



A REAL SANTA FOR YA . . . Little Jamie Robinson stops to ponder before asking Santa Claus the big question — "Who's going to pay for all the things I want for Christmas?" (Bruce Moten Photo)

Black Santa Real To Children

Don Williams remembers Santa Claus quite well.

He remembers the one who wore a red and white outfit and floated through the air on a sleigh led by reindeers. And, he remembers the one without a costume who went around hiding things in the closet and other places only to put them under a Christmas tree on Christmas morning.

The latter one was his real Santa Claus and real father, E. (Just "E" as he prefers to be called) Williams, who is now wearing a red and white outfit and white beard in East Hills Shopping Center. He's playing Santa Claus for other children.

"There is a lot of essence in seeing a black Santa Claus . . . I know it was for me," said Don Williams who is a partner with father in an East Liberty printing business.

Besides the candy, balloons and custom made mugs with the

photo of the black Santa and the child for the commercialized holiday called Christmas, Don Williams said it is nice to know that a black man, or a black father, is the real Santa Claus.

Williams says his black Santa, is an Equal Employment Opportunity Santa. He'll white, "What Do You Want for Christmas?"

Basically, the children in age ranges of one to seven years old are asking for toys, whether they are white or black according to Williams.

"The questions they are asking are not very deep. They are asking for toys like Superman, Spiderman, dolls, bicycles and other things," he said.

One very unique request Williams recalled from one little girl was for another little sister.

The situation was a humorous one because the mother was continually waving her hands saying, "No, no baby." Of course that

was something Santa couldn't pull out of his bag.

The most unique situation is parents who "are beaming, going and getting their children and grandchildren," he remembers.

When they ask him about his color, he looks at it as "A very positive thing . . . I just tell them I

look like them,' Williams added.

"Everytime I can recall I sat on Santa Claus' knee, it was a white Santa Claus. So, it really shouldn't make a difference," ended Don Williams.

By the way, the most frequent question asked of the Black Santa is — Are you for real?"