



*(Photo: Mr. Speed Tribute Band is shown here with Mr. Neff)*

## THE KISS SNOWSTORM WAS INVENTED & FIRST USED AT THE CADILLAC, MICHIGAN SHOW

BY: JIM NEFF. 1975 Assistant Football Coach at Cadillac High School

I had seen KISS several times prior to the Cadillac event. In those days the show did not include a snowstorm at the end. They knew that Cadillac was in northern Michigan and that we got a lot of snow in the winter. One of the special effects people, I think it was a man named Fritz Postlethwaite, came to me and said the band was planning a surprise for Cadillac, something they had never done before. He wouldn't tell me what it was, but he needed me to get some cylinders of compressed air.

Well, I searched high and low in our small town and the only people who had compressed air cylinders were the ambulance drivers (who carried oxygen cylinders in their ambulances). Cadillac had two ambulances then, and each had a cylinder on board and a reserve at the dispatch garage. They agreed to loan us the spares for the KISS concert, provided that we return them immediately after the show.



The special effects people said that two cylinders would work, but that the surprise would be better if we had more cylinders. Two was all we could come up with, though.

Unknown to me, the KISS road crew had rolled up a tarp above the front of the stage. Inside the tarp was confetti, tons of it. The idea was that on cue, the tarp would be slowly unrolled



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and the confetti would be released. At the same time two guys behind the stage would unleash the compressed air from the cylinders and literally blow the confetti into the audience. Theoretically this would work, although it had never been tried before (either during a rehearsal or concert).

About halfway through the show, the ambulance drivers who were on duty at the time snuck in to catch the last part of the performance. Luckily, it was a slow night and no accidents or emergency calls had to be made. They knew we wanted more air cylinders, so they took the ones from their ambulances and added them to our arsenal.

When KISS launched into "Rock and Roll All Night" none of us knew what would happen. Then, just as they were finishing the song, the tarp was unfurled, the confetti drifted down, the compressed air cylinders were aimed and fired, and the crowd was buried in the very first KISS snowstorm!

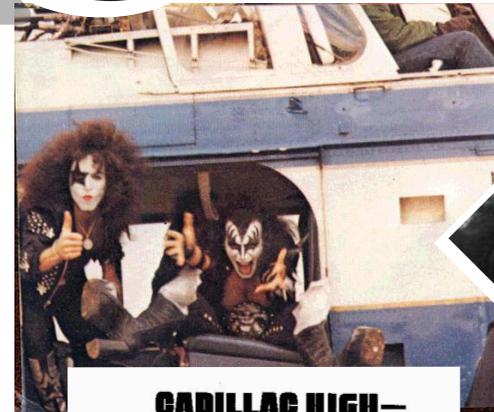
I'm sure that when KISS plays for a final time and the cannons create the final blizzard there will be a tear in my eye. It will be a final salute to little Cadillac, Michigan -- the first place to ever be buried by a KISS snowstorm.



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EXPLORE WHEN CADILLAC WAS KISSed



CADILLAC HIGH—



LOVES YOU!



## AN EPIC SEND OFF: 1975

KISS highlighted the overwhelmingly KISS-themed homecoming day parade. Floats and people began pouring into the CHS stadium, and everyone began to wonder just how KISS would say goodbye. They didn't disappoint, as in the distant sky, a helicopter approached. As it got closer, the crowd erupted as KISS boarded for an epic send off, dropping thousands of leaflets on the fans below. It is a day that no one present has forgotten, and is frequently talked about to this day.

## EXPLORE YOUR WAY

Cadillac Area Visitors Bureau  
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# CADILLAC "KISStory" TOUR

EXPLORE CADILLAC

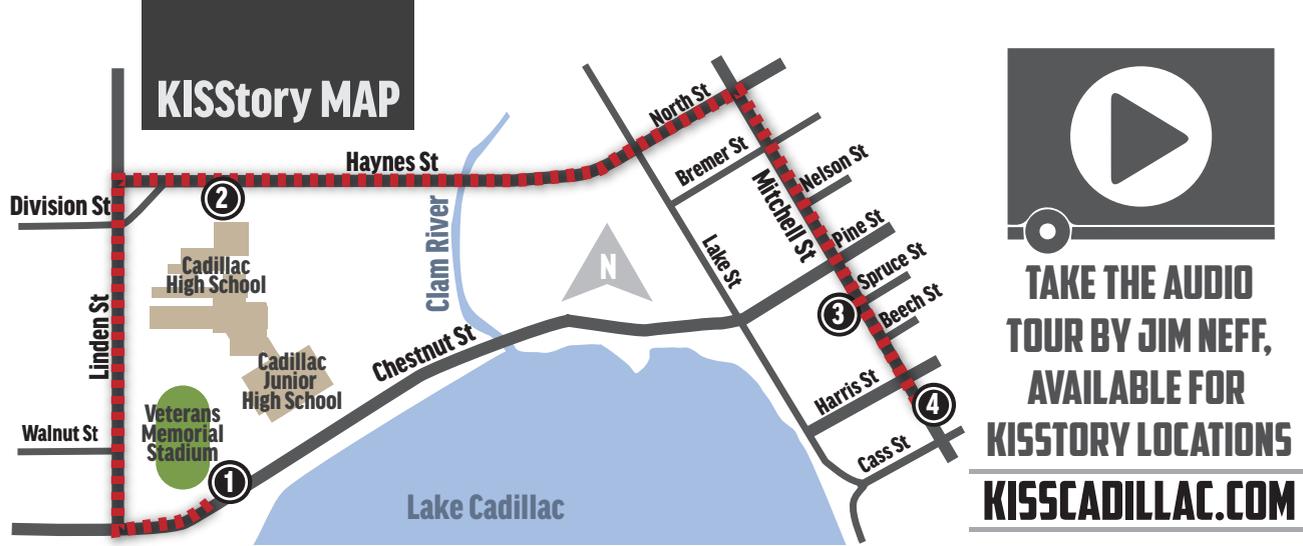


COMPLETE GUIDE TO WHEN CADILLAC WAS KISSed

Take a trip back to an October weekend in 1975, when KISS took over Cadillac. Walk in the footsteps of this iconic band that is loved by so many across the world and especially Cadillac, Michigan.

The Cadillac KISSStory Tour takes you to the top locations of that weekend in 1975 that is still talked about by all those who were in attendance to this day.

LEARN MORE AND SHARE YOUR EXPERIENCES AT: [KISSCADILLAC.COM](http://KISSCADILLAC.COM)



# KISSStory MAP

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## KISSStory SITES

We recommend starting at the KISS monument (Site #1) and continue along the route outlined to the sites. This route can be walked, or you may drive.

- 1 Veterans Memorial Stadium (KISS monument location)**
- 2 Cadillac High School Gym (KISS concert location)**
- 3 Old City Hall/Firehouse (Iconic Photo Location)**
- 4 Downtown Cadillac - The Sweet Shop (KISS Homecoming parade route)**



### 1 Veterans Memorial Stadium/ KISS MONUMENT

500 Chestnut Street, Cadillac

Made famous on October 10, 1975 during the band's exit, and in 2015 during the homecoming/40th anniversary celebration when the monument was unveiled.



(Photo: Fin Costello, Redferns Collection, Getty Images)

KISS topped off their visit to Cadillac by leaving via helicopter from Veterans Memorial Stadium. As they flew skyward, they tossed leaflets to the crowd below proclaiming "Cadillac High - KISS Loves You." This was a tremendous ending to a legendary two days. The KISS monument, erected in 2015 during the 40th Anniversary celebration, now stands as a permanent reminder and recap of this epic weekend.

See reverse Side for additional details on the dramatic KISS exit.

### 2 Cadillac High School Gym

200 Linden Street, Cadillac

Made famous on the evening of October 9, 1975 when KISS performed LIVE in the gym to over 2,000 fans.



HOMECOMING WEEK  
**KISS Concert**  
 Time to be Announced  
 Thursday, October 9, 1975  
 Cadillac Senior High School Gym  
 no reserved seats  
 \$3.50 per person No 364



The KISS concert in the Cadillac High School gym was one of the greatest events in the history of rock and roll. Every piece of equipment the band had was squeezed into the gym except the giant KISS logo. Students made a KISS sign that served as the backdrop. Over 2,000 people, all in KISS makeup, packed the gym for this legendary evening.

See reverse Side about the invention of the KISS snowstorm, right here in Cadillac, Michigan!

### 3 Old City Hall/Firehouse

201 N. Mitchell Street, Cadillac

Made famous during their visit to downtown Cadillac on October 9, 1975. This iconic photo was featured on the 2016 Cadillac Travel Guide and is an iconic photo of KISS.



KISS atop a fire truck in Cadillac is one of the most famous images from the event in 1975. One of the band's first big hits was "Firehouse," so this picture has a special meaning for KISS fans worldwide. The building still remains in downtown with the original architecture intact and houses many various Cadillac Businesses.



### 4 Mitchell Street/Parade Route

Downtown Cadillac - The Sweet Shop  
 111 S. Mitchell Street, Cadillac

Made famous on the morning of October 10, 1975 and KISS themselves highlighted the CHS 1975 Homecoming Parade



(Photo: Waring Abbott, Michael Ochs Archives, Getty Images)

The city council approved the renaming of Mitchell Street to KISS Boulevard for the homecoming parade. Cadillac students made street signs and posted them at every corner. Cadillac residents lined the new KISS Boulevard for the most memorable homecoming parade in the history of Cadillac. The parade started at Cass and moved north on Mitchell until heading east on North St. until ending at Veterans Memorial Stadium.

