

Member, International
Council of Shopping Centers



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THURSDAY, NOVEMBER 23, 1967

SAN ANTONIO, TEXAS

McCRELESS SHOPPING CITY

"CHRISTMAS AT McCRELESS"



CAPT. GUS, host of the KENS TV popular kiddie show daily on Channel Five will appear at McCreless City from 1 to 3 p.m., Saturday, December 2. The cartoon king of the Alamo City will treat visiting youngsters with a personal appearance and token gift.

**HOLIDAY VALUES
"More For Your Money"**

McCreless Shopping City has been transformed into a giant, sparkling "ChristmasCity" for the thousands of shoppers on San Antonio's humming south side.

Many hundreds of feet of gay garland and lights deck the McCreless halls while inside the some four dozen gift headquarters there are thousands of ready-to-go items just right for holiday giving.

Christmas shoppers this year are more than ever interested in getting full value for their shopping dollar. McCreless merchants recognize this and have made this season at McCreless a real "Valueland". Santa's helpers may find their every gift list need completely filled at McCreless.

Organized Christmas gift giving through a layaway plan can provide a carefree enjoyable holiday.

Santa knows this and he points especially to those big gifts. It doesn't really pay to shop hurriedly at the last minute for such wonderful surprises as a color TV set, a major appliance, fine jewelry, new furniture or the expensive-type toys.

Then, too there's the advantage of shopping before the crowds get too large and, of course, stores' stocks are always more complete when the season is just beginning.

One stop park-and-shop features are pluses for the busy shopper. McCreless merchants suggest that shoppers this year beware of so-called "bargains" at Christmas time. It is far better, they advise, to be concerned with values. Which is why McCreless is south San Antonio's and everyone's Christmas gift Center.

HOLIDAY HAPPY CAROLERS

A full schedule of Christmas caroling is set for the massive McCreless Mall this season by area groups.

Dozens of San Antonio church, civic and club organizations have been invited to participate in a season-long caroling session. Set for the center court in a contemporary holiday mood, the caroling

will continue through Christmas Eve.

Area church and social groups are invited to call LE 2-3591 to list their availabilities for this seasons' Christmas carol schedule for the McCreless mall.

Any group wishing to sing Christmas carols during the official holiday season may call and make arrangements NOW.

Santa's Coming!!

Be ready to greet Santa on November 24. He will depart from Joe Freeman Coliseum promptly at 2 p.m., on that date and make his way for McCreless Shopping City. Police escort and all, Santa will ride down South New Braunfels Street via Alzafar Shrine Fire Truck. He will be on hand to visit will "kiddies" of all ages, from 10 to 2; 3 to 5; and 7 to 9 that particular day. Check his schedule for McCreless City below and don't fail to see him!!

Santa's Schedule:
November 24 and 25 --

10 to 2; 3 to 5; 7 to 9.
November 27 through December 1 — 4 to 7 daily.
December 2 — 5 to 7.
December 3 through December 23 — 4 to 7 daily.
Don't forget Santa will be on hand these dates in the center court.

ART SHOW SLATED
This month's art displays will consist of various paintings courtesy of the "Composers, Authors and Artists of America". The showing will be on Nov. 27 thru Dec. 1. The public is invited to come and view the fabulous exhibits.

HEY KIDS!! DON'T MISS THESE TREATS

KIDDIE RIDES

A real treat for the "kiddies" during the holidays is set at "BIG M" City. Kiddie rides will again be on the mall, making their annual appearance set for November 27 on through Christmas. Operated by Herman Reynolds Company, the rides are sponsored by the

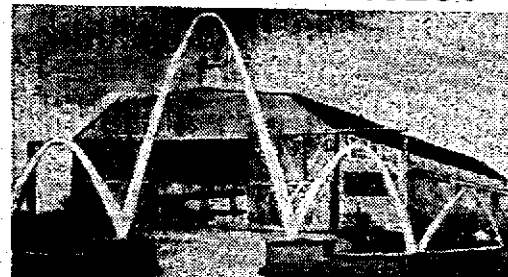
McCreless Merchants Association. Discount tickets from the stores make a 25c ride available for only 15c. Don't forget to get yours. Have your youngsters make themselves at home and ride while you shop in complete comfort.

EXTRA

Did you say a "MONKEY"? There are MONKEYS and their are Monkeys. November 20 on through December 25, you can visit with a real live "monkey" accompanied by his trainer and organ grinder n' all.

Daily in the McCreless Mall from 1 p.m., to 9 p.m., come and see "Pasquale" the adorable monkey who will fascinate you with his charm and witty little tricks. It's absolutely FREE at McCreless City.

"HANGAR 9 PROJECT"



Come and view the "Hangar 9" exhibit on the mall Nov. 23 - Dec. Support the historic act of conserving this last remaining hangar of the W. W. I era located at Brooks AFB.