

## 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.—In regard  
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 false note 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 toque 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 police.

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.  
One 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 hand-  
kerchiefs 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 worm as big as the inner  
tube of a Mack truck.

Then the sixty-foot long blue ele-  
phant 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 beake 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 paraded into 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

Storm Damage House Roofs in  
Geneva Territory

By United Press  
GENEVA, Nov. 30.—Three days of  
blizzard ended today in the Mont  
Blanc area. Wide damage was  
done as roofs were blown from  
houses and chimney stacks fell. St.  
Gervais Les Bains suffered partic-  
ularly 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 made of a  
good quality flannelette.  
Trimmed. Made  
large and roomy ... 85c

Street Floor

## 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. Sizes 36 to 48.

### Hi-School Sweaters

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.

Street Floor



### 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

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,  
cassimeres 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 28 to 42.

### Men's Pants \$2.95

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

Street Floor

Dressy Shirts \$1

New arrivals. Many  
from higher-priced  
groups.

Broadcloth!

In various patterns and  
colors. Also plain white.  
Exceptionally good values.  
Sizes 14 to 19.

Street Floor

## Clearance Sale Women's Better Fur-Trimmed

# COATS

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.

\$12

### Sample Fur Coats \$29.75

While  
They  
Last

29.75

Second Floor

### 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.

5

Second Floor

### 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

\$5.00  
Values

Little Boys' Navy Chinchilla  
COATS \$3.98  
2 to 6 years.

### New Hats!

Special Lot Bought for This Sale

### Women's Novelty "Rainyday" Boots

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

2.45

Street Floor

\$1.69

1.69

Failles

Felts

Satin

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

Second Floor

### Large Plaid Blankets, Pair

\$2 Drapery Damask

50 Inches wide. \$1.29

40c Drapery Shantung

29c

Yard wide.  
Shades of rose,  
Copen and nat-  
ural.

Second Floor

1.89

\$4.00 Blankets, Ea.

Part wool. Large  
bed sizes. Warm  
and heavy. Beau-  
tiful plaids. Satin  
binding.

Second Floor

2.19

Second Floor

\$3.00 Comforters at

Double bed sizes. Well  
filled. Covered with  
flowered silkater. Scroll  
stitched.

Second Floor

\$2.39

\$6.00 WOOL  
FILLED  
Comforters

Large sizes. Very warm.  
Filled with lamb's wool.  
Covered with figured  
challis. Sateen borders.

Second Floor

\$4.79

Second Floor

## Toiletries for Less

25c Size Packer's Soap 17c

25c Woodbury's Soap 17c

25c Cuticura Soap 17c

50c Melba Rouge 28c

50c Melba Lipstick 28c

50c Melba Face Powder 44c