IN FLOWERS

- HE MARCHING AND CONCERT BAND OF BRAINTREE Secretary: Mr. L. G. Knight, 8 Giffins Close, Braintree, Essex CM7 7HU.
- THE VIRGINIAN Entered by John Player and Sons, Castle Tobacco Factory, Nottingham. Gold leaf the Filter Virginian brand.
- THE EASIER GARDENING GUIDE Entered by Hortico Ltd., The Dutch Bulb and Gardening specialists of Spalding, Lincs. Leading suppliers of bulbs, roses, shrubs and plants throughout the country by Mail Order and through Retailers with the Elfin pre-packed range as seen in our Garden Supermarket in Low Road and in our Garden Shop in Springfields Gardens.
- BREAKDOWN VEHICLE.



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

The Lincolnshire County Constabulary for their close co-

operation.
Holland Bros. of Spalding; Messrs. E. H. Wellband Ltd., of Spalding and Messrs. Dodson Bros. of Spalding for their loan of breakdown vehicles.

Ford Tractor Operations, Basildon and

Treactors loaned by Ford Tractor Operations, Basildon and prepared by PM 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.

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The Spalding and District Flower Lovers' Club.
The Automobile Association.
The Royal Automobile Club.
The Directors of Spalding United Football 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.
The Spalding Round Table for their assistance in selling the programmes. programmes.

programmes.
The Spalding Photographic Society.
A. W. and K. van Driel.
Lingarden, Weston, Spalding; Mr. R. M. Waugh, Bank House
Farm, Spalding for generous loan of buildings.
Spring Photographic Ltd., for kind loan of transparencies.
Machins Transport, Surfleet for their co-operation.

COUNTY:

## Spring flower parade \* springfields \* tulip fields

No Cine Film of the 1974 Flower Parade will be available this year.

### COLOUR SLIDES and CINE FILMS

### FLOWER PARADE 1974 -PLEASE SEND ME THE FOLLOWING: P COLOUR SLIDES 35mm. — Superb collection of twenty colour slides presented in two convenient plastic wallets of the magnificent 1974 Flower Parade — Only £1.75 for set of 20 Slides. COLOUR SLIDES - FLOWER PARADE 1974 Sets No. P19 — Complete Sets of 20 Slides in 2 wallets @ £1.75. "Sets No. PI9A — Half Sets of 10 Slides in wallet @ 90p. FLOWER PARADE 1973 -Sets No. PI9B — Half Sets of 10 Slides in wallet @ 90p. Your chance to purchase Colour Slides or Colour Cine Film of the now famous 1973 Parade which included many breathtaking floats depicting popular Disneyland Characters including Mickey Mouse, Donald Duck, Snow White and many others. COLOUR SLIDES — The following sets are packed in sleeves of 5 slides all priced at 45p per set: Sets No. PISC Flower Parade 1973 @ 45p. COLOUR SLIDES 35mm — Three all different sets available at 45p per set. @ 45p Sets No. PI8D Flower Parade 1973 Sets No. PISE Flower Parade 1973 @ 45p. CINE FILM — A Super 8 version of 100 feet printed in Eastmancolor. Spooled and boxed for only £5.40 ....Sets No. T Tulip Fields @ 45p. .....Sets No. \$5 Springfields @ 45p. Springfields (NEW SET) @ 45p. Sets No. S6 SPECIAL OFFERS - COLOUR SLIDES No. I Four sets of colour slides from pre 1972 Parades, Springfields and Flower Festivals, Twenty all different slides for only £1.25 COLOUR CINE FILM - Super 8 Only .....Flower Parade 1973 Super 8 @ £5.40 No. 2 Three sets of colour slides of the 1972 Flower Parade including the famous Dougal Float and many others. Fifteen all different slides for only £1.00 .....Flower Parade 1972 Super 8 @ £4.95 (Limited supply) TWO SPECIAL COLOUR SLIDE OFFERS (see opposite) (Available to Mail Order Customers Only) Offer No. 1 — 4 Sets (20 Slides) @ only £1.25\_\_\_\_\_Offer No. 2 — 3 Sets (15 Slides) @ only £1.00\_ To: SPRING PHOTOGRAPHIC LTD. SPRINGFIELDS, SPALDING, LINCOLNSHIRE. Phone Spalding 2878 05 POSTAGE / PACKING TOTAL NAME Cheque/P.O./Cash Enclosed ALL PRICES ARE INCLUSIVE OF V.A.T, ADDRESS ..... ★★Delivery of 1974 Flower Parade sets will commence approx 4 weeks after 1974 Parade.





- W.O.—Wholesale Only.
  R.—Retail.
  1. Associated British Bulbs. W.O.
  2. Associated British Bulbs. W.O.
  3. Pennyagate Bulb Co. Ltd. W.O.
  5. Spalding Horticultural Co. Ltd. W.O.
  5. Spalding Horticultural Co. Ltd. W.O.
  6. Broadleigh Gardan
  7. Co. Market Co. Ltd. W.O.
  7. Co. Market Co. Ltd. W.O.
  9. Groom Bros. Ltd. R. G. W.O.
  11. H. K. Bros. Ltd. R. B. W.O.
  11. H. K. Brybrocks (Cowbit) Ltd. W.O.

## **MAPOF** Springfields



carpark

main entrance

to spalding v to holbeach \*

- A RESTAURANT
  B CAFETERIA
  C GLASSHOUSE
  D TOILETS AND
  FIRST AID
  E AVIARIES

- F GARDEN SHOP AND GARDEN CENTRE G FLOWER KIOSK H TICKET OFFICE

- J INFORMATION N PHOTOGRAPHIC S WOODLAND W FLOWER VALLEY X SPECIES BULBS OFFICES OFFICES OLAKE U SUNKEN GARDEN CLASSHOUSE TOWN OF FLOWER MEADOW

  J INFORMATION KIOSK WALK X SPECIES BULBS OFFICES OLAKE U SUNKEN GARDEN CLASSHOUSE OLASSHOUSE OLAKE U SUNKEN GARDEN Z MILL WALK





# Springfields WHAT THEREIS TO SEE

The gardens of Springfields were created to cherish the tulip and other bulb species—the symbols of Spring. Just as the World Wildlife—our theme for 1974—seeks to conserve wild life, be it animal, plant or place, so here we care for one of nature's wild treasures lovingly transformed over four centuries into the infinite variety of colour, shape and size you see today as you wander through the 20 acres of Spring spectacle.



### **WORLD WILDLIFE**

The World Wildlife is an international organisation established in 1961 for the conservation of wild animals, wild plants and wild places.

places.
Some 16 countries are associated independently, of which the British was the first to be formed, also in 1961. H.R.H. The Duke of Edinburgh is the President and Peter Scott its Chairman.

One example of endangering of nature and its beauty is the goat which is one of the greatest threats to the survival of bulb species. You can see at Springfields the splendour of the hundreds of varieties originating from

can see at Springfields the splendour of the hundreds of varieties originating from these wild species.

All over the world, however, the threat to plants and animals increases, and we feel happy to know that there are people who, with research, hard effort and personal involvement, try to restore the balance by channeling the grazing grounds of the animals, to rescue another part of nature, the plants, which give us so much enjoyment as you experience today at Springfields.



The panorama of lakes, lawns, trees and wooded walks is but embroidery on the canvas of multi-sized beds of blooms such as any gardener might plan for his own home. So as you pick your favourites from the million of blooms about you remember that advice is always at hand to help our visitors plan their own smaller Springfields.

Spalding's gold is in her soil — ideal for growing high quality bulbs.



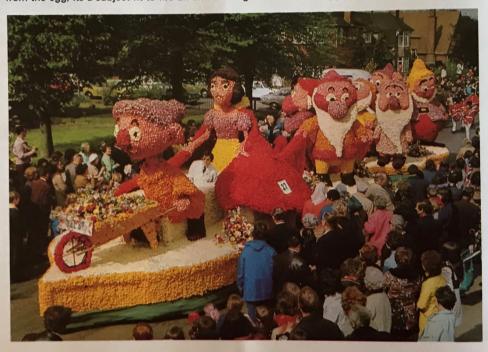


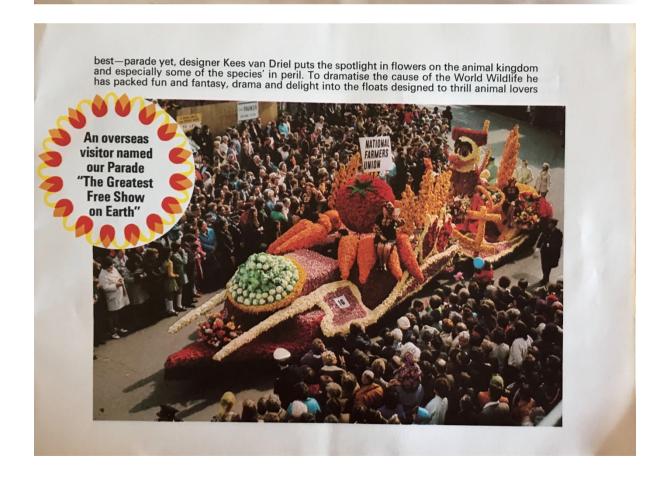
For help or advice on bulb growing call at the information centre.

We like to think of Spring-fields as a floral masterpiece painted on a canvas of velvet lawns and framed by flowering shrubs. With two and a half miles of pathway winding round the individual plots it takes more than an hour to cover the whole garden for at every twist and turn there's something new demanding attention. It's surprising how many visitors, though bedazzled with colour, still find time to admire our well-kept lawns.

### "WILDLIFE IN FLOWERS"

World Wildlife is on display in Spalding for our 1974 Flower Parade. The splendid savagery of the puma, the playful charm of the Giant Panda, the comedy of cheeky chicks cheeping from the egg, its a subject fit to fire an artist's imagination. In the biggest—and we hope the





of all ages. We feel that this parade has something important to say and that it has been said in flowers in an inimitable way. We hope that all our visitors will enjoy Spalding's 16th Flower Parade, the children as a day of delight, their elders as a floral reminder of the duty we all owe



to ourselves and future generations to conserve the wild things of the earth. As the floats pass by in their panoply of colour, excitement and fiesta let's remember how it all began. We've had a pretty girl to represent the industry since 1959. In the early days she used to tour the







tulip heads. Teams of workers, many of them volunteers, toil for a frantic 48 hours to cover the straw in beauty, a task which evokes the Dunkirk spirit to be done in time, despite aching backs and sore fingers. As the floats pass by on Parade, it's difficult (distracted by all our pretty girls) to fully appreciate the skill of design and the artistry of the flower arrangements



done by Spalding Flower Lovers' Club. That's why the three day static float exhibition on a site just off the town centre is so popular with visitors. For then you can practically count the heads and appreciate that it takes something like a hundred blooms to cover just one square foot of surface. The exhibition on the Halley Stewart Field opens as soon as the last float has

Hundreds of people work with the growers throughout 48 hours to complete the floats on time

drawn safely in among the stalls and marquees which feature the country crafts and produce of Tulipland. Like our flower-power Parade, the exhibition is organised by the South Holland (Lincolnshire) Horticultural Association of the Spalding Branch of the National Farmer's Union.





# Springfields THE VARIETY

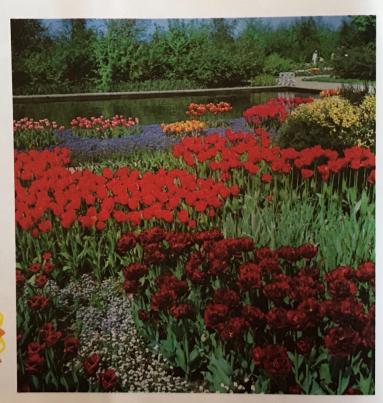
If winter comes, can Spring be far behind? Not here, where between wide paths bloom early not only the best and most beautiful of commercial varieties but also newly bred and rare species destined to become exhibition or collector's

- aybrooks (Cowbit) Ltd.
  ver Gardens W.O.
  n W.O.
  dustries Ltd.
  g Bulb Co. Ltd. W.O.
  r (D.B.) Ltd. R. & W.O.
  y & Sons W.O.
  ughton Ltd. W.O.
  b Nurseries W.O.

Matth. Verdegaal (Peterboro') Ltd. W.O.







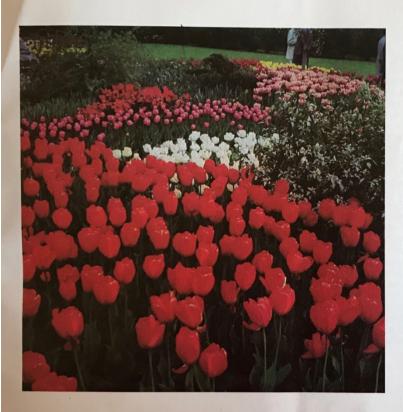




Spalding St. John Ambulance Brigade members man the First Aid Room opposite the Restaurant.

Though the gardens were designed for safety, it's nice to know that trained people are on hand in an emergency. We've had very few, though in early years it looked as if we'd make the Guiness Book of Records from the number of people who fell in the lake.

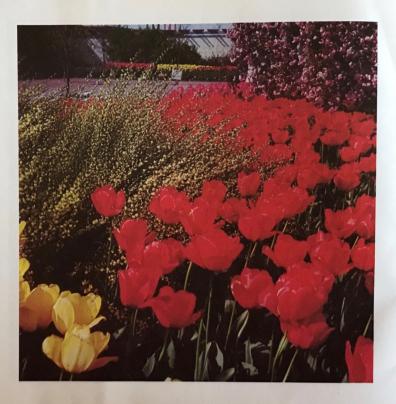




Feeling hungry? Then there's the luxurious Springfields Restaurant and Bars, waiting to welcome you. Enjoy a meal while feasting your eyes on the panorama outside or have a drink at a table on the terrace and watch the crowds add their own colour to the spring spectacular. For those with less time to spare there is a large and cheerful self-service cafeteria where snacks are available throughout the day. If you prefer to picnic on a nice Spring day, we have catered for your needs by opening up a section of the shrubbery as a picnic area adjacent to the sunken garden. The picnic area is well sheltered and an ideal haven for a relaxing hour.

## HOW TO GROW YOUR BULBS

Tulips and daffodils are easy to grow if a few simple rules are observed. First and foremost, as with everything else, you get what you pay for. So buy from a reputable firm. So called 'bargains' can mean disappointment. For effective flowering, the general rule is the larger the better. No tulip should be less than 10cm in diameter. Choose daffodil bulbs egg-sized and double-nosed. Any well drained soil, the lighter the better, will grow good bulbs. Plant daffodils in September and tulips in October/November.



If you are growing your bulbs on heavy land a little sand under the bulb will help drainage—water-logging is the one thing no bulb can stand. Whatever your soil is like it will probably help to add some form of organic matter, such as compost leaf mould or peat. Fresh manure should never be used but garden fertiliser can be applied if necessary. Plant with a trowel, see there are no air pockets beneath the bulb. The ideal depth for planting varies with the type of soil. In very light sandy soil which dries out easily the bulbs can go deeper than in heavy, stiff soil. A good general rule is to plant at about two to three times the diameter—measuring from the top of the bulb to the surface. Spacing will vary according to the effect you want, but remember that tulips and daffodils look their best when grown in a mass. But they need breathing space so don't be tempted to plant too closely. In general large tulips and daffodils should be at least 5–6 inches apart and smaller tulips no closer than 3–4 inches apart. To make sure your bulbs will flower season after season, pinch off the flower head as soon as it is past its best. (As Spalding growers do and incidentally provide the millions of heads for the Parade).

But it is essential to let the foliage die down naturally, to enable the bulb to build up its resources for next year's flowering. So if you want the room for summer bedding plants, just re-plant your bulbs in a shallow trench elsewhere until the foliage withers. Then carefully lift and dry thoroughly in an airy place, away from strong sunlight. When the tops are quite dry, they can easily be removed. Then the soil should be brushed off and the clean dry bulb stored in a cool ventilated place until planting time comes round again. So far we've been concerned with garden bed cultivation but many people believe in Wordsworth's "host of golden daffodils" and like them "naturalised"—grown in informal clumps in open grass or around shrubs and trees. To get that poetic effect, scatter the bulbs on the ground—and plant them where they fall. In a year or two each bulb will form a clump which can later be lifted and split if you wish to increase your stock, or left indefinitely where they are. Remember it is just as essential with naturalised bulbs to let the foliage wither naturally. So if you're planting in grass it must be left uncut—which may mean to the end of June. So choose a site where you don't mind having long grass for a time.

### AUNIQUE COLLECTION FROM THE DAFFODIL SOCIETY

Near the centre of the Garden The Daffodil Society have a series of plots planted with what is probably the most advanced collection of modern daffodils to be publicly grown and displayed anywhere in the world. The bulbs have been donated by connoisseurs and both amateur and professional breeders. Some of the bulbs are now being sold by specialist growers at fairly modest prices but other bulbs are still extremely rare and very expensive (in some cases more than £5 per bulb). Each year as the stocks increase so the price diminishes so that there is no reason whatsoever why some of these bulbs should not soon become available at popular prices. Points to observe in these daffodils of the future are the great substance and width of the petals which overlap and lie flat, also the improved "form" and not least the intensity and purity of colour.

purity of colour.

If you are interested in modern daffodils, The Daffodil Society welcomes new members.

Details are available at the Information Office.

### ROSEWARNE

It may not be generally realised that the daffodil family offers a wide range of types, colours and flowering times and gardeners who plant only trumpet daffodils are certainly missing a great deal. An Exhibit from Rosewarne Experimental Horticulture Station shows examples of each of the 10 main types of daffodils which will be of interest to the grower, gardener and connoisseur alike. Rosewarne in Cornwall is one of several Experimental Stations of the Ministry of Agriculture, Fisheries and Food which together with Kirton in Lincolnshire is experimenting with bulb crops. New daffodils from throughout the world are grown to find better varieties for the cut flower and bulb trade and a range of new early varieties (not yet available) has recently been raised. To succeed commercially or in the garden a daffodil must be vigorous and healthy with good colour and poise of flower. Both Rosewarne and Kirton are experimenting in various ways to assist British growers in producing these qualities.

Variates	Exhibitor	Congramme en
Variety	Exhibitor	Notes

