



The Greatest Gift of All

Little boys and girls haven't changed...for each Christmas brings enchantment and memories that last a lifetime. Christmas is for children...to observe the birth of a child born nearly twenty centuries ago. Christmas is the time to draw children close to you with pride and understanding. This Christmas, give into their hands everlasting gifts...

BOOKS that their agile minds will absorb like sponges. Books that will bring the wonders of the world to their doorstep. Books that will teach them the true story of their American heritage.

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

DOLLS and **TRAINS** and **SLEDS** and **GAMES**...and all those fascinating toys that lead the wish-list of the young.

Most of all, and before these tangible gifts, give them that which only you can give.

So that every Christmas hereafter will bring memories of the joy of childhood, give them love and affection... the greatest gift of all.

McCURDY'S