

Long Meddowe Days Parade

Long Meddowe Days 2008 will have an election dimension thanks to a Replica of an eight-foot canvas-covered ball used in 1840 to promote the election of William Henry Harrison. The ball, on loan from Old Sturbridge Village, will join the Saturday morning, May 17th parade at the Storrs House and be rolled to and around the Green much in the way the original was rolled all the way from Boston to Baltimore in America's first media campaign designed to enhance the image of a lackluster candidate (Harrison) trying to unseat the incumbent Martin Van Buren. The ball is covered with political slogans promoting General Harrison's candidacy. His was the campaign that introduced the phrase "Tippecanoe and Tyler too" to the election-day lexicon and "keep the ball rolling" to the general vocabulary.



Old Sturbridge Village created the replica of the ball to use during election years to illustrate an early example of campaign paraphernalia and the Longmeadow Historical Society is delighted to have it on display during the two-day celebration.



The parade is sponsored by Webster Bank. Other sponsors include Peoples Bank for entertainment, Glenmeadow for historical re-enactors and general sponsors, Berkshire Bank, Hampden Bank, United Bank, Longmeadow Garage and City Tire.