



The story of the new

BETSY McCALL

and her

fabulous fashions



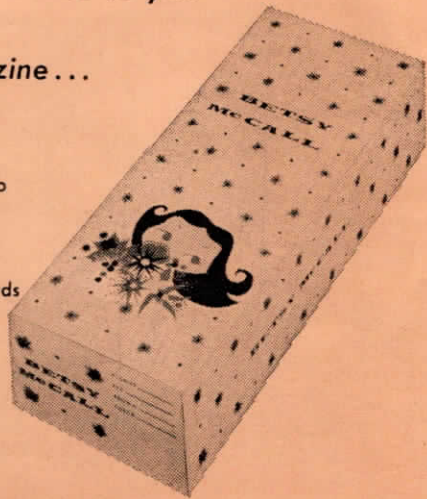
McCall's



BETSY McCALL comes to you
right out of the pages
of *McCall's Fashion Magazine*...

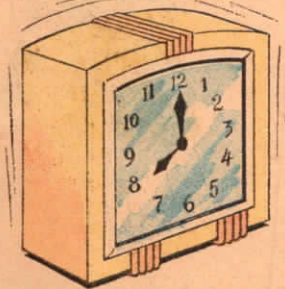
Betsy McCall is a real true-to-life personality who each month has new adventures in the pages of *McCall's Magazine*. Because Betsy McCall is so real and vital, she provides exciting play-time fun 12 months of the year. She is beautiful, she is lovable and she is made with all the high standards that have made all American Character Dolls famous for years.

created by the
*American Miniature
Doll Corp.*



EARLY ONE MORNING...

R-RING!



© 1958 by American Character Doll Corp., N.Y.C.



**CHEMISE, SHOES
& SOCKS \$2.25**



**COAT AND HAT
\$1.50**



**SCHOOL GIRL
\$1.50**

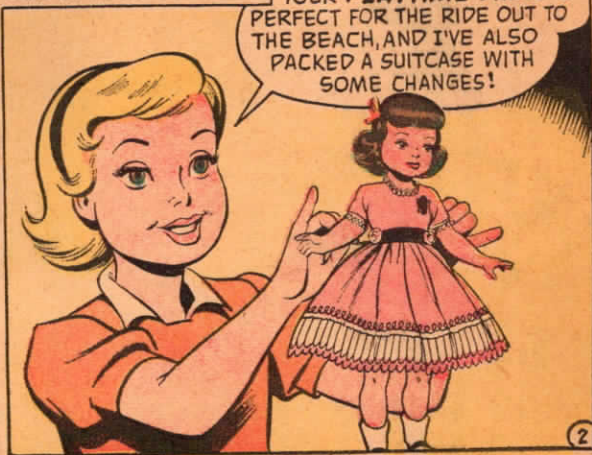


**APRIL SHOWERS
\$1.50**

JUST LIKE A REAL, LIVE GIRL, THE **BETSY MCCALL** DOLL WEARS HER SNUGGLY BRUNCH ROBE OVER HER PAJAMAS AT BREAKFAST---



AND AFTER BREAKFAST--- YOUR **PLAYTIME** DRESS IS





BALLERINA
\$1.50



PLAY TIME
\$1.50



RIDING HABIT
\$1.50

OUT AT THE BEACH, **BETSY MCCALL** UNDERGOES A SPRIGHTLY CHANGE AS SHE DONS HER **SUN 'N SAND OUTFIT WITH MATCHING BEACH TOWEL** ...



YOU CAN DO 'MOST EVERYTHING, **BETSY!** YOU CAN WALK, SIT AND KNEEL JUST LIKE ME!

BUT AS THE AFTERNOON WEARS ON...



OH, DEAR, IT'S BEGINNING TO RAIN!



HOLIDAY
\$2.00



ON THE ICE
\$2.00



BIRTHDAY PARTY
\$2.00





BRUNCH TIME
\$2.00



CO-ED
\$2.00



SWEET DREAMS
\$2.50

PARTY TIME AT LAST, AND WHO RECEIVES THE GREATEST ATTENTION...?

ISN'T SHE BEAUTIFUL?

AND HER **MUFF** AND **STOLE** ARE **REAL MINK!** GEE, I WISH I HAD ALL 18 OF **BETSY'S** WONDERFUL COSTUMES!

HER HAIR IS SO SHINY AND SOFT!

THE END! 5



SUNDAY BEST
\$2.50



SUN 'n SAND
\$2.50



TOWN AND COUNTRY
\$2.50

**BETSY MCCALL VISITS THE
DING DONG SCHOOL AND
MEETS MISS FRANCES...**

ISN'T SHE **WONDERFUL**, MISS FRANCES?
AND SHE'S THE **BEST-DRESSED**
DOLL I OWN!

SHE'S LOVELY...AND
I'VE SEEN ALL OF HER
LOVELY
COSTUMES!





SUGAR AND SPICE
\$3.00



BRIDE
\$3.00



COTILLION
\$3.00



DESIGNERS STUDIO

\$4.98



DAY AT THE WESTERN

RANCH \$5.98



DAY WITH BETSY McCALL

\$6.98



PLAY TIME
\$7.98



SCHOOL DAYS
\$7.98



BIRTHDAY PARTY
\$7.98



SUNDAY BEST
\$8.98



ENSEMBLE
\$8.98



FORMAL
\$8.98



BETSY McCALL WARDROBE
AND TRUNK **\$6.98**

FREE

Join **Betsy McCall's** Birthday Club. **Betsy McCall** will have a surprise for you on your birthday and we will keep you constantly informed about all the news on American Character Dolls.

You do not have to order anything to be a member of The Birthday Club, just fill out the application.

CUT HERE

CUT HERE

TO: AMERICAN CHARACTER DOLL CORP.
1107 BROADWAY, NEW YORK 10, N. Y.

B

NAME.....

ADDRESS.....

CITY.....

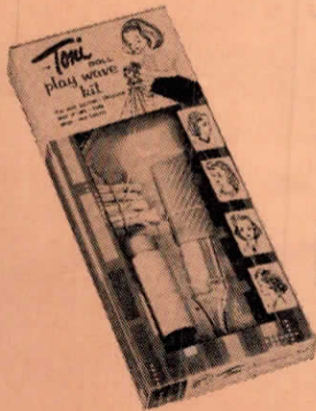
ZONE.....STATE.....

DATE OF BIRTH:

Month.....Day.....Year.....

Produced by CUSTOM COMICS, Inc., 347 Fifth Ave., N.Y.C. Printed in U.S.A.

an older playmate for Betsy McCall



THE **Toni**[®] DOLL
and her
play wave kit

**Dress your TONI DOLL in all her exciting outfits.
Create glamorous hairdo's for your TONI DOLL
with her TONI DOLL Playwave Kit.**

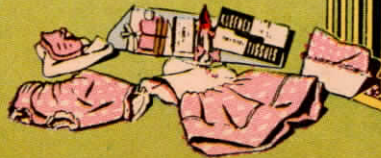


Tiny Tears Does Everything . . .



Tiny Tears in her Car bed.

- *Cries Real Tears*
- *Drinks, Wets, Changes*
- *Blows Bubbles*
- *Bathes*



Tiny Tears in her Playpen.

American Character Doll Corp., 1107 Broadway, New York