

# KISS 50

## Museum Exhibit

### Cadillac KISS50 Museum Exhibit at the Wexford County Historical Society

127 Beech Street - Permanent Exhibit

Step into Cadillac's rock 'n' roll legacy at the Wexford County Historical Society Museum with this new KISSStory exhibit - celebrating 50 years since KISS took Cadillac by storm in 1975. Located in this beautifully preserved Carnegie Library, the 5,000 sq. ft. museum showcases multiple displays with rare artifacts, photographs, and memorabilia from the legendary band's iconic visit. As Cadillac's most historic building, the museum offers a rich backdrop for reliving this unforgettable moment in local and music history.

\*Please call ahead (231-775-1717) or check online at: [wexfordcountyhistory.org](http://wexfordcountyhistory.org) for seasonal hours of operation throughout the year!

KISS Monument  
Dedication during the  
40th Anniversary.  
Head Coach Dave Brines  
(left), Jiff Neff (Right)



## Special Thanks

We extend our heartfelt gratitude to Jim Neff, Assistant Football Coach in 1975, whose bold invitation brought KISS to Cadillac. For decades, Jim has shared the story of this legendary event, giving personal tours and keeping the spirit of KISSStory alive for visitors from around the world.

We also thank Dave Foley for generously sharing his personal photo collection of the KISS visit, the family of Head Football Coach Dave Brines, and Cadillac Area Public Schools who continue to honor and preserve the legacy of that unforgettable moment in Cadillac's history.

Cadillac Area Visitors Bureau  
201 North Mitchell St., Suite #102  
Cadillac, Michigan 49601  
(231) 775-0657 | [CadillacMichigan.com](http://CadillacMichigan.com)



**KISSCADILLAC.com**

Pophouse Entertainment, together with its direct and indirect affiliates, is the exclusive owner of the KISS brand and associated intellectual property, including but not limited to the KISS logo. Any reproduction, distribution, or commercial use of these assets without prior written authorization is strictly prohibited. The Cadillac Area Visitors Bureau and Cadillac Area Festivals and Events have obtained the necessary rights and permissions for the use of KISS-related content displayed. All other rights are expressly reserved.

# CADILLAC KISSSTORY TOUR



## A SELF-GUIDED KISSSTORY TOUR



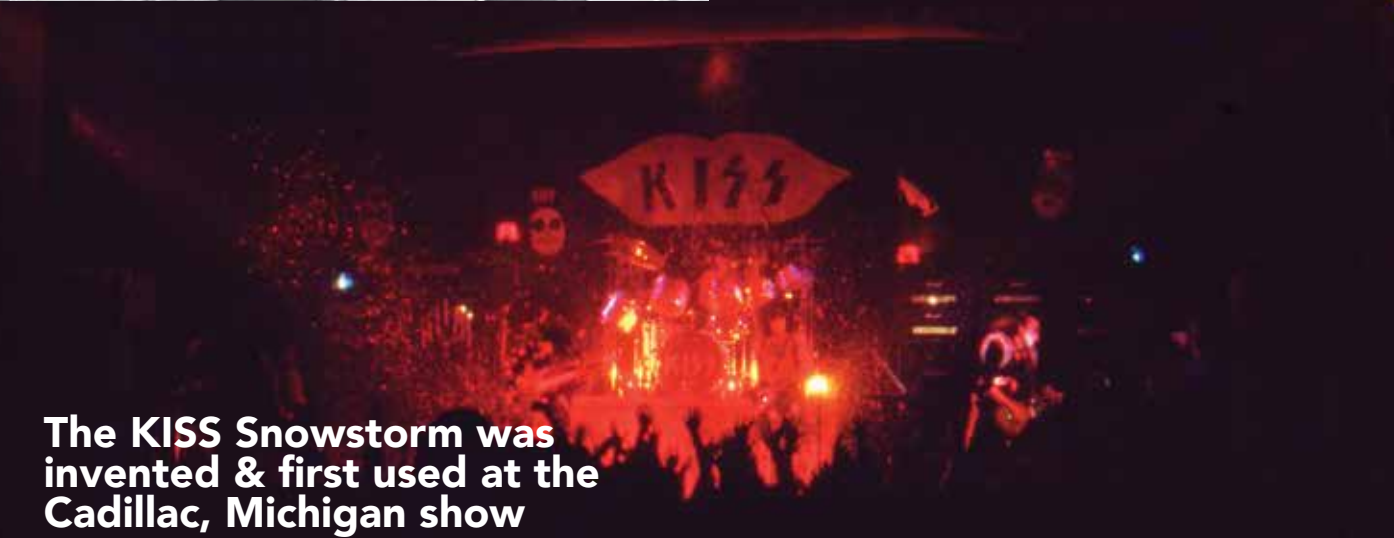
Take a trip back to an October weekend in 1975, when KISS took over Cadillac. Walk in the footsteps of this iconic band that is loved by so many across the world and especially Cadillac, Michigan.

The Cadillac KISSStory Tour takes you to the key locations of that special weekend. Follow along as one of the most unique stories in rock & roll history is retold and continues to stand the test of time.



**KISSCADILLAC.com**





## The KISS Snowstorm was invented & first used at the Cadillac, Michigan show

**BY: Jim Neff**

*1975 Assistant Football Coach  
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 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.



## The Cadillac KISS Army



***"For years we have been trying to unite the student body and the faculty ... 'KISS' accomplished this in one night."***

***-John Laurent, Cadillac High School Principal 1975-***







2

## Cadillac High School Concert

415 Haynes Street at CHS Gym - Plaque on the exterior of gym wall

Made famous on the evening of October 9, 1975 when KISS performed LIVE in the gym at Cadillac High School. This 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. 2,500 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!



Pophouse Entertainment, together with its direct and indirect affiliates, is the exclusive owner of the KISS brand and associated intellectual property, including but not limited to the KISS logo. Any reproduction, distribution, or commercial use of these assets without prior written authorization is strictly prohibited. The Cadillac Area Visitors Bureau and Cadillac Area Festivals and Events have obtained the necessary rights and permissions for the use of KISS-related content displayed. All other rights are expressly reserved.

## Old City Hall/ Firehouse

3

201 N. Mitchell Street - Plaque outside the east entry to the building

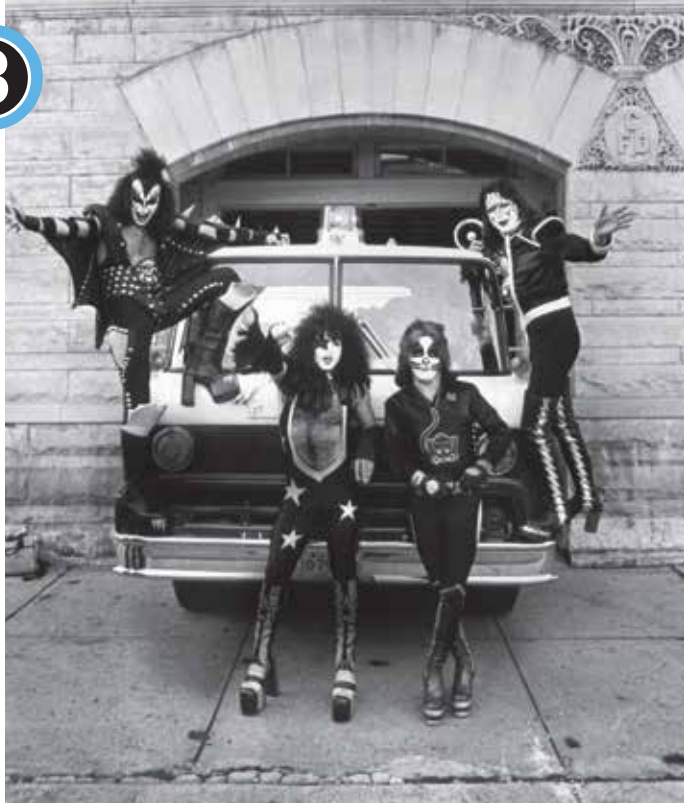
KISS atop a fire truck in Cadillac is one of the most famous images from the event in 1975. One of the band's first big hits was "Firehouse," so this picture has a special meaning for KISS fans worldwide. The building still remains in downtown with the original architecture intact and houses many various Cadillac businesses including the Cadillac Area visitors bureau. Stop in and learn more about the KISSStory of Cadillac and more about what the area has to offer.



## SOUGHT-AFTER TICKETS

KISS fans packed the CHS Gym and the tickets were going for only

\$3.50 per person. A total of 2,500 were issued to fans and this capped off one of the most epic homecoming weeks in Cadillac High School History.



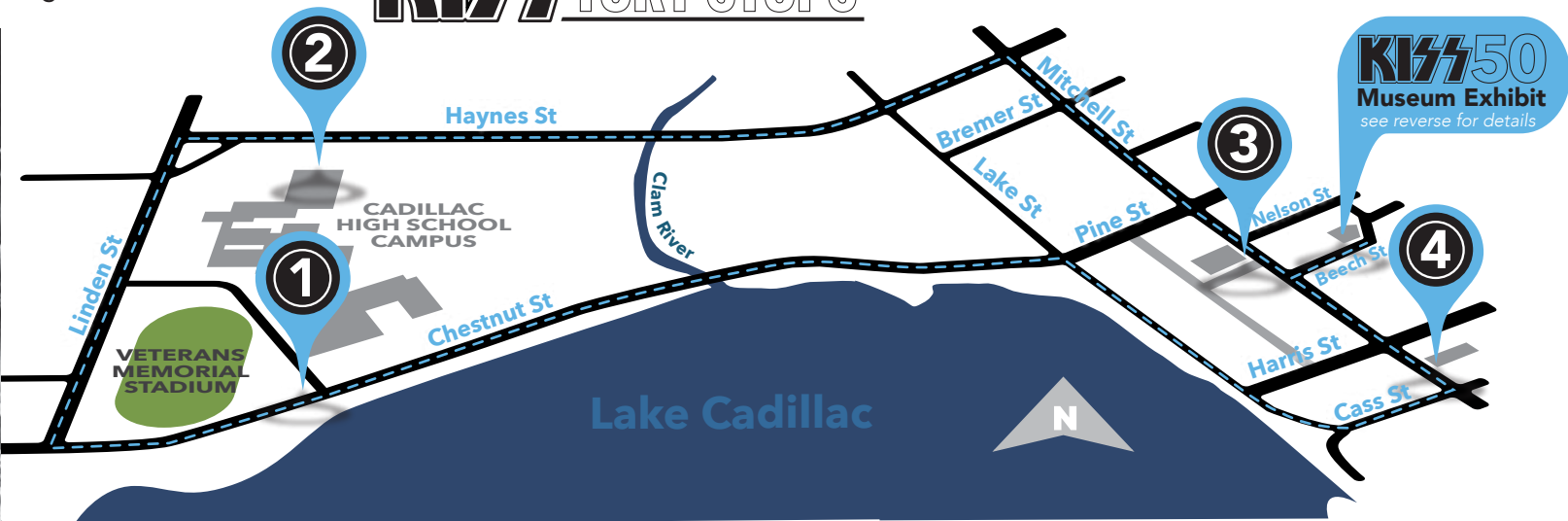
Take the Virtual Tour of the Cadillac KISSStory. Explore the locations of that weekend in 1975.

Hosted and narrated by Jim Neff

**KISSCADILLAC.com**



## KISS STORY STOPS



**KISS 50**  
Museum Exhibit  
see reverse for details

1

## Veterans Memorial Stadium/KISS Monument

500 Chestnut Street at S.E. corner of Veterans Memorial Stadium

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.

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.



**CADILLAC HIGH—**  
**KISS**  
**LOVES YOU!**

*Handwritten signatures and text: "Peter to Joe Paul"*

## AN EPIC SEND OFF: 1975

Members of KISS were highlighted in a homecoming day parade like no other. As KISS-themed floats and people with painted faces began pouring into the CHS stadium, everyone began to wonder just how KISS would say goodbye. They didn't disappoint, when in the distant sky, a helicopter approached. The crowd erupted as the band members boarded for an epic send off, dropping thousands of leaflets on their new fans below. For those who were there, it is a day that will never be forgotten, and even for those who weren't, it is still talked about to this day as a top moment in rock history.



## Mitchell Street/ Parade Route

111 S. Mitchell Street - Plaque on the building

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.

4

