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Like 1980 Phillies will reign in this parade

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GOOSE BUMPS.

Every time Dickie Noles thinks of that 1980 parade down Broad Street, he still gets them, the kind of chills he says you get when something truly magical happens.

It like was nothing he had ever seen before: People were leaning out of windows, hanging on street lamps, and packed 10 or more deep along Broad Street. He remembers how teammate Tug McGraw held up a copy of the Daily News with the big headline "WE WIN" and how another, Pete Rose, would later call it "the parade of all parades."

But what he recalls beyond any of this are the faces, young and old and with eyes full of joy. "I will never forget them," says Noles, who always will be remembered as the relief pitcher who buzzed Kansas City batting star George Brett during that 1980 World Series. "Big smiles everywhere you turned. They just looked up at you as if you to say, 'Nice freaking going guys!'"

How could anything ever top it?

Noles and others never thought anything could. But when the 2008 Phillies assemble at 20th and Market streets at noon today to begin a procession that will eventually end up at Citizens Bank Park, expectations are that it will be an even bigger event than the celebration that the city held in 1980.

"This will top it," says Larry Shenk, who oversees alumni affairs for the club. "When we won in 1980, it was our first [championship] and I thought that we will never be able to duplicate it. I doubt if even the players realize the impact it will have on them."

Rich Westcott agrees. "This is going to hit [the players] like a ton of bricks," says Westcott, a longtime writer and editor who is co-author of "The Phillies Encyclopedia" and remembers watching the 1980 parade on Broad Street. "I know the Flyers had had a parade and I attended the Sixers parade, but none of them were like the Phillies parade in 1980. People were just so deliriously happy. The city was starved for a championship."

No one in the parade knew what to expect that fall day. Owner Ruly Carpenter remembers the scene that unfolded once the parade turned onto Broad Street. Thousands upon thousands of people lined the streets. "It reminded me of one of those ticker tape parades they have in New York," says Carpenter, who sold the team in 1981 to a consortium led by Bill Giles. Carpenter adds, "And they had one hell of a crowd at old JFK Stadium.

"It was breathtaking, overwhelming, whatever adjective you want to use to describe it," says Carpenter, whose father Bob had owned the team when The Whiz Kids won the National League flag in 1950. "From what I can remember [from 1950], it was nothing like what we had in 1980."



FILE PHOTO

Tug McGraw, Pete Rose and Larry Bowa take in the crowd during 1980 World Series parade.

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By and large, the fans were fairly well-behaved, in part due to the horse patrol that escorted the team down Broad Street. Carpenter says with a laugh, "I learned how effective a horse could be in managing crowds."

"Police were up on horses on each side of our wagons," he says. "And when a couple of fans who were obviously inebriated attempted to jump on, [the police] just took those horses and just kicked their rear ends around. When the horses hit those people, it was as if they were run over by Chuck Bednarik."

Noles remembers that the fans "just went crazy." The fans would shout up at the players, "Hey, you want a beer?" But when the players said yes, dozens of beer cans would be propelled up at them. Noles says he could not believe his eyes when he looked out on the crowd.

"Every 20 seconds you were more naturally high than you were the 20 seconds before," says Noles. "I remember saying again and again, 'Look at these people! Look at these people!' I probably said it 150 times."

Noles says that Philadelphia sports fans are "unlike any other in America."

"They *feel* it here," he says. "And when you saw them out there on the parade route, the only thing you could say was 'Wow.'"

"And what you realize is, you are not just playing for yourself or your organization but for them. And you realize how important they are."

Noles says he could not possibly explain any of this to the 2008 Phillies.






They will have to experience it themselves.

"It took me days to even comprehend what happened," he says. "Nothing can prepare you for it, but if I could tell the players one thing, it would be this:

"It will be magical.

"And something to remember." *

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