

LUTON



Easter
BONNET
Parade

Easter Monday April 11th
SOUVENIR PROGRAMME 6d.

Procession Park Street to Wardown Park commencing at 2.15 p.m.
Competition judging: Old Band Stand, Wardown Park, LUTON
at 3.30, Prize Giving, Savoy Cinema at 7 p.m.

Keep a cool head ..

... and choose a 'Steegan' Lightweight Jacket for business as well as leisure. It will keep you cool, comfortable and superbly well-dressed on the hottest day. Immaculately tailored in the famous crisp 'Moygashel' linen. Come in and try one on.



Buttons
of
Luton

LUTON 5990

HARPENDEN 60

A message from the Chairman

On the eve of another Easter bonnet parade it may be of interest to many people to know how the parade came into being.

In 1953 Mr W. S. Foster, a Director of the Davis Gas Stove Co., Ltd., having been surrounded all his life by hat trade family connections, formed an idea that he would like to present a silver cup to the hat manufacturer who produced the best Easter bonnet—this cup to be held for one year by the winner.

Luton hat manufacturers gratefully accepted the offer of this cup, and a Committee was set up to work out what form the competition should take, and from this small beginning the Easter bonnet parade emerged. The Organising Committee in 1953 was completely overwhelmed at the success which this Easter parade achieved, and quite overcome by the thousands of people who turned out to enjoy the procession and the parading of the hats at Wardown Park, and it seemed that a small hat trade venture had turned overnight into a large public entertainment for Luton's Easter holiday makers. Thus, in 1954 this Committee had a really big task on its hands, and was rewarded again by bigger crowds than in the previous year—the procession was larger and the "bonnets" were absolutely 100%. After due consideration it was thought that this procession, through the town to Wardown, would be materially improved by the inclusion of decorated vehicles from other industries in Luton, thereby stimulating more interest for Luton's populace in 1955, and this was "stepped up" by the generous gesture of Home Counties Newspapers Ltd. including all industries in their Queens contest.

The Committee has also used its best endeavours to make the parade a little more gay than in previous years, by including a few novelty items of a carnival nature.

The Easter Bonnet Parade Committee take the opportunity of wishing you all a happy day, and trust that the weather will be favourable to us all on this Easter Monday. The Committee would also like to thank all organisations, undertakings, firms and individuals, who have made such great endeavours to bring this Easter parade to a successful conclusion.

REX SANDERS,

Chairman Easter Bonnet Parade Committee.

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TO-DAY'S CELEBRITY



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Model by Rensor

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& COSTUMES
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DRESSES BY ALL FAMOUS MANUFACTURERS

We Stock Large Sizes up to 50 Hips

GWEN BEECH

22 MANCHESTER STREET, LUTON



From Australian Repertory to B.B.C. Television

To-day's celebrity, vivacious Mary Parker, will be known to many viewers as the regular commere in the B.B.C. television feature "Quite Contrary", and last month, for the first time, as a television announcer.

Her experience also takes in radio, the stage and films, both in this country and in Australia.

On the stage, Miss Parker has played in Sydney, Melbourne, and other Australian cities, and she has also been in a number of plays on tour in that country. She has appeared with various repertory companies scattered throughout Australia, and was frequently heard over the Australian radio in a variety of parts in a good number of plays over the past three years.

Apart from her television duties, Miss Parker is now busily engaged in film-making. She has played a leading role in four films for Douglas Fairbanks films, and in the latest one played the star role. Early in June, she stars in the part of an air hostess in a new Ealing film, and she is to be co-starred in another new film with Richard Hearne. She has also been signed for a West End play.

Apart from her appearances as an announcer and as commere in "Quite Contrary", Miss Parker's television appearances in this country have included a part in the television version of the comedy play "Fifty-Fifty", with Harry Green. She has also made a television film opposite Boris Karloff.

Miss Parker is the sister of Lt. Cmdr. Michael Parker, private secretary to the Duke of Edinburgh.



Miss M. LILLYWHITE

Luton's Hat Queen 1954

Photograph by

Wm. Harold Cox
— Naturally

For Everything in Photography—Everything in Cameras

29 WELLINGTON STREET, LUTON

TIME TABLE

PROCESSION

Manor Road. Move off 2.15, straight through town to Wardown Park, (via Park Street, Park Square, George Street, Manchester Street and New Bedford Road.)

The vehicles will be judged as they pass the Town Hall, by :—

Mayor : Councillor H. C. Lawrence, Dr. Charles Hill, M.P. for Luton, and Mr. Norman Cole, M.P. for South Bedfordshire.

Hat Judges :

Mary Parker

Eileen Ascroft
(*Evening Standard Fashion Ed.*)

Jean Soward

(*News Chronicle*)

The hats will be judged in the Park at 3.30 p.m.

Refreshments will be available.

Licensed tent.



Presentation of prizes to the winners at Savoy Cinema approx. 7 p.m.



HAROLD MOWER, Comper

If the weather is unfavourable, but not bad enough to stop the procession completely, the route will be shortened to include only the centre of the town. The procession will turn from New Bedford Road, into Mill Street and Guildford Street, to the George Hotel. If that happens (and it is sincerely hoped that it will not) the hat judging will be done in the ballroom at the George Hotel.

EASTER BONNET PARADE

WHO'S WHO IN THE PARADE

LUTON BAND

Headed by Drum Majorette—Merilyn Mordan

Massed Carnival Heads

Procession—ALLIED TRADES

Number in
Procession

1. HUMPHREY & SCOTT LTD.
2. HUMPHREY & SCOTT LTD.
3. ALSO One Man Wearing a Cardboard Box
4. S. HUBBARD LTD.
5. ASHLEY OVERHILL LTD.
6. LYE & SONS LTD. (Van and Trailer)
7. LILLEYWHITE (TIMBER) LTD.
8. GARRATT & WRIGHT LTD.
9. EILEEN CHARM SCHOOL

Procession—HAT MANUFACTURERS

16. Group No. 1. BUTE STREET AREA
17. Group No. 2. GUILDFORD STREET
(HITCHIN RD., BUTE ST.)
18. Group No. 3. GUILDFORD STREET
(BUTE ST., MILL ST.)
19. Group No. 4. WALLER STREET AREA
20. Group No. 5. OLD BEDFORD ROAD AREA

Number in
Procession

21. Group No. 6. COLLINGDON STREET AREA
22. Group No. 7. WILLIAMSON STREET AREA
23. SUNMAN & HEWSON
25. WOOLSAND HATS
26. ROWLAND CUNNINGHAM
- GIRLS LIFE BRIGADE BAND
30. VEHICLE FOR THE QUEENS

Procession—ORGANISATIONS

31. LUTON—COY. GIRLS LIFE BRIGADE
32. SOUTH BEDS YOUNG FARMERS' CLUB
33. 19th LUTON SCOUT TROOP
34. LUTON COMMUNITY CENTRE
35. VAUXHALL SPORTS CLUB
36. LUTON & DISTRICT BRANCH OF ROYAL
NATIONAL LIFEBOAT INSTITUTION
37. DUNSTABLE & DISTRICT YOUNG FARMERS'
CLUB
38. DUNSTABLE & DISTRICT YOUNG FARMERS'
CLUB
39. ROUND TABLE OF LUTON

[Continued on Page 11]

12 WALLER STREET

PHONE :
LUTON 4628

CASPER'S

— of LUTON



RECOMMEND
THE ORIGINAL
EUGENE
PERMANENT WAVE

65 GEORGE STREET

PHONE :
LUTON 1978

Who's Who in the Parade—continued

BOYS BRIGADE BAND

Procession—INDUSTRIAL

Number in
Procession

46. LAPORTE CHEMICALS LTD
47. FLOWERS BREWERY
48. FLOWERS BREWERY
49. ELECTROLUX LTD
50. VAUXHALL MOTORS LTD
51. ALCOCK PEROXIDE LTD.
52. AC-DELCO
53. PALADIN COACHWORK LTD
54. CRYSTAL WARE PRODUCTS (LUTON) LTD
55. JACKSON ELECTRIC STOVE CO. LTD
56. G. & A. BRYANT
57. ESS BEE GOWNS
58. EASTERN ELECTRICITY BOARD
59. COMMER CARS LTD
60. W. E. RODELL & CO.

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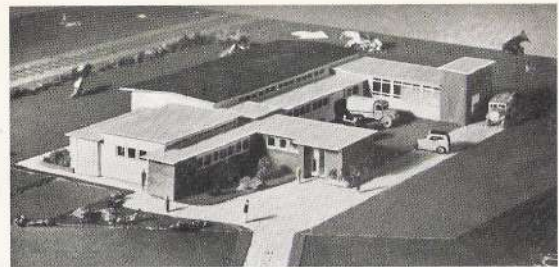
PHONE : LUTON 223

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Planned and modelled by C. Gurney Burgess, L.R.I.B.A. (Photo by W. H. Cox)

LUDUN LIMITED

(The Bedfordshire Workshop for employing the severely disabled)

A message from the Chairman and Secretary of Ludun Limited :—

The modern workshop you see in the above photograph is the latest undertaking by the Directors and Officers of LuDun for employing the severely disabled.

It is being built at Liscombe Road, Dunstable. The present, very inadequate, workshop at 6 Cardiff Road, Luton, which the people of Luton and Dunstable have so generously supported can only employ sixteen men and we have thirty more on the waiting list. Thirty men who, because of their disabilities, cannot find work anywhere else. We have then decided to build the above specially equipped workshop which will employ up to forty persons.

So far the people of Luton and Dunstable, and even further afield, have subscribed about £6,500 towards the cost of this factory : a very noble effort. The Ministry of Labour and National Service will give £5,000 and the Bedfordshire County Council a further £5,000. Altogether with working capital we shall require not less than £17,000.

You, having bought this programme help, too, because the sponsors have promised to give 25% of the profit to our Building Fund. We are indeed very grateful to you and to them, but then the people of Bedfordshire, and particularly those of Luton and Dunstable have been a tower of strength to us, and with their generous support we believe that LuDun will be the finest example of a workshop for the disabled in the country.

Thanks to you all.

L. W. Plewes, *Chairman.*

T. L. Lightfoot, *Secretary.*

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G. F. FARR & SONS, LTD
COLLINGDON STREET

PHONE : 2055

LUTON

PHONE : 2056

Luton's Industries on Parade

This year's Easter Bonnet Parade is rather different from its two predecessors in that it has been extended to include more than Luton's hat industry. The hat industry takes a leading part, of course, and there is some fitness in that, not merely because the parade started out purely as a hat trade affair, but because the hat trade, besides being Luton's traditional industry, is also the foundation of Luton's present-day prosperity.

Some people may feel inclined to quarrel with this statement. It is, however, a fact that the leaders of the hat trade in the early days of this century also took a leading part in the local government of the town. To a large extent they were the people, who by providing cheap electricity and other public services, and by offering every other inducement that a town could offer, brought to Luton the new industries which, in their variety and strength, laid the foundation of the present-day prosperous Luton. While the hat industry long ago ceased to be the largest single employer of labour in Luton it commands respect for the vital part it has played in Luton's development. And it is still quite a force. In other parts of the country Luton is known chiefly for three things—its hat trade, its football team and its Girls' Choir—and of the three, the hat trade is the one to which most people's thoughts turn.

This year's Easter Bonnet Parade may not tell the people of Luton and district very much that they do not already know about their industries. That does not matter a great deal because they already have some fair knowledge of what the town produces. Rather is the parade some attempt, in a lighter and holiday mood, to sketch the outlines of some of these industries and present a picture in which we, who live and work in Luton, may take some pride.

There are very few countries in the world to-day where some product of some Luton factory is not in use. If this country is the workshop of the world, then Luton is a very busy corner in that workshop, and it turns out a high proportion of the goods by which we earn our livings. More than that, Luton's goods take their full share in upholding the reputation of British skill and craftsmanship.

But Easter Monday is a Bank Holiday when the cares of the work-a-day world are, for a few hours, put aside. That is why in this year's parade, the note of carnival has been strengthened to catch the holiday mood and to show that although Luton can work hard, it can also relax.

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The Luton News

Dragon's Blood



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