



Carnival

NORTHAMPTON CARNIVAL

In the 19th Century many cycling clubs emerged in Northampton, with varying levels of subscription fees, uniforms and rules. Such as St James Cycling Club, The Northampton Bicycle Club, The Victoria Cycling Club, The College Street, The Rovers Club, The Good Templars Cyclist Club and The All Saints Club.

The Captain of the Rovers Club Mr John Porteous instigated the first Cycle Parade in 1891 which evolved into the modern carnival parade.

Cycles were popular in the parade up until the 1970s, but were gradually being replaced by motorised transport in the form of cars and lorry's from the 1920s onwards. In 1938 spectators complained about the Air Raid Precautions themed float and said it was a chilling reminder of the horrors of war. By the 1960s the Carnival Parade was firmly established as part of Northampton's leisure with thousands of participants and spectators coming from the town and further afield to witness the fantastic costumes and floats.



1933 – Entrants in Abington Park

In 1960 a ban the bomb style anti-war protest was mounted at the parade. The biggest ever Carnival Parade was in 1963. There were 290 entries and 120 floats and 2500 people taking part in a four hour parade across the town, raising £1,600 for charity. But in 1990 the Balloon Festival took over the carnival as Northampton's premier event.

Below Picture 1953 - Carnival passing through the Derngate.





Higginson's Troup – 1950's



Dorothy Welsh - 1926



2015

The Carnival continued until 1996 when it ended due to lack of funding. However a small group of people in the community decided to restart the Northampton Carnival. With the tradition revived, the theme of the carnival when it returned in 2005 was 'Celebrate Masquerade'.

THE FIRST CYCLIST PARADE in 1891

The cyclists' parade to-morrow in aid of the Hospital Week Fund, which was, I believe, instigated by Mr. J. Porteous, is likely to be an imposing assembly. Fully 500 cyclists are expected to turn out on the Market-square at 7.30.

The St. Paul's Brass Band have kindly offered their services, and will play selections. After the meet and collection the cyclists will have a short run, and return to the Peacock for a smoking concert.

GRAND CYCLE PARADE IN NORTHAMPTON

Some time ago **Mr J.Porteous** made the suggestion to the members of the Hospital Week Committee that a grand parade of all cyclists in the town should be held, a collection to be made among the spectators in aid of the funds of the Northampton Infirmary.

As was only to be expected this idea, at once original in conception and benevolent in aim, was favourably considered, and very soon invitations were issued to the Captains of various Clubs in the town to attend a series of meetings with the object of making arrangements for the event. At these gatherings it was decided that the parade should take place on Tuesday, and all cyclists, attached and unattached were asked to assemble on the Market-square,whence the procession was to start at seven o'clock. The request was largely complied with, and when the procession commenced at a quarter to eight it was composed of about 360 riders.

The Rover's Club was represented by nearly 90, the Athletic Club by about 40, and Mostyn by upward of 30; while members of Princess street, College-street, and other Clubs were also present. Special mention should be made of the fact that 13 members of the Earls Barton Club rode over to Northampton to take part in the proceedings.

In the procession there were two or three curious features. One cyclist was attired in a costume admirably similar in style to that of the shah; two or three wore "Alley Sloper" noses, and Mr A. Dunham rode a *hobby horse*, in which the seat is placed over the back wheel, and which is propelled by the feet, alternatively placed upon the ground. Mr A. Richardson was mounted upon a pneumatic machine,



in front of which, in a chair patented by Mr D. Albone, he carried a little girl.

The route was along the west side of the Market-square, Mercer row, the Drapery, Sheep-street, Barrack-road, Lorne-road, Military-road, Clare-street, Kettering-road, Abington-square, Abington-street, Wood-hill, George-row, Gold-street, Horsemarket, Mayorhold, Broad-street, Regent-square, and sheep-street to the Market-square.

Several thousands of persons had assembled to witness the start, and throngs of spectators lined the greater part of the route, the greatest conceivable interest being manifested in the proceedings. The collection on the square amounted to £9 6 shillings, and at a smoking concert, for which many of the cyclists, after the procession, adjourned to the Peacock Hotel, this amount was increased by a whip round to £10 10s.

At the concert Mr Sprittles occupied the chair and Mr J.Porteous the vice-chair, and excellent songs were given by the vice-chairman, Messr G.York, G. Carpenter, A.J.Ashby, W.Burroughes, P.Troup, J.Wright, G.Johnson, A.M.Dunham, A.Richardson, while Mr.W.Dunham was heavily applauded for a recitation entitled "The kissing cup race." It only remains to be added that an admirable selection of music was played on the Market-square by the members of the St.Paul's Brass Band, under the capable conductorship of Mr.T.Jones.

Northampton Herald June 1891

The Peacock Hotel on the Market square in the 1950s.

The former coach Inn was demolished in 1959 to be replaced by Peacock shopping arcade. The site has been used as an Inn since before the great fire 1675. At election times the balcony was used by local politicians to address the voters standing in the Market Square.



The cyclists' parade at Northampton last night was a novel affair, and created a deal of interest, several thousands of persons assembling on the Market-square to see the men off. £10 10s. was collected during the evening for the benefit of the Hospital Week Fund.

The Daily 1891

CYCLIST'S PARADE COMMITTEE

A GRATIFYING FINANCIAL REPORT

A meeting of this committee was held in the Borough Sessions Court, Town Hall, on Tuesday evening, the Mayor (Councillor Jos Jeffery, presiding. There were also present the Ex-Mayor, (Councillor F.Tonsley), **Mr J Porteous** (Chairman of the Committee), Mr C. H. Battle (Hon Secretary), Mr J. Cole (Treasurer), Councillor J.Brown, Mr C.Odams, Mr J.Longworth, Mr Percy Thompson, Mr J.K.Vernon, Mr H.Frisby, Mr H.J.Cole, Mr G.Sprittles, Mr J.Bart, Mr F.H Mardlin, Mr J.H.Bennett, etc. –

The Hon Secretary presented the accounts of the parade. The total receipts were £109 6s 2½d, including donations £21 15s 6d, donations from clubs £9 5s 6d, collections £56 1s 3½d, taken at the gate £11 16s, advertisements £9 10s. The total expenditure was £44 14s 7d, the chief item being for prizes and testimonial to Mr R.Andrews, late Secretary, £21 17s 6d, and printing £13. There was thus a balance of £64 11s 7½d. Compared with £84 odd last year and £38 the previous year. The secretary gave a number of comparisons, stating that the receipts from clubs were £9 5s 6d this year against £14 14s 1d last year, from gate £11 1s 6d against £13 12s and collections £56 0s 5d against £65 4s 0¾d. There was a total reduction in receipts of £22 11s 1d this year as compared to last year.

The Major moved the adoption of the accounts and congratulated everybody concerned on the result of their labours and said it was a result that all must be proud, especially the Committee. He paid a tribute to the way Mr Battle had worked, and said that there had been so many calls lately on the public of Northampton that they could not but feel highly gratified that so much money had been obtained for the funds of the infirmary. He did not think they had spent a penny more than necessary- (hear, hear)- and the extra prize money – about £9 more than last year- had, he thought, been well laid out: -

The Ex-Mayor seconded the proposition, and said that though the net result did not come up to last year, when they bore in mind the drains on the pockets of the townspeople and the night on which the parade was held, the result was one on which everyone that took part might be thoroughly congratulated. He was surprised to see that so large an amount was collected in the street. He congratulated Mr Battle on the way he worked, and said Mr Battle had shown that he was a master of organisation. (Applause). He thought the Governors of the Infirmary would be delighted with the results of the Parade.

The appointment of Messrs Odams and Bennett as Auditors was added to the resolution and the Mayor took occasion to remark on the orderliness of the crowd and to pay a tribute to the excellent way in which Mr F.H Mardlin, as chief marshal, had carried out his duties. – The resolution was then carried unanimously. Mr Porteous moved that sixty guineas be given to the infirmary, and Mr J.Longworth having seconded, it was carried.

Mr Percy Thompson proposed that a medal be given to the winner of the championship cup as a memento of having been the holder of the cup for a year, and Mr Porteous seconded. After discussion it was decided that it be an instruction to the Cup Sub-Committee to provide a medal, value not exceeding one guinea.

Prizes were distributed to the following collectors:-

Poles: Mr Jackson (£1 4s 2½d) and Mr Tomalin (£1 2s 9d)

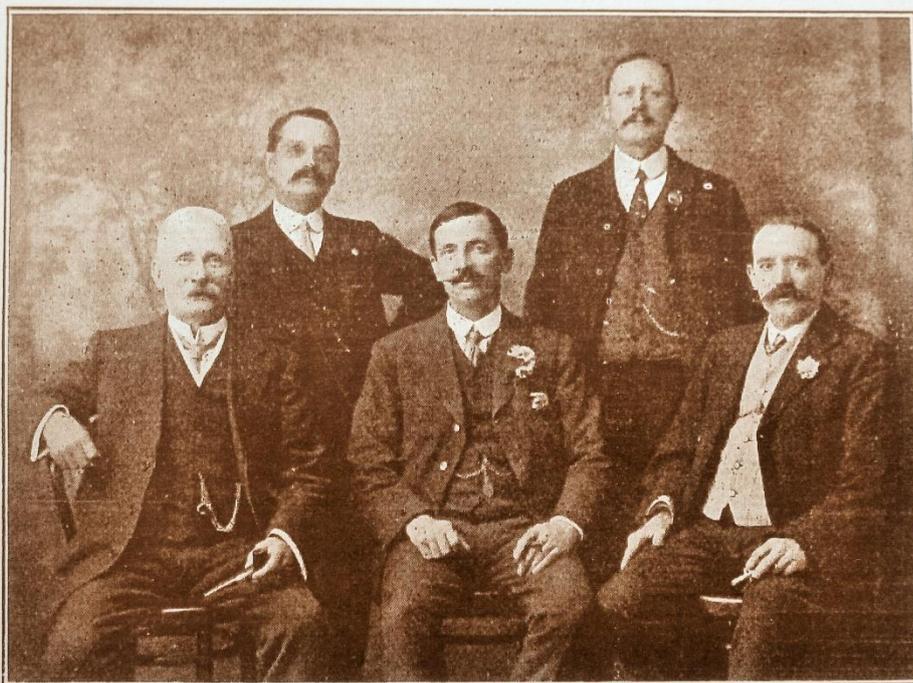
Boxes: Mr Burman (£1 16s), Mr Brinklow (£1 14s 2½d), Mr Fred Cole (£1 5s 11½d), Mr Kirby (£1 2s 5½d), and Mr Metherall (19s 3d).

An extra prize was given to Mr Clayson, who collected £2 4s, but who committed a breach of the rules governing the competition.

The report of the Prize Purchasing Committee was adopted on the motion of Mr Vernon, seconded by Mr Thompson.

Hearty votes of thanks were accorded the collectors and competitors, Mr C.H. Battle (the Hon. Secretary), Mr J. Cole (Treasurer) and Mr F.H. Mardlin (Chief Marshal), the Major, the Ex-Major, Mr F. Ellen and Mr T. Nobles, for services rendered in connection with the Parades.

VETERAN CYCLE PARADE ORGANISERS.



The fine spirit of camaraderie and co-operation which animates members of the Cycle Parade Committee is, in most cases, so real and of such long standing as to amount to a sort of free-masonry. Here, for instance, is a group of organisers, taken some years ago, all of whom with the exception of the late Mr. James Elmer, have served for over 30 years, and are still numbered among the loyal band. Left to right they are Messrs. Chas. H. Battle, A. Roberts, John Longworth, E. S. Dunklev (Chairman of Committee), and the late James Elmer.

(Mr C.H. Battle /1868-1953 / Also Founded the Templars Cycling Club which participated in many Cycle Parades.)

Northampton Herald 1900



Two entrants in a Parade c1900 wait the judging on the Market Square. With snake skins around her neck, wrists, the lady is advertising a brand of Turkish cigarette called Snake Charmer, sold in King sized cork-tipped form at 3s 3d for twenty.

THE CYCLE PARADE (1900)

In Aid of the Northampton Infirmary

A Brilliant and Interesting Display.

The tenth annual parade of the cyclists of Northampton, in aid of the Northampton General Infirmary, took place on Monday evening, and, considering the wretched weather which prevailed and which made conditions under which the parade was held anything but favourable, it must be held to have been a success, although it is not expected that the sum which the committee will be able to hand over as the result of the parade will be equal to the amount obtained last year. It was a matter for deep regret that the weather should have been so unpropitious, for the committee, knowing well that the demands on the public purse on account of the war have had a serious effect on the revenue of the institution during the last few months, had made even greater efforts than usual to secure a good balance to hand to the Governors, and everything pointed to their wishes in this respect being realised until the heavy rain came on. More prize money was offered, and the competitions were much better arranged than has ever been the case previously, while the entries far exceeded those of any previous year.

The cyclists, as usual, assembled on the Market -square, where a crowd of several thousands of persons congregated to witness the judging and to see the procession start. As the cyclists entered by Sheep-street corner, those who had entered the various competitions proceeded to that part of the square set apart for the judging, and it was early evident that the parade was to be the best yet held. Hitherto, to a very great extent, the characters impersonated have been the same year after year, but last night competitors seemed to have struck a fresh groove. There was an entire absence of the woman and the lady impersonator, with which we had become so familiar, but instead there was a positive boom in patriotism and Khaki. For this the committee were in a large measure responsible, for three of the five classes were of the patriotic type.

In the first class prizes of £1 10s, 15s, and 10s were offered for the best representation of a British officer engaged in the war. The class, in which there were nine entries, was judged by the ex-Major (Councillor F.Tonsley), Mr.F.Ellen, Mr.G.E.Sindall, Mr.J.K.Vernon, and Mr.Aaron Phillips. There were three "Lord Roberts" on view, and to one of these Mr.Arthur Allen was awarded the first prize. It was a capital make-up. Mr.G.Anderton Buller, was third. Class two was for ladies, and prizes of £2, and £1 were offered for the best representation of the British Empire. The Judges in this class were the Mayoress (Mrs.Jeffery), the ex Mayoress (Mrs.Tonsley), Mrs Ellen, and Mrs.Randall: and they made no mistake when they awarded premier honour to Mrs F.H.Swindall, who made a stately "Britannia," Miss N. Birt, as "South Africa," was second. She was attired in Khaki, and her skirt bore a map of South Africa with the Union Jack flying at Ladysmith, Mafeking, Pretoria, and other places. Only two contested the class for the best representation of the British Empire for gentlemen, and the judges (Mr. W.P.Hannen, Mr.A.Cockerill, and Mr C.E.Thorpe) gave the prize of £3 Mr J.Sparrow who appeared as "Union Jack."

Of the twelve entered, eleven contested the class for Trade Advertisements, in which the prizes were £1 10s, 15s and 10s. The adjudicators, Alderman Randall, Mr. Aaron Philips, Mr.G.E.Sindall, Mr C.E.Thorpe and Mr T.P.Dorman placed Mr.C.Barwell, "Hydes Seed for Cage Birds, first: Mr

W. Butler, "Swass Milk," second; and Mr. C. G. Lewis, "Hobbies," third; and themselves gave a special prize to a little lad, A. W. Britten, who figured as "Dolly Blue."

Class five, the class for any fancy get-up not provided for in the previous classes, was the heaviest in the programme, for there were no less than 62 entries, and the majority put in an appearance. The prizes were first £2 10s, second £2, third £1, third special £1, fourth 10s, fourth special 10s, fifth 10s, fifth special 10s, sixth 7s 6d, seventh 7s 6d, and eighth 5s. This class was judged by the Major (Councillor Joseph Jeffery, J.P.), Mrs Randall, Mrs Ellen, Mr A. Cockerill, Mr F. Ellen and Mr J. K. Vernon, and a difficult task they had, for many of the competitors had shown great skill, and in the end several special prizes in addition to the specials provided by the committee, were given. The first prize went to Mr E. West, who appeared as a "Skeleton," while Mr W. R. Webb, as "Our Stores," was placed second. Many would have liked to have seen the positions reversed, for while the Skeleton was something of a novelty, it was evident that Mr Webb's get-up had entailed a much greater amount of work. Miss F. Gough, as "Spring," was third; and Miss Clara Mellowes, a "Vivandiere in Khaki," took the third special. Miss D. Durran, as "Folly," was fourth, and she was a pretty picture. Mr. P. H. Dance and Mr H. F. Payne, who have taken prizes before, secured the fourth special with their own "Armoured Train," an ingenious, if somewhat ungainly, arrangement. Master Tommy Barwell, as "A Poor Orphan Crossing Sweeper," took the fifth prize; and Mr F. E. Ward, in a gorgeous raiment, and figuring as a Chinese Boxer, the fifth special. Mr. R. Davis, "An Absent-minded Beggar," was placed sixth. He appeared in a suit of Khaki in which a private in the Yorkshire Light Infantry went through five battles in South Africa before being invalided home, and wore a kit bag in which were to be seen holes by Boer bullets. Miss Emily Gibson, "Poppy", was seventh and Mr. Fred W. Usher, as a Northamptonshire farm Labourer, eighth. The Mayor and Alderman Randall gave a special prize to Mr. Owen Partridge, who, with his arm in a splint, his head bandaged, his clothes muddy and torn, and his bicycle damaged, wore a card, "Had a spill; take me to the infirmary." The ex-Mayor gave a special prize to Master Leonard Allen, who appeared as Bugler Dunn, and Master Frank Allen and Master Willie Allen, Dublin, Fusiliers in Khaki, were given specials by Mr. A. Cockerill and the Major.

The competitions arranged by the committee having been got through, the first prize winners were got together to be judged in the champion class, the trophy being a solid silver challenge cup given by Mr. H. Labouchere, M.P., and held by the winner for one year. The judges were the Mayor and Mayoress, the ex-Mayor and ex-Mayoress, Alderman Randall, Mr. T. P. Dorman, and Mr. W. P. Hannen, and they unanimously placed Mrs Swindall, "Britannia", first, a decision which gave general satisfaction.

The judging over, the cyclists were as soon as possible formed into procession for the purpose of parading the town. They were to have proceeded via wood-hill, George-row, and the Drapery, but Wood-hill was "up," and so they had to leave by the Sheep-street corner of the Market-square. The route taken was Sheep-street, Regent-square, Barrack-road, Louise-road, Military-road, Claire-street, Kettering-road, Abington-avenue, Stimpson-avenue, Wellingborough-road, Palmerston-road, Billing-road, St. Gile's-street, George-row, Gold-street, Marefair, Black Lion-hill, St. James's-road, to Franklin's Gardens.

The procession was headed by the Mayor, who rode in his closed carriage, and was then in the following order:- St. Paul's Band, Mr A. E. Richardson's motor car, Friendlies' C.C., Good Templars,

Working Men's Club, Northampton and County Amateur Athletic Club, Northampton Wheelers, Town Band, carriage containing the ex-Mayor, Rovers B.C., out of town clubs, the St. Johns ambulance C.C., United Unionists, Prince's-street, Early Closing Cyclists, Excelsior Band, St. James's C.C., Y.M.C.A., Clarion, All Saints', unattached riders.

The roads were greasy from the rain, and progress was at times slow in the town, but in St. James's End the roads were quite dry, no rain having fallen. Large crowds lined the route, indeed, riders who have taken part in all the parades stated that they never seen more people. In addition to the prize-taking characters, there were many which attracted the attention of the onlookers. Mr. Tom Facer, as "The Queen's Chocolate Box," was heartily applauded, and the Northampton and County Athletic Club men, as minstrels with tall hats which rolled from side to side with perplexing rapidity, but which would not fall off, caused a lot of amusement. The hats were the product of a fertile brain of Mr. H. W. Dover and were painted in the club colours, blue and gold. The Good Templars, headed by Mr. G. H. Tinston as a Knight Templar, had their machines decorated with the National colours.

As soon as the whole of the cyclists had reached Franklin's Gardens the prizes were distributed in the Jubilee Hall by the Mayoress. Mr. J. Porteous, the chairman of the committee, was master of the ceremonies, and supporting him on the platform were the Mayor and Mayoress, Miss Jeffery, Mr. Whitmore Jeffery, Miss Mayes, the ex-Mayor and ex-Mayoress and Miss Tonsley, etc. At the conclusion of the distribution of the prizes won in the competitions, the Mayoress presented to the captain and secretary of the Good Templars, the scarfpin and badge of honour which she had offered to the captain and secretary of the club making the largest contribution to the funds. The *Good Templars* sent in £4 4s., other sums received being £2 2s. from the *Wheelers*, £1 7s. 6d from All Saints, £1 1s from Wolverton Mazeppa, and 8s. 3½d from *Princes's-street*. At the of Mr. Porteous cheers were given for the Mayor and Mayoress, and the Mayor, replying, thanked the committee for the hard work they had done to make the parade a success, and especially mentioned Mr Battle, the hon. Secretary, for the trouble he had taken. His Worship also thanked those who had taken part in the competition. – Dancing to the strains of the Gardens Band followed in the Jubilee Hall, and on the lawn Mr. F. Ellen gave a lantern exhibition. The lantern was manipulated by Mr. T. Nobles, and the slides, which were excellent, were greatly appreciated. Mr. Ellen commenced with a few local slides, including photographs of the Mayor and Mayoress and the ex-Mayor and ex-Mayoress, and then went on to give a number of war slides. These included Captain Hughes and his contingent of the Northamptonshire Volunteers, and Lieutenant Jackson and the draft which he took out, and these were naturally applauded. Portraits of Lord Roberts, Lord Kitchener, Sir Geo. White, General Buller, Lord Methuen, Major –General Baden Powell, Hector Macdonald, General French, Lord Chesham, Cronje, and a number of other war views were also shown. While the lantern exhibition was going on the money which had been collected on the Market-square and along the route of the procession was counted and it was found that the boxes contained £53 1s 8½d. £9 2s 9½d was received from the clubs, and the takings at the gate were £11 1s 6d a total of £83 14s 9d. Last year £93 11s 1½d was received, made up of £65 4s 0½d, boxes, £14 14s 1d clubs, and £18 12s. gate.

The falling off was one due entirely to the bad weather. The prizes offered to the collectors who brought in the largest amounts were not awarded, owing, it was said, to one of the men having

been out with his box before the time stipulated, and the matter will be dealt with by the committee.

The committee are to be heartily congratulated on the success which, under the circumstances, attended their efforts and there is no doubt that had the weather been favourable a record sum would have been realised. All the committee men, and especially the secretary, Mr. C. H. Battles, worked with tremendous energy to surpass their previous efforts, and they received valuable assistance from various quarters. Thus the Chief Constables (Mr F.H.Mardlin) marshalled the procession, and members of the Borough Police Force kept excellent order along the line of route, while twenty ambulance men, under Superintendent Reaves, were on patrol duty ready to deal with any cases that might arise. The Temperance Silver Band played selections on the Market-square, while the procession was assembling, and brakes for the conveyance of bands in the procession were lent by Mr S. Frisby, Mrs. Ann Bonham, and Mr T. Bonham. Mr. T. Hands lent four collecting stands, three being stationed at All Saints' Church, Castle Hall School, and Campbell-square. They were not, however, patronised to any great extent.



1905 – Judging on the Market Square.

Northampton Cycle Parade

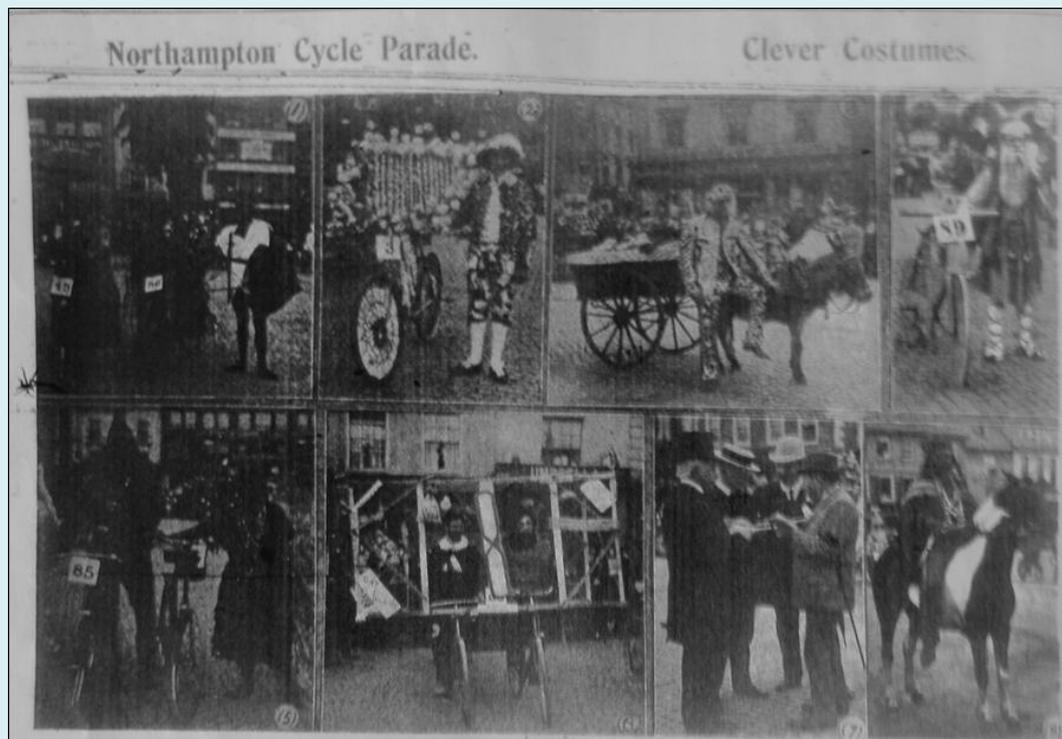
The Cycle Parade assembled on the Market Square, 17 July 1911. These annual parades (the forerunners of the present day Carnival parades) were for the benefit of the General Hospital. They started in 1891 and this was the twenty-first parade.



The 1911 Cycle Parade and Carnival

Northampton's annual cycle parade and carnival has grown from hesitating youth into a strong healthy manhood. It has left behind those days when its promoters were in tremors for its success and as it was seen on its 21st birthday on Monday evening is an institution which will remain as long as bicycles survive, a source of amusement to the general public and of revenue to the General Hospital.

Never before has such a varied and magnificent pageant assembled on the Market Square. Not a few in the huge crowd lining the ropes would have given much to sit on top of the fountain resplendent in its new coat of green and gold, and see the whole kaleidoscope of colour. There they could have laughed at the prehistoric man, all hair and angles, as he stood alongside a model aeroplane, they could have seen representations of all nationalities of all periods moving to and fro and mixing with the clown, the jester and the minstrel. Such variety was bewildering, and as the procession proceeded to the outskirts of the town the merry music of mirth rippled among the onlookers.



Top Row-
1) An April
Shower, and
A Mahdi
Warrior.

2) Patchwork

3) The Pearly
King

4) Ancient
Briton

Bot Row 5) Indian Chief and Squaw, 6) Mock aeroplane, 7) A group of judges 8) Indian Chief -mounted

The assembly was timed for 6.30 and at that hour the judges commenced their heavy duty. So cleverly conceived were some of the costumes that fine points decided first, second and third. Naturally all eyes were turned towards the championship winner, who proved to be Mr W.E. Allen, although probably his more intimate friends would not have recognised him as a warrior of the Mahdi. He was attired in black fleshings and goat skin jacket, and his cycle was appropriately decorated with a large palm tree and long grass. Mr Allen secured the championship in 1906.

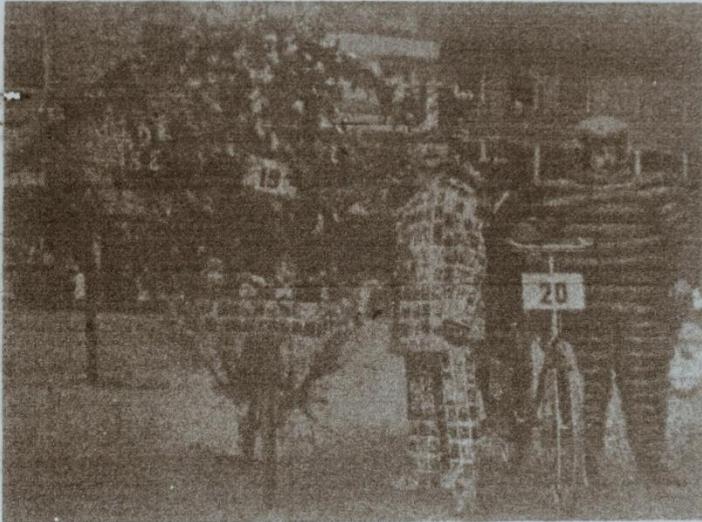
One of the features of the parade was the strength of the turn-out class, which was won by the Good Templar Club, styling themselves "Britannia and her Dominions". A very pretty effect was produced by each cyclist being attired to represent some corner of our oversea dominions, with the heroic figure of Britannia leading the group. There were all kinds of costumes in the Wellingborough Friendly Club, which deservedly took second with a good "variety" muster, and the Northampton All Saints Club, obtaining third, had their bicycles arranged to represent a fleet of ships.

A well filled children's class had some pretty creations, and Louis Taylor, who was placed first, wore a neat patchwork costume. The representation of trade advertisements always inspires much ingenuity, and Miss A. Eaton's appetising display of Cadbury's Chocolate was a general favourite. Second to her came Mr H.Kirby, who, representing Spratt's Chicken Food, had a number of live chicks at each side of his cycle. A very pretty costume entitled "An April Shower", by Miss Annie Bird, won the ladies class and the gentlemen's class was taken by the winner of the championship. An Indian Chief and his squaw was an excellent idea, and Messrs. E.T.Jervis and G.Dobson, of Kettering, were a good first in the out of town class. The section for characters on horseback was only introduced a year ago but there was a fine entry on this occasion and Mr E. Lee, the winner, as a North American Indian Chief, had a splendid make-up.

The parade always entails much work and hitherto Mr Harry Battle, backed up by a strong Committee, was responsible for the excellent arrangements. The prizes are being presented on Saturday at Franklin's Gardens.

1912 CYCLE PARADE

Cleverly Designed Costumes.



MR. P. P. FREEMAN as "Yard's Seels" (1st Prize), and MR. CHARLES ASHBY as "Michelin Tyres" (2nd prize).



"Independent"
Miss J. HENDERSON as G.P.O. (1st Prize)



Photos
THE CHAMPION PRIZEWINNER
MR. P. C. SPOKES, who as "The Village Blacksmith," secured the cup and medal for the best costume in the parade.

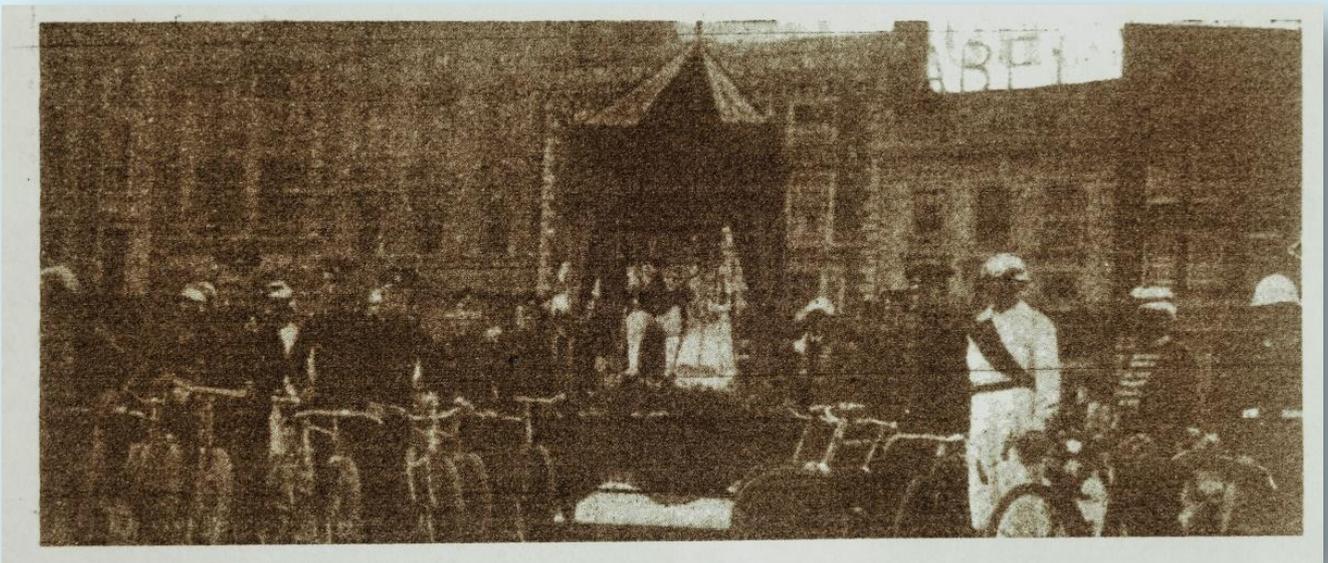
No signs of declining interest were shown in the 22nd Northampton Cycle Parade held on Monday evening in aid of the General Hospital. Although numerically the parade was below par compared with previous efforts the general effect of the cleverly-conceived costumes lent an additional attractiveness to the scene, and judging from the thousands which lined the route this year's contribution to the Hospital should compare very favourably with previous amounts.

The class confined to gentlemen produced a striking array of decorative art. Mr P.C. spokes, as "The Village Blacksmith" was a popular first, and later was awarded the Labouchere championship medal and cup for the best get up in the parade. As shown above, the "spreading chestnut tree" with the brawny smith standing by his "flaming forge" was reproduced with great fidelity to detail, and was much praised by the judges.

The trade advertisement class attracted a number of very interesting entries, but the best costume was undoubtedly that of Mr P.P.Freeman, who representing Messrs.Yarde and Co's seeds was awarded first prize. He wore a suit and hat completely covered with hundreds of the pictorial packets, and his cycle, similarly adorned, was also surmounted by a floral canopy.

Mr Charles Ashby presented a novel figure in his costume illustrating Michelin tyres, but one did not envy him his attire in such hot weather. "He won the second prize, and deserved it for his endurance alone.

In the class for the best fancy get up open to the ladies and gentlemen Miss Jessie Henderson as "The General Post Office" was placed first. She wore a dress covered with thousands of separate postage stamps and trimmed with miniature official forms and regulations, while round her neck was suspended a telephone receiver. There was one thing lacking – a Post Office contributor's Insurance Card.



The cycle club displays were some of the best ever seen at these parades, and the **Rover Bicycle Club** well merited the first prize for a remarkable representation of the Delhi Durbar. The King and Queen were shown sitting on a throne in regal attire, and attended by a guard of honour of men from the 16th Lancers, while military figures of many nations formed a rearguard.

To-morrow (Saturday) a grand carnival and fete will be held at Franklin's Gardens in aid of the Hospital, when the Mayoress (Mrs Cogan) will present the prizes won in the parade.

NORTHAMPTON CYCLE PARADE 1914



Age has not dimmed the attractiveness of the Northampton Cycle Parade that perennial money spinner for the hospital which is now in its 24th year. The parade on Monday was a success in every way for the costumed competitors with their gaily decorated bicycles. Were more numerous than ever and they presented a pleasing spectacle, considerable originality and ingenuity being displayed in the design and execution of the costumes. It was in many respect a white parade for a large proportion of the competitors were attired in snowy materials which formed a pleasing contrast to the kaleidoscopic colours favoured by others, and the grotesque and amusing make up of those competing in the comedy classics.

The late Mr Labouchiere's challenge cup was carried off by Miss Tailby as "Purity", whose photograph appears herewith.

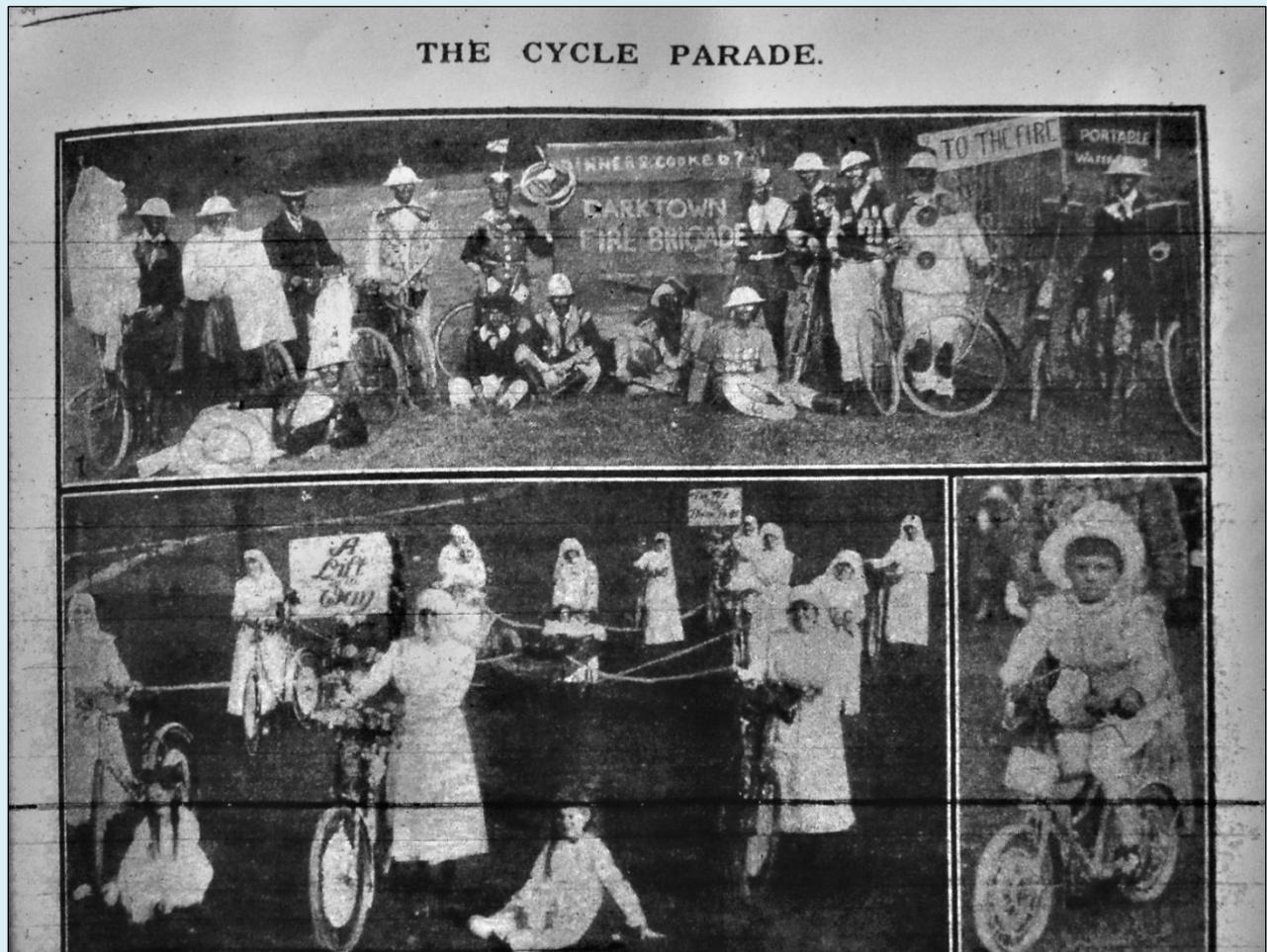


"Faith, Hope and Charity," a photograph of which we also reproduce, divided the first prize with "The Seasons" (Messrs. W. Freear and W. Tomlinson and the Misses A. Tarry and E. Butler), who won the prize for the best Cycle Club turn out. The other principal prize winners included: *"Hullo! Ragtime"* Miss D. Morgan; *"Cannibal Chief"*. Mr G. Drage; *"Bulgarian"* Mr S. Leonard Boyson; *"Golliwog"* Mr. R. Glasscock.

The cycle club turn-outs were again a pleasing feature and a display which attracted considerable attention was that of Messrs Padmore & Barnes ; *Moccasin team of Indians*.



Northampton Cycle Parade in 1920



- 1) The Gentlemen of the Red Triangle Cycle Club as "**Darktown Fire Brigade**" caused much amusement. They took first.
- 2) "**A Lift up the Way**", a charming group which was awarded second, organised by the ladies of the same club.
- 3) One of the youngest competitors on his miniature mount.

The man is covered in pieces of white cotton wool. He may be dressed as Snow, 1920 Northampton Carnival.

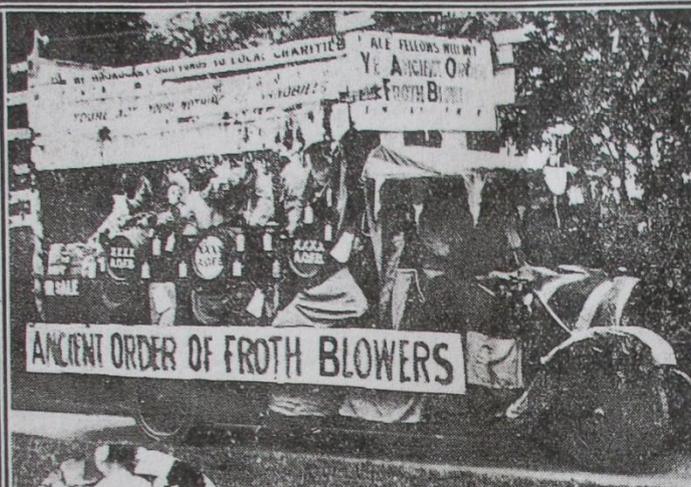


A Record Cycle Parade in Northampton 1927



"Northampton Independent" Photos.

If ever the assiduous organisers, workers, and participants in the Annual Cycle Parade in aid of the Northampton General Hospital deserved congratulations they do this year. Rarely, if ever before, has such a delightfully varied, clever and ingenious bevy of entries been witnessed, while the financial result representing a complete record is a matter for particular gratification. With the streets still gay with the decorations of the Prince's visit the parade was pervaded with true carnival atmosphere, and the delight of thousands of spectators who thronged the route and park alike knew no bounds. Our pictures show (1) "Miss Independent," represented by Miss Mollie Spring, who was accorded a hearty reception by our readers on route in her cleverly constructed dress composed entirely of copies of this journal. (2) "H.M.S. Unknown," a truly magnificent entry. It consisted of a motor lorry transformed into a large ship complete with almost every detail, even to a wireless room and aerial, and thoroughly merited the championship award. "Sink Our Ship with Coppers" was the S.O.S. they broadcasted, and their miniature boats alongside were very soon heavy with donations. In (3) are seen the very realistic crew. (4) A very striking display of Messrs. Phillips's Warehouse, in the decorated tradesman car class, which was awarded the well-earned first prize. The lady in the tableau roused much admiration by her graceful pose which she maintained with almost statuesque immobility. (5) The Hospital lorry, kindly loaned by the Northampton Brewery Company, decorated by Messrs. Jeffery Sons & Co., Ltd., and adorned with plants by Messrs. Yarde & Co., was, as always, an appealing feature, illustrating incidents in the hospital ward life. In our picture of the lorry, left to right, are: Sister Flood, Derek Halton, Dr. Paul, Stanley Martin, Nurse Hyde, B. Marshall (in cot), Sister Skinner, Nurse Massey (at back), and standing in front, left to right, Mr. H. C. Burnett, the Assistant Matron (Miss Scott), the Matron (Miss Amelia Smith), Sister Welton, Mr. Aubrey Jeffery, Nurse Heley. (6) A number of the hospital nurses aroused much amusement and raised no less than £15 for the cause with the aid of a barrel organ, adorned with a Felix, with which they paraded the town. Left to right are seen: Nurse Roberts, Nurse Catlin, Miss Hawkins, and Sister Smith (This photo by Mr. Aubrey Jeffery).



"Northampton Independent" Photos.

(1) Considerable hilarity was raised by the arresting display mounted on the lorry of the Northampton A.O.F.B., adorned with a scintillating selection of the Order's most cheery slogans. (2) Miss Connie Bishton, in the trade advertisement class was an easy first as Dennison Crêpe Paper. She represented Mr. G. H. Harris, the Paperies, St. Giles' Street, whose displays are always looked for with interest. (3) Miss Betty Cope was a pretty little figure as a Victorian maid. She secured first prize in Class 1 for boys and girls from 5 to 10 years of age. (4) In the decorated Motor Class, Captain Bruce Olney's remarkably clever representation of a Pirate Ship and Crew, complete with guns that fired salvos at intervals, was indeed a "terror of the sea." It won the first prize in its class. (5) Miss Bessie A. Torr won first prize in the Fancy Get-up Class for boys and girls between 10 and 15 in a charming costume entitled "Sweet Lavender." (6) Roars of laughter were created by the amusing get-up and comic antics of Mr. T. W. Smith and his daughter, Miss Vera Smith, who collected on the route. On left is Mr. E. S. Dunkley, and behind is Nurse Catlin, both zealous Parade workers.

H.R.H The Prince of Wales visit in July 1927, helped to increase the charity raised during the Carnival that year for the Hospital.

A Great Welcome at the Hospital.



Hospital nurses know how to offer a welcome and those of the Northampton General Hospital demonstrated that they were no exception in this respect. The Prince, as ever, showed a particular sympathetic interest in the patients, with whom he is seen (with the Mayor) conversing in our upper picture. In the rear are Captain the Hon. *Bruce Ogilvy*, M.C. (Equerry) and the Chief Constable (*Mr. John Williamson*). (2) H.R.H. raising his hat in response to the handclapping and smiling of the nurses and in (3) is one of the proudest girls in Northampton – little *Miss June Bassett-Lowke*, the seven year old daughter of *Mr Harold Bassett Lowke*. “Exchange is no robbery,” remarked H.R.H. as noting the little one holding up a rose took the bloom from her and gave her in return the rose from his own buttonhole.

H.R.H. also visited the Guildhall as part of his tour of the town.



Top Picture – H.R.H is seen sitting on the centre of the Council Chamber immediately after the Mayor had handed the address of welcome to the Prince. H.R.H is seen sitting on the right of the Mayor and others in the picture on left will be identified, left to right, as the Marquess of Exeter (Lord Lieutenant), the Mayoress and Mr. *Charles Mobbs* (Mayor's Sergeant). In the lower picture is seen the luncheon party seated at the table, most tastefully arranged by the caterers. Messrs, G. Nichols Ltd.

When Cycling was an Adventure

CURIOUS OLD MACHINE PRESENTED TO ABINGTON MUSEUM.



The curious old cycle seen in our picture has just been presented to the Abington Park Museum by Mr. W.R. Lantsberry, the well known cycle agent, of 6 Palmerston Road, Northampton. The machine which is still in riding order, except, of course, for the perished tyres, was built about 35 years ago when it was known as the "Front Driving Safety." Even at that period special gears were used on cycles, this machine having a gearing in the front hub, whereby one revolution of the cranks revolves the wheel about three times. It is one of the latest patterns of the "old brigade" and although it has been ridden in **Cycle Parades** for a number of years, to mount it and keep an even course is no easy task, even to an expert cyclist accustomed only to the modern design of machine.

Northampton Independent 1927

The Northampton Cycle Parade in 1928

THE STORY OF A GREAT PARADE AND SOME PICTORIAL PEEPS INTO THE PAST.



The first Group Winners of the Parade. Northampton 'Good Templars' Cyclist Club in Japanese array in a parade of the nineties.

Of all our charitable efforts in Northampton none has made more remarkable progress than the Hospital Cycle Parade, due to be held on Monday evening, for from very small beginnings it has developed into a very valuable asset and, alongside the Hospital sports, a substantial practical help to the institution.

Monday is the 34th of the series begun in 1891, and it is interesting to note that whereas the first seven parades only produced an average profit of £32, the next seven increased the average to £77; then in the following 14 years the figure was £94, and for the last five years the average has been the wonderful one of £426. 'Those figures speak for themselves' as to the new era and the marvellous march forward that it has brought. Last year the parade was helped to a new record by the fact that the proceeds of the evening entertainments in connection with the Prince of Wales visit were included, but even without that augmentation the figures would have been the best so far. A sum of 650 guineas sets a big mark to aim at this season, but there is confidence that if the weather is kind still more will be raised.

It is not merely in the financial sense that there has been so fine progress, for the carnival (it has long since been far more than a cycle parade) has grown from a comparatively small beginning to a great amusement fete that draws one of the largest attendances to Abington Park that gathers there during the year. When first established the parade was practically a one class affair, and the trip round the town from the Market Square ended at the old Corn Exchange, where the prize distribution and a fancy dress dance ended the proceedings. Gradually the event grew, the classes were divided with a corresponding lengthening of the prize list, and possibilities of an open air fete were exploited, first Franklin's Gardens and later Abington Park becoming the final rendezvous for the merry making.

Horses were included for a period, and foster barrows were another innovation but it was the introduction of the motor car that the final solution to making the parade additionally attractive was

found. It's a matter of fact, this was not an immediate success, for councillor Dover, the pioneer of motor car decoration in the parade, did his job so well as to rather frighten away opposition for a time, but the last few years have seen a gratifying tendency toward the development of the motor classes, and in this way the decline of the push bike has been more than counterbalanced. Generous donors have made this possible, for there are now four cups, three of them for motors and motor cycles, besides one for the collectors.

Although it probably takes a good deal more ingenuity to win a prize to-day than in the early years; there were some very clever get-ups in the old days. Looking at a thirty year old programme we find that the historical or national costume was a popular feature. There are a Britannia, two Venetian nobles, a flower girl, two summer girls, a blacksmith, huntsman, clown, chinaman, gypsies. lady impersonator, my sweetheart, jockeys, a Geisha girl, South American Klondyke miner. South Africans as well as such domestic characters as servant, cook, schoolgirl and not a few humorous ideas, among them a boiled lobster, two or three tramps, Mrs Bardwell, comic policeman, etc. Contrast these with last year's elaborate designs and it will be seen that there is a vast change, but the old brigade had some notions that would bear a copy.

The art of collecting has also gone along in development. At the old parades *Alderman Whiting* might have been seen riding with a collecting basket in his hand, and there came the period when clowns, niggers and other fancily garbed collectors used long poles with bags to gather from the bedroom windows. Now the costumes are almost as varied as those of the paraders, and ingenuity is shown in this direction by the collectors, who number something like one hundred and thirty. In

thirty years the collection alone has grown from £39 to £203.



It has always been an event with official sanction, and the Mayor has invariably been president. The late *Mr. John Porteous* was the first chairman, and *Mr. E.S. Dunkley* has now held the position for a very long period. *Mr R. Andrews* was the hon secretary in the early days, succeeded by *Mr C.H. Battle*, whose masterly organisation has in the last year or two been backed by the clever work of *Mr K. Hanning*, the late *Mr Lambert stock*, **Mr B. Clowes** (N.D.A/CTC) and others. To the energies of the ladies we owe the cultivation of the carnival side, while the entertainments section has had great help from the Working Men's Club artistes.

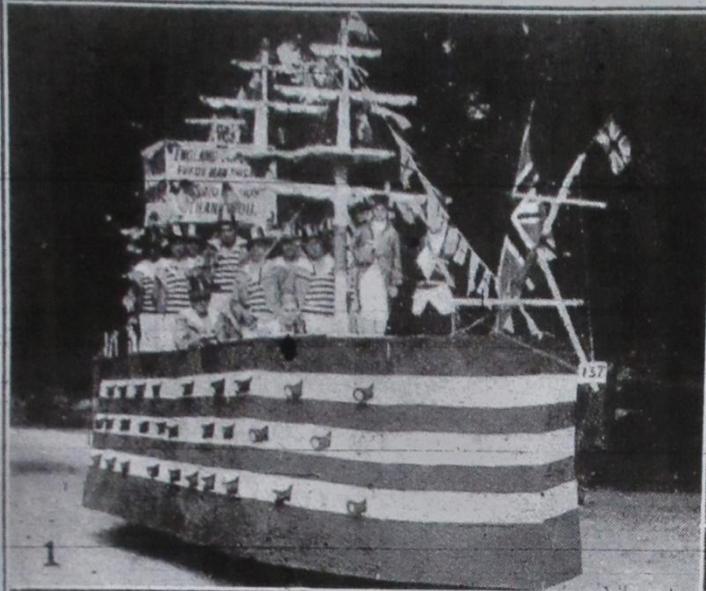
An Early Champion *Mr C. Barwell* and his dog formed a feature of the 1901 Parade.

The Wonderful Carnival of 1928 in Pictures

July 21st,

Monday's Wonderful Carnival.

"Independence"



- 1) "Memories of Trafalgar."
- 2) Barnell & Co's attractive electrical display told an interesting story in convincing fashion.
- 5) A conception of a stone-age safety coach, were one of the chief fun makers of the parade.
- 6) A striking dress design which contained 80 yards of material, and which captured everyone's admiration and the Barratt Cup Championship.

Pictures of the finest Cycle Parade on Record



(3) The Rover Scouts and their Baby Week impression. A "Scream" that was greatly appreciated.

(4) Mrs D. R. James charming colour study which nearly won her a third victory in the Labomehere Cup. (7) The Northampton Co-operative Society provided a striking novelty with their collar skeleton.

CYCLE PARADE OF 1931

VETERAN CYCLE PARADE ORGANISERS.



The fine spirit of camaraderie and co-operation which animates members of the Cycle Parade Committee is, in most cases, so real and of such long standing as to amount to a sort of freemasonry. Here, for instance, is a group of organisers, taken some years ago, all of whom with the exception of the late Mr. James Elmer, have served for over 30 years, and are still numbered among the loyal band. Left to right they are Messrs. Chas. H. Battle, A. Roberts, John Longworth, E. S. Dunkley (Chairman of Committee), and the late James Elmer.

A BEAUTIFUL PARADE.

Watching with admitted "boyish" delight the progress of the Northampton Cycle Parade as the entrants toured the town on Monday, I could not help wondering how many of the people around me, although gladly-to their credit-filling the collectors' boxes with coins, realised the extent of the preparation which was necessary to create the show they saw. All of it passed under an hour, but it represented months of patient work on the part of hundreds of devoted workers.

BUILDING A "FIRE ENGINE."

In my own experience, for instance, the preparation of the Puddlecombe Fire Brigade's engine-staged by the Imperial Autocar Co., and Messrs. Aber Bros-occupied Mr Fred Revitt, Imperial's manager, and his staff for some two months of hard spare time work the while his partners in the "stunt" collected helmets, pipes, and what not for equipping the engine and its amusing crew. The smoke at the back, by the way, was ingeniously provided by connecting the "engine's chimney" to the exhaust pipe of the car, the sump of which had been over-filled with oil to create a thoroughly realistic pother. And it was, too, as those who rode above it well appreciated.

EXHAUSTED COLLECTORS

The industry of the collectors was, I thought, a marvel of perseverance. Clad in swaddling fancy costumes, most of which were anything but cool, they worked with a zeal which made the perspiration pour from their brows, and most were completely exhausted when they eventually staggered into the treasurer's office borne down by their burdens of coppers for the cause. Splendid men and maids, all of them.

NORTHAMPTON'S GENEROSITY

On the other side of the picture what volumes it speaks of Northampton's generosity that, in these times of economic stringency, its inhabitants should have responded so nobly to the annual call upon their charity. The complete figures are not yet out, but I shall be surprised if they are very much lower than in any previous year if lower at all.

A FLORAL DELIGHT

One of the sheer delights of the parade was undoubtedly Mrs Cyril Yarde's "Windmill of Flowers." What a tower of beauty was this! Yet I learned that in order that the mass of flowers it bore should be absolutely fresh, its preparation was not begun until 4.30a.m. on the morning of the parade. In collaboration with Capt. Yarde, Mr. S. Brown, who has, by the way, been 25 years with the firm, prepared the arrangements to a nicety, and a team of loyal members of the staff worked incessantly from 5 a.m. onwards carefully attaching the flowers to the frame with such meticulous precision that throughout the day and the parade, when the car driven by Mrs Cyril Yarde, not a single bloom became detached.

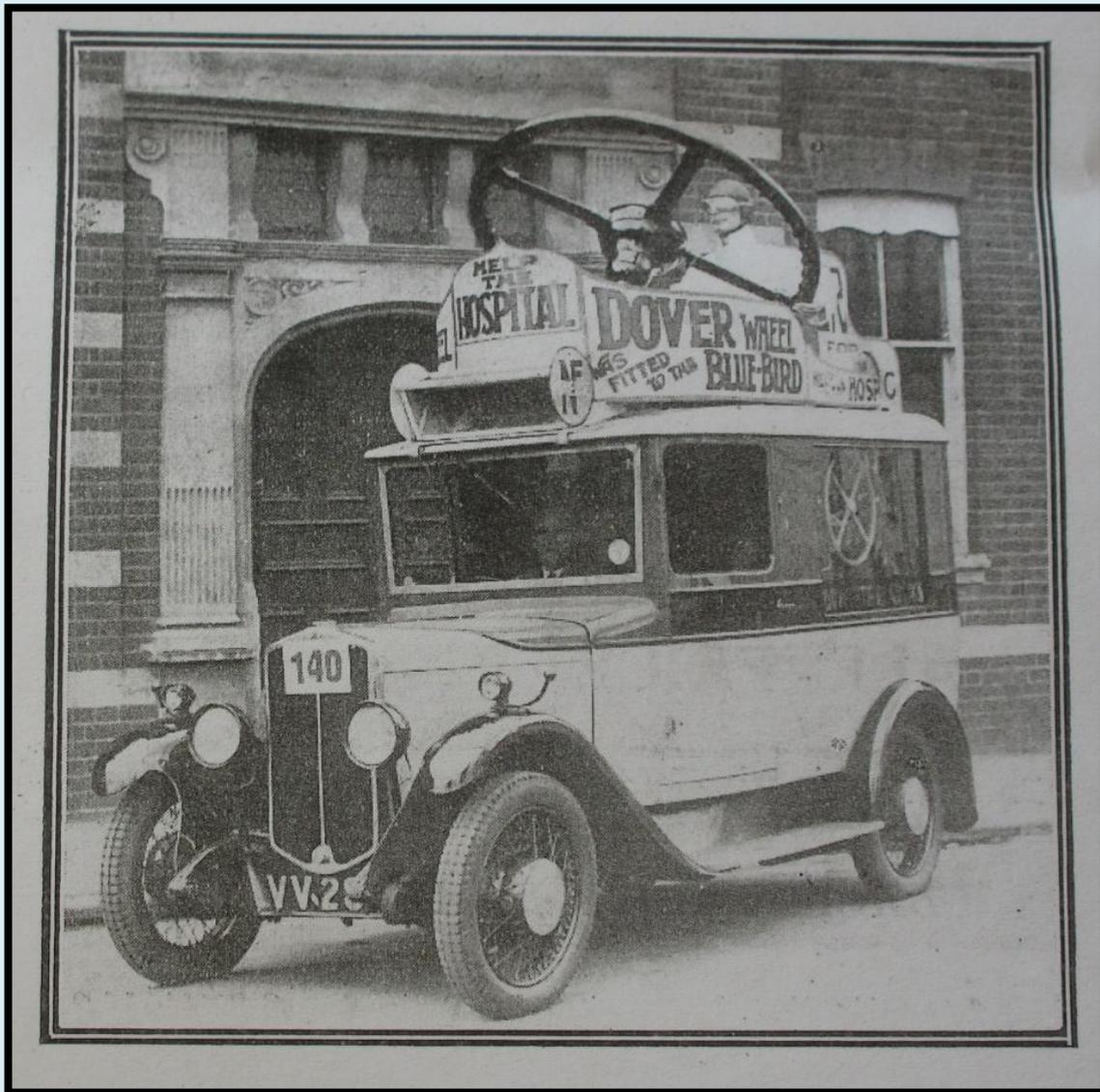
THE SCHEME FOR THE WINDMILL

The floral scheme was, I thought, a triumph of tasteful selection-the dome bedded with matricaria, alstremeria, and helenium, the windows edged with the blue delphiniums, and the "planes" of the mill bedded with calendulas. Incidentally, seeking some of these particulars at Messrs. Yarde's this week, I was interested to be shown their two Frigidaire refrigerator cabinets-the only ones of their type in the British Isles- where stock flowers for urgent orders are kept absolutely fresh. Also I noted the large water trough in which flowers are stored. This water is changed continuously and the flowers are kept in perforated vases, a clever invention of Capt. Yarde's by the way, so that fresh water is thus always passing around the stems.

A CHARMING QUEEN OF BEAUTY

The Queen of Beauty at the Carnival departed herself, I thought, with charming dignity and a refreshing absence of affection or self consciousness. She did not appear a whit nervous, yet she told me afterwards that she felt "frightened to death inside" when, at the beginning, she first saw the thousands gathered to greet her on the Market Square. As the procession went on, however, she felt "quite at home" for, added Miss Woodin, the people were all so kind to me and cheered me wonderfully with their smiles." By the way, Miss Woodin did a thoughtful act after the parade, for she made a special visit to the grave of her fiance's father to place thereon her beautiful sheaf of lilies. She would have loved to have placed it upon her own father's grave. But that is in France at a spot which "is forever England."

Dover Originalities as featured at the Northampton Carnival



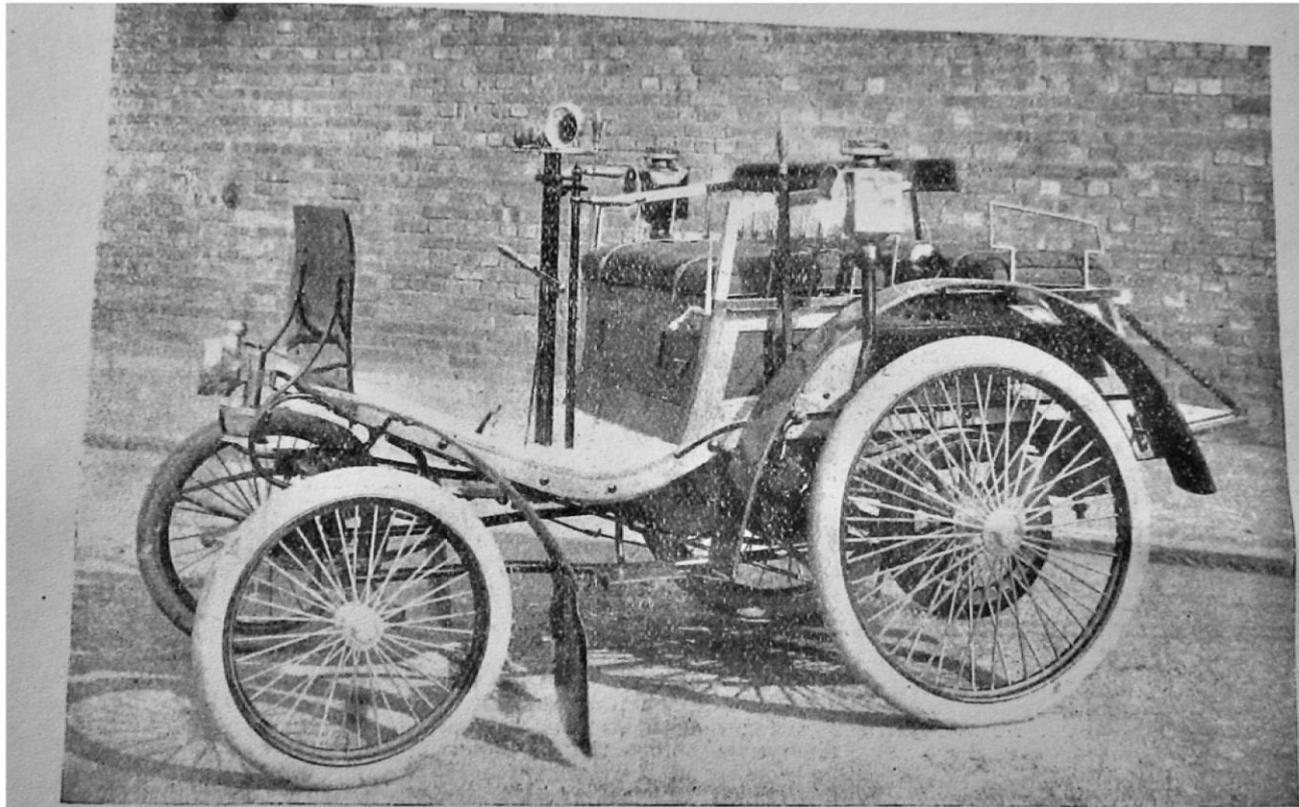
Pictorial Memories Recalled by Monday's Carnival and Cycle Parade

The holding this week of the Northampton's Cycle and Car Parade and the 70th birthday garden party, lend topical interest to the three photographs reproduced (by courtesy of the Carnival Committee) on this page.



On the left depicts **Mr. J. G. Grose**, the respected and venerable head of the well known local motor firm of Grose, Ltd., Mayfair, Northampton, as he appeared 48 years ago (1883) when he made a record at Leicester which has never been beaten.

He completed a distance of 20 miles in 59 minutes, 18 seconds, on a 52 inch high wheel bicycle with solid tyres and weighing 19 lbs.



The car which amazed Northampton in 1897.

Above is another relic of ancient transport contrasting weirdly with the ultra-modern cars participating in Monday's Carnival. It is a 3½ h.p. Benz chassis, with Grose body, constructed in 1887, and with Mr. Grose at the wheel, was among the very first cars to be driven around Northampton; while the simple Northamptonians gazed on in awe-inspired amazement.



The above old Photograph shows a group of Northampton Cycle Paraders in the days of the old boneshakers when such luxuries as pneumatic tyres and free wheels were not thought of.

Carnival v. Rain 1936



VERY FEW ENTRANTS provoked so much laughter en route at the Northampton Hospital Parade as this bright bevy of nurses who staged "The Barratt Maternity Home," complete with the famous "Quads." On right is seen "mother," and second from left the Maternity Home Sister.

Northampton may have had parades as good but none better than the parade which set out so blithely from Abington Park last Saturday.

Every year the Hospital P a r a d e draws its entries from a wider area, the leading competitors plan their exhibits months ahead, and nothing that enterprise, ingenuity and perseverance can achieve is left undone. No wonder than that the 1936 parade has never been surpassed for quality.

Only the weather failed, the one consolation being that the rain held off as long as it did, allowing the collectors to ply their busy trade where most spectators are encountered.

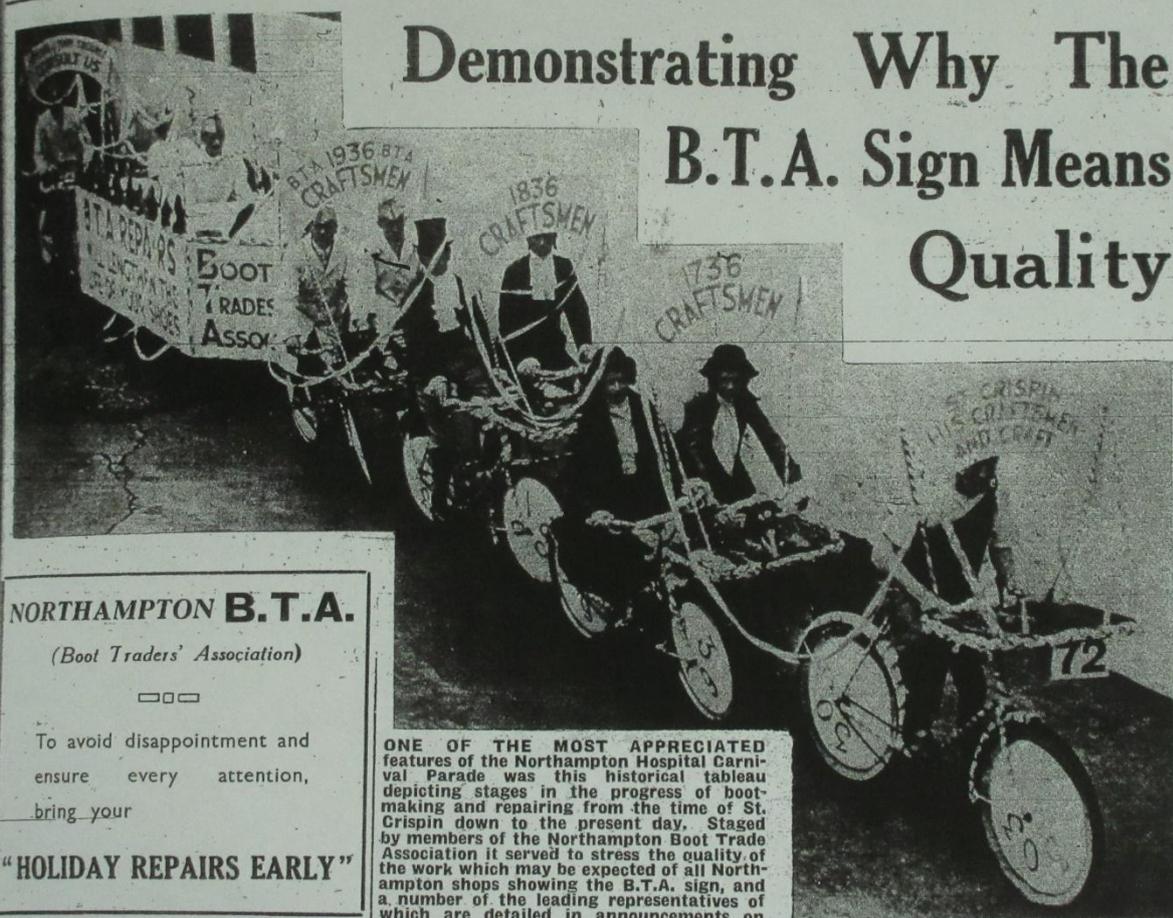
Another Good Sum

Gate receipts for the carnival were down from £200 to £125, but there were increases in certain directions and with the carnival being continued on Monday evening it is anticipated that another good sum will be handed over to the Northampton General Hospital.

Last year the figure was £1,300 and in the previous year £1,500, a record.

July 17th, 1936. NORTHAMPTON AND COUNTY INDEPENDENT

Demonstrating Why The B.T.A. Sign Means Quality



NORTHAMPTON B.T.A.
(Boot Traders' Association)

□□□

To avoid disappointment and ensure every attention, bring your

"HOLIDAY REPAIRS EARLY"

ONE OF THE MOST APPRECIATED features of the Northampton Hospital Carnival Parade was this historical tableau depicting stages in the progress of boot-making and repairing from the time of St. Crispin down to the present day. Staged by members of the Northampton Boot Trade Association it served to stress the quality of the work which may be expected of all Northampton shops showing the B.T.A. sign, and a number of the leading representatives of which are detailed in announcements on this page.

Features of the parade, apart from the splendid private entries, were the trade displays, notably those of the various departments of the Northampton Co-operative Society, most of which are pictured in this issue, the Northampton members of the B.T.A. and Bazeley Bros.

The latter was awarded a three guinea prize, which Messrs. Bazeley generously handed back as a donation to the hospital.