

Santa parade marks season

The J. L. Hudson Co.'s Santa Parade, always held on Thanksgiving Day, marks the beginning of the Christmas season for many Detroiters. The 1978 parade will be the 52d sponsored by Hudson's. The first parade was staged in 1924. There were interruptions in 1941 and 1942 because of a shortage of materials at the start of World War II.

This year, more than 2,000 people will march in the parade. Another 300 work behind the scenes on repair and preparation of floats and other chores.

Employees begin setting up the parade at Hudson's Fort Street display studio at 3:30 a.m. on Thanksgiving Day. At 4 a.m. a Detroit Police escort arrives to take the floats down to the parade starting point at Woodward and Putnam. Marchers arrive later in the morning to be costumed, made-up and receive last-minute directions.

THERE IS NO dress rehearsal. The parade itself is the first and only run through.

The first parade consisted of horse-drawn lumber and milk wagons, covered with papier mache and other decorative materials. About 150 employees participated in the event, which lasted 10-12 floats.

Because of a runaway horse team during one of the early parades, man-power was used for many years, with

some 24 persons pulling a single float. Cold weather caused another problem when metal-rimmed wheels froze to the street surface. This led to the use of mechanical floats. Hudson's 1978 floats are pulled by tractors obtained from Ford Motor Co.

Limitation on size and weight of floats pulled by horse and manpower also hastened the use of motorized units. Early floats averaged 15 feet in length and seven feet in height.

Today, floats are as big as 30 feet wide and 120 feet long. Until four years ago, float height was limited to 15 feet because of utility crosswires. Now, a manual device inside the floats allows the operator control so that parts of the float can ease under the wires and then rise as high as 40 feet.

PARADE FLOATS are built entirely by a crew of five full-time Hudson's employees working year-round. These personnel scale, construct and finish each unit, using a variety of skills such as carpentry, welding and designing. A sixth employee oversees parade costumes.

Oil base paint is used with wood and metal glazing material in the float construction. The forms are made with a material called Celastic, which is a fabric impregnated with a synthetic resin which becomes hard after

being dipped in an activating agent. Celastic is the same material used in shoes and in patching cars and boats.

Each year, Hudson's parade floats are either completely remodeled or reconstructed as a new float for the next parade. Annually, a special float, designed by a Detroit elementary school student, is made.

Detroit Public Schools are invited to submit designs to a panel of judges at Hudson's, and the winning drawing is constructed as a float for the parade. Prizes are awarded to the top three suggested designs and 10 others receive honorable mention.

The 1978 winner is "Close Encounters" designed by 10-year-old William Bowden of Houghton Elementary School.

vided by high school and community marching bands from various areas in the city, state and country. The bands are selected by size, dress, versatility and musical repertory. Additional music is supplied by a non-marching band located in front of Hudson's downtown store.

This year, there are 20 spectacular floats. 14 bands and some 2,000 marchers covering the 2½-mile route south on Woodward past Hudson's to Fort Street.

More than 500,000 people annually view the parade along the route, and millions more see the festivities in color over national television.

Hudson's credits much of the success of the annual parade to the cooperation of the Detroit Police Department, the Detroit Fire Department and the Department of Public Works.

Save energy

Don't be misled into thinking using your fireplace will save on gas or fuel oil. Most fireplaces actually suck more heat out of the house and up the chimney than they generate.

A parents handbook to START 'EM READING DEVELOP

listening, speaking, reading & writing skills!

CORRECT

letter and word reversals! Informal techniques used. No workbooks needed.

GIVE YOUR CHILD A HEADSTART!

Send \$7.50 for each copy to: Henson Publishing Company P.O. Box 942 Warren, Michigan 48090

echo park school

FALL APPLICATIONS NOW BEING ACCEPTED

VISITORS WELCOME

Kindergarten Pre-School and Mother Toddler Program

646-5590

4275 Echo Park Road Bloomfield Hills

Telethon raises \$2 million-plus

Metropolitan Detroit's record as a fund-raising community has produced another milestone.

Sparked by WJBK-TV, a CBS-affiliate owned and operated by Superior Broadcasting Co., area residents and businesses pledged a record \$2,037,153 during the 22-hour Jerry Lewis Telethon over the Labor Day weekend, according to Muscular Dystrophy Association headquarters in New York.

Metro Detroit's contribution was No. 1 in the nation, slightly ahead of perennial leader New York City, and represented seven percent of the national pledge of \$29,074,405.

"It has been an increasingly gratifying experience to be a participant in the muscular dystrophy fundraising

campaign," declared WJBK-TV Vice President and General Manager Bob McBride. The station has been associated with the telethon since 1975.

MORE THAN FIVE hours of the 1978 telethon were produced locally by WJBK-TV with TV2 news anchorman Jay Glover serving as master of ceremonies for each of 21 fifteen-minute float segments. The station cut away from the telethon only once, to present a news wrap-up.

Glover has been master of ceremonies for the Metro Detroit segment during each of the four years the telethon has been on WJBK-TV, taking on the assignment shortly after moving to TV2 from California.

Family Players plan children's production

"How the Penguin Got His Tuxedo," a children's play set in the style of the "Just So Stories" of Rudyard Kipling, will be presented by the Family Players.

The performances will be given at Groves High School 11 a.m. and 2 p.m. Dec. 2 and 9 and at 2 and 5 p.m. Dec. 3.

Writer and producer of this one-act play is Sally Sawyer. The Community

Theater Association of Michigan selected "How the Penguin Got His Tuxedo" as its first prize winner, children's category, for 1977 in CTAM playwrighting contest.

The production will be directed by Ron Merkin. He is the creator of Center Ring Productions, which produced the half-hour weekly children's series "Deadaldoors" for WXYZ-TV.

MUSIC FOR THE parade is pro-



We will purchase your fine Jewelry and Diamonds

In highest confidence, we shall be pleased to appraise and buy your fine jewelry and diamonds for immediate cash. Expert counsel given to individuals, banks and attorneys.

GREENSTONE'S

Jewelers For Over Half a Century
578 N. Woodward Ave.
Birmingham, Mich. 48011

GREAT GIFT IDEAS

BLACKBIRD CRADING

24510 WEST WARREN (5 blocks W. of Telegraph)
Michigan's Largest Display of AUTHENTIC AMERICAN INDIAN JEWELRY

ALSO

- NAVAJO RUGS • KACHINAS
- POTTERY • PAINTINGS
- ALL ITEMS GUARANTEED AUTHENTIC
- Member Indian Arts & Crafts Association

Tues.-Fri. 11-7 Sat. 11-6 562-3232



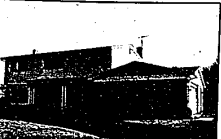
PALATIAL TUDOR on beautifully groomed 2.8 acres in Birmingham area. Long circle drive, hotel-size foyer, grand formal dining room, massive island kitchen, Central Air, etc. 626-9100. \$250,000.



ROCHESTER at its best! Spacious 1977 home. Large family room with fireplace, library with wet bar, 4 big bedrooms, wood deck. Professionally decorated. In exclusive new area. 651-8850. \$159,900.



TREES and privacy, Bloomfield Hills estate. Be proud owners of this majestic home. Spacious, quiet elegance in neutral decor. Sweeping circle drive, large slate foyer. Lake Privileges. 626-9100. \$169,900.



HEATED POOL and pool house enhance Rochester resort home. Enjoy library, fireplace family room, finished rec room plus 4 big bedrooms, long circle drive—All on large lot. 651-8850. \$115,000.



LIVE IN TROY. All brick Ranch offers 3 bedrooms, 1½ baths, family room with fireplace, kitchen with built-ins, big flagstone patio, gas grill, fenced yard. Garage opens. Walk to schools. 689-8900. \$60,900.



PRESTIGE Bloomfield on the Lake. Prize Executive Ranch. Beautifully groomed grounds, long circle drive. Big wood parquet foyer, great family room with brick wall fireplace. TOPS! 626-9100. \$134,900.



PRIVACY on heavily treed lot, Franklin Corners. Immaculate, beautifully decorated home. Full brick wall fireplace in family room, laundry off kitchen with pantry. Gorgeous yard. 626-9100. \$123,900.



EXCELLENCE! Custom West Bloomfield home. 4 king-size bedrooms, rustic fireplace in family room, super-super rec room plus crown moldings, extra insulation, extensive built-ins. 626-9100. \$129,900.



ATMOSPHERE, an adventure in space! 23 acre with sprawling Ranch home. Chef's kitchen with built-in refrigerator, imported panelling in family room, spacious bedrooms, 2 full baths. 557-6700. \$84,900.



ENGLISH COTTAGE appeal, conveniently in-town Birmingham. Extensively updated home has 3 bedrooms, 1½ baths, fireplace, large dining room. Immaculate, immediate possession, just listed. 646-6000. \$74,500.



AMAZING Contemporary, West Bloomfield; Newer home. Soaring 2-level ceiling in big living room with balcony accented by excellent wallpaper, draperies, luxury carpeting. A must see! 557-6700. \$169,900.



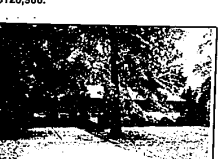
STATELY elegance. Masterpiece home, lovely setting. White marble foyer, rustic fireplace family room, library plus 4 huge bedrooms. 3½ baths, garden kitchen, Central Air. House Beautiful! 647-5100. \$129,500.



ELEGANT charm. Executive Colonial in beautiful Huntington Woods, move right in. Large foyer flanked by gorgeous formal living room, hostess dining room. Master Suite (with bath) plus 3 bedrooms. 557-6700. \$120,000.



COUNTRY LIVING on near acre, Birmingham area. Circle drive, beautiful yard. 4 huge bedrooms, fireplace family room, first floor laundry, large kitchen and nook. Immediate Possession. 851-8100. \$126,900.



SCENIC 1/3rd ACRE on tree-lined Southfield street. Charming Rambler with delightful fireplace family room, kitchen with breakfast bar. A neat, clean home with immediate possession. 557-6700. \$45,900.

PROFESSIONAL Carpet Cleaning

SHAMPOO ANY LIVING ROOM & HALL
Regardless of Size

\$1495

STEAM CLEANING ALSO AVAILABLE (At reduced Rates)

REID

CARPET, UPHOLSTERY, DRAPERY CLEANERS

533-0665

EACH ADDITIONAL ROOM SHAMPOOED	\$895
COUCH	\$30.00
LOVE SEAT	\$20.00
CHAIR	\$15.00

A SHOW WITH SNOB APPEAL

THE 1978 METRO DETROIT APARTMENT-CONDOMINIUM LIFESTYLE SHOW

Wednesday Nov. 15 - Sunday Nov. 19
AT COBO HALL

• WIN AN ENTIRE APARTMENT OF DESIGNER FURNITURE
• A FREE GLASS OF CHAMPAGNE AT THE DOOR

SEE THE LATEST IN:

- Furniture
- Fashions
- Stereo Equipment
- Social Clubs
- Plants
- Art Work

ALL AT SPECIAL SHOW PRICES!

TICKETS - \$3.00 AT THE DOOR ONLY

SHOW TIMES
WED. THUR. & FRI. 3 p.m. - 11 p.m.
SAT. 11 a.m. - 11 p.m.
SUN. 12:00 p.m. - 9:00 p.m.

Lectures on Do-It-Yourself Divorce
Disco Dance Demonstrations
by Detroit Tiger Rusty Staub
And Much, Much, More!
DON'T MISS IT!

"You don't have to be a snob to enjoy it!"

Chamberlain
REALTORS®

- BIRMINGHAM 646-6000
- BLOOMFIELD HILLS 647-5100
- WEST BLOOMFIELD 851-8100
- FARMINGTON HILLS-FRANKLIN 626-9100
- SOUTHFIELD-LATHRUP VILLAGE 557-6700
- ROCHESTER 651-8850
- TROY 689-8900