

Come to Raleigh Saturday Nov. 27!

Raleigh's GRAND CHRISTMAS OPENING

— A family affair for every
Carolinian! Presented by your
Friendly Raleigh Merchants



MR. GIFT GETTER



Gigantic Santa Claus Parade!

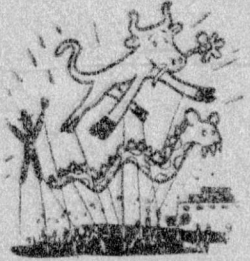


Never before in the history of your Capital City has a parade of this magnitude been attempted! A pagentry of brilliant color—a gargantuan procession of mammoth character balloons direct from Fairyland—hoards of riotous clowns—no less than 10 famous Carolina Brass Bands, 20 floats of breathtaking beauty and ingenious design—distinguished personages! Yes, ladies and gentlemen... ALL these PLUS OLD SAINT NICK, WOODY HERMAN AND Mr. Gift-Getter. Parade starts at 10:30 a. m.



Santa in person!

Jolly Old Santa arrayed in his Christmas Eve best to greet the kiddies from atop a special float of incomparable beauty and clever contrivance! Don't disappoint the kiddies. Be sure you're ALL here to see the Famous Man this Saturday!



Giant Fairyland Character Balloons!

These huge fellows were made famous by Macy's in New York. You've seen a few if you saw last year's Raleigh Christmas parade... but THIS year you'll see no less than 24 of these tremendous balloons... including an unbelievable Sea Serpent 80 feet long!



Carilliconic Bells!

There are only a handful of these remarkable, electronically controlled bells in the entire world. But, for Raleigh's Grand Christmas opening—you'll not only hear them, but you will hear them as played from atop Raleigh's highest building.



Pre-parade Entertainment!

Come at 9:30 a. m., because that's when the fun begins on Fayetteville and Hillsboro Streets! Clown! Bands! Carollers! Fun for Everyone all day Saturday beginning at 9:30 a. m., in your Capital City!