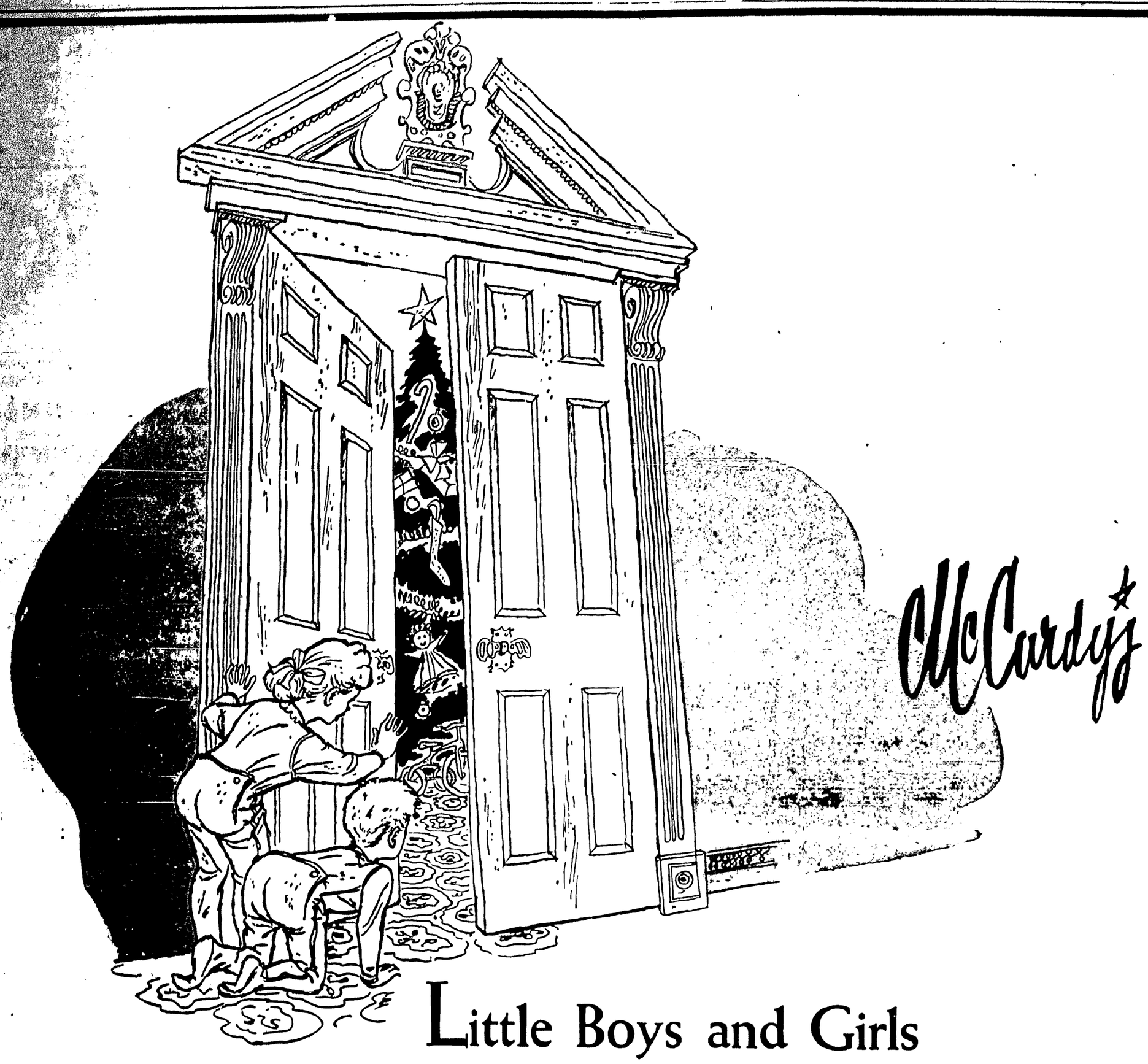

Little Boys and Girls Haven't Changed in Fifty Years

★ Little boys and girls haven't changed at all... for each Christmas brings enchantment and memories that last a lifetime. For Christmas is for children... to observe the birth of a Child born more than two thousand years ago. Christmas is the time to draw the children close to you with pride and understanding. Give into their hands this Christmas everlasting gifts...

★ BOOKS that their agile minds will absorb like sponges... books that will bring the wonders of the world, history or fiction, to their doorstep... books that will teach the true picture of their American heritage.

★ RECORDS that will bring them the sounds of America... Mississippi show-boat songs, Gloucester sea-chantys, Southern ballads, Stephen Foster and Gershwin... a true appreciation of the music of their native land.

★ DOLLS and TRAINS and SLEDS and SKATES... and all those fascinating toys that top the wish-list of the young.

★ But most of all, give generously of the gift which only you can give... the greatest gift of all... love and affection... so that every Christmas hereafter will bring memories of the joy of childhood.