

Have a happy time . . .



As the new Chairman of the Spalding Flower Parade Committee, it gives me great pleasure to welcome you to Spalding on the occasion of the 23rd Annual Flower Parade. The theme of the Parade is 'Children's Fantasy World' and the designs of the floats reflect his theme.

Planning for the Parade started last June and work has continued throughout the winter and early spring.

The show could not be staged without the bulb growers who by their support make it all possible. However, many individuals and organisations work together to provide the finishing touches which make the Tulip Time festivities unique in this country. Our

thanks go to the South Holland District Council who have supported the Parade over many years with street decorations, Tulip Queens competition and float entry, and essential services during tulip time, the Churches, police, St John Ambulance Brigade and many others for the magnificent back-up with their specialist services.

A special thanks must go to our float sponsors both old and new and the marching bands, who have over the years enabled the Parade to

A special thanks must go to our float sponsors both old and new and the marching bands, who have over the years enabled the Parade to establish itself as a major event in the tourist calendar. It is anticipated that up to 500,000 people will see the Parade, together with many more who will watch the television coverage.

Before and after the Parade the floats will be on display at the Sir Halley Stewart Field in the town centre until Tuesday evening 12th May. Visitors to Spalding should not miss the opportunity to visit Springfields Gardens which is situated one mile from the town centre. With over one million spring blooms set in 25 acres of landscaped gardens it is truly the 'unique spring flower spectacle'. And remember that this year both the float exhibition and gardens are free of charge to accompanied children. May I wish you all a very pleasant and happy day.

Flower Parade Chairman, Springfields, Spalding.

ROB TEEUW





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Children's fantasy world . . .

Spalding Flower Parade will take place on Saturday, May 9, 1981, departing at 1.30 from the Halley Stewart Field . . .



Welcome to Spalding and the 23rd Flower Parade.

Here in Spalding we're banishing talk of gloom and doom, cut-back or crises. For this is the time for Britain's big Springtime Festival, which makes it a time for joy, hope and cheerfulness.

What's more, our festival is focused on the future — for it is aimed at children and the wonderful liberating world of their imagination.

Designer Kees van Driel has produced comic, appealing, and very creative ideas to illustrate our 1981 theme — Children's Fantasy World in 19 stunning floats.

He's into the space age with rocket ships and planets (Halifax Building Society) and a boy on an astroglide (Leeds Permanent Building Society) but hasn't forgotten the adorable animals which have charmed thousands in the past.

This time we have three enormous and engaging "heffalumps" (Trustree Savings Bank) a small menagerie (Lingarden) and a wise old owl (Spalding Guardian's own float to celebrate our centenary).

Then where would our show be without music? That's supplied by 11 marching bands who punctuate the parade with their high-stepping musical skill and colourful costumes.

For most of them, it' a 6am start and hundreds of miles travelling from all parts of Britain to be on time for the line up on the Halley Stewart Field — which says a lot for their stamina and enjoyment of the occasion, particularly for the many juveniles on parade.

"They come in all weathers, they never let us down," said parade organiser Peter Atkinson who is justly proud that so many of the bands list



A float makes its way through town centre crowds.

"Spalding Flower Parade" as their top professional "credit".

You'll find most of the old favourites here again, including the Romsey Old Cadets, the hilarious bunch of musical clowns who turn up with new rigs and routines each year, much to the delight of the kids, their Mums and Dads.

Yes, we know we're sharing the limelight with Wembley once more but can only say to those Dads

whisked away from their TV set today, that flower power has been around even longer than football, and that here in Spalding we're expecting a crowd at least three times as big as the 100,000 fans "Up for the Cup".

But we're doing what we can for the family man: all accompanied children are admitted free to both the Halley Stewart Field float exhibition and to the glorious gardens and weekend carnival attractions at Springfields.

Please turn over for route and order of parade >

ORDER OF PARADE 1981

Spalding Flower Parade will leave the Sir Halley Stewart Field, Winfrey Avenue, at 1.30 pm on Saturday, May 9, 1981. 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 CITY OF NOTTINGHAM DRUM AND TRUMPET CORPS Commanding Officer Mr. A. Parker.
- 4 MISS TULIPLAND 1981 Entered by South Holland Tuliptime and Tourism Committee of the South Holland District Council.

5 COWBOYS AND INDIANS Entered by Lloyds Bank Ltd.

- 6 HASLAND DRUM CORPS Secretary Mr. K. A. Booth.
- 7 THE CHILDREN'S FRIEND Entered by Community Affairs Department, Lincolnshire Police.
- 8 YOUNG FARMERS IN NURSERYLAND Entered by Spalding & District Young Farmers' Club.
- 9 MELTON MOWBRAY TALLY HO'S BAND Sponsored by Leeds Permanent Building Society. Secretary Mr. S. Cragg.

10 JOIN THE "LEEDERS" AT THE FAIR Entered by Leeds Permanent Building Society.

11 HADLEIGH MARCHING MILITAIRE Secretary Mr. L. C. Longhurst.

12 BEATRIX POTTER'S FANTASY WORLD

Entered by Geo. Adams & Sons. Fresh meat wholesalers and manufacturers of quality Lincolnshire Pork Pies.

- 13 CHILDREN OF THE WORLD 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.
- 14 THE MARCHING AND CONCERT BAND OF BRAINTREE Band Manager Mr. J. Miller.
- 15 STAR TREK 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.
- 16 THE FARMERS' FRIEND Entered by Holland (Lincs) County Branch of the National Farmers' Union.
- 17 PLAY TIME Entered by Key Markets Ltd.
- 18 ELY CITY MILITARY BAND Secretary Mr. M. J. Fletcher.
- 19 THE LISTENING BANK Entered by Midland Bank Ltd.
- 29 PET'S CORNER 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.
- 21 DERBY SERENADERS SHOWBAND Manager Mr. A. Gilbert.

- 22 LONG SUTTON AND DISTRICT VETERAN CYCLE CLUB Secretary Mrs. D. E. Ellis.
- 23 BREAKDOWN VEHICLE
- 24 ROMSEY OLD CADETS ASSOCIATION Secretary Mr. C. F. N. Cornwell.
- 25 FROM FLOWER BULB TO FLOWER Entered by the International Flower Bulb Centre of Hillegom, Holland.
- 26 WISE OLD OWL'S HISTORY LESSON Entered by the Spalding Guardian to celebrate 100 years' service to the local community.
- 27 THE CHURCH LADS' AND CHURCH GIRLS' BRIGADE Secretary Rev. Charles Grice.
- 28 LIFE ON MARS Entered by Halifax Building Society.
- 29 TRUMPETS DRUMS AND LYRAS 13TH COVENTRY SCOUT GROUP Bandmaster Mr. R. H. Nowell.
- 30 FATHER CHRISTMAS RIDES AGAIN
 Entered by the Geest 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.
- 31 THIS IS THE AGE OF THE TRAIN Entered by Britain Rail (Eastern Region).
- 32 T.S.B. MILITAIRES.
- 33 TO THE CIRCUS Entered by Trustee Savings Bank.

AN EXCITING PLACE TO BE . . .

The Halley Stewart Field is a marvellous place to view the parade for those who like to be part of the mounting excitement as the bands arrive on site and float riders seek their places on the magnificent floral creations. If there's a strong smell of hyacinths in the air that will be from the special float entered by the Dutch Flower Council. But this year it's an even better spot for there will be an extra band based on the field all afternoon to keep the crowds happy as they wait for the floats' return. The floats are lined up on the field from 10.30 am on parade day until 8 pm — except, of course, when they are out on the route.

The Float Exhibition remains open

daily, until Tuesday afternoon, May 12 and is visited annually by thousands of people. Though the floats are only part of the attractions, for the big marquee tents on site offer produce and plants, and a range of locally-made craft goods, as well as country lunches and snacks.

And if you're especially lucky you

might meet face to face with some fictional characters from television and cinema — the Incredible Hulk maybe?

On Parade Saturday, Tulip Sunday, Monday and Tuesday, the exhibition is open from 9 am to 8 pm.

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 ... P24 Flower Parade 1979
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NOTE: No cine film available for 1981 Parade. POSTAGE/PACKING

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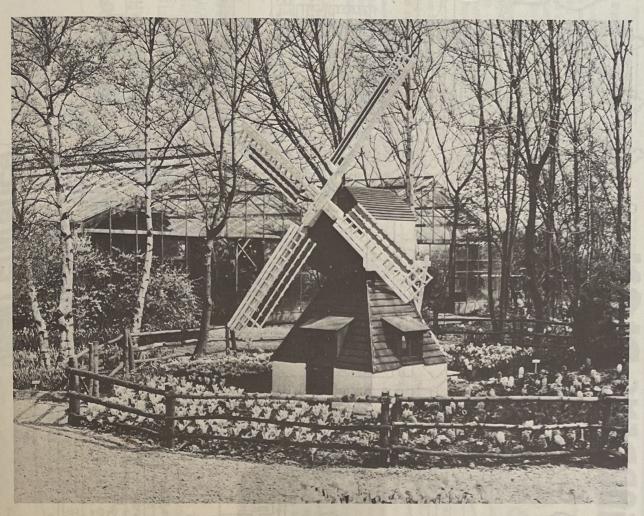
TOTAL

* FLOWER PARADE * SPRINGFIELDS * TULIP FIELDS *

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Two million happy Springfields visitors see wonder gardens



Many thousands of people visit the gardens each year and since the opening in 1966 the total has reached nearly two million.

The site, which was originally a sugar beet field of 30 acres, was land-scaped by Mr Carl van Emplen, one of the foremost landscape architects in Europe.

And over the last ten years the gardens have matured and work has already started on thinning out woodlands and improving on the original plantings.

In 1975 a decision was made to extend the six-week spring season through to September each year to enable visitors to use the facilities of the gardens to the full.

With co-operation from the British Association of Rose Breeders through their secretary, Mr J. L. Harkness, the rose breeder, 12,500 rose bushes have been planted over the past five years.

To add further summer colour, the British Bedding Plant Association supply 30,000 pot grown plants which are bedded out in June after the tulip bulbs have been lifted. Later in the year, a dazzling display of dahlias is annually provided by Aylett's of St Albans.

The lake, which contains many fine ornamental carp, has had a new fountain installed and the island plot is now maturing after being restocked last year.

DEVELOPMENT

It is the intention of Springfields Council, the governing body, to continue to develop and extend the gardens, thus making it a popular centre for horticulture. Advice is freely given and exhibitions and lectures are

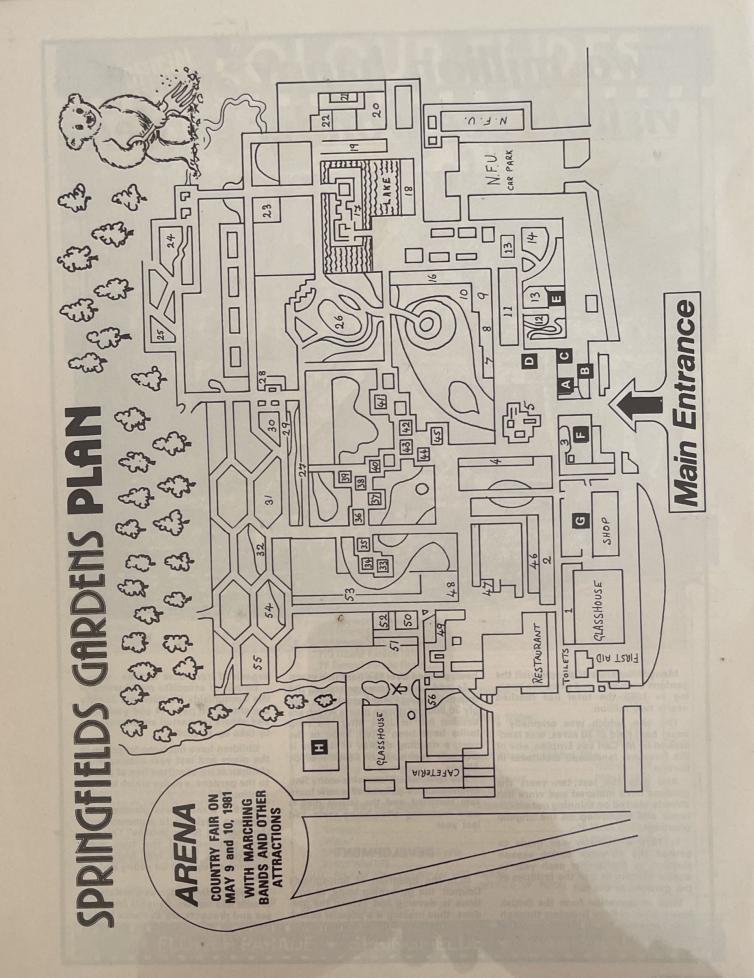
organised from time to time.

Details of associate membership of the Springfields Horticultural Society are shown on page 14 and gardeners and others interested are encouraged to take up this offer.

Children have not been forgotten in the plans and last year accompanied children were admitted free of charge to the gardens, a policy which is being continued.

In 1977 a maze was planted using Cupressa Leylandi to commemorate the Queen's Silver Jubilee. This has now matured and the tops were removed at seven feet high, thus ensuring enjoyment for young and old alike!

Novelty games such as giant chess, snakes and ladders, noughts and crosses and draughts are available free of charge to children and to young-atheart grownups.



VISITORS' GUIDE

EXHIBITORS' LIST-SPRING

Notcutts Ltd (Plants, Trees & Spalding Bulb Co (R. & W.) Grampian Growers (W.O.) Springfields Shrubs R.)

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O. A. Taylor & Sons (Bulbs) Ltd

Boston College of Further Edu-G. Darley & Sons Ltd (W.O.)

Van Tubergen Ltd (R.) Hilliers (Plants, Trees Shrubs R.) cation. 60

O. A Taylor & Sons (Bulbs) Ltd Mayflower Gardens (W.O.) (W.O.)

E. B. Champernowne (W.O.) Lingarden Ltd (W.O.) Daffodil Society 1876718

Geest Horticultural Group Lowland Nurseries Ltd (R.) J. Parker (D.B.) Ltd (W.O.)

O. A Taylor & Sons (Bulbs) Ltd (W.O.)

British Horticultural Co. Ltd H. K. Braybrooks (Cowbit) Ltd (W.O.) 20 21

Jacques Amand (Speciality Matthew Verdegaal (Peterborough) Ltd (W.O.) Bulbs) (R.) (W.O.) 22 23

Only. Spalding Horticultural Co. Ltd O. A. Taylor & Sons (Bulbs) Ltd (W.O.) (W.O.)

27

E. H. Houghton (W.O.) Jacques Amand (Speciality Bulbs) (R.)

H. Prins Ltd (W.O.) Wilford Bulb Co. Angloflora Ltd.

& L. K. Braybrooks Ltd (W.O.)

& L. K. Bravbrooks Ltd

G. M. Clarkson (Cowbit) Ltd. Geest Industries Ltd (trials

36

Lincs. Federation of Young Farmers Clubs. 37

Glenside Nurseries Ltd (W.O.) South Holland Growers' Club. Springfields.

S. L. Culy Ltd (W.O.) Springfields.

Springfields.

S. F. Spridgen (W.O.)

C. Slooten Ltd (W.O.) Springfields.

Pergola — M. Van Waveren & Mayflower Gardens (W.O.) Sons (K.L.) Ltd (W.O.) Hortico Ltd (R.)

Pergola - M Van Waveren & Rosewarne & Kirton E.H.S. Sons (K.L.) Ltd (W.O.) Groom Bros. Ltd (R.) 50

Baytree Nurseries & Garden Wallace & Barr Ltd (R.) Herbaceous Border 552

KEY: R = Retail. WO = Wholesale Springfields,

AMENITIES

A INFORMATION BUREAU D PHOTOGRAPHIC KIOSK E MODEL GARDENS TICKET OFFICE SPRINGFIELDS OFFICES C TUCK SHOP

SPRING VARIETY GLASSHOUSE

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O. A. Taylor & Sons (Bulbs) Ltd Glenside Nurseries Ltd. (W.O.) Geest Horticultural Co. Ltd (R. J. Parker (D.B.) Ltd. (W.O.) G. Darley & Sons Ltd. (W.O.) & L. K. Braybrooks (W.O.) Mayflower Gardens (W.O.) (W.O.) Matt. Verdegaal (Peterborough) Ltd Pergola — M. van Waveren & Sons (K.L.) Ltd. (W.O.)

H. K. Braybrooks (Cowbit) Ltd

SUMMER DISPLAYS

Bedding Plant Association; Norfolk Lavender Ltd; Hillier & Sons Jahlias: Aylett Nurseries Ltd; British Association of Rose Breeders; (Winchester) shrubs.

CAR PARKS

Springfields, parking is free except as follows: Saturday, May 9: cars 60p, coaches £4. Sunday, May 10: readily accessible and adjacent to Ample parks for cars and coaches Cars 40p, Coaches £3.

Admission details

Gardens for the Spring season (which ends in mid-May) 1981 is £1.00 adults. Accompanied children (5-16 years) are The exception is on Flower Parade Admission charge to Springfields admitted free.

weekend (May 9-10) when the charge will be £1.50 for adults, with accomchildren similarly free of charge. panied

Times of opening are 10am-6pm daily, including Sundays.

Summer season charges (mid-May to October) are 50p adults, with accompanied children again free of

bushes, bedding plants and dahlias and a herbaceous border in bloom ment). A collection of over 12,500 rose 6pm (evening parties by arrange-Times of opening are also 10am-

Show, Friday April 3 (and weekend) Special event: Indoor according to season.

Springfields Parade weekend fun in arena and gardens



No more delightful setting could be found than Springfields, in which to enjoy the spring sunshine.

Many famous visitors pass through the gate of Springfields each year, but there is one special "guest" which makes an annual appearance — the Spalding Flower Parade.

Springfields Gardens are situated about 11/2 miles from the town centre and make an ideal half-way stage for the Parade.

Here in the arena, visitors to the gardens can enjoy the beauty of the floats at first hand while the bandsmen get their breath back, ready for the return journey back to town and the Halley Stewart Field.

The arena is a seven-acre grassed area, transformed over

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parade weekend into a country fair, where trade stands and charity, churches and craft stalls all provide goods and services of a wide description to satisfy the many needs of our

Art and craft goods, gardening tools, trees and shrubs, plants, and many other attractive items can be bought at leisure

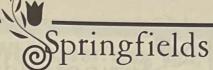
Entertainment is not forgotten, with air castles for the children, steam roundabouts, displays of vintage tractors and machinery all contributing to that Country Fair flavour. On Saturday, May 9, before the arrival of the parade (about 3pm) the crowds will have the Southend Gold and Silverettes to entertain them with a marching and counter-marching display.

Although the Parade is held only on the Saturday, visitors to the gardens on Sunday, May 10, will be treated to a musical extravaganza. The day's entertainment will start at 11am with the annual visit of the Romsey Old Cadets from Hampshire, one of Britain's leading comedy bands, and favourites with a legion of fans through previous performances in the Flower Parade and at Springfields.

Assembling in the arena (in whatever zany costume chosen for this year) the Old Cadets come together with a single drum beat as they march their way to Central lawn area for their comedy performance.

At 1.30 pm eight bands will be gathered to compete for the Springfields Challenge Trophy. The bands will blow their collective hearts out to convince the judges that they are the champions, judged on musical ability, standard of dress and marching precision.

The Springfields Arena and Gardens are open from 10 am to 6 pm each day May 9-10 and the admission charge of £1.50 with accompanied children free gives entry to both arena and gardens throughout the day. Regretfully dogs are not admitted.





For 15 years now Springfields gardens has been delighting visitors with the colour, variety and scents of springtime. Its aims have been partly promotional, partly educational, with local growers—some of whose families have been in the flower business since it began — supporting the venture.

Bulb growing began on a commercial basis in this country 100 years ago when the first recorded consignment of daffodils was sent to Covent Garden. A research station to help develop cultivation

and investigate bulb diseases was set up at Kirton, near Boston, in 1930 — and the work still goes on as part of the Agricultural Development and Advisory Service.

Since the war the bulb industry has flourished and now makes a contribution to Britain's export drive. Even Holland is among our customers. So even though the gardens will impress you as a spectacle, there's more to Springfields than meets the eye.

Plant them in the autumn . . . enjoy them in the spring

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 them from a reputable firm.

So-called "bargains" can sometimes mean disappointment.

For effective flowering the general rule is the larger the bulb the better. Tulips should be at least 10cm in circumference. 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 bulbs will help drainage — water logging is the one thing that 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, seeing there are no air pockets beneath the bulb.

The ideal depth for planting varies with the type of soil. In very light soil which dries out easily the bulb 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.

Springfields About the gardens

PARKING: Ample parking for cars and coaches are readily accessible adjacent to Springfields. On Saturday May 9 a car park charge will be made of £4 for coaches and 60p for cars and on Sunday 10th £3 and 40p respectively.

SHOPS: (open daily until 5.30pm) Inside the gardens there are shops selling a variety of

gardens there are shops selling a vallety of garden requisites, photographic and tuck shops, and a cut flower kiosk. Look too for our gift shop emphasising countryside arts and local crafts, now under Springfields' management.

● CATERING: There is a modern, newly refurnished restaurant with outstanding bar facilities which caters for main meals. Light refreshments are served in our large cafeteria throughout the spring season. Catering enquiries and restaurant bookings ONLY to: The Manager, Springfields Restaurant. Tel. Spalding (0775) 4405.

 GENERAL: We regret that dogs are not allowed in the Gardens.

* * *

WHEELCHAIRS: Springfields Gardens has been planned for the enjoyment of the disabled with wide walks and wheelchairs available, free of charge. St John Ambulance Brigade personnel are on duty throughout the spring season and there is a well-equipped first-aid room.

* * *

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

* * *

 CLOSING DATE. The gardens also feature displays of bedding plants, roses and dahlias, according to season, and will finally close down for the winter in mid-October.

Springfields Horticultural Society Ltd

The Springfields Horticultural Society Ltd, the body responsible for organising the annual display in the gardens of Springfields, was formed in 1966 under the sponsorship of the South Holland (Lincolnshire) Horticultural Association, a specialist branch of the Holland (Lincs) County Branch of the National Farmers' Union.

The Society is a registered charity, its principal object being to promote the study and practice of horticulture in all its branches and in particular the cultivation and development of all varieties of flowers grown from bulbs and corms.

Under its constitution, the income of the Society must be expended in carrying out its objects. By organising the annual display in the gardens, the Society enables members of the public to see the wide varieties of bulbs and corms available, and how best they can be used to beautify the small garden. There is in the gardens an information centre where visitors are able to obtain answers to their queries regarding the growing of bulbs and corms.

The Society organises lectures on horticultural topics, and participates in various horticultural exhibitions and shows

The Society has been working closely with the Ministry of Agriculture, Fisheries and Food on experimental programmes concerning bulb diseases and their treatment, and it co-operates with other societies in running trials in the gardens.

Any member of the public is eligible to apply for

associate membership of the Society. An annual subscription of £5.00 is payable by Associate Members, who enjoy certain privileges relative to admission to the gardens.

On production of membership card an associate member and guest will be entitled to free admission to the following:—

- A. Springfields Horticultural Exhibition
- B. Springfields Spring & Summer Seasons
- C. Exhibition of Floats & Rural Industries in the Sir Halley Stewart Field.
- D. Lectures and displays organised by the Society. *MEMBERS ONLY Free admission (except July 4th & 5th, 1981) to Royal National Rose Society Garden at St. Albans.
- N.B. Every member will be entered on our mailing list.

 Members are welcome to visit Springfields

 Monday-Friday off season.

ASSOCIATE MEMBERSHIP
I wish to become an Associate Member of the Springfields Horticultural Society and enclose my cheque for £5.00 made payable to SPRINGFIELDS HORTICULTURAL SOCIETY LTD.
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Crowd pleasers



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Marvellous show

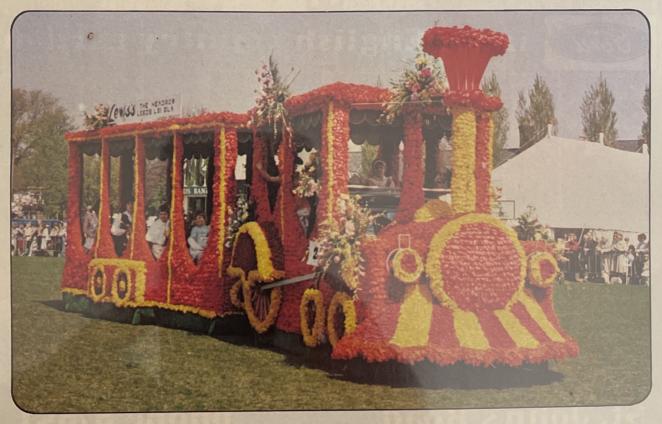


There's really nothing to beat the Flower Parade — with the marching bands, music, old time cyclists and float riders all contributing to the carnival atmosphere.

But if you want to take a closer look at the colour and artistry that's an essential ingredient of this floral pageant visit the Halley Stewart field in Spalding town centre, where the parade starts

and finishes.

After the parade, it's open to visitors all weekend — it's a photographer's paradise — and there are also many other attractions. Don't miss it — it's open until Tuesday evening, May 12.



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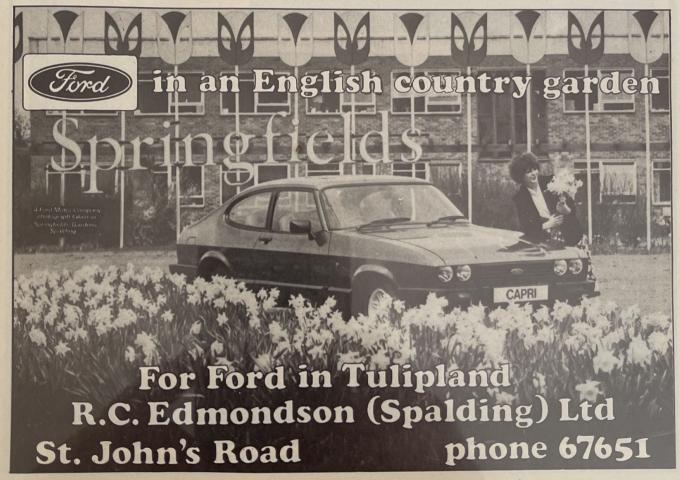
We can help with your whole financial future. You get married. Buy a house. Add to your family. You need sound, independent advice on how to manage your money.

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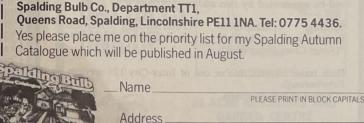
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Council goes festive for tourist season

South Holland District Council — centred on Spalding — is in partnership with the bulb industry in the job of putting the town on the map — not only for this special Festival weekend, but for a tourist season which now stretches to the end of summer.

The council puts a considerable financial commitment into boosting the bulb growers' efforts.

To make Spalding as attractive as possible at this time, they provide bands and exhibitions, funfairs and music, and a large Saturday market for bargain hunters.

They run the Miss Tulipland contest, provide generous cash prizes and outfits for the lucky girls, as well as sponsoring the beautiful float which leads the parade.

The bunting and banners, hanging baskets and comic set-pieces (much loved of photographers) which transform the town are all put up by the parks department, between seeing that the attractive public Ayscoughfee Gardens and all its facilities are in tip-top

Then there is signposting, extra toilets and car parks needed to cope with a population which on Parade Day can soar from its usual 18.000 to a cool half million!

The council also runs a tulip mosaic competition to bring even more colour to the town, and gives prizes for a window dressing contest so that each shop window is a little festival by itself.

The town's fine Castle Field complex boasts a running track, indoor swimming pool and indoor bowling green among its superb facilities.

The field is let out to caravanners during parade week and they, in common with any other visitor, are able to use the excellent bar facilities at the bowling green.

At Ayscoughfee Hall, the historic riverside mansion just off the town centre, there is the



Ayscoughfee Hall, home of the tourist information centre and a fine bird museum.

council's fine collection of British birds, recently refurbished and re-



Mrs Barbara Moore, tourist informa-

sited in modern museum style.

The hall also contains the council's year round commitment to the importance of tourism to the district, a regional information bureau, run in co-operation with the English Tourist Board.

Here the council's tourist information officer Barbara Moore will try to help over accommodation for those wanting to stay awhile.

Her list includes hotels, pubs, guest houses, and many private homes offering accommodation at this time.

For tourist information, telephone Spalding 5468

Flower lovers' final touch

In Spalding around Tulip Time you won't find a cake tin for love nor money.

All have been snapped up by Spalding Flower Lovers' Club as solid containers for the stunning floral arrangments which add the finishing touch to each float.

This year the club has been awarded the Worshipful Company of Gardeners' trophy, given for "outstanding contribution to Tulip Time".

Their contribution dates back to the first Flower Parade and several of the enthusiastic band of amateurs are still soldiering on at a task which usually ends in the wee small hours of parade morning.

The arrangers cannot move in until most of the floats are dressed in tulip heads, for only then can they use the skill and hand, eye, and imagination to produce just the right effect for a particular vantage spot.

WOOLLIES

Each arranger will arrive in the Bulb Auction Hall, where the floats are decorated, equipped with thermos flask, secateurs, extra woollies and other iron rations for the night ahead.

She'll find an allocation of flowers, the name of the float she has to work on, and the rest is up to her.

Angela Bellamy and Barbara Drury, the present and immediate past chairman of the club, stress the team job it is.

"About 50 members, half of the club, are directly involved, and everyone is involved in something," said Angela, referring to the Flower Lovers' vital role in spreading their talents among all the churches and chapels staging Flower Festivals over Tulip Time.

GREENERY

The arrangers have the freedom of Springfields Gardens to collect foliage and Angela and Barbara have been soaked through more than once when bringing in the greenery.

bringing in the greenery.
"It's a lot of hard work, but we do
enjoy it, there's a marvellous spirit with
everyone helping each other," was their
joint verdict.

When Barbara does the ordering for the event she reckons on needing supplies for about 125 separate floral pieces — and buys 375 blooms apiece of spray carnations, single carnations and stocks, 500 spray chrysanthemums, 375 iris spikes and the same number of BUNCHES of tulips.



Angela Bellamy and Barbara Drury, of Spalding Flower Lovers' Club, winners of this year's Worshipful Company of Gardeners' award.

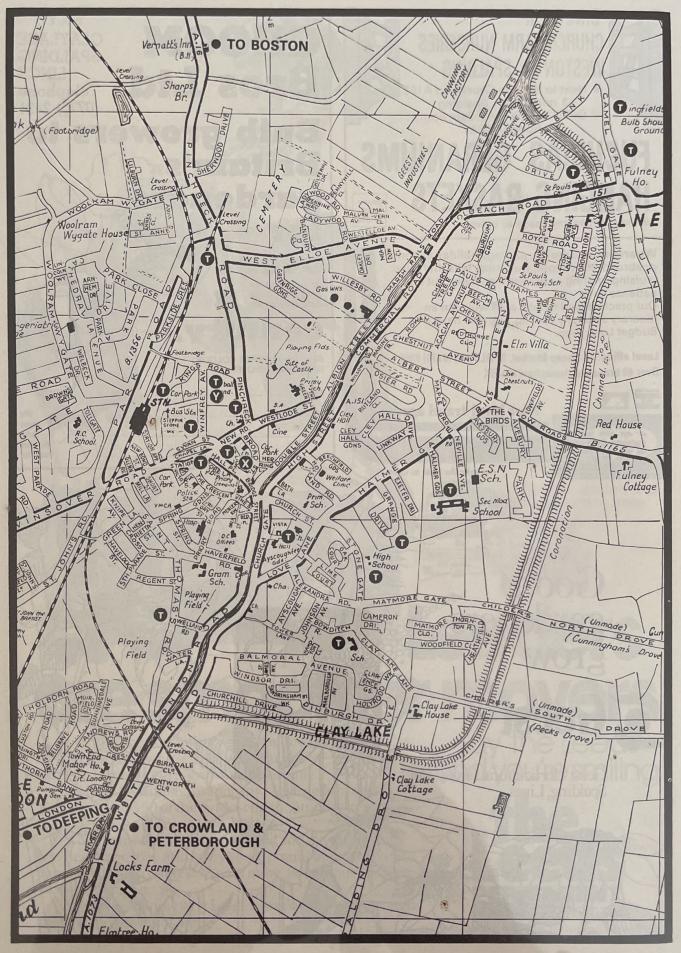
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FINDING YOUR WAY ...

A map of the Flower Parade route appears on page 6. Opposite is a more detailed map to help visitors find their way about on foot. It concentrates on the central areas of town and Springfields is situated just over 1½ miles from the centre at the top right of the map.

TOILET FACILITIES: As you can see there are plenty of toilets. As well as the usual public facilities, many extra loos, such as at schools and church halls, plus mobile units set up by the South Holland District Council are provided for visitors.

CAR PARKING: Parking the huge number of coaches and cars arriving in a tight little town such as Spalding produces a tremendous problem, but over the years adequate hard standing has been found for the heavier buses and space for the thousands of cars. School grounds and industrial sites are used and local farmers also help out by lending the use of fields on the outskirts of town. Camping and caravan facilities are also available through the clubs so that many visitors can stay at least a couple of nights.

For drivers arriving fresh to the town, parking can be a bit of a problem and they (and their passengers) are particularly asked to take note of exactly where they leave their vehicles — so that they can be found easily after the parade. Each major car and coachpark is clearly signposted. The central bus park is on the Winfrey Avenue close by the float exhibition where the parade starts and ends. Other major bus parks at Springfields (top right of map) and on the Geest Industries complex in West Marsh Road.

TRAFFIC SYSTEMS: On Parade Day, May 9, roads are re-opened to traffic as soon as possible after the parade passes by. On Sunday, May 10, a one-way system comes into operation (in a clockwise direction) round the town's main thoroughfares, taking in the Float Exhibition, Springfields and the Town Centre.

TOURIST BUS SERVICE: A town bus service (to carry passengers between the town centre Float Exhibition and Springfields Gardens) will be in operation all day Saturday, May 9 and Sunday, May 10.

WE AIM TO PLEASE

Over 23 years we reckon that the small country town of Spalding has got quite good at coping with The Big Time.

But you can't achieve the success with which the town stage manages the Flower Parade invasion (estimated at anywhere between 150,000 and a ½m yearly) without the benefit of experience built up over the years and extensive annual forward planning.

The beginning of May sees the first evidence that it's just round the corner as early visitors appear in the town, the council puts up the flags and bunting, and the churches begin their marvellous floral festivals.

But months earlier the spadework began when representatives of the Spalding police, divisional traffic officers, the Parade organisers, the council's Tulip Time and Tourism committee, the Royal Automobile Club, and others, put last year's show under scrutiny

Their one aim to seek for any sort of improvement towards making it a perfect day for everyone involved.

Our own town policemen, helped by special constables, and other Lincolnshire constabulary, have a vital role in keeping a friendly eye on things, and the whole "Operation Tulip Time" is masterminded every year from a central police unit in the Winfrey Avenue area.

Spalding St. John Ambulance Brigade, their ambulances and personnel, with the help of other county members, are also key figures in the event. You'll see their familiar uniforms manning the route, and on duty at first-aid stations at the Float Exhibition, Springfields and elsewhere.

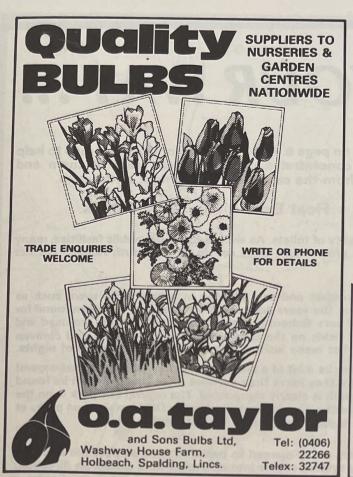
What's more, the energetic Spalding members also cater for visitors at their Pinchbeck Road HQ throughout

the weekend, as well as taking on the responsibility providing a well-deserved tea for the hundreds of bandsmen and float riders as soon as the parade comes home after its 4½-mile route

Ambulances are always on hand at strategic points to ferry any more serious mishaps than the usual bumps and bruises, faints and falls to the town's Johnson Hospital — this year celebrating its centenary with a £60,000 appeal for better out-patient facilities.

Apart from the official army of helpers, there are the many hundreds of Spalding and district folk, involved in such enterprises as the church festivals, catering for visitors, manning gift stalls for charity, and welcoming you to their shops in town, where the tulip-decorated windows add to the overall message.

And that is very simple. "Have a nice day — and come again".



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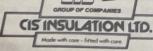
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The flower power that produces these magnificent floats is really only a by-product of the Spalding and district bulb industry.

The growers' objective is to prohigh-quality disease-free bulbs in their many varieties for park-keepers gardeners and throughout the land to plant in the autumn ready for a colourful spring display.

But as soon as the tulips in the fields around Spalding burst into bloom it's "off with their heads" and, as the picture below indicates, it can be back-breaking work filling

those plastic bags.

The theory is that tulips without a developing flower produce better bulbs - so the heads are carefully garnered and used to decorate the floats whose designs are so imaginatively created by Kees van









^***********************

parade. But this year there's a third VIP, Sharon Harrison, chosen as Miss Spalding Guardian to ride on our special centenary float. Our 20-year-old Miss Tulipland comes from Long Sutton, works as a secretary, and is an outdoor girl

who loves keep-fit, squash, swimming - and cooking. Deputy Anne (21) is a cashier in a Spalding building society, lives out on the marshes at Fosdyke, also plays squash, as well as being an amateur painter and dancing school member. Sharon — our Spalding Guardian girl — is 18, lives in Holbeach, plays hockey for a local club, loves sports, cooking and disco dancing.



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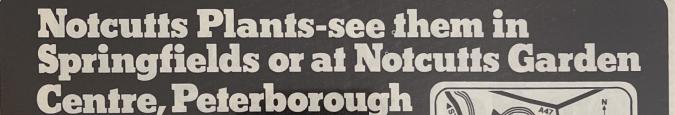


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PETERBOROUG

Music and dancing

The focus is on young music making in Spalding for parade weekend. The Central Band of the Church Lads and Girls' Brigade (to play before the Queen at the Royal Tournament at Olympia later this year) is coming to Spalding to play in the Parade for the first time.

Celebrating its 90th year, the band whose players come from all over Britain, will also Beat Retreat and sound the Last Post in Spalding Market Place at 8pm on Parade evening. The visit has been arranged by Canon Graham Jakeman, Vicar of Spalding, as part of a national rally of the Church Lads' and Girls' Brigade at Spalding Parish Church, on Sunday, May 10.

The band, along with the well-known young local musicians from the Gleed Boys' Band will play outside the church's West Door from 3.00 to 4.30, after which teas will be available to visitors in the church hall. At 10.30am on the Sunday morning, the central band will lead a parade of youth through the town.

To make more music for the waiting crowds, South Holland District Council has arranged for Peterborough Morris Dancers to jig their way around the Parade route half an hour before the parade begins, and an all-girl band will entertain visitors along with three mobile loud speaker vans giving out information global with the parallel services.

tion along with popular music.

Crowds in the Market Place will hear a running commentary from South Holland Centre, where the ever-popular Spalding Model Railway Society exhibition will be open 10.30-6.30 (Parade Day) and 10.30 to 5.30 (Tulip Sunday). Look out, too, for exhibitions by the Royal Navy and Fleet Air Arm staged at the Town Hall (near Spalding Parish Church).





Float making — an art in steelwork and straw

Elephants never forget and that could well be said of the two practical men upon whose craftsman skills depend the vital job of translating the delicate colour-wash drawings of the designer into a framework of steel bound in straw matting on which the float decorators finally pin the thousands of tulip heads.

Spalding blacksmith Geoff Dodd (in dungarees) and strawing expert Pete Bell work for months to get a design to the stage you see here — for the finished result watch out for the Trustee Savings Bank float.

Genius Geoff works for six months on the incredibly complex job of keeping every curve and swirl of the artist's design while producing a metal framework sturdy enough to support the float riders.

But all Geoff's skills would be

HOW PARADE TAKES SHAPE

lost if it wasn't for the man right behind him in our picture, strong man Peter Bell.

For it takes endurance, skill and strength to fight with the big (and very prickly) sheets of matting imported from Holland, which must be cut, moulded and tied on the framework so no subtlety of line is lost.

But hard though the job is, it's attracted a new generation for 17-year-old Richard Bell, playing "Elephant Man" in our picture, has joind his Dad, who he has been helping out for the past four or five years.

Of course, flower-power doesn't do it alone, there has to be

mechanical means to get the floats round the four-mile route.

That's why they often come in two sections, a smaller portion in front is built round a tractor, which tows the back section.

Spare a thought for the experts who drive them, for all the driver may have by way of vision is a six inch square of light — generally about five feet in front of them.

It simply couldn't be done without the unobtrusive help from the police through guiding hand signals, and the knowledge of every twist and turn on the route which comes with experience.

Opposite we show the stages in design of the Spalding Guardian float "Wise old owl's history lesson" from sketchpad to strawing.

During the couple of days or so before the parade the tulip heads will be pinned on — and another piece of magic will have taken place for the big day.





ABOVE: Designer Kees van Driel who began work in the autumn, almost as soon as the parade theme had been chosen. From dozens of drawings the final selection for the parade is made.



BELOW: Peter Bell and his son put the finishing touches to "Wise old owl's" straw-matting. The next step takes place when tulip heads are pinned on only hours before the parade.

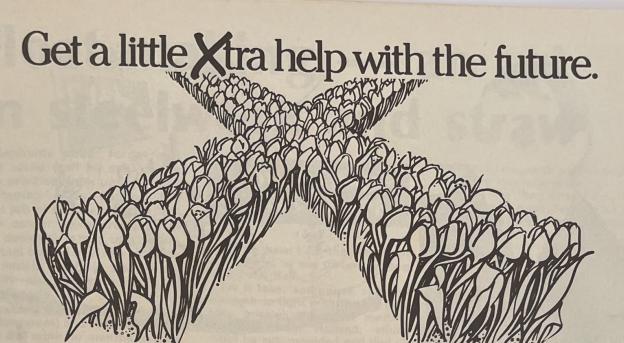
ABOVE: The design as originally chosen by the Spalding Guardian for its centenary float. Some changes have been made to minor details. But you'll be able to recognise it as it passes you on the parade route.



BELOW: Editor David Young checks on the float's progress at the metal work stage — this was way back in early February.



TULIP TIME



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The Spalding Flower Parade Committee wishes to express its sincere thanks to the undermentioned:—

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DODSON BROS. of Spalding, GLEN
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EDMONDSON, Spalding, for the loan
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The SPALDING AND DISTRICT FLOWER LOVERS' CLUB.
THE AUTOMOBILE ASSOCIATION.
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HOLBEACH AND DISTRICT ROUND TABLE and EAST ELLOE ROTARY **CLUB** for their assistance in selling **SPALDING ROTARY CLUB for their** assistance in selling this publication. **KEES VAN DRIEL** GEE TEE BULB CO, Spalding for generous loan of buildings. SPRING PHOTOGRAPHIC LTD., for kind loan of transparencies. Trailers by GEOFF GILBERT TRANSPORT, Swineshead, Boston. SANDERSON FORKLIFT LTD., for the use of equipment. Thanks to all other companies and individuals who help to ensure the success of the Flower Parade.





Flower Parade day would not be complete without our Tulip Time sellers in old-time minstrel costume. This year members of Holbeach and District Round Table are taking to the streets complete with plentiful supplies and decorated prams the results of their going efforts charities. lt's work - but a lot of fun, too. This happy duo were on duty in Halmergate ready for the crowd's arrival.



A FASHION PARADE . . .

There are always original and ingenious costumes to be seen in Spalding Flower Parade. This group of girls from last year's Geest float added a touch of glamour and colour to an already spectacular occasion.

RIGHT: The gardens behind Ayscoughfee Hall, Spalding, which houses the Tourist Information Office, are an attractive feature of the town and always well worth a visit.



ON THE BALL

RIGHT: A football theme for Cup Final day — this float kept parade fans up to date with the score. BELOW: Even at Spring-fields gardens they are unable to defy the weather men completely. But in the event of spring showers nature's miracle can also be viewed in the shelter and warmth of the indoor gardens, which are a favourite with visitors.





TULIP TIME

Balloon booster . . .

Balloons will be bubbling up all over Spalding on Flower Parade day and the Sunday immediately following. They will be taking part in a mammoth balloon race being organised jointly by Spalding Lions Club and the **Geest Organisation.** Proceeds will go to the Johnson Hospital Appeal in aid of urgently needed, improved out-patients' facilities at Spalding's cottage hospital "The Johnson". Prizes in the balloon race will include garden greenhouse valued at over £400 donated by Mr Arthur Battley, a £200 travel voucher donated by Nairn Travel and many other valuable items. There will be six selling points for the balloons and balloons for kiddles to

keep will also be on sale.



Festivals of flowers

The flower festivals in Spalding and the surrounding villages are an annual magnet to thousands of visitors, and a very special and spiritual part of the pleasures of a visit to Tulipland.

Here are details of some of the main events, though it's worth remembering that practically every church in South Holland makes some floral effort along with home-made catering at reasonable prices in every adjacent church or chapel hall.

Spalding Parish Church: Thanksgiving Festival, May 7-12. Historic 13th century church. Open 10am-8pm.

Spalding Broad Street Methodist Church: Flower Festival, May 8-13. Open 10am-9pm.

Spalding United Reformed Church: Flower Festival, Open May 1-12. From 10am onwards.

St Paul's Church, Fulney (near Springfields): Spring Festival of Flowers, May 7-12.

Festivals at villages on the A.151, east of the town, include: Holbeach Church: Flower Festival, May 2-10.

Fleet Parish Church: Flower Festival, May 1-11. Arts and Crafts.

Moulton Parish Church: Flower Festival, "Special Occasions" May 2-12. Teas by the village green.

Two notable festivals north of Spalding are: St Mary and the Holy Rood Church, Donington, Flower Festival "Birds, Beasts and the Bible". May 8-11.

and the Bible". May 8-11.

Pinchbeck St Mary's Parish Church. 14th Century Church.
Flower Festival May 2-11.

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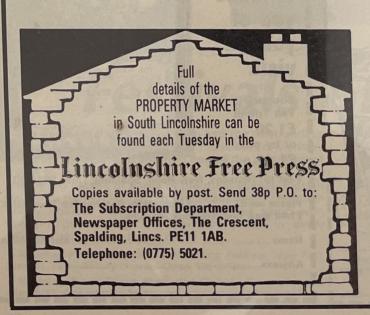
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"If only we could take it home with us"! That's a typical comment made by so many of our Tulip Time visitors when they compare the price of residential properties in this locality against prices prevailing in many other parts of the country and, indeed, overseas.

Our visitors come from everywhere within the British Isles and Europe and their amazement at the comparatively low cost of housing in South Lincolnshire makes us realise that living here must be one of our blessings — remembering that the higher cost of the home, the higher amount and repayments that are usually to be made on a mortgage.

However, our visitors cannot take our homes away with them. Indeed, if they could do so the housing shortage thereby created would have the effect of inflating prices to a level prevailing elsewhere.

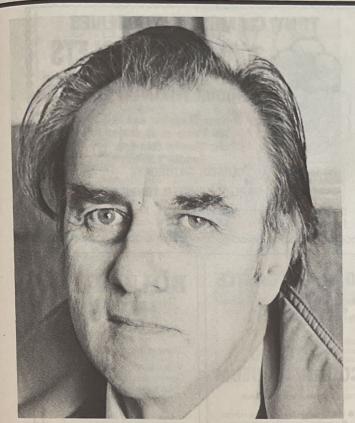
Over the years, many Tulip Time visitors have done the next best thing and come to live among us. They have found that we have much to offer to compensate for our lack of artificial entertainment. A friendly community, clean air, an absence of the rat race and traffic jams, commuting, two hours from London — the Midlands — the Lincolnshire and Norfolk coasts — the Yorkshire Moors; glorious sunsets and skyscapes, gardens that grow and our wonderful displays of spring flowers.

Yes, entertainment is somewhat limited but there are good facilities at Peterborough and Boston only half an hour away and in any event, most folk find enough artificial entertainment on the telly.

Why are we blessed with low housing prices in South Lincolnshire? Part of the answer is the absence of big cities, factories and commercial complexes. Directly or indirectly, most of us rely on the land for a living. Agriculture and horticulture are not noted for pecuniary reward and so, let's face it, we are a low income area. Now it's not an earthly (apt) bit of sense for our builders to build such expensive houses that no one working locally can afford to buy them. So they have tended to gear local prices with local pockets.

However, we are also blessed with a number of local house builders who take a great pride in their quality and over the years, they have competed with each other in offering value for money. So much so that while standards have increased to compare with the best, prices have had to





Article contributed by: A. L. MUNTON, F.Inst.L.Ex, member National Association of Estate Agents.

remain most competitive. The lower cost of labour and building land prices have also helped in this direction. There's a lesson here — make of it what you will.

Now, the prices of all residential properties tend to be governed by the cost of the modern medium sized detached house with garage, up or down depending upon the size, age, location and other factors. Given £20,000 to £25,000 as the price of the modern detached home, then the older semi-detached house price could range from £10,000 up to perhaps £17,500 and the larger than normal house upward of £25,000. Any house with land appears to command a premium price.

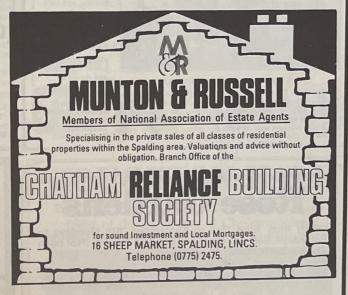
Over the last twelve months, prices of all classes of properties have been steady with a few exceptions. There is less movement of the population during a recession. All the time, the country's housing stock is becoming smaller and no doubt in time, this, together with a lower interest rate, and a hopeful upturn in the economy could turn the present buyer's market into very much a sellers' market with the resultant increase in prices.

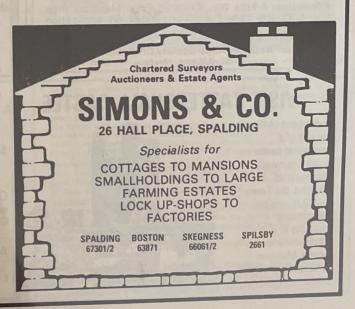
At present, it would be dangerous to make definite predictions, so many factors have an effect. Could this be the best time to buy? Could this be the best time to sell? Certainly the answer to one question cancels out the answer to the other.

Those of our visitors who have come to live among us have in the main settled here and integrated well into our rural communities (yes, even Spalding is more or less rural). Good that they have for the consequence of having to sell in a cheap area and purchase in an expensive area are sobering.

In passing, may I say a "thank you" to our Tuliptime visitors. I live on the Flower Parade route. Every year thousands throng my road. I have yet to meet a discourteous or unfriendly visitor and I am always amazed at the small amount of rubbish and litter left. Perhaps flower lovers are a very special type of people. They used to say that Flower Power could save the world from itself. Perhaps they were right. "Flower Power to the People" seems an infinitely better expression than "Power to the People" and a clenched fist.









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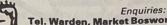
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NORTHGATE METHODIST CHURCH, WEST PINCHBECK. Rars (0775-87) 316. Wheatley, Short Drove, West Pinchbeck, Spalding, Lincs. Tel Pinchbeck Bars (0775-87) 316. MOULTON CHURCH. Flower Festival — 'Special Occasions' 2nd-12th May. Booked parties, high tea, afternoon tea. Teas by the village green for casual coaches and visitors 25th April-12th May. China, plants, cakes, produce and gift stalls. Mrs. Hulme, Moulton Vicarage, Spalding. Tel Holbeach 370203 (0406) Leaflet available on request. SPALDING BAPTIST CHURCH, Swan Street (near Bus Station). Cooked or salad lunches, salad teas daily except Sundays. Enquiries to Mrs. M. Bearcock, 3 Malvern Avenue, Spalding.

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SPALDING PARISH CHURCH. Flower and Bulb Thanksgiving Festival May 7th-12th The Church, beautifully decorated with Spring Flowers is on the route of Spalding Flower Parade. Booked meals and cafeteria in large modern hall, car park adjoining. Further information from the Church Office, The Parsonage, Church Street, Spalding, Lincs. Tel (0775) 2772.

VISIT WHAPLODE FOR A HOMEMADE COUNTRY TEA! 8th-12th May. Norman Church of St. Mary Flower Festival. Attractions include May Market and Exhibitions. Climb tower and view lovely gardens and tulip fields. Good car/coach park. Toilets. Party bookings accepted for morning coffee, buffet or set lunches and teas. Details Mr. John Manton, Irby House, Whaplode, Spalding. Tel Holbeach 371042 (6 miles from Spalding A151).

OTHER EVENTS

ANTIQUES, BY-GONES, JUNK AND JEWELLERY. Bought and sold. Open Daily, Dean's Farm Antiques, Weston, Nr. Spalding, Lincs. Tel Holbeach 370429. FENLAND AIRFIELD. Pilots welcome 9th and 10th May for

lunch and coach rides to and from Spalding. Details Wisbech

MODEL RAILWAY EXHIBITION, South Holland Centre, Parade weekend. Layouts, demos, trade. Details (0775) 5523. SPRINGFIELDS GARDENS, SPALDING. The unique Spring Flower spectacle. Situated 1 mile east of town centre off A151 Holbeach road.

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OPERATING FROM

9.30am-7.00pm Saturday/Sunday May 9/10 9.30am-5.30pm Monday/Tuesday May 11/12 *except during road closures for Parade to travel along route

TERMINAL POINT

Springfields Gardens — outside main gate Floats & Town Centre — Westlode St (May 9) New Road (May 10) Bus Station (May 11/12)

Emergency coach breakdown facilities for C.I.B.S. members

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Roger Tuby invites you to pay a visit, to

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Thur May 7th Fri May 8th Sat May 9th Sun May 10th 6pm-10.30pm 6pm-10.30pm 10am-11pm 10am-11pm

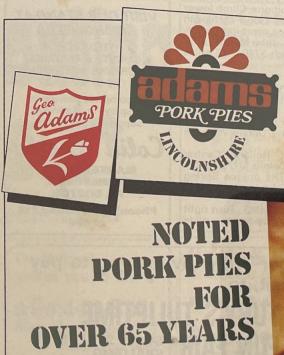
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