

Thousands Welcome Santa Claus as Gala Christmas Celebration Opens



JOLLY FLYING SAINT GIVEN ROYAL WELCOME

Colorful Parade Inaugurates Festival; Program Held in Union Square

Into the outstretched arms of San Francisco yesterday came a big, beaming, white-bearded old man, clad in red furs, the most eagerly welcomed visitor San Francisco children have ever awaited, and one accorded the honors official and grown-up San Francisco reserves for royalty. San Francisco took the old man—Santa Claus—to its heart, paraded for him, cheered him, and said to him, "The city is yours for twenty-five days, Santa. Oh, how glad we are that you are here!"

ROLPH HUGS OLD FELLOW

It welcomed him in the very center of the city's business life, where all the arteries of trade and traffic, fun and frolic, music and merriment, converge, and all eyes go forth—Union Square.

There Mayor Rolph hugged the old fellow; yes, hugged him first to one shoulder and another, for all the little ones in parents' arms to see, and all the boys and girls, and their big sisters and brothers, and a lot of their fathers and mothers to see, and he was doing it for every one of them, for they all felt like it.

Thus the first of San Francisco's big holiday fetes was inaugurated, a joyful, colorful, big-handed and big-headed holiday fete.

POLICE SQUADRON LEADS
Now here is what happened as it happened for the jolly old Kris Kringle from the time his big white airplane and his bevy of gnomes swung into Market street.

The squadrons of San Francisco's mounted police prancing gaily up Market street in advance of the municipal band so that the jolly old Kris Kringle, who had the city was all ready for him. Then Mayor Rolph, Chief of Police William J. Quinn, and others swung up to the center of the business district.

From then on, it was the children's parade, their marshalled greeting to the old Saint. There were Boy Scouts with their drums showing the history of the percussion instruments; there were children of every nationality, in the brightest of their costumes, there were floats and bands, a calliope, clowns and Chinese dragons, snapping and waving.

CHINESE IN SILKS
What a sight they all were, the Chinese children in their silks, jackets and trousers; the Japanese girls in their lovely kimono's and sandals, most of them carrying imitation cherry blossoms; a realistic one had to sniff carefully to be sure they weren't redolent with fragrance; there were "wooden soldiers" from the Columbia Park Boys' Club; there were dwarfs and dwarves, Quaker maids, Gaudes and Indians, Robb Hoods, and Uncle Sams. Fearful and grotesque, huge heads marching by on the shoulders of scores of boys. And, of course, uniformed bands and organizations, such as the Girl Scouts, the Boy Scouts, the Columbia Park Boys, the Thirtieth Infantry, as well as the Greek and Russian children in costume.

FLOATS ARE FANTASTIC
The floats were more than fantastic. Everybody laughed at the "Old Lady Who Lived in a Shoe," with a broomstick in hand, and her numerous children peeping out of apertures in the upper or seated on the top of the shoe. Goldilocks, Miss Jacqueline Mansfield, with her beautiful golden wig, ran in and out among her three bears. "Land of Make Believe" float had nursery rhymes and figures on it, and on the puppet float there was a dancing clown on one side and a shufflin' darktown strutter on the other. Probably, though, everyone was most interested in Santa Claus in his gay white plane as he swung into the parade, and followed it to Union square.

WELCOMED AT SQUARE
At the square, under a big canopy, and at the foot of the Dewey monument, which is in process of being concealed under a mass of green, the formal welcome was accorded Santa Claus.

The lawn had been fenced off, but along the paths into the center of the square, and stretching down Post, Powell and Geary streets was a wall of people, old and young. There must have been 10,000 of them, and there might have been 15,000. It was a day for big crowds, hundreds in the parade and 75,000 to 100,000 looking on.

After the singing of "The Star-Spangled Banner," R. D. Carpenter introduced the Mayor, who made one of his hearty talks, turning over all authority to Santa Claus for the next twenty-five days, never mentioning the height of the City Hall dome, and making Santa Claus



"Hail Santa Claus! Welcome to San Francisco!" cried 100,000 persons, old and young, yesterday as the city said it officially with a gay, fanciful parade, of grotesque and beautiful floats as well as both stately and comic marchers. Here is Santa Claus being welcomed by Mayor Rolph, above, in the center. And above at the left is the captivating float, "The Land of Make Believe," while at the right are Boy Scouts with massed colors marching in honor of Old Saint-Nick. Below at the left are some of the winsome Japanese girls with their almost-real cherry blossoms, and at the right is the puppet show float, with a darktown strutter's movements animated by hidden strings.

SOLDIER KILLED AT MANEUVERS

Artilleryman Falls Under Gun Carriage Wheels in Monterey Fete Race

Special Dispatch to the Chronicle
MONTEREY, Nov. 30.—Applause for the dashing maneuvers of United States artillerymen was stilled this afternoon when Corporal Horace K. Ewing, D Battery, 76th Field Artillery, was thrown from a gun carriage and his life crushed out at the celebration over the completion of the Salinas-Monterey highway link at the Monterey Ball Park.

In the last event on the program, seventy-five guns from the Monterey Presidio and their crews swept across the ball field in a spirited race. As the guns were whirled by their horses and drivers for the lap back to the grand stand, Corporal Ewing lost his footing, fell beneath the wheels and the heavy 75 millimeter gun carriage passed over his head.

He was dead when his fellow artillerymen picked him up. Until Corporal Ewing's death, the Monterey troopers had provided a crowd of 100 with a thrilling exhibition for the highway celebrators, included mounted wrestling, pyramid riding by three men on two horses, mounted tuge-of-war and a pony express race.

Mayor Plans Bond Sale Ceremony

In the presence of city and bank officials on the steps of the City Hall, Mayor Rolph will present at 9:30 o'clock tomorrow morning to A. P. Giannini and A. J. Mount of the Bank of Italy the \$4,000,000 of Hetch Hetchy bonds which the bank recently purchased.

Young Makes No Comment

Governor Disregards Riley's Challenge Supervisors Bid for Places

By EARL C. BEHRENS
Governor Young and his State administration chieftains are keeping mighty mum as far as answering State Controller Ray Riley's challenge that the cost of the State Government has increased 20 per cent in the last fiscal year.

WISE ONES CERTAIN
Incidentally, the wise ones around the Capitol at Sacramento, are positive that the cancellation by Former Senator Lyman M. King's reservations on the trip to Mexico next month indicate that he is to succeed Director Heron soon. Heron's resignation has been a subject of discussion for the past six months and the report has persisted of late that he was getting ready to step into a big job in private life.

EDITORS IN PROTEST
Editor A. D. Driver of the Hanford Morning Journal remarks that "the astounding increase of 70 per cent in State government costs in the short period of five years is enough to give pause to the most optimistic." For the most thoughtful protesting "against the practice of hurrying around bulk figures, without analysis," Editor W. A. Fitzgerald of the Stockton Independent points out that Riley has made an error in bringing in "political considerations" in his official pronouncement "as it imparts a certain bias." Fitzgerald goes on to say that "There are certain State expenditures, such as school maintenance, that increase according to population, and that the present system is wrong, perhaps such figures as Controller Riley presents will have the effect of correcting it. Also by the action of the people more money through the 3-cent gas tax was made available for highways. Of course that money should be devoted to the purpose for which it is intended as promptly as is consistent with efficiency."

KING JABS RILEY
From the Hemet News, Riverside county, it is plucked this job at Riley, written by John King, State printer under the Richardson regime: "Riley's weakness, however, is in the fact that he has been too much inclined to run with the hares and hunt with the hounds. As an opponent to Governor Young I've represents no specific point of difference. He has been ex-officio a member of the board of finance, apparently offering no opposition to the program of extravagance and bunk reform."

And not to be outdone by the editors, Frank J. Smith, candidate for State Treasurer, former State Printer and San Quentin warden under the Richardson administration, has fired the following shot: "A number of political gossinners have preened their wings to make the gubernatorial flight, and this pinfeather group are indulging in a lot of noisome squawks about State economy and crime suppression."

COLMAN TO GET POST
Hoidovers and new members of the Board of Supervisors are to submit their committee preferences to Angelo J. Rossi, chairman of the caucus committee, by Thursday. Rossi, who is slated to become chairman of the Finance Committee of the reorganized board after the first of the year, has not yet named the members of the committee on committees. (This group will appoint out the chairmanships and committee assignments.)

QUINN SAYS HE IS NOT A Candidate for Office
John R. Quinn, Los Angeles mayoralty candidate last spring, yesterday declared that announcements that he would be a candidate for Lieutenant Governor next year were without foundation.

"It will be news to me if my name appears as a candidate for Lieutenant Governor," Quinn, former national commander of the American Legion, said. Quinn is the director of the State Department of Military and Veterans' Affairs.

BRIDE - ELECT BREAKS TROTH

Wedding of Claudine Brandt to Allen McIntosh on Thursday Called Off

Although the wedding presents have been received and the invitations sent out for the marriage of Claudine Brandt of Alameda and Allen Keith McIntosh of Berkeley, the ceremony will not take place. Miss Brandt yesterday announced the engagement was definitely broken, but would give no reason. She is the daughter of Mr. and Mrs. Claus Brandt of 2221 Pacific avenue, Alameda, a school teacher and graduate of Stanford University.

McIntosh is the son of the late Dr. William McIntosh of 1816 Carlton street, Berkeley. His mother, Mrs. Mattie McIntosh, said the marriage had been called off because of her son's illness.

The young couple have been feted at many parties during the past month. The ceremony was to have taken place on Thursday at St. Mark's Episcopal Church, Oakland.

Needless Pain!

Nowadays, people take Bayer Aspirin for many little aches and pains, and as often as they encounter any pain.

Young Woman, Seeking Husband, Asks Judge to Find One for Her

A young woman, having heard of reconciling wayward husbands and wives, yesterday had an idea that success in one field might lead to success in another, and suggested indirectly that he appoint himself a matrimonial bureau of one to find a husband for her.

Writing that she is a "young widow, with a 9-year-old son, well-traveled, speaks several languages and is a good cook and house-keeper," she asked that he tell her how "one can go about meeting members of the opposite sex in this big city?"

"I know many women friends and belong to a woman's club," she wrote. "My friends tell me I have a pleasing personality and am good looking. I would love to have a home of my own, as I enjoy one and all things that it implies, but I have been unable to meet members of the opposite sex, and I thought possibly you could arrange it for me."

The young widow assured Judge Graham that she was writing in all sincerity. Her name and address will be given to all eligibles equally sincere, Judge Graham said.

Tomorrow Last Day For Tax Payments

Tomorrow is the last day to pay the first installment of the 1929-1930 taxes, Tax Collector Edward F. Bryant warned yesterday. If the taxes are not paid by 5 o'clock tomorrow night a 10 per cent penalty will be assessed against the delinquents, Bryant said. His office was crowded yesterday with taxpayers eager to make their payments before the last minute rush begins. Bryant has all available help engaged so that the least delay possible has been guaranteed, he said.

SHE THOUGHT: "This theatre is warm - but that doesn't excuse 'B. O.'"

Yes, to be polite, SHE SAID: "I have a headache. Do you mind if we leave now?"

A white lie! It opened his eyes ... now he's free of "B. O."

Lifebuoy HEALTH SOAP stops body odor

AIR LINE CUTS RATE TO LEVEL OF TRAIN FARE

Western Air Express to Try Experiment on Kansas City-L. A. Run

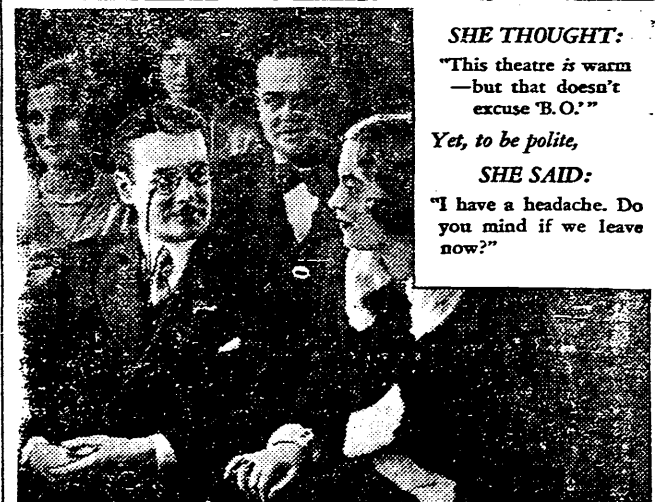
KANSAS CITY, Nov. 30.—A reduction in air travel rates sending the cost of the dawn-to-dusk voyage from Kansas City to Los Angeles on planes of the Western Air Express down to the level of railroad fares, was announced tonight by Thomas Wood Jr., Kansas City representative of the air line.

The reduction becomes effective December 15 and will last at least through a 30-day experimental period. Wood said that if the rate reduction is found justified by increased travel, the new rates will become permanent.

The present air fare between Kansas City and Los Angeles is \$175. The new fare will be \$140 including meals aboard ship and motor car transportation to and from airports. Under the experimental scale, intermediate point trips may be made from Kansas City to Wichita, Armarillo and Albuquerque at a reduction of about 20 per cent from present rates.

Oakland Man Given New Consular Post

WASHINGTON, Nov. 30.—Foreign service changes announced by the State Department today include the assignment of John K. Smyth of Oakland, Cal., as American Vice Consul at Valencia, Spain, myrth is now Vice Consul at Bilbao, Spain.



Needless Pain!

Nowadays, people take Bayer Aspirin for many little aches and pains, and as often as they encounter any pain.

Why not? It is a proven antidote for pain. It works!

And Bayer Aspirin tablets are utterly harmless. You have the medical profession's word for that; they do not depress the heart.

So, don't let a cold "run its course." Don't wait for a headache to "wear off." Or regard neuralgia, neuritis, or even rheumatism as something you must endure. Only a physician can cope with the cause of such pain, but you can always turn to Bayer Aspirin for relief.

Bayer Aspirin is always available, and it always helps. Familiarize yourself with its many uses, and avoid a lot of needless suffering.

BAYER ASPIRIN

Aspirin is the trade mark of Bayer Manufacture of Monaceteleindesler of Salicylsaeure