

SANTA'S DEBUT ON BROADWAY HUGE SUCCESS

Thousands of Metropolis Children Acclaim Good Saint in Parade.

BY SAM LOVE
United Press Staff Correspondent
NEW YORK, Nov. 30.—It is regarded to this coming Christmas everything is all right.

Santa Claus appeared from the north today and paraded down Broadway in a kingly and reassuring manner.

The good saint acknowledged the falsetto squeals of many thousands of children when he showed himself, preceded by bands, gnomes and Eskimos and a display of gigantic floats designed by the artist, Tony Sarg.

Broadway was lined from One Hundred and Tenth street to Thirty-fourth street by a cheering crowd that averaged four feet in height.

The parade was more than an hour late, due to the difficulty of inflating a blue elephant sixty feet long with helium gas. The delay gave rise to disquieting rumors down the line.

"Maybe Santa's mother has locked him in a closet," conjectured Joan Harkowitz, 6, of Eighty-sixth street, who was among the standees at Eighty-sixth street and Broadway.

Joan wore a costume of a beige coat trimmed in squirrel fur, squirrel fur tights and leather leggings, extending to the hip line. Her shoes were slightly scuffed in the prevailing mode.

Cop 17 Feet High.

The rumor spread up and down Broadway and was accepted at some points along the line, but rejected at others.

The sky was overcast with clouds and it was pretty cold.

Finally the parade came.

First, there were mounted policemen.

Then came a policeman seventeen feet high. It was generally conceded that he was walking on stilts concealed in his pants.

After him marched a band in blue uniforms and with blue plumes in their hats.

After the band came a fat man fifteen feet around the belt riding on a kind of a pink sea cow thirty feet long and nearly that much thick. This apparition was full of helium gas and was controlled from the ground by ropes like the Graf Zeppelin.

Like the other big floats in the parade, the pink sea cow not only bobbed up and down, but it wobbled.

60-Foot Long Elephant

Then came some oriental girls. Then a big wobbly head, with one scowling face in front and one grinning face behind, which took up most of the street.

Then King Neptune and twenty pirates came along. Some of the crowd mistook Neptune for Santa Claus and gave him a cheer. Others wanted to know where he got his pitchfork. The pirates were all dressed in yellow, with blue handkerchiefs tied around their heads.

Then came a gold fish, forty feet long, and another band. Then came the early bird, higher than the second story windows and bigger than a street car. It had a blue body, a neck made out of four red balloons, a yellow head. In its mouth was a worn as big as the inner tube of a Mack truck.

Then the sixty-foot long blue elephant came wobbling down the street, waving his ears as big as bed quilts and rolling his eyes as big as dishpans. After him came a lot of clowns and some more comic floats and some pretty girls and then a band in red coats and black plumes.

Finest Squealing Ever Heard

After this, to some of the finest squealing ever heard on Broadway, came a full-sized house with a chimney and Santa Claus, with real whiskers, turning his head this way and that so everybody could look into his eyes.

It is well known locally that if you look Santa Claus right in the eye, he'll never forget you and everything will be made from then on.

Because of another custom, that of blacking your face with burnt cork and putting on mother's or father's old clothes on Thanksgiving day, a good many of the thousands who passed in Santa Claus's face didn't look the same way they will on Christmas eve.

However, they were mostly the poor children, whom Santa never forgets anyhow.

All of these, to a man, fell in behind the parade wherever they encountered it and followed it to its terminus at Thirty-fourth street, in order to be in on the releasing of the balloon floats which have a \$100 reward for their recapture, and in general not to miss anything.

CROWDS HAIL ROYALTY

Thousands Greet Japanese Emperor and Empress in Tokio.

By United Press
TOKIO, Nov. 30.—Many thousands of persons lined the streets of the capital Thursday on the first real opportunity to see the Emperor and empress since their enthronement.

The royal party paraded along a closely packed lane to the station four miles from the palace. They departed to visit the town of the emperor's father, thirty miles from the capital.

SWISS BLIZZARD ENDS

Snowstorm Damages House Roofs in Geneva Territory

By United Press
GENEVA, Nov. 30.—Three days of blizzard ended today in the Mont Blanc area. While damage was done as roofs were blown from houses and chimney stacks fell, St. Gervais Les Bains suffered particularly during the snow storm.

Entire Main Floor Open Until 9 O'Clock Saturday Night

Men's, Boys' Clothing and Shoes—Women's, Children's Shoes, Underwear—Lingerie, Leather Goods, Toilet Goods, Neckwear, Notions

Flannelette Gowns and Pajamas



Attractively made of pink and blue striped flannelette. Some with frog fasteners. Others neatly trimmed.

85c

Stout Size Gowns
Of warm flannelette. Heavy quality. Neatly trimmed. Made large and roomy.... 85c

Flannelette Gowns
Nicely made of a good quality flannelette. Neatly trimmed. All sizes... 49c
—Street Floor

The Store of Greater Values

THE FAIR

311-325 West Washington St.

Toiletries for Less

25c Size Packer's Soap...17c	60c Forham's Tooth Paste...39c
25c Woodbury's Soap...17c	50c Pepsodent Tooth Paste...32c
25c Cuticura Soap...17c	50c Pebecco Tooth Paste...32c
50c Melba Rouge...28c	50c Iodent Tooth Paste...32c
50c Melba Lipstick...28c	50c Kolynos Tooth Paste...32c
Melba Face Powder...44c	50c Colgate Tooth Paste...32c
50c Mavis Face Powder...29c	50c Mavis Compact...29c
50c Mavis Face Powder...29c	25c Mavis Talcum Powder...15c
	75c Mavis Toilet Water...49c

A Sale of Men's Overcoats and Suits

Corduroy Norfolk Coats \$4.95

Ideal for the hunter, the motorist and for general service. Choices of blue or drab. Whipcord lining. Belted all round, as pictured. Sizes 36 to 48.

Hi-School Sweaters \$3.95

The "BEST" wool sweater in town at this low price. V-neck slipovers of virgin wool. All high school colors. All sizes up to 46.



Men's Union Suits \$1.00

Well fleeced, heavy ribbed, splendid quality. Long sleeves and ankle length. Sizes 36 to 46.

Wool Mix Union Suits \$1.95

Fine, warm suits. Long sleeves and ankle length. All sizes.

Men's Under-shirts & Drawers \$1.49

For men who want 2-piece under suits. These are fine and warm.

Men's Wool Union Suits \$3.95



The Overcoats—

Fine, big roomy coats as pictured. Box double-breasted, Chesterfield and Tubular styles. Tans, browns, and greys, in handsome plaids and novelties. Sizes 33 to 48.

\$11.85

Use Our Lay-Away.

The Suits—

Finer than you'd expect. Cheviots, cassimere and warm worsteds. Some with double breasted vests and pleated trousers. Sizes 33 to 48.

Men's Pants \$1.49

Neat stripes and fancies in dark, serviceable shades. Sizes 29 to 42.

Men's Pants \$2.95

Stylish and tailored for dress wear. Blues, greys and browns. Some pleated styles. Dark blue and drab colored corduroys are also included.

Dressy Shirts \$1

New arrivals. Many from higher-priced groups.

Broadcloth! In new fancy patterns and colors. Also plain white. Exceptionally good values. Sizes 14 to 18.

Clearance Sale Women's Better Fur-Trimmed

COATS \$12

Special Purchases!

Makers' Surplus and Fine Sample Coats

Handsome tailored of fine, warm, winter coatings—Broadcloth, Velours, Suedines and sports fabrics.

Lavishly Fur Trimmed!

A wonderful coat opportunity. Sizes 14 to 46.



Sample Fur Coats \$29.75

While They Last

Better Sample Dresses \$5

Special purchases from half a dozen New York makers. Smartest of new styles. Lovely frocks for all daytime occasions. Party dresses included.

\$25 Fur Scarfs...\$10

Pleated Flannel Skirts...98c

Women's Jersey Dresses, 50c

Girls' \$5.00 Coats and Dresses



Fur-Trimmed Coats \$2.98

Samples and surplus stocks. Tailored and dressy models. Sizes 7 to 14 years.

Children's Coats

Sizes 1 to 6. Some with hats to match. Fine warm coats, well lined. Rose, blue, tan and red.

A Maker's Surplus and Samples

The Dresses

Buy them Saturday at close to half. Lovely frocks of Jerseys, Velvets and Crepes in the prettiest mid-winter colors. Sizes 7 to 14 and 2 to 6 years.

\$2.98

Little Boys' Navy Chinchilla COATS \$3.98

Double-breasted. Sizes 2 to 6 years.

Women's Union Suits \$1



Stout and regular sizes. Heavy ribbed and fleece lined. Long and short sleeves or sleeveless. Ankle and knee length.

Part Wool Union Suits \$1.49

Fine, warm garments in all sizes. Extra good value.

Women's Union Suits 59c

Fleece lined or heavy ribbed, short sleeves. Regular and stout sizes.

Boys' & Girls' Union Suits 88c

Heavy ribbed and warm fleece lined. In all styles.

Part Wool Bloomers and Vests 49c

For women. Regular and stout sizes. Good quality.

Boys' Overcoats and Suits



\$4.95

Children's Chinchilla Coats

Boys' and girls' chinchilla coats, double-breasted. Navy and cinnamon. Sizes 2 to 8 years. All warmly lined.

Novelty Suits at \$1.00

Flannels, tweeds and corduroys, in color combinations. Warm and smart. Sizes 2 to 8 years.

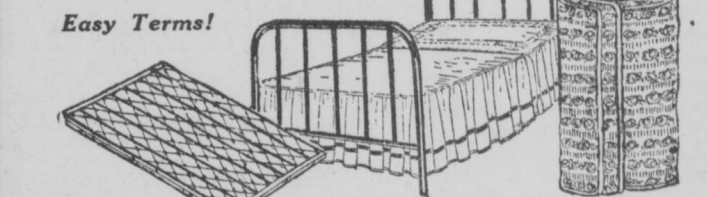
Shirts—Blouses 49c

Fine, warm flannelette blouses for school wear. Choice of brown or greys. All sizes.

Boys' Leatherette Raincoats \$2.95

Every boy should have one of these wind and rainproof coats. Black and brown. Corduroy collar with strap and buckle. Warm suede lining. Sizes 4 to 16 years.

\$22.50 Outfit

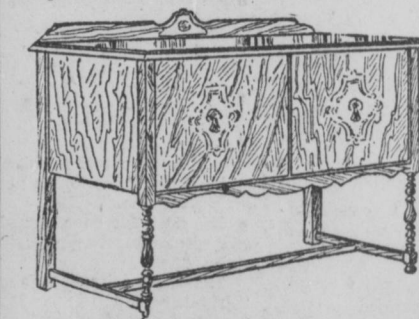


Bed, Mattress & Springs

Large size bed, as pictured, with continuous posts, finished in brown mahogany. A fine 45-pound mattress with rolled edges and sagless link steel springs. A regular \$28.50 outfit, Saturday.....

\$13.95

\$20 Radio Cabinet



\$12.95

Handsome radio cabinet, as pictured, 3 feet long, 18 inches wide, 30 inches high with large double door compartment. Rich, walnut colored finish.

Spinet Desk \$16.50

Very handsome in appearance. Large pull-out writing board. Rich mahogany finish.

Cedar Chest \$9.95

36 inches long. Natural finish. Dust and moth proof. Complete with lock and key.

Card Tables \$1.19

Full size folding style. Nickel trimmings. Green tops. Regular \$2 value.

End Tables \$1.49

One of the best values in a long time. Regular sizes. Half round style with turned legs. Richly colored walnut finish.



Women's Novelty "Rainyday" Boots

Gummetal, brown, tan and gray. Very light weight and dressy. High or military heels. All first quality. Special—

\$2.45

—Street Floor

New Hats!

Special Lot Bought for This Sale



\$1.69

—Failles
—Felts
—Satins

Dressy hats, tailored hats, sports hats, new "brimless" effects, off-the-face models. Many new and attractive mid-winter shades.

—Second Floor

Large Plaid Blankets, Pair

\$2 Drapery Damask

50 inches wide. Stripes and all-over patterns. Beautiful colors.

40c Drapery Shantung 29c

Yard wide. Shades of rose, Copen and natural.

\$1.29 Ruffled Curtains

5-Piece sets. Cream voile with colored stitching. Valance and tiebacks in colors.

15c Fancy Outing...10c

25c Pillow Cases...17c

13c Bleached Muslin...9c

20c Comfort Challis...15c

\$1.29

\$1.89

\$2.19

\$2.39

\$4.79

\$2.99

\$4.79

\$4.79

—Third Floor