



No. 1,301,486 M'cCALL STREET

Where is No. 1,301,486 McCall Street? We don't know. This home that our artist pictured may be in Massachusetts, Ohio, or California.

For McCall Street, you know, is a very unusual street. It is the street which, if it were a real paved and curbed and sidewalked thoroughfare, would stretch from Boston to San Diego in one long, straight line, with a home every 25 feet on each side—the 1,301,486 homes in which McCall's Magazine is read every month.

But McCall Street follows no geographical line. You'd have to travel a winding trail to pass the homes of all the folks who live on McCall Street, for they're in every state and territory.

Nor does it really matter, just where this home stands. What really counts is that there is a No. 1,301,486 McCall Street—that our presses had to print 1,301,486 copies of McCall's before the young man in the picture could take one off the newsstand for his wife.

M'cCALL'S MAGAZINE

The first residents moved into McCall Street nearly half a century ago. Their children and grandchildren live there today. The population of McCall Street keeps right on growing, as more and more people find what a good street it is to live on.

Buy a copy of McCall's today at any newsstand.

Your ten cents will pay your rent on McCall Street for a month. The contents of the magazine will show you why there are 1,301,486 homes on McCall Street—and why the people who live in them are just the kind of keen, intelligent, prosperous Americans with whom it will pay you to become better acquainted.

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