

Appendix 1

Classification of Tulips

Early	1. Duc van Tol tulips
	2. Single Early Tulips
	3. Double Early Tulips
<hr/>	
Mid	4. Mendel Tulips (mainly cross between Duc van Tol x Darwin)
Season	5. Triumph Tulips (mainly cross between Single Early x Late Tulips)
<hr/>	
	6. Darwin Tulips
	7. Darwin Hybrid (Darwin x Tulipa Fosteriana)
	8. Breeder Tulips (and Old English Breeder Tulips)
	9. Lily-flowered Tulips
Late	10. Cottage Tulips (single late)
or	11. Rembrandt Tulips (broken Darwin Tulips)
May	12. Bizarre Tulips (broken Breeder & Cottage Tulips)
Flowering	13. Bijbloemen Tulips (broken Breeder & Cottage Tulips)
	14. Parrot Tulips
	15. Double late Tulips
<hr/>	
	16. Batalinii
	17. Eichleri
	18. Fosteriana

- Species
19. Greigii
 20. Kaufmanniana
 21. Marjolettii
 22. Tubergeniana
 23. Other Species

Apendix 2

Classification of Narcissus (Old)

Division 1 Trumpet Narcissi

One flower to a stem; trumpet or corona as long or longer than the perianth segments.

- a. Perianth coloured; corona coloured not paler than the perianth.
- b. Perianth white; corona coloured
- c. Perianth white; corona white, not paler than the perianth
- d. Any colour combination not falling into a, b or c.

Division 2 Large Cupped Narcissi

One flower to a stem; cup or corona more than one third but less than equal to the length of the perianth segments.

- a. Perianth coloured; corona coloured, not paler than the perianth
- b. Perianth white; corona coloured
- c. Perianth white; corona white, not paler than the perianth
- d. Any colour combination not falling into a, b or c.

Division 3 Small cupped Narcissi

One flower to a stem; cup or corona not more than one third the length of the perianth segments.

- a. Perianth coloured; corona coloured, not paler than the perianth
- b. Perianth white; corona coloured
- c. Perianth white; corona white, not paler than the perianth
- d. Any colour combination not falling into a, b or c.

Division 4 Double Narcissi

Double Flowers

Division 5 Triandrus Narcissi

Characteristics of *Narcissus Triandrus* clearly evident

- a. Cup or corona not less than two thirds the length of the perianth segments.
- b. Cup or corona less than two thirds the length of the perianth segments.

Division 6 Cyclamineus Narcissi

Characteristics of *Narcissus Cyclamineus* clearly evident

- a. Cup or corona not less than two thirds the length of the perianth segments.
- b. Cup or corona less than two thirds the length of the perianth segments.

Division 7 Jonquilla Narcissi

Characteristics of any of the *Narcissus Jonquilla* clearly evident.

- a. Cup or corona not less than two thirds the length of the perianth segments.
- b. Cup or corona less than two thirds the length of the perianth segments.

Division 8 Tazetta Narcissi

Characteristics of the *Narcissus Tazetta* group clearly evident.

Division 9 Poeticus Narcissi

Characteristics of the *Narcissus Poeticus* group without a mixture of any other.

Division 10 Species and Wild forms and their hybrids.

Division 11 Miscellaneous Narcissi

All narcissi not falling into any of the foregoing divisions.

Appendix 3

The International Classification

The Royal Horticultural Society as International Registration Authority for Daffodils Names and publishers of the Classified List has recently revised the classification of daffodils.

The new classification is broadly based on the previous one in that the Divisions retain the same numbering system as follows:-

- Division 1** Trumpet daffodils: corona as long or longer than the perianth segments.
- Division 2** Long-cupped daffodils: corona more than one third but less than the length of the perianth segments.
- Division 3** Short-cupped daffodils: corona less than one third the length of the perianth segments.
- Division 4** Double daffodils.
- Division 5** Triandrus hybrids: Characteristics of *Narcissus triandrus* predominate.
- Division 6** Cyclamineus hybrids: Characteristics of *Narcissus cyclamineus* predominant.
- Division 7** Jonquilla hybrids: Characteristics of *Narcissus jonquilla* group predominant.
- Division 8** Tazetta hybrids: Characteristics of *Narcissus tazetta* group predominant.
- Division 9** Poeticus hybrids: Characteristics of *Narcissus poeticus* group predominant.
- Division 10** Species and wild forms and wild hybrids including double forms.
- Division 11** Split-corona daffodils: distinguishing characters: corona split for at least one third of its length.
- Division 12** Miscellaneous daffodils: not falling into any one of the foregoing Divisions.

The sub-divisions of A, B, C and D have been abolished and replaced by a colour coding system abbreviated as follows:-

W	white or whitish	P	pink
G	green	O	orange
Y	yellow	R	red

For the purpose of description the daffodil flower is divided into the perianth described by the letter of the colour code most appropriate followed by a hyphen. The corona is divided into three zones: an eye zone, a mid zone and the edge or rim, and colour coded descriptions begin with the eye zone and extend to the rim.

Appendix 4

South Holland (Lincolnshire) Horticultural Association

DATE	CHAIRMAN
1947/48	W.M. WHITE
1949/50	F.H. BOWSER
1951/52	W.P. WORTH
1953/54	H.K. BRAYBROOKS
1955/57	P.O. TAYLOR
1958/59	R.G.M. HEATH
1960/61	H.K. BRAYBROOKS
1962/63	F.B. HANSON
1964/65	G. NELL
1966/68 (March)	F.E. CASSON
1968/69 (April)	R.A.B. HILL

1970/71	L.K. BRAYBROOKS
1972/73	M.K. CHAPPELL
1974/75	R.M. WAUGH
1976/77	F.B. HANSON
1978/79	M.K. CHAPPELL
1980/81	R. WILLINGHAM
1982/3	R.D. TAYLOR
1984/	T.P. MAXEY

Appendix 5

Recommended minimum prices for bulbs. Issued by South Holland (Lincs.) Horticultural Association. July 1946.

Early Tulips 10/11 £8.0.0. 11/12 £10.0.0. 12up £12.10.0. per 1000

Late Tulips 10/11 £5.0.0. 11/12 £ 7.0.0. 12up £ 9. 5.0. per 1000

Trumpet Daffodils DN I £14.0.0. DN II £10. 0.0. DN III £6.15.0. per 1000

Poetaz & Poeticus DN I £ 9.5.0. DN II £ 6.15.0. DN III £4. 5.0. per 1000

Trumpets and Doubles £110.0.0. per ton

Incomparabilis and Leedsii £ 85.0.0. " "

Barrii and Actaea £125.0.0. " "

Poetaz and Cheerfulness £ 90.0.0. " "

Other Poeticus £145.0.0. " "

Recommended minimum prices 1951

Early Tulips Class I R10 £7. 0.0. R11 £8.10.0. R12 £10. 0.0.

Class II " £5. 5.0. " £7. 0.0. " £ 9. 0.0.

Late Tulips Class I " £6. 0.0. " £7.10.0. " £10. 0.0.

Class II " £4.10.0. " £6. 0.0. " £ 7.10.0.

Except R 10cms. Clara Butt, Inglescombe and mixed £3.10.0.

Daffodils

Trumpets and Doubles	£100. per ton
Leedsii, Poetaz and Incomparabilis	£ 85. " "
Barrii	£100. " "
Poeticus	£100. " "

Appendix 6

Outdoor Bulbs and Bulb Flowers. England and Wales. Census.

1935	6.8	'000 acres	
1944	1.8	" "	
1951	6.2	" "	
1958	10.3	" "	
1968	13.8	" "	
1974	16.0	" "	(Lincs. Holland 8,847 acres)
June 1981	4419	Hectares	(11,000 acres)

Recent changes in planting pattern U.K. (including Scotland) Census.

	1976	1980	
Narcissus	3,952 Hectares	3,767 Hectares	
Tulip	676 "	448 "	
Gladiolus	244 "	180 "	
Iris	86 "	58 "	
Other Bulbs	200 "	360 "	(incl. anemones est. 175 Hectares).

These figures include Scotland 260 Hectares (1976) and
212 Hectares (1980)

Distribution of Narcissus production in England and Wales 1979/80

	Hectares	%
Eastern England (Lincolnshire, Cambridgeshire & Norfolk)	2,365	70
Cornwall	421	13
Isles of Scilly	176	5
Rest of England and Wales	414	12
Total England and Wales	3,376	100

Exports of Narcissus Bulbs

	Tonnes	Value (£)
1975	3,255	489,000
1976	3,644	774,000
1977	4,762	1,621,000
1978	4,117	1,437,000
1979	3,969	1,484,000

Appendix 7

Flower Prices. Average Wholesale Market Prices.

(Source: M.A.F.F. Report)

Indicating increasing influence of outdoor production in South West.

	JAN.	FEB.	MAR.	APRIL	MAY	DEC.
1964 Daffodils (doz.)	2/10	2/9	2/4	1/0½	1/4	2/2
1965 " "	2/2	2/2	2/3	10d.	—	3/3
1966 " "	2/4	1/9	11d.	1/0½	1/0½	2/7
1967 " "	2/7	1/8	1/1	11d.	—	2/9

M.A.F.F. Average Wholesale Market (The Grower)

	JAN	FEB	MAR	MAR	MAR	MAR
	26	23	2	9	16	24
1982 Daffodils (10) Forced	26p	21p	22p	21p	28p	29.3p
" " Outdoor	17p	14p	12p	14p	19p	18.8p
	MAR	APR	APR	APR	APR	
	31	6	13	20	27	
" " "	7.1p	8p	8p	10/11p	9p	

	JAN	FEB	MAR	MAR	MAR	MAR
	26	23	2	9	16	24
1983 Daffodils (10) Forced	28p	29p	31p	28p	32p	23p
" " Outdoor	19p	17p	16p	15p	12p	6.5p
	MAR	APR	APR	APR	APR	
	31	6	13	20	27	
" " "	7.1p	10p	12p	7/10p	10p	

	JAN	FEB	MAR	APR	MAY	DEC
1964 Tulips (doz.)	5/1	5/3	5/2	3/3	1/8½	8/6
1965 " "	6/3	4/8	4/4	3/3	2/1	10/3
1966 " "	5/1	4/2	4/6	3/3	1/10	7/8
1967 " "	5/9	4/4	4/4	3/11	2/2	10/1
				Outdoor 2/1		

	JAN	FEB	MAR	MAR	MAR	MAR	MAR	MAR
1982	26	23	2	9	16	24	31	6
Tulips (5)	31p	31p	28p	30p	36p	33.7p	28.5p	23p _o
	APR	APR	APR					
	13	20	27					
	24p	24p	17p					
	JAN	FEB	MAR	MAR	MAR	MAR	MAR	APR
1983	26	23	2	9	16	24	31	6
Tulips (5)	33p	31p	31p	34p	40p	32.4p	25.9p	29p
	APR	APR	APR					
	13	20	27					
	31p	32p	24p					

Appendix 8

SPALDING FLOWER PARADE 1982 THEME — MARITIME ENGLAND ORDER OF PARADE

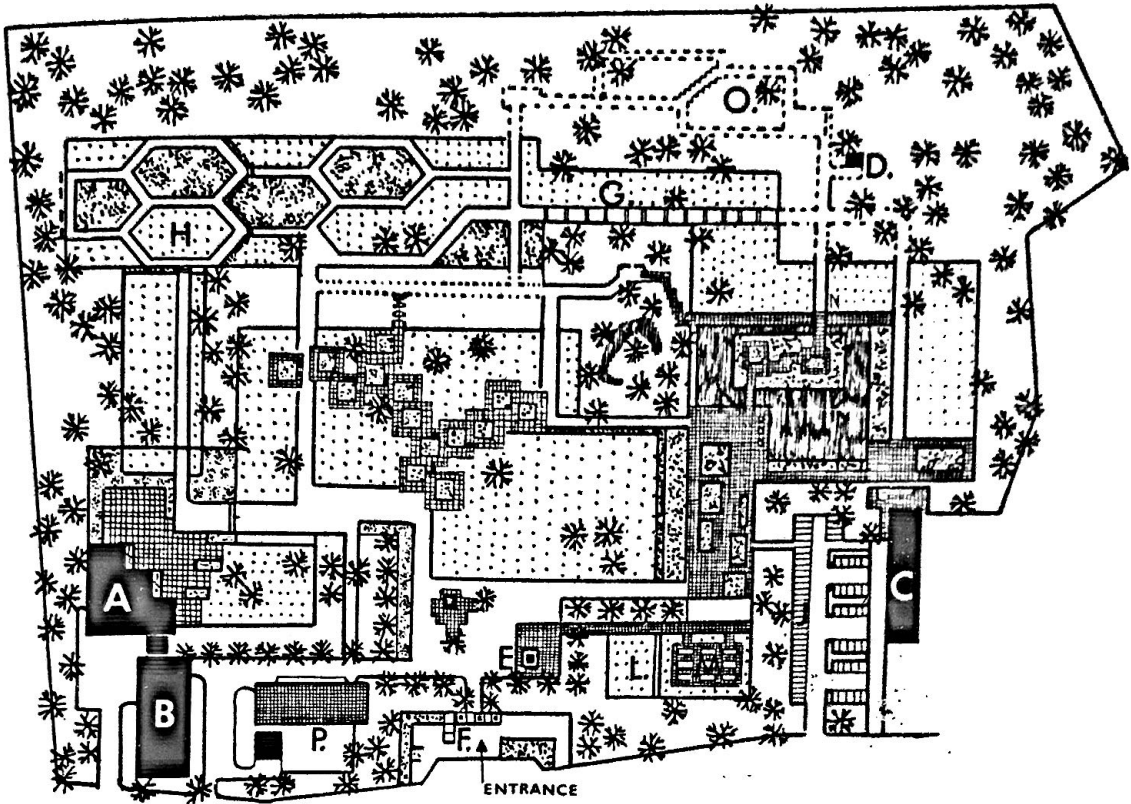
Spalding Flower Parade will leave the Sir Halley Stewart Field, Winfrey Avenue, at 1.30 p.m. on Saturday, May 9th. For their own safety, spectators round the route are advised not to encroach on the roadway.

1. POLICE HORSES by kind permission of the Chief Constable of West Midlands Police.
2. BREAKDOWN VEHICLE
3. TRUMPETS, DRUMS & LYRAS 13th COVENTRY SCOUT GROUP. Bandmaster Mr. R.H. Nowell
4. MISS TULIPLAND 1982. Entered by Tuliptime and Tourism Committee of the South Holland District Council.
5. YOUNG FARMERS 'ALL AT SEA'. Entered by Spalding & District Young Farmers' Club.

6. **ELY CITY MILITARY BAND.** Secretary: Mr. M.J. Fletcher.
7. **ENGLAND EXPECTS . . .** Entered by The English Tourist Board, the statutory body created to promote tourism in England.
8. **BRITISH FOOD KEEPS POPEYE AFLOAT.** Entered by Holland (Lincs.) County Branch of the National Farmers' Union.
9. **DERBY SERENADERS SHOW BAND.** Manager: Mr. A. Gilbert.
10. **THE CHANNEL TUNNEL — A RAIL LINK WITH EUROPE.** Entered by British Rail (Eastern Region).
11. **LAND IN SIGHT.** Entered by Lingarden Ltd., Weston, Spalding. 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.
12. **HASLAND DRUM CORPS.** Secretary: Mr. K.A. Booth.
13. **JOLLY FISHERMAN.** Entered by the East Lindsey District Council on behalf of the resorts of Skegness, Ingoldmells and Mablethorpe.
14. **TREASURE ISLAND.** Entered by Groom Bros. Ltd., bulb growers to Britain's gardeners for over half a century.
15. **ROMFORD ROYAL BRITISH LEGION BOYS' BAND & CORPS OF DRUMS.** Secretary: Mrs. J. Clapham.
16. **THE HALIFAX VIKINGS.** Entered by Halifax Building Society, the largest Building Society in the world.
17. **THE MAYFLOWER.** Entered by Mayflower Gardens, suppliers to parks and gardens and municipal authorities throughout the U.K.
18. **MARCHING & CONCERT BAND OF BRAINTREE.** Band Manager: Mr. J. Miller.
19. **CAPTAIN COOK — A VOYAGE OF DISCOVERY.** Entered by Midland Bank Ltd.

20. **R.N.L.I. LIFEBOAT.** Entered by Royal National Lifeboat Institution (Spalding & District Branch).
21. **BREAKDOWN VEHICLE**
22. **CITY OF NOTTINGHAM DRUM & TRUMPET CORPS.** Commanding Officer: Mr. A. Parker.
23. **CAPTAIN PUGWASH.** Entered by Geo. Adams & Sons. Fresh meat wholesalers and manufacturers of quality Lincolnshire Pork Pies.
24. **LONG SUTTON & DISTRICT VETERAN CYCLE CLUB.** Secretary: Mrs. D.E. Ellis.
25. **THE CALL OF THE SEA.** Entered by C.I.S. International Ltd. of Leicester. The 'Powersavers' for aluminium windows, patio doors, and double glazing systems. To improve your home and reduce bills contact Leicester 200000.
26. **MELTON MOWBRAY TALLY HO'S BAND.** Secretary: Mr. S. Cragg. Sponsored by Leeds Permanent Building Society.
27. **LEEDERS IN LIFE SAVING.** Entered by Leeds Permanent Building Society, Britain's fourth largest building society.
28. **ROMSEY OLD CADETS ASSOCIATION.** Secretary: Mr. C.F.N. Cornwell.
29. **LEARN TO SWIM.** Entered by Community Affairs Dept., Lincolnshire Police.
30. **THE PONTEFRACT & DISTRICT CALEDONIAN SOCIETY PIPE BAND.** Sponsored by the Geest Organisation.
31. **THE FRUITS OF THE INDIES.** Entered by the Geest Organisation. Every week a ship of the Geest Line arrives in Britain carrying bananas, mangoes, passion fruit, papayas and other fruits of the Indies to delight our palates. The Geest Organisation also incorporates the Spalding Bulb Co., and Hortico, plus Britain's largest distributors of fruits and vegetables, flowering bulbs, shrubs and roses, manufacturers of materials handling equipment, agricultural trailers, disc harrows and provide computer bureau services from many locations.

**SPRINGFIELDS GARDENS
PLAN & EXHIBITORS**



- LAWN
- FLOWERS
- PAVEMENT
- WATER
- BENCH
- SHRUBS
- TREES

LEGEND

- A. RESTAURANT
- B. SHOW HALL
- C. OFFICE, N.U.F.
- D. TOILET FACILITIES
- E. INFORMATION STAND
- F. CASH DESKS
- G. PERGOLAS
- H. SUNKEN GARDEN
- J. PARKING
- K. FOUNTAINS
- L. MODEL GARDEN
- M. CONNOISSEURS GARDEN
- N. BRIDGES
- O. WOODLAND GARDEN
- P. GLASSHOUSE

Garden Exhibitors

Springfields Horticultural Society Ltd., as a registered charity, wishes to thank the undermentioned individuals, firms and organisations for their generous donations of bulbs, trees, shrubs and other plant material to the gardens and for their continued support. Where a company name is followed by a (W) this company is wholesale only. However, where the name is followed by a (R) that company is in retailing and should you wish to contact them either fill in a card which is available from the box adjacent to the plot or call at the information desk for further details.

- | | |
|------------------------------------|--|
| Jacques Amand (R) | Lowland Nurseries Ltd. (R) |
| Associated British Bulbs Ltd. (W) | Mayflower Gardens (W) |
| Ayletts Nurseries (R) | Norfolk Lavender Ltd. (R) |
| Baytree Nurseries (R) | Notcutts Ltd. (R) |
| J. & L.K. Braybrooks Ltd. (W) | J. Parker (D.B.) Ltd. (R) |
| Breeders Seed (W) | Pergola — M. Van Waveren & Sons (K.L.) Ltd. (W) |
| British Bulb Exporters (W) | H. Prins Ltd. (W) |
| British Horticultural Co. Ltd. (W) | Rosewarne & Kirton (Min. of Agriculture Experimental Horticultural Stations) |
| G.M. Clarkson (Cowbit) Ltd. (W) | C. Slooten Ltd. (W) |
| S.L. Culy Ltd. (W) | South Holland Growers' Club |
| G. Darley (W) | Spalding Bulb Co. (R) |
| Du Plessis (W) | S.F. Spridgen (W) |
| A. Exton (W) | Tacchi's (W) |
| Frost's Gardening Centre (R) | O.A. Taylor & Sons (Bulbs) Ltd. (W) |
| Garden News | Tom Thumb Nursery (R) |
| Geest Horticultural Group | Unwins (R) |
| Glenside Nurseries Ltd. (W) | Van Tubergen Ltd. (R) |
| Groom Bros. Ltd. (R) | Matthew Verdegaal (Peterborough) Ltd. (W) |
| Highfield Nurseries Ltd. (R) | Wallace & Barr (R) |
| Hilliers & Sons Ltd. (R) | Wilford Bulb Co. (W) |
| Hill's Nurseries (W) | Winchester Bulb Co. (W) |
| Hortico (R) | |
| E.H. Houghton (W) | |
| Johnsons Seeds (R) | |
| Lingarden Ltd. (W) | |
| Lockington Garden Centre (R) | |

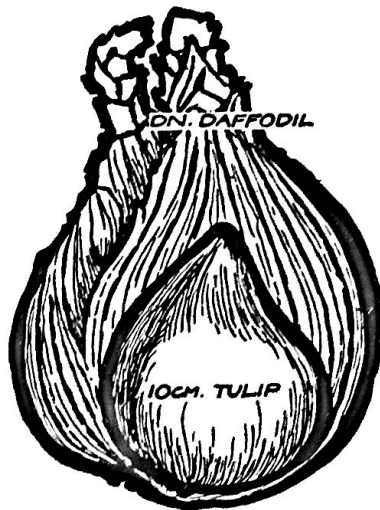
Appendix 10

QUALITY STANDARDS

Voluntary standards set in the trade in the decades from 1920 to 1950.

Customer education:- example from Flower Parade Programme of 1965.

“Our fertile soil and the care and skill of our growers ensure that Spalding bulbs produce consistently fine blooms. But bulbs are not cheap to produce — a considerable amount of hand-care is required — and so-called “bargains” can often lead to disappointment.



BUY THE BEST BRITISH

As a general rule, tulip bulbs smaller than a penny (that is, less than 10 cms. in circumference) will not produce a flower. Daffodil bulbs should not be smaller than an average hen's egg and should be double-nosed”.

Appendix 11

Characters and Families.

The most important element of a thriving industry is the people involved. I have noted down some of the more colourful individuals and the ones who have contributed skills and expertise between 1950 and 1980 and who may have been glossed over in the foregoing chapters. Amid the many hundreds of omissions, lack of space and fear of libel are my only reasons.

These three decades have been dominated by the emergence of Geest which has now taken over J.T. White & Son, Spalding Bulb Co. and Hortico into the horticultural group, by the survival with vigour of some old family concerns, the arrival of a few new businesses and the development of co-operatives Lingarden in England and Grampian Growers in Scotland.

The Geest companies, perhaps the biggest family owned trading complex in the country, were built up step by step by brothers John and Leonard. During a very busy life Leonard made time to support his church and charities and to back the Spalding Flower Parade and the Springfields gardens. This group of companies is now administered by Leonard's two sons, again John and Leonard. Well known names in the horticultural group are Jim Horberry, James Wallace, Ari Jansen, Jim Houghton (of J.T. White's) who managed Tomlin Bros. in Cornwell and John van Beek (of Spalding Bulb Co.) who on retirement tended the bulbs in Springfields.

Numerous family businesses have survived into later generations with new blood, Slootens, F.H. Bowser of Holbeach, S. Culy of Cowbit and so on . The Braybrooks brothers Horace and Len of Cowbit have been active growers and traders, Horace giving over thirty years of public service to the industry and flower publicity and Len also backing every promotional project. Horace died in December 1983 and the business is being carried on by his son Douglas.

The Nell brothers established themselves during this period, after a time John settled in his nursery at Woolram Wygate with son Michael and Gerard set up a nursery at Long Sutton and traded widely in Associated British Bulbs to be followed by son John.

The family firm O.A. Taylor & son of Holbeach was run by Percy Taylor for years. He is fortunate to have three lively sons, John, Roger and Brian to press forward in growing and marketing for the next quarter century.

The firm of Matthew Verdegaal has moved its base to Bicker and is now spearheaded by John Verdegaal, a progressive grower and keen trader.

Another character of the era is Peter Buschman who built up a vast bulb trade during the post war expansion, founded Hortico with Adrian Goemans and developed mail order and promotions until he adroitly sold out to city financiers. Peter suffered serious injury in a car accident in Holland but since he sold me a lot of bulbs in his early years he won't mind my claiming to have paid for his magnificent swimming pool.

G.T. Bulb Co., Matmore gate founded by G. Teeuw is now carried on by his three sons of whom Rob is currently very active promoting the marketing of bulbs both home and abroad through the British Bulb Exporters group. Father Teeuw was one of those respected men in the business who could identify varieties by sight in the dry bulb state. To prove it he once helped a colleague supply an order for one hundred Carrara (White) by selecting one hundred bulbs from a stock of mixed tulips and guaranteeing them true to name. A feat few would dare tackle.

A large number of new growers have joined the bulb industry and made their mark — Ted Grant, Royce Scrimshaw, Francis Hanson, Maurice Chappell, John and Fred Ellis and many others. Two worthy of special mention are the Oldershaw brothers, Gilbert and Henry, who disprove the claims that there is no farming ladder, by starting as farm workers for Joe Ward with a dinner bag on their backs and end in a lifetime as prominent bulb growers, highly proficient big scale horticulturalists, owning most of the land they farm and even now breaking new technical ground with innovative crops to meet demands.

In Penzance the Tomlin brothers built up bulb growing on a large scale. Other noted growers in the south west were F.B. Secrett who chaired the N.F.U. Bulbs committee for years and Barry Mumford (in the Scillies), Dan du Plessis and Charles Le Grice. Charles was a wonderful character, lawyer by training, staff officer to Montgomery in the Eighth Army, Lord of the manor at Trerife, chairman of the harbour board at Penzance, consultant to the Ministry and lord knows what else, enthusiastic as a boy about his bulbs to the last, and with his unforgettable chuckle preludeing a shaft of wit, a real joy to know.

Cornwall also felt the force of the Cliftons. Brothers Dennis and Alan emigrated from South Lincolnshire to exploit the fertility of the Romney Marshes and in later years sallied into Cornwall where their attempts to bring Cornwall into the era of larger fields and mechanised growing upset the locals when they removed some of the traditional stone walls and let in the Atlantic gales around Sennen. Without shelter they were said to be growing "narcissus horizontalis" for the first time.

Another forceful entrepreneur who has reached out to the milder south west is Maurice Crouch who with Frank Rusman has expanded his bulb growing in the eastern counties, flower forcing in Angloflora at

Holbeach, exporting and importing and has recently taken over F.B. Secrett's bulb farm at Truro.

Few growers have developed into retailing, perhaps due to the competition and cost of cataloguing for mail order except perhaps the growers Groom Bros. (Tom Maxey) who have a few lively ideas. The main retailer specialising in tulips at present is John Bloom who puts on a magnificent display at Chelsea Show every year.

The most remarkable enthusiasm is shown by D.A. Exton (Arthur) of Horseshoe Bridge, a grower small in acres but great in keenness to try growing and showing new varieties of daffodil. His wide knowledge and range of varieties is reminiscent of Dick Wellband fifty years earlier and his one man shows at Springfields are a delight.

The growth of the bulb marketing co-operatives has brought other than growers to position of influence in the industry. In Scotland growers like Ian Salmon, Douglas Cargill and George Gammie decide which crops to produce but the success of their operation is guided by the manager of Grampian Growers, Dave Donald, who brings the flair of his Melrose rugby tactics to their business.

In the same way progress of Lingarden hinges upon the ability of manager Bob Out and his team of experts such as the popular John Walkers on the field production side. In a very quiet way Bob Out is able to bring his board of directors to adopt marketing policies which are beyond the realm of farmer — grower but which are necessary for commercial success and survival in a highly competitive market.

Bob Out and his board play a bigger part in stabilising the bulb and flower trade than their twenty per cent share of the market shows because the over supplied home market is dependent on Lingarden's pricing structure and its ability or otherwise to place exports at satisfactory values in the right volume. It is Bob Out's personal effort that has organised the exporting of British bulbs to Europe on a regular basis with the correct promotion and back up services to customers; he identified the opportunities in America and overcame the special difficulties in exporting to that area and is currently exploring other countries to promote British flowers and bulbs.

Not all of the revered names in the bulb industry during this period have been engaged in growing or commerce. J.O. Page in a long career as a Ministry officer in the eastern counties had a wide range of duties but throughout he maintained a great interest in bulb growing and trading. He was a great character, radiating cheerfulness and confidence no matter what calamities were occurring all round. He was always ready to help with new ideas such as forming a bulb exchange and had an endearing way of chatting with us precocious young slips as equals to

make us think about our small endeavours as part of a wider scene. Whatever his official role may have been, he was mentor to the senior growers and uncle to the juniors.

Contemporary with "J.O." was Don Horton whose whole career was devoted to experimental and advisory work on bulbs, as an officer of the county council and the Ministry of Agriculture in N.A.A.S. Don's scientific expertise was widely sought all over this country and respected in the Netherlands. He set the model for all up and coming young men in bulb knowledge by learning enough of the Dutch language to read scientific work because while half the published work is in English the most interesting half was only published in Dutch.

The young horticultural advisor Arthur Moore learned his trade under Don Horton and ably grew in stature to fill his shoes. Quiet and unassuming in disposition, once launched on the subject of his bulbs Arthur becomes authoritative and dynamic on every aspect be it research, practical growing, promotion or planning for the future. When he retired from Ministry service in 1982 the South Holland Horticultural Association honoured him with its first award of a silver medal. He died in autumn 1983.

Younger men carrying on this same quiet way are Fred Sharpe in the eastern counties and Andrew Thompsett in Cornwall.

Probably the most influential person in shaping the developments throughout this period has been Clifford Vivian. His true worth will never be acknowledged because in every venture he has operated as secretary or administrator and very correctly seen to it that his chairman received full recognition. Cliff has always been the "eminence grise" behind the scenes. The fact that the concept of the Flower Parade, Spring-fields Gardens, co-operative marketing all successfully came through to a successful launching and continued to progress must be due entirely to his abilities in nurturing the germ of the idea amongst a group of sceptical and hard headed individuals and in carrying out the detailed administration to see that germ to fruition. While it is patently obvious that he was able to clothe the skeleton of his members' vague ideas with practical reality, I am sure that he has been astute enough to put those ideas in most of their minds in the first place.

The many contributions Cliff made to the industry are still there for all to see; there could have been even more. He was a man twenty years ahead of time.

Amongst the many characters of a rapidly developing business like the bulb industry, rising stars break on to the scene; some fade like comets passing, others twinkle on. Some, alas, are remembered for their faults, and as in any field of business there are always a few fools and knaves;

yet my overruling impression of the business has been the helpful attitude of the leading businessmen in passing on technical knowledge, encouragement and even direct assistance in business terms to younger, keen beginners who showed the right degree of promise and ability if they had the acumen to recognise the opportunity.

If one had to nominate the most influential family in the industry it would be easy in 1980 to choose the Geest family because of its rapid growth in bulb and flower production, its unique place in marketing and distribution and its absorption of its major rivals at its zenith. Current status in bulb firms is now evaluated by worthiness for takeover.

Nevertheless, historically the greatest role in the development of British bulb growing has been played by the White family. John Thomas White, born in Yeovil in 1847, came with his father to a farm at Parson Drove where his father operated as a contractor and drainage engineer. J.T. had a business training in Grimsby in fancy goods trading. When the opportunity arose to purchase a fancy goods store and marine engineering business in the Crescent at Spalding he took it and began dealing in scrap metal and animal skins. His travels round the villages gave him the chance to collect snowdrop bulbs from gardens and orchards. These he sorted for sale to business contacts. The unsold stock at the end of the season he planted down on a plot in South Parade, adding daffodil bulbs as well. The daffodils are vaguely reported as doubles, though his grandson, Willis, believes they were of the variety Van Sion. Soon the two acre plot was too small and growing was moved to the site at Little London where it eventually grew to cover four acres of glasshouses and a thousand acres of farming land, stretching to Pinchbeck and Moulton. For his contribution to daffodil growing he was awarded the Victoria Medal of Honour by the R.H.S. in 1928. He lived to the ripe age of eighty three, interested in his church and his daffodils to the last, attributing his vigour to "plenty of cold water inside and out" — a cold bath every morning and three or four glasses to drink every day.

J.T. was fortunate to have three sons taking forward his business interests. William White took over the shop and metal business at the Sheepmarket and Crescent. H.W. (Harry) White became a bulb grower and farmer and A.W. (Alfred) White, born in 1878, took over the nurseries at Little London. Alfred managed the build up of the daffodil business to a large scale enterprise — from 100 acres of bulbs in 1924 the stocks grew to 250 acres in 1936. During this period the firm not only assumed leadership in the production and marketing of flowers and bulbs but was in the forefront to seek out and put into practice all technical advancements. This began with full scale hot water treatment

to control daffodil eelworm, heated greenhouses for winter production of flowers and by 1935 the use of cold storage treatments to advance forced flowering dates.

The firm was involved in organising and exhibiting at flower shows locally and nationally and reaped a steady harvest of local silver cups and R.H.S. gold medals. In addition to managing a large intensive business Alf White was drawn into a lot of public work. He served some years as a county councillor but spent the greater part of his life as spokesman for the bulb and flower industry in many offices. He served on the national Chamber of Horticulture and in 1926 became its President and on the formation of the new Flowers Committee of the N.F.U. in 1931 he was appointed as its first chairman.

In these offices he was involved in national negotiations over the burning questions of the time — derating of glasshouses, Empire marketing and buy British campaigns, lobbying for tariffs on foreign bulbs and flowers, education and research for the bulb industry and a personal campaign to build up a dry bulb trade as strong as the Dutch. In his favourite phrase, he wanted the then flower growers to devote their skills to what grew at “the other end of the stalk”, an exhortation that stands good forty years on. For his services to daffodil growing he was honoured from the R.H.S. by the award of the Peter Barr Memorial Cup in 1935.

After his death in 1944 the high standards and leadership of the J.T. White & Son Daffodil Nurseries at Little London were carried on by his son Willis M. White until his retirement when the estates and bulb stocks were taken over by the Geest brothers. Happily both Willis and his wife are still enjoying that retirement in Spalding in good health, still vigorously pouring scorn on today's growers who are picking “pencil daffodils” to the “ruination of good flowers”.

Willis, about eighty years young, is almost the only living person to have been a part of the flower industry all his life and at the centre of developments. He had a range of other interests from golf to farming and was a noted pig breeder and judge, becoming President of the National Pig Breeders Association in 1957, a post previously held by his father in 1933. Willis was not born with a silver spoon in his mouth but he is proud that in 1904 he was as a baby given a tuber of the new potato Eldorado during the potato boom. This tuber raised ten plants in pots one of which was sold to nursery man E.W. Cross of Wisbech for four pounds. The ten plants were worth £120, a large sum of money in those days, to be put in the bank for the infant White. Willis claims that when he grew up he didn't get the money but he still enjoys having been part of the Lincolnshire potato history.

The contribution of this family over three generations in the development of the bulb industry is quite unique and while the name of the firm J.T. White lives on only in the shop in the Sheep Market, the scions of the family by name or marriage are spread throughout the bulb business today.

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