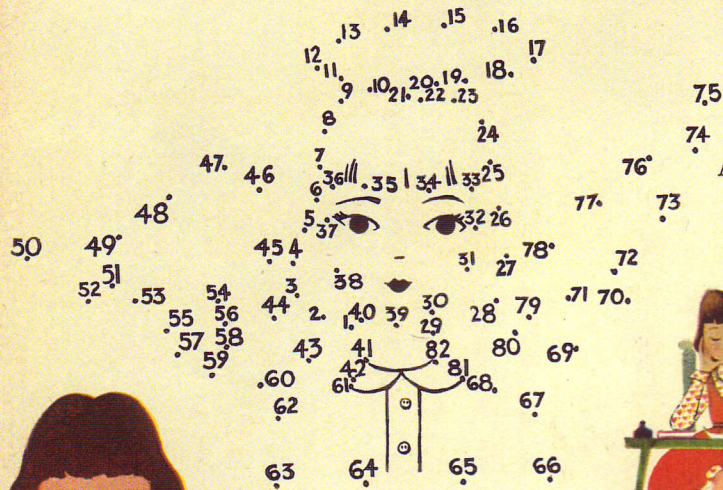
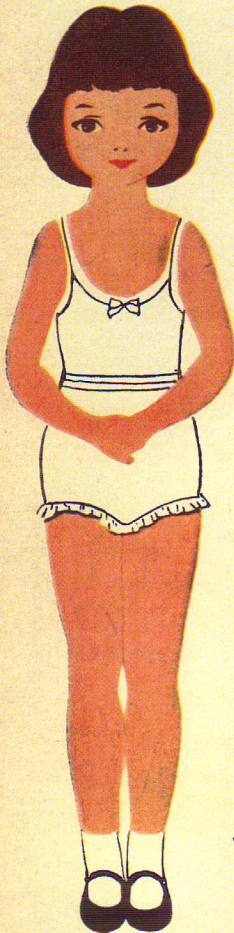


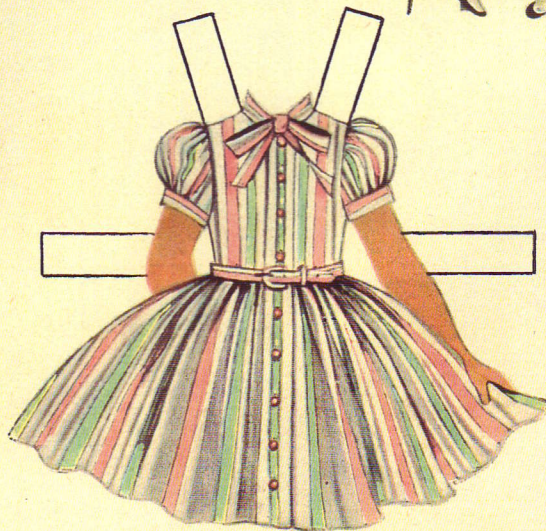
Betsy McCall starts a new year



Today is January One—
A New Year starts, the old year done.
So Betsy's made a long, long list
Of resolutions to assist
Her to become as good as gold—
A *super-saintly* six-year-old!
Connect the dots and you will see
What Betsy really wants to be.



This is Betsy McCall



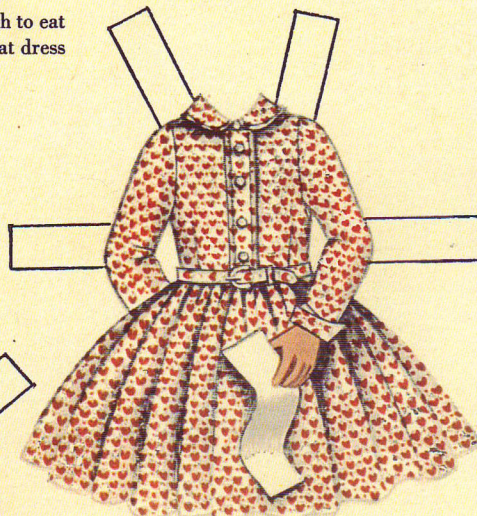
Betsy looks good enough to eat
in her candy-striped coat dress



Betsy McCall's doll has
an outfit just like hers



Betsy's red jumper can be worn
right on top of her print dress



Betsy wore her red print shirt-
waist dress on New Year's Day

WHERE TO SEE BETSY'S NEW DRESSES

These dresses by Revro, Inc. may be seen at the following stores. All stores carry sizes 3 to 6x; most carry sizes 7 to 14. **Jumper** in red or turquoise poplin. Sizes 3 to 6x about \$5; 7 to 14 about \$6. **Shirt-waist dress** of red or turquoise lock-and-key print on white oxford cloth. Sizes 3 to 6x about \$6; 7 to 14 about \$7. **Coat dress** of multicolored satin-stripe cotton in pink, maize or blue. Sizes 3 to 6x about \$7; 7 to 14 about \$9. Matching shirtwaist dress and jumper for Betsy McCall's doll by Togs and Dolls, about \$2.50 at stores marked with star (*).

COLORADO
Cherry Creek, Denver Dry Goods Company
Denver, Denver Dry Goods Company

CONNECTICUT
Bridgeport, Arcade Kiddie Shop
Hartford, G. Fox & Company
Stamford, Miller's Lilliputian Shop
Waterbury, S. H. Greenberg
Westport, Paul Zabin

DELAWARE
Wilmington, West's of Wilmington

FLORIDA
Miami, Burdine's, Inc.

GEORGIA
Atlanta, Davison-Paxon Company*

ILLINOIS
Highland Park, Small Fry Shop
Hubbard Woods, Small Fry Shop

INDIANA
Evansville, The Baby Shop

IOWA
Des Moines, Younker Brothers

KANSAS
Salina, Stiefel Stores Company

KENTUCKY
Louisville, Stewart Dry Goods Company

MARYLAND
Baltimore, The May Company
Hagerstown, Leiter Brothers, Inc.*

MASSACHUSETTS
Boston, Chandler & Company
Springfield, Youth Center
Waltham, Grover Cronin, Inc.

MICHIGAN
Ann Arbor, Jacobson Stores, Inc.
Battle Creek, Jacobson Stores, Inc.
Birmingham, Jacobson Stores, Inc.
East Lansing, Jacobson Stores, Inc.
Grand Rapids, Jacobson Stores, Inc.
Grosse Point, Jacobson Stores, Inc.
Jackson, Jacobson Stores, Inc.

MONTANA
Billings, Hart-Albin Company

NEW HAMPSHIRE
Manchester, Bon Ton Kiddie Shop*

NEW JERSEY
Bayonne, The Younger Circle
Englewood, Eton's, Ltd.*

NEW YORK
Buffalo, The Sample Shop
New York, Macy's New York
Rochester, National Clothing Company
Syracuse, E. W. Edwards & Son
Troy, Troy Peerless Co., Inc.

OHIO
Canton, Stern & Mann Co.
Dayton, Rike-Kumler Co.
Lima, Gregg's
Steubenville, The Hub

OKLAHOMA
Oklahoma City, Kerr's, Inc.
Tulsa, Seidenbach's*

OREGON
Portland, Lipman Wolfe & Co.
Salem, Lipman Wolfe & Co.

PENNSYLVANIA
Greensburg, Royer's, Inc.
Overbrook Hills, Halpron's Tots to Teens
Philadelphia, Gimbels Philadelphia
Pittsburgh, Gimbels Pittsburgh
Scranton, Samter Brothers Co.
Wilkes-Barre, The Kiddie Shoppe*
Williamsport, Brozman's

SOUTH DAKOTA
Aberdeen, Olwin-Angell Co.

UTAH
Salt Lake City, Z. C. M. I.

VIRGINIA
Charlottesville, Miller's Children's Shop
Newport News, Nachman's Department Store, Inc.

WASHINGTON
Tacoma, Rhodes Brothers

WISCONSIN
La Crosse, William Doerflinger Co.