



Betsy McCall's paper dolls

IN THIS ISSUE

Paper dolls.....1

New Patterns.....2

Coupon.....3

Free Pattern.....3

TO my sister Sue... I just had to write this down... didn't really want to do it at this moment but I knew it would be gone forever if I didn't-- and therefore I made the time. One of our emails brought to mind some summers with grandma Hazel and Pop. Do you remember that we actually played with paper dolls...coloring, cutting and designing. We were, I guess, inspired by the McCall's paper dolls (Betsy McCall's) and we made up dozens of patterns and cut out those dresses, folding over the little tabs at the shoulders. That magazine was obviously still being published with paper dolls when I was a kid going back to Colorado to visit my grandparents. I googled Betsy McCall's paper dolls and THERE IT WAS (see images).

I remember, too, that the only artistic tools we had to make these new paper doll dresses were lead (real lead) pencils, scissors, crayons and that clear light brown glue with the rubber top. And, if we were lucky, we had colored pencils.... no markers had been invented in those early 1950s....(LOL) Anyway... it was fun to remember...those hours. With all the fabric and sewing going on around grandma, I don't recollect that we ever cut up actual fabric and glued it on these dolls. I wonder why not.

So now the more sinister thoughts. Here is the pinnacle of child-targeted advertising which has obviously been around since the beginning of "advertising" or maybe for centuries. Get the child to dress a paper doll with a McCall's pattern, and you instantly have the mother in the fabric store buying the same pattern and making the dress. (While this promoted McCall's pattern sales, its not on the level of seriousness as the Joe Camel --or Marlboro Man icons of advertising which ultimately lead to health disasters).

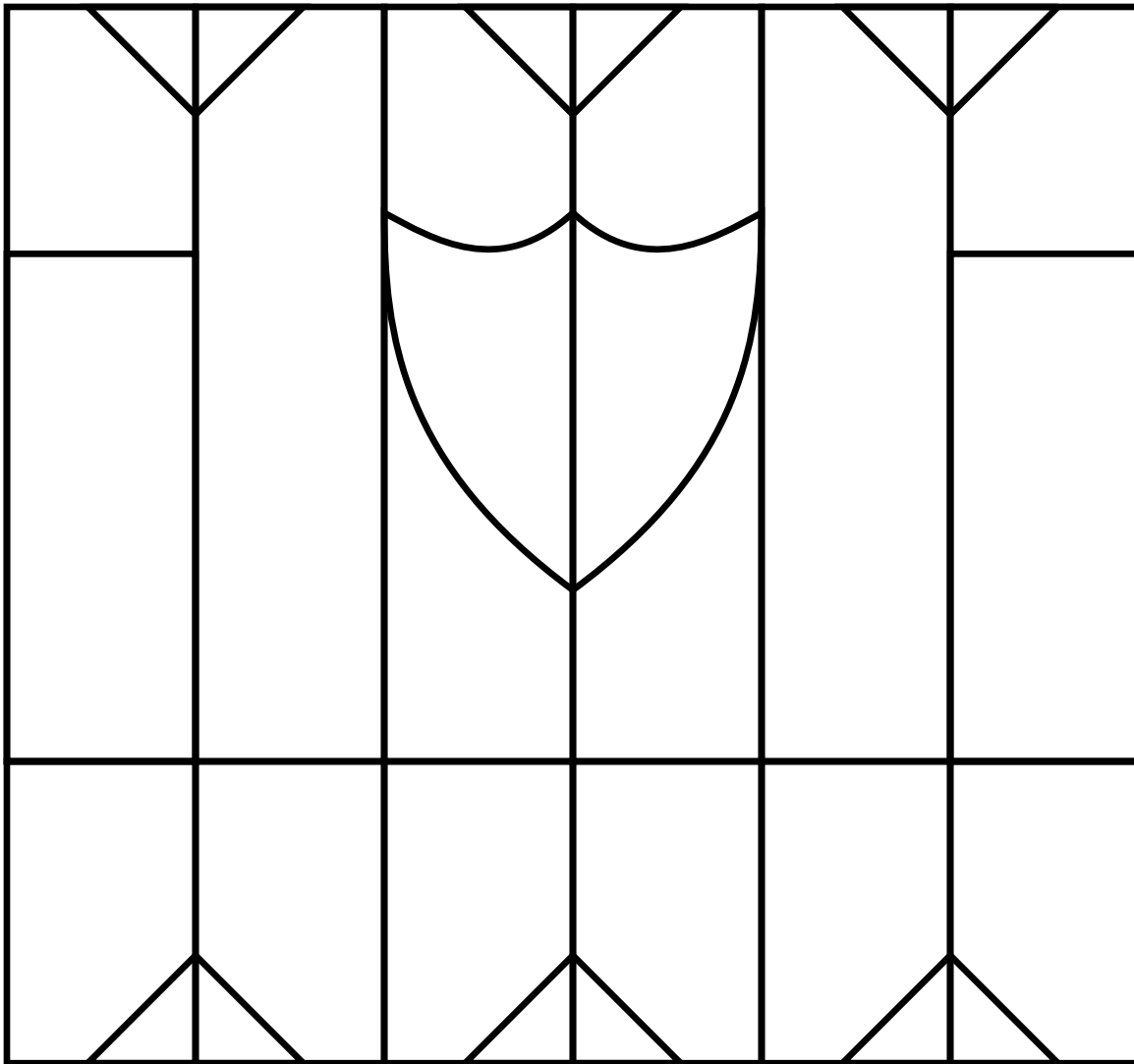
This advertising would of course (LOL) only been effective in the "before time" when people like my grandmother, mother (and I include myself) actually sewed up their own clothes... *their mom's sewed what the families wore*. (AS for our mom--do you remember her policy?? "one new skirt or dress each month" – one month we made it, the next month we bought it. Lucky me when my grannie (Hazel Jillson Milner), made my dress for me. Thanks GRANNIE, MOM, and McCall's.



January's new patterns



free pattern for February



COUPON

ONE PRODUCT
REVIEW ON GospelGlass or
Memory-Beads gets a freebie pattern



hey!@#... need your
reviews still

<http://memory-beads.com>

marian@pdqpatterns.com

3

<http://gospelglass.com>