



Curriculum Guide

Fun Float Facts

Everyone loves a parade! And, Metro Detroiters are no exception. In the early days, the parade drew more than 100,000 spectators. Today, nearly one million children of all ages line Woodward Avenue to see the magical spectacle of animated floats, giant balloons and amazing amusements.

In 1924, four adult bands, four papier-mâché heads worn by marchers, ten floats including The Old Lady Who Lived in a Shoe and Mother Goose, and bands from three area high schools charmed the spectators along Woodward.

The next year doubled in size with three hundred Hudson's employees marching and horses and wagons pulling 26 floats. A live elephant, in The Parade to promote a toy sold at Hudson's, was the real crowd-pleaser!

Each year, the fun and fantasy of The Parade grew. Reports of the 1939 Parade say there were eight brass bands and 1,008 assorted characters from fairy tales and nursery rhymes. Donald Duck made a big splash that year, as did the world's largest candy cane.

Increased excitement about The Parade led to local television coverage in 1948.

Four years later, The Parade was televised nationally.

A weakening economy resulted in Hudson's solicitation of sponsors in the late 1970s for what was then known as the Michigan Thanksgiving Day Parade. In 1979, Hudson's relinquished primary sponsorship of the event. Control of the parade was taken over by Detroit Renaissance until 1983, when the civic, not-for-profit Michigan Thanksgiving parade Foundation assumed reins. Since 1984, the Foundation's wholly owned, not-for-profit subsidiary, The Parade Company, has produced the annual America's Thanksgiving Parade®.

The Parade Company



					Big Red Chair					Celebrate Detroit					Energy Innovators			It's a Michigan Thing				The Parade Company							
					Sam I Am Rhyming Game	I Can Read	Counting with Curious George	Telling Time with Thomas	Shapes with Spot	We Need YOU - Migration to Detroit	How did you get here - Migration to Detroit II	Cadillac	The Anna Scripps Whitcomb Conservatory	Name that Landmark	Invention - Timeline	Telegraph Station	Thank you Mr. Edison	Mackinac Bridge - Timeline	Citizen Involvement in Building the Mackinac Bridge	Caring for the Great Lakes	Fruity Maps	Save our Lighthouses!	Public Service Announcement	Float Creation	You've got a BIG head	WE NEED YOU	Parade Primary Documents 1	Citizen Involvement in the Parade	Parade Primary Documents 2
Math																													
Geometric shape, properties, and mathematical arguments																													
Location and spatial relationships																													
Spatial reasoning and geometric modeling																													
Transformation and symmetry																													
Problem solving involving measurement																													
Meaning, notation, place value, and comparisons																													
Number relationships and meaning operations																													
Techniques and formulas for measurement																													
Units and systems of measurement																													
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Process																													
Personal Style																													
Grammar & Usage																													
Spelling																													
Handwriting																													
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Understand the effects of human-environment interactions																													
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Science																													
Inquiry process																													
Inquiry Analysis and Communication																													
Reflection and Social implications																													
Fluid Earth																													
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Ecosystems																													
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Science Processes																													
Inquiry Process																													
Reflection and Social Implication																													
Organization of Living Things																													

* If the class is required to complete their floats on a topic being explored in social studies the lesson would integrate into those glee's in countless ways.
 ** Michigan or United States History (dependent on the figures)

Dear Educator,

Thank you for considering a field trip with The Parade Company. We have worked extensively with Eastern Michigan University's College of Education to design lessons and classroom extensions that align with the Michigan Department of Education's Core Curriculum framework. Within this book you will find activities that you can utilize before or after your field trip that will focus students on important components of the The Parade Company. You will also discover lesson extensions that meet the GLCEs, as well as references and resources you can use in your classroom. If we can be of any further assistance as you plan your trip to the Parade Company, please don't hesitate to contact us!



EASTERN
MICHIGAN UNIVERSITY
Education First



Description

Students will plan and create their own Thanksgiving Day Float!

Time Frame

Four to five lessons.

Learning Objectives

Students will design and build a float.

Supplies

An empty tissue box for each child and a variety of art supplies, such as feathers, beads, plastic figures, paint, glitter, markers, chenille pipe cleaners, colored tissue paper, construction paper, magazines to cut out pictures, cotton balls, arts and scraps material. It would be a good idea to ask children to bring supplies from home that they could use and perhaps be willing to share.

Michigan Content Standards and Benchmarks Alignment

Math

- ☐ Geometric shape, properties, and mathematical arguments
- ☐ Location and spatial relationships
- ☐ Spatial reasoning and geometric modeling
- ☐ Transformation and symmetry

Social Studies

If the class is required to complete their floats on a topic being explored in social studies the lesson would integrate into those glce's in countless ways.

English Language Arts

Writing

- ☐ Genre
- ☐ Process
- ☐ Personal Style
- ☐ Grammar & Usage
- ☐ Spelling
- ☐ Handwriting
- ☐ Writing Attitude

Speaking

- ☐ Conventions
- ☐ Discourse

America's Thanksgiving Day Parade

Float Creation!

Procedure

1. Prior to the beginning of this activity take some time to read through the description of how a float is developed for the parade. You can find this in the Appendix section.
2. Explain to the students that the floats they see as part of the Thanksgiving Day Parade are designed in four major phases: 1) brainstorming to come up with initial ideas, 2) sketching the idea that was decided upon, 3) building the frame, and finally 4) putting on all the finishing touches.
3. Assign each student a partner.
4. With their partners have students brainstorm ideas that could potentially be a float. Encourage them to come up with many different ideas using books that they love or themes they are passionate about (i.e., saving animals). Make sure each pair of students decides what float they will design and build the next day in class.
5. Ask partners to report back to the class what the theme or idea for their float will be.
6. Provide students with paper and colored pencils to draw the float from different angles. If your students are older, have them then layout the float on graph paper to scale.
7. Have each student write a list of everything that they could potentially need to build this float. Show them the materials that you are providing and ask them to contribute supplies that they will bring.
8. Have each student write out the steps they will be taking in building their float.
9. Provide each child with an empty tissue box and set the supplies out for them to use. Provide them with ample time over several sessions to work on their float.
10. Once a float is complete The Parade Company writes up a brief summary about the float. Show students examples (found in the [appendix](#)) and ask the students to do the same for their float.
11. Place floats and the description of floats around the room for everyone to enjoy.

Extension

- ☐ Invite other classes to view your floats!
- ☐ Limit float ideas to a theme or unit they are currently studying in Social Studies or a book the class is reading.

Time Frame

Four – five lessons

Learning Objectives

Students will create a papier-mâché head

Supplies

Balloons, long strips of newspaper, flour, water, buckets or large bowls, paint, ½ gallon milk container with the top cut off –and much patience!

Glue Recipe: One part flour to two parts water. Mix until there are no lumps and it is the consistency of glue.

Extension

Once the figures are completely painted and dried, you could cut a small hole in the bottom of the head and place it on a plastic pop bottle, dressed as the historical figure in a construction paper outfit. The students could then display their figure as they read a report that they have written on that person to the class.

Michigan Content Standards and Benchmarks Alignment

Social Studies

- ☐ Living and Working Together
- ☐ Michigan or United States History (dependent on the figures)

America's Thanksgiving Day Parade

You've got a BIG head!

Description

Students will create a papier-mâché head of a famous person from history.

Procedure

1. One of the oldest traditions in the parade is the collection of 300 giant papier-mâché heads crafted in Italy. Explain to the children the history of the papier-mâché heads (see [Appendix](#) for addition information).
2. Utilizing a current theme from your class's social studies unit, ask each student to choose a person from history that they would like to represent by making a head.
3. Provide each student with a balloon that is blown up, approximately 25 strips of newspaper, and a container of glue made from the flour and water (recipe above). This is a messy process so it is important to think through how you want to implement it!
4. Have the students dip the strips into the glue and wrap them around the balloon, smoothing the strips out as they go. Cover the balloon completely with strips of paper. Some students might need more strips.
5. Once they have completely covered the balloon have them place it gently on the top of the cut-off milk container. **DON'T PRESS THE BALLOON DOWN OR IT WILL BE DIFFICULT TO REMOVE!** Allow it to dry for several days.
6. As the balloon is drying have students research the historical figure they will be designing the balloon after. Students will need to print out an image of their person.
7. Once the balloons are dry have the students paint them completely in a flesh-colored paint that as closely as possible matches the historic figures skin tone. Allow to dry overnight.
8. Once the paint has dried have students lightly pencil on the facial characteristics and hair of the historical figure.
9. Have students paint the hair of their figure first and allow the head to again dry overnight.
10. To complete the project have students paint on their historic figures facial features.



America's Thanksgiving Day Parade

WE NEED YOU!

Time Frame

Lessons and activities throughout the school year.

Learning Objectives

Students will participate in a service learning project.

Supplies

TBD

Description

America's Thanksgiving Parade® is a civic, not-for-profit foundation. The hard work of the 12 staff and over 2000 volunteers is supported through the financial contributions of local corporate and civic leaders. It takes many, many people contributing to the parade to continue its traditions. Students can learn about the importance of service-learning through active participation in thoughtfully organized service projects that are conducted in and meets the needs of local communities. Projects should be meaningful to the students and to the curriculum they are studying.

Procedure

1. As an educator, time and attention needs to be given to the type of community service learning project that would be most meaningful to your students and community. It is important to organize a project that extends throughout the school year and is not a one-time event. There is wonderful guidance and project ideas at the National-Service Learning Clearinghouse (see [resource section](#) in the back).
2. Be sure to provide structured time for students to reflect on the service experience and discuss what it meant to help someone else.





America's Thanksgiving Day Parade

Parade Primary Documents 1

Citizen Involvement in The Parade!

Description

Students will read original newspaper articles that provide details on how citizens responded to the potential loss of The Parade when Hudson's relinquished primary sponsorship of the event.

Time Frame

Three lessons

Learning Objectives

1. Students will investigate citizens' responses to Hudson's relinquishing sponsorship of the Parade.
2. Students will formulate a plan that would allow the Parade to continue.
3. Students will identify their support of the Parade by writing a letter to the Editor.

Supplies

Newspaper articles (see [Appendix](#)) and a copy of the document analysis worksheet from The U.S. National Archives found at: www.archives.gov/education/lessons/worksheets/index.html

Procedure

1. Divide students into partners or small groups.
2. Provide each group with a set of the newspaper articles to read.
3. After they read the articles have them fill out a document analysis worksheet for each article.
4. Utilizing the information from their worksheets students compose a letter to the editor supporting the Parade.
5. After an initial brainstorming and prewriting activity, review the basic writing process:
 - The students will first write a rough draft of their letter, emphasizing content.
 - After rereading their own writing with a partner, students will revise their work.
 - Later, the students should work in pairs to proofread and edit their letters.
 - Finally, the letters should be published and gathered together in a book.

Michigan Content Standards and Benchmarks Alignment

Social Studies

- Living and Working Together
- Michigan History
- Role of Citizen in American Democracy
- Identifying and Analysing Public Issues
- Persuasive Communication
- Citizen Involvement

English Language Arts

Writing

- Genre
- Process

Speaking

- Discourse
- Conventions



America's Thanksgiving Day Parade

Parade Primary Documents 2!

Description

Children view pictures of the parade through its history to analyze how the parade has changed over time.

Procedure

1. Divide students into partners or small groups.
2. Provide each group with a series of four pictures from the parade's past.
3. Provide students ample time to review and analyze the photos.
4. Distribute the Photo Analysis Worksheet (see [Appendix](#)).
5. Students need to complete an analysis sheet for each of the four photographs.
6. Students will write a paragraph summarizing their analysis worksheets and answering the questions, "How has the parade changed over time?" and "How has the parade responded to contemporary culture?"

Time Frame

One lesson

Learning Objectives

1. Analyze and interpret primary documents of the parade.
2. Present their ideas regarding how the parade has changed over time
3. Interpret how the parade has responded to contemporary culture throughout its history.

Supplies

Pictures of the parade and primary document analyzes sheet. (see [Appendix](#)).

Michigan Content Standards and Benchmarks Alignment

Social Studies

- ☐ Michigan History
- ☐ Inquiry
- ☐ Public Discourse and Decision Making

Resources for The Parade Company

Service Learning Projects

- National Service Learning Clearinghouse
www.servicelearning.org/what_is_service-learning/service-learning_is/index.php
- A very detailed PowerPoint on what service learning is all about.
www.servicelearning.org/filemanager/download/153/what_is_SL.ppt
- Explanation of service learning from The University of Colorado
socsci.colorado.edu/SOC/SL/SL.html

Primary Documents

- How to use Primary Sources from the Library of Congress
www.loc.gov/teachers/preview/primarysources
- Many different types of document analysis worksheets designed and developed by the National Archives and Records Administration.
www.archives.gov/education/lessons/worksheets/index.html

The Parade Company

- A History of the Detroit Parade from the first parade in 1924 to present (the article is from 1999) apps.detnews.com/apps/history/index.php?id=173
- A Basic History of the Parade Company www.theparade.org/parade.php
- History of Hudsons: apps.detnews.com/apps/history/index.php?id=29



Appendix – Float Creation!

How is a Float Built?

- Seek out a sponsor. The sponsor may or may not have a float concept. Will the sponsor's idea work as a float concept? Does it represent their corporation?
- If they do not have a pre-determined idea, help come up with one. What does their corporation do? How is that turned into a float concept? Remember, it must be an idea from a story, fairytale, or legend. (example: Building a Life – piggy banks from National City)
- The float concept gets the sponsor into The Parade.
- Where do the artists get their ideas? Children's books, stories, pictures, posters, etc.
- After you have the idea, it is time to turn it into a float. Remember what makes a float work for The Parade Studio:
 - ◆ Large elements
 - ◆ The main ideas from the story
 - ◆ Simple
 - ◆ Can you see it on the street and on TV (harder to see the smaller details on TV)
 - ◆ Think large, think cute, think fun, think exaggerated!
- We construct two types of floats: towed and self-propelled. Towed floats are built on a trailer frame. Self-propelled floats are built on a truck chassis.
- Next step is to compose the pencil sketches. Must be cute, fun, interesting, and whimsical; not a corporate floating advertisement.
- Draw different angles, different looks, and different views
- The artists are constantly brainstorming, constantly changing, constantly updating and improving
- Once everyone agrees -- artists, The Parade Company and the sponsor -- the float drawing is created. It starts as a pencil sketch, and then changes are made. Once perfected, a color rendering is drawn.
- The color rendering is taken back to the sponsor for final approval. We seldom have to change the color rendering!
- After everyone signs off, it is time to start construction! If we use a popular book, we must get permission from the author as well.
- A layout is created with the side view and all the different dimensions and measurements, and placed on graph paper. It is similar to a blueprint, but it isn't a blueprint. The artists are told the materials to make each piece of the float. You need to take into consideration the amount of working space, the weight of the float, extreme weather conditions, and the cost of materials.
- We use exterior house paints, muslin, Styrofoam, steel, wood, chicken wire, foam rubber, fun foam, spray foam, fabrics, and plastics.
- Because the floats are exposed to weather conditions, we use exterior house paints, and coat them with a clear coat of varnish that is weather proof and water resistant.
- All the floats are only exposed for 3 hours a year to the outdoors
- For the larger items with not much detail, artists use ¼ inch pencil steel rod (Mother Nature's body). For larger items with lots of detail (Mother Nature's head and face) the artists use Styrofoam. Sometimes they do the back half of the head with steel rod, and the front half details with Styrofoam.
- It takes approximately 2 – 3 months to finish a float. It depends on the number of people and details on the float. We work on multiple floats at one time and, therefore, not every artist can work on the same float at the same time

Appendix – Float Creation!



Big Green Bookworm

"Get lost in a book..." Our friendly 85-foot long bookworm is smartly dressed in a montage of bright green and shimmering gold polka dot, plaid, striped and paisley printed fabrics! He'll wiggle down The Parade route using his two dozen feet while reading from his favorite book of poems. Watch closely and you'll see bubbles popping out of his ears! "Imagine the fun...Get ready, go read!"

Appendix – Float Creation!



Mother Goose

One of the floats in the first Parade in 1924 was Mother Goose who was pulled by horses. This updated version was built in 1998, is self-propelled, has flapping wings and features Humpty Dumpty, Jack Be Nimble and Little Miss Muffet.

Appendix – Float Creation!



Santa's Sleigh

The Parade's biggest star – Santa – has a luxurious sleigh pulled by his nine reindeer. Spanning an incredible 75 feet long, Santa's sleigh is dismantled after The Parade each year so that it will fit in The Parade Studio. Each of the reindeer rest in individual crates to protect them until the next visit from Santa on Thanksgiving!

Appendix – You’ve got a BIG Head!

PAPIER-MACHE HEADS

This Parade is unique in that it has a collection of more than 300 giant papier-mâché heads, weighing between 5 and 50 pounds each, and the costumes that go with them. Almost all of the heads in this one-of-a-kind collection were crafted throughout the past 60 years in a small town called Viareggio (pronounced Vee-ah-’reg’-ee-oh), Italy, which is known as the papier-mâché capital of the world. The heads are part of an artistic tradition in Europe, which dates back to the 16th Century and are still manufactured for “Carnivale de Viareggio”

About 60 years ago, executives from Hudson’s began going to Viareggio to purchase new character heads from the artists. It was assumed that Hudson’s was emulating the tradition of the European carnivals. Over there, everything is used one carnival and then destroyed! The artists in Viareggio assumed that the Thanksgiving Parade in Detroit was doing the same. Little did they know their heads were going to become a cherished addition to our Parade.

The Carnivale has an enviable financial situation. It is so important that it is funded by two weekends of the Italian National Lottery. It can afford to destroy its beautiful 6-7 floats and character heads after one use.

In 1987, Parade Company personnel visited Viareggio and added the “Stars of Michigan” heads to our collection, including Rosa Parks, Tom Selleck, Henry Ford and Diana Ross. The Italian artists were excited to see photos of our parade and all the heads that they had made. They were honored to realize that all of the heads that had once been purchased from them had been saved.

In 1989, a senior ranking artist from Viareggio came to Detroit and fabricated the head of George Bush in our studio. He remembered working on many of the heads we have in our collection. His hometown village was so honored by his visit to Detroit; they gave us eight pirate heads as a gift to our parade.

By watching him work on the George Bush head, our artists learned the craft of these giant heads, which proved invaluable to us when the Detroit 300 organization asked us to construct seven new heads depicting famous Detroiters to honor the city’s birthday in The Parade.

The heads are made in a five-step process:

1. A small clay version of the head is sculpted.
2. On a pre-made steel and wood oval frame, a large version of the head is sculpted.
3. A plaster mold is then made of the head (in several pieces).
4. Papier-mâché is then added layer by layer to the inside of the plaster molds.
5. The papier-mâché pieces are then “sewn” together with wire, more papier-mâché is added to cover the seams and the head is sanded and painted.



WELCOME TO

VIARAEGGIO

Home of
HISTORICAL
PAPIER-MÂCHÉ HEADS

The town of Viareggio, Italy, situated along the northern reaches of the Tuscan coast, just east of Lucca, began to gain fame as a resort in the 1860's. A group of wealthy young men from the town came up with the idea of a special Carnevale celebration in 1873. They built and decorated floats and then held a parade along the town's main streets.

Several citizens of Viareggio used this parade as an opportunity to protest excessive taxation. Not willing to be identified by the authorities, the protesters wore masks, thus inaugurating the Carnevale tradition of masked revelers.

This original event was celebrated on Shrove Tuesday and the previous Sunday, and it gradually grew into the elaborate celebration that it is today.





A FEW HEADS ABOVE THE REST!

One of the Parade Company's greatest attractions is our world-renown papier-mâché heads collection. These colorful artifacts were initially purchased by Hudson's from Viareggio, Italy, with some of the heads dating back to the 1940's. These cherished Parade characters became the property of The Michigan Thanksgiving Parade Foundation in the 1980's. The Parade Company now owns more than 300 papier-mâché heads, making it the largest collection of its kind in the world!

Papier-mâché Heads





**MICHIGAN PRESS
READING SERVICE**
126 S. Putman, Williamston, Mich. 48895

DETROIT, MI

NEWS

E-633,708; S-826,111

DETROIT NEWS,
DETROIT, MICHIGAN
OCTOBER 19, 1982

OCT-19-82

Come, rain money on Santa's parade

By Douglas Ilka
News Staff Writer

In recession-ridden Detroit, even Santa Claus needs help from his friends.

For the first time in the 56-year history of Santa's annual Thanksgiving Parade, bleacher seats are being sold — for \$100 a pair.

For \$250 or \$500, you can buy a place for yourself among the marchers on Nov. 25.

For \$30,000 you can sponsor a float: Alice in Wonderland, the Three Little Pigs or Snow White. Traditional Nativity and Thanksgiving floats are still available for sponsors willing to part with \$25,000. Pinocchio needs \$20,000 to move out of storage.

And 10 bands want \$6,000 apiece in fees before they begin to play.

"If you think those prices are steep, you ought to see what they're trying to strong-arm from the merchants around town," said one Detroit businessman, who asked for anonymity.

DECRYING THE "commercialism" of the annual parade, the businessman provided a solicitation letter he received.

"Join Friends of Santa and help us achieve our fund-raising goal to keep Santa in red and the budget in black," reads part of the letter sent to prospective sponsors by Robert E. McCabe, president of the Detroit Renaissance Foundation, and Beverly Beltaire, president of the Greater Detroit Chamber of Commerce.

For a \$500 contribution, the donor receives passes to the "Friends of Santa" reviewing bleachers, a listing in a newspaper advertisement, four invitations to a Thanksgiving Eve "Meet the Stars" reception (complete with photo taken with inflatable parade animals), passes and costumes for four friends to march in the parade and four passes to a sneak preview of the parade workmen the



Santa's Thanksgiving Parade	
RENT-A-FLOAT	
Alice in Wonderland —	\$30,000
Three Little Pigs —	30,000
Snow White —	30,000
Humty Dumty* —	30,000
Thanksgiving —	25,000
Nativity —	25,000
Pinocchio —	20,000
Elephant Ride** —	30,000

*1982 Detroit Public Schools design contest winner
**1981 Detroit Public Schools design contest winner

NEWS ILLUSTRATION

A \$250 CONTRIBUTION reduces the number of bleacher passes and eliminates the sneak preview. Donors of \$100 will have their name mentioned in newspaper ads as well as receiving two bleacher passes.

The bleachers, set up in front of Hudson's downtown store, were reserved last year for guests of corporate sponsors last year.

This year, the solicitation letter explains: "We want to get more individuals and companies an opportunity to participate in the 1982 Thanksgiving Parade."

Steve Friedman, director of communications for the Chamber of Commerce, described the letter as "just your basic solicitation letter."

"We don't think there is anything strong-arm about the letter."

Corporate sponsorship of the annual parade began in 1980 when the longtime sponsor, J. L. Hudson Co., asked for help.

THE COST OF the parade — 2,000 costumed marchers, 14 bands and 20 floats — has always been a secret.

In 1980, sources estimated the parade cost a minimum of \$400,000. This year's parade could easily top \$600,000, one source said.

A spokesman for the nonprofit Detroit Renaissance Foundation said the organization does not publicize budget figures "because we are privately funded."

But Ed Fleischmann, treasurer of the Renaissance Foundation, estimated that it will cost about \$585,000 to hold the event this year and added, "So far, our campaign has raised all but \$130,000."

The Friends of Santa prefer to talk about the joy the annual parade brings to 250,000 area residents who line Woodward Avenue, the two million people who watch the event on a tri-state "Santa Network" set up by WXYZ-TV (Channel 7) and the 30 million who get a glimpse of Detroit via the national CBS All-American Parade Broadcast.

CHANNEL 7'S John Kelly and Marilyn Turner will provide commentary again this year for a two-hour local broadcast that will be shared with six other television stations in Michigan, Ohio and Indiana.

But, mindful of criticism that last year's broadcast was too commercial, Channel 7 will "spend more time letting viewers get to know the people behind the scenes who are putting the parade together," a station spokesman said.

Corporations committed to contributing to this year's "Salute to Walt Disney" parade so far are:

American Lighting Specialists, American Motors, American Natural Resources, Anheuser-Busch, General Motors, Ford, Kroger, Farmer Jack, Blue Cross-Blue Shield of Michigan, National Bank of Detroit, Michigan Bell Yellow Pages, Bendix, Comerica, Detroit Edison, Michigan Consolidated Gas, Hudson's, WXYZ-TV and WMJC radio.

News
Detroit
Dec. 29, 82



MICHIGAN PRESS
READING SERVICE

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DETROIT, MI

NEWS

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DEC-29-82

Some sad, others angry over parade cancellation

By Ric Bohy
News Staff Writer

Many shrugged in resignation when told "The Parade" is over, that another Detroit tradition is dead. Others were sad, some angry.

Certainly, there are worse things in the city than the end of the annual Thanksgiving Day Parade — the joblessness, the hunger, the despair.

But the parade brought smiles to kids' faces as it signaled the start of the holiday season.

Now, unless a benefactor replaces the Detroit Renaissance Foundation, the 56-year tradition will be another memory.

This latest bad news did not sit well with area residents.

A.D. CHAMBERS, 39, of Detroit, said, "I thought the Renaissance people were going to help out. So they're not? This is horrible."

Detroiters Shirley Williams,

38, lost her job this week. "I care, I guess, but talking ain't going to change nothing. I'm with Detroit all the way."

John Tarolli, 36, lives with his wife and two sons in Ann Arbor. He was standing near the first floor elevator of the landmark J.L. Hudson's department store that is scheduled to close next month.

HE BROUGHT HIS family to Detroit to take a last look at one dying tradition and did not expect to learn of another. "I've never been to it personally, but I'll miss it," he said. "You know, not having it available for my two little kids."

Rose Benedict, 62, of Royal Oak, and Connie Pagnani, 66, of Ferndale, were also saying their goodbyes to Hudson's.

"I feel terrible," Mrs. Pagnani said. "That just can't be. This is a tradition."

Mrs. Benedict was angry: "They've got to keep it for the children!"



Lawrence Williams



Connie Pagnani

Poor Economy Kills Thanksgiving Parade

1982 pageant
\$97,315 in red

By MARTIN F. KOHN
Free Press Staff Writer

The annual downtown Thanksgiving Day parade fell victim to Detroit's dismal economy Tuesday as the Detroit Renaissance Foundation, the event's principal organizer, announced that it no longer can produce the parade.

"As of today we are discontinuing the parade," and no one else appears willing or able to assume the burden of running the 56-year-old event, said Doreen McPhail, Detroit Renaissance's special events spokeswoman.

Detroit Renaissance took charge of the parade in 1979 after the J. L. Hudson Co. determined that it could no longer finance the project by itself. Although Detroit Renaissance rounded up additional sponsors and contributors to help pay for the parade, the amount raised is not enough to keep it rolling.

"THE 1982 fund-raising campaign reflected the severe economic dilemma of Detroit," Detroit Renaissance President Robert McCabe said in a statement. "Twenty-four (major) contributors participated in 1982, but we were unable to meet the budget requirements."

According to budget figures, last month's parade cost \$584,600, while receipts from sponsors and contributors totaled \$487,285, resulting in a deficit of \$97,315. Hudson continued to be the parade's major supporter, contributing \$214,000. "The shortfall was enough to indicate to us that we can not go forward," McPhail said. "We were just looking for enough to cover our expenses."

See PARADE, Page 2A

Parade rest?



Free Press Photo by Chief Photographer TONY SPINA

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Detroit Free Press
Dec. 29, 1982

Dismal economy kills Thanksgiving parade

PARADE, from Page 1A

Having "already gone through the exercise of trying to get the (corporate) support" for future parades, Detroit Renaissance looked to the public, McPhail said. But results of a survey by Market Opinion Research indicated that public contributions would not be forthcoming.

Of 300 individuals polled, 59 percent said they were not willing to contribute anything. Only 13 percent were willing to contribute more than \$10, while 18 percent said they would contribute \$5 or less. An additional 10 percent said they would contribute \$10.

The survey results "seemed to reflect from the community that during these economic times maybe we would have to give up something this year," McPhail said.

THE THREE other major events sponsored by Detroit Renaissance — the Freedom Festival, the Detroit Grand Prix auto race and the Montreux-Detroit Jazz Festival — will continue, McPhail said.

Expenses of the Grand Prix and the jazz festival are defrayed by ticket sales, while the Freedom Festival, noted for its fireworks display, has longstanding sponsors, McPhail said.

The fate of the Thanksgiving parade

floats and costumes was unclear Tuesday.

"We've thought about it and talked about it, but it's really too soon to know," said Hudson spokeswoman Diane Norton. The floats and other paraphernalia belonging to Hudson are stored in company warehouses.

"It's a little bit too soon to know what's going to happen," Norton said. She predicted a decision in about two weeks.



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M-608,987; S-715,107

NOV-21-83

LOVE A PARADE:

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Last-minute heroics saved this year's spectacle

SEEING Santa emerge from the Detroit Institute of Arts instead of Hudson's downtown canopy is going to be a little strange this Thanksgiving, but there will be, at least, a parade. A good one, too.

The prospects for the traditional parade looked bad last winter, with the closing of Hudson's downtown store and the usual financing of the parade no longer in place. Would the hero arrive in time to release the girl from the railroad tracks?

Paula Blanchard and her friends came in the very nick of time. Raising nearly half a million dollars and putting together an affair that would look good on national television was a big job, and February was late to get at it. But they succeeded.

Next year should be a little easier, even though the parade group will be starting at zero, financially. But there will be more time, and a lot of the bookwork — lists of prospective donors, lists of volunteers — has already been done. If the economy keeps improving there should be greater support from business and industry.

It's a good investment. The Hudson and Macy parades have been national institu-



Free Press photo by IRA ROSENBERG

Paula Blanchard with some stars of the parade

tions for years. For a large part of the world, Detroit means Renaissance Center, trolley cars, Grand Prix races and the Thanksgiving Parade. Thanks to some hardworking and talented people we still can hold our heads high.



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SENTINEL-STANDARD

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NOV-21-83

368 Detroit parade to be without Hudson's

DETROIT (UPI) — Santa Claus will still be the star of the city's Thanksgiving Day parade, but he won't be setting up shop in the downtown J.L. Hudson's store where generations of children told him their Christmas dreams.

Hudson's 25-story, 2 million square foot store fell victim in January to the recession and the general trend toward convenient suburban malls with plenty of free parking.

THE \$350,000, 58-year-old parade almost went the way of the downtown store this year. Hudson's dropped its sponsorship of the parade four years ago and the gauntlet was taken up by Detroit Renaissance, a civic group.

After last year's parade, however, Detroit

Renaissance also pulled its backing and the parade seemed doomed. But Michigan's First Lady, Paula Blanchard, who as a child stood on the sidewalks of Woodward Avenue to watch the parade, led a drive to save it and spearheaded the non-profit Michigan Thanksgiving Parade Foundation.

ABOUT 500,000 people are expected to attend this year's nationally televised 1.5 mile parade, featuring 15 floats, four balloons and the star attraction. It will travel south on Woodward to Grand Circus Park, just above the boarded up downtown store.

From there, Santa will depart for a local children's hospital. He will eventually receive visitors in the Kreege Court of the Detroit Institute of Arts. Children

will be able to have an elegant "breakfast with Santa" amid one of the country's finest art collections.

BUT AS generations of Detroiters remember, Santa up until last year stepped down from his sleigh and proceeded straight to the 12th floor of the downtown Hudson's store.

Beginning the next day, an estimated 500,000 children each Christmas walked through the Magic Snow Tunnel to Santaland. There, Christmas Carol — "the woman with the patent leather hair" as the local weatherman called her — greeted visitors and escorted them to Santa.

NO ONE knew, of course, that there actually were 12 Santas at the downtown store to hear wishes. An

intricate system of tunnels guaranteed that no child could tell there was another Santa in addition to one upon whose red velvet lap you were sitting.

Santa was the feature attraction at Hudson's but was just part of an elaborate presentation which symbolized Christmas to the Motor City.

Animated figures in the wide windows on the Woodward Avenue side of the store depicted various Christmas scenes. A three-tiered, 12-story Tree of Lights highlighted the front of the store with 5,100 white bulbs and 72,000 Italian lights.

MISTLETOE, wreaths and giant candy canes were everywhere. Children could buy presents for their parents in a special "For

Children Only" shop where no gift cost more than \$5.

Christmas highlighted Hudson's appeal. The store vied with Macy's in New York and Marshall Field's in Chicago for the title of the nation's largest store.

Shoppers could choose from 553,921 items on 15 selling floors ranging from wedding gowns to fine art to rare stamps. There were

four restaurants, a pharmacy and a bookstore as well as a budget store.

PLATOONS OF uniformed operators took shoppers to wood-paneled floors. Tall chandeliers hung overhead and a doorman outside parked limousines driven by matrons from Grosse Pointe and Bloomfield Hills.







Photo Analysis Guide

Name _____

Observation

Using as many details as you can describe what you see in the photo.

Knowledge

What people and objects are shown?

How are they arranged?

What other details can you see? For example how is everyone dressed?

Interpretation

What can you conclude from what you see?

What can we conclude about the time period?

Further Research

What questions has the photo raised? What are some sources I can use to find answers?

Adapted from: <http://memory.loc.gov/learn/educators/workshop/discover/guide4.html>