

# You'd Give Them the World If You Could

## ... this Christmas You Can!



**F**OR YOUR FAMILY, Christmas 1950 can be the most wonderful Christmas ever... or ever to come.

For never, before television, could you give your loved ones all the whole wide world...

- the exciting world where history happens before your eyes—and the news has meaning as never before
- the world of adventure, where a little girl can be a princess, and a six-year-old boy can tame the West on horseback
- the world of knowledge, where learning is fun, and no one wants to "play hooky"

- the world of sports where champions teach sportsmanship as well as skill
- the world of laughter, which sweeps away the day's cares like a broom
- the world of great music and culture — a world of inspiration and re-awakened faith

Yes, these golden hours are yours to share when you're a television family... but lost forever if you delay.

Never before in all history has there been such entertainment for all the family at so modest a price. Place your order for a TV set now—for this is the Christmas you *can* give the world to your family.

**With TV**  
this magic world  
is theirs to enjoy  
**every day!**



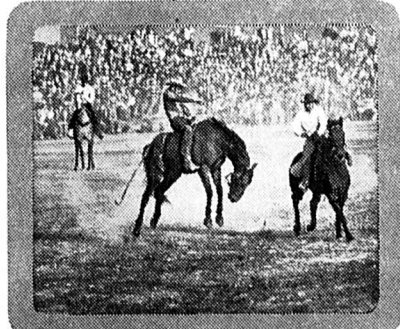
**CHILD PERFORMERS.** Talented singers, dancers, musicians inspire your own children to learn faster, practice longer, willingly cultivate their own talents.



**DRAMA** for young and old—The brightest stars of the theatre now perform to millions—bring the great plays of all time to audiences who never before could see them.



**THE WONDERFUL** world of make believe—Experts say every child needs it as part of his normal development. And it makes mother's life a lot easier—especially on rainy days.



**ADVENTURE**—American kids have "gone western" and taken their parents along. Root-in', tootin' westerns are fun for all—stimulate a healthy love of outdoor life.



**LAUGHTER** under your roof—the shared pleasure that binds your family closer. The greatest comedians of the entertainment world are in your living room every night on TV.

### Mrs. Franklin D. Roosevelt

United States Delegate to The General Assembly of the United Nations says:

"To me television offers a magnificent opportunity to increase the education which we make available to the children of today. If parents will supervise carefully the type of show and the time spent by children watching television, they can see the best that television has to offer, which can bring much enjoyment and much that will be valuable in their education. Of course, I am a firm believer in the supervision of children's reading habits, and now that we have television, I think that the same thing should be true for television. It is a parent's duty to see to it that the children get the best in books and the best in television entertainment and education."

# TELEVISION

*may never again cost so little!*

**EASY PAYMENTS—SEE YOUR DEALER TODAY**