## Saving parade becomes part of his day

When Thomas B. Adams was still in high school, he remembers being paid \$3 to put on a costume and march in the J.f. Hudson's Thanksgiving Dey parade in Detroit. He was part of a Buck Rogers float one year and was enlisted on another occasion to help tow a Dutch float complete with windmill own Woodward Avenue. Today Adams, chairman and chief essecutive officer of the Campbell-Ewald advertising firm, is still helping to bring the parade downtown. He research accepted the chairmanhip of the Thanksgiving Parade Foundation Powrd and will help drum up support for the event which has entertained children and adults for the past 56 years.

ing him to the parade from the age or five.

"We took our own children for 12 years after the war and we used to get up rain, ships or soom," he said. The children looked forward to it like they would Christmas morning. The parade has the same kind of emotional draw and we can't let it disappear from the community.

HIS CHAIRMANSHIP of the parada's foundation board was announced by Michigan's first lady Pauls Binnehard, who has made saving the belagured parade a personal project.

1811 was the last hurrah for J.L. Hudson's sponsorial of the parade and in 1987 betroft Renaisance carried the

ball. Bet the Detroit civic organization and earlier this year that the Detroit institution might become a thing of the past because of financial problems. Blanchard vowed to lead ber efforts to asving the anoual event.

1 am delighted that Tom Adams would accept this challenge, Blanchard said, "It is event to the parade as I do and brings great strength and leadership to the important role of chairman. Tom Adams was the unanimous choice of all the community leaders with whom I have been working to save the chairmanship to the parameters our success."

For his parameters our success. For his parameters of the task As chairman of one of the world's biggest devertising firms, he has his hands full already and the fund-raising effort be

HE SAID THAT he decided to lend support after Blanchard came to a Remaisance Board of Directors meet-ing and made a plea for assistance.

"I was disasted by the reaction of my colleagues on the board who do my colleagues on the board who were finding reasons to turn their backs on the parade," he said. "I made a lot of noise about it because if ervent-iy believe that there's no way southeast Michigan could turn ways on an event that's entertained so many tide."

Adams intends to seek financial sup-port from businesses throughout the state, from community service clubs and from "even the school children of southeast Michigan who want to cou-tribute pennies, nickels and dimes."

missince from fellow board members who have been drawn from all walks of life, including J.L. Hadson's employees who have worked on the parade in the past.

HE'S CONFIDENT that this year's parade and many to follow will go on as scheduled.

"It's highly improbable that anything will stand in the way of the parade continuing." he said. "Unless there's an act of God that we can't prevent, the parade will go on and we'll expect to see hundreds of thousands of kids from age 2 to 94 sitting along the route like they always have.

"To paraphrase an old saying about Christmas, 'Yes, Virginia, there will be a Thanksgiving Day parade this year."



Thomas Adams laving the parad







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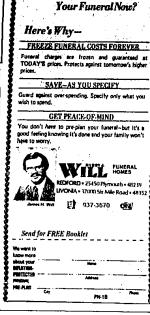
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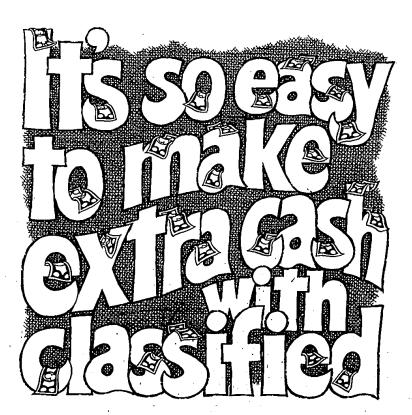
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