

# Betsy McCall

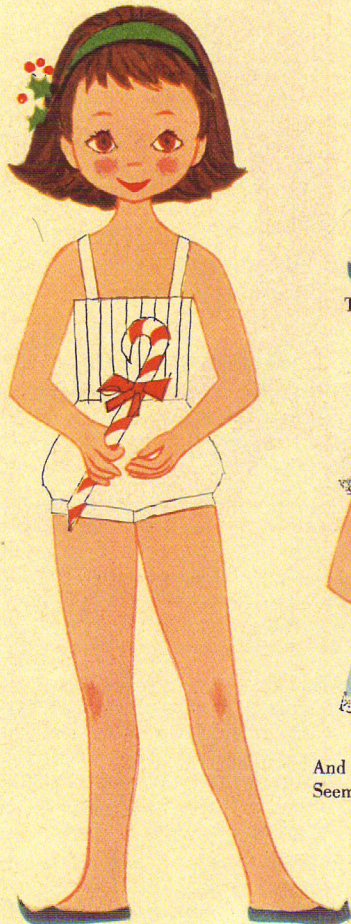


Linda's stocking is so small,  
It won't hold any gifts at all!  
Betsy has a larger pair  
Which she promises to share

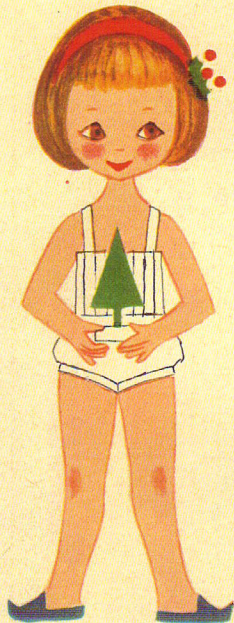


Since Betsy's handwriting is better  
She helps her cousin write a letter  
Listing every little thing  
Santa is supposed to bring

Nights get longer every day...  
Gingermen don't run away...  
And there are many ways to tell  
Christmastime just by the smell



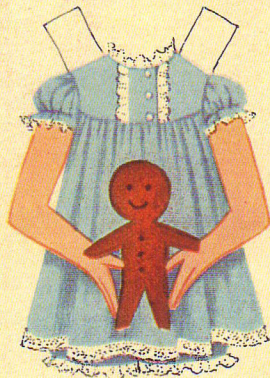
This is Betsy McCall



This is Betsy's cousin Linda



Even when it's time to rest  
The cousins are correctly dressed



And this frilly little number  
Seems just right for peaceful slumber



Wouldn't any lass feel dapper  
In a gown and matching wrapper?

## Where to see Betsy's and Linda's clothes

Betsy's and Linda's nylon tricott lingerie by Her Majesty is available in both pink and blue. Linda's baby-doll pajamas, sizes 2 to 4, about \$3. Betsy's pajamas, sizes 3 to 6x and 8 to 14, about \$3. Betsy's gown and peignoir, 3 to 6x and 8 to 14, about \$6. They may be seen at these stores and others throughout the country.

### CALIFORNIA

Pasadena, Bullock's  
Sacramento, Hale's

### COLORADO

Denver, Denver Dry Goods Co.

### DISTRICT OF COLUMBIA

Washington, Woodward & Lothrop

### FLORIDA

Miami, Burdine's

### GEORGIA

Atlanta, Davison-Paxon Co.

### INDIANA

Indianapolis, L. S. Ayres & Co.

### IOWA

Davenport, Petersen-Harned-Von Maur

Sioux City, Younker-Davidson's

### KENTUCKY

Louisville, Stewart Dry Goods Co.

### MASSACHUSETTS

Springfield, Forbes & Wallace

### MICHIGAN

Flint, Smith Bridgman & Co.

Lansing, J. W. Knapp Co.

### MINNESOTA

Minneapolis, Dayton's

### NEBRASKA

Lincoln, Gold's of Nebraska

### NEW YORK

New York, Lord & Taylor

### NORTH CAROLINA

Raleigh, Boylan-Pearce

### OHIO

Akron, M. O'Neill Co.—all stores

Cincinnati, Shillito's

Columbus, F. & R. Lazarus

Toledo, Lamson's

### OKLAHOMA

Oklahoma City, John A. Brown Co.

Tulsa, Frog's

### PENNSYLVANIA

Philadelphia, Gimbel's

### TENNESSEE

Chattanooga, Lovemans

Knoxville, Rich's

Memphis, Lowenstein's

### TEXAS

Dallas, Sanger's

Houston, Foley's

San Antonio, Joske's of Texas

### UTAH

Salt Lake City, ZCMI

### VIRGINIA

Norfolk, Rice's Fashion Corner

### WASHINGTON

Seattle, Bon Marche

Spokane, The Crescent

### WEST VIRGINIA

Charleston, Stone & Thomas

Wheeling, L. S. Good & Co.

### WISCONSIN

Madison, Harry S. Manchester

Milwaukee, Schuster's

## 19 NEW COSTUMES FOR BETSY McCALL AND LINDA

We have a new version of our paper dolls Betsy McCall and her cousin Linda. They are printed in color on sturdy cardboard, plus a paper insert with 19 costumes to cut out for them.

To order, send 10¢ in coins (please do not send stamps) to McCall's Modern Homemakers, Department D, P. O. Box No. 1390, Grand Central Station, New York 17, New York. In Canada: 462 Front Street West, Toronto 2B, Ontario.

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