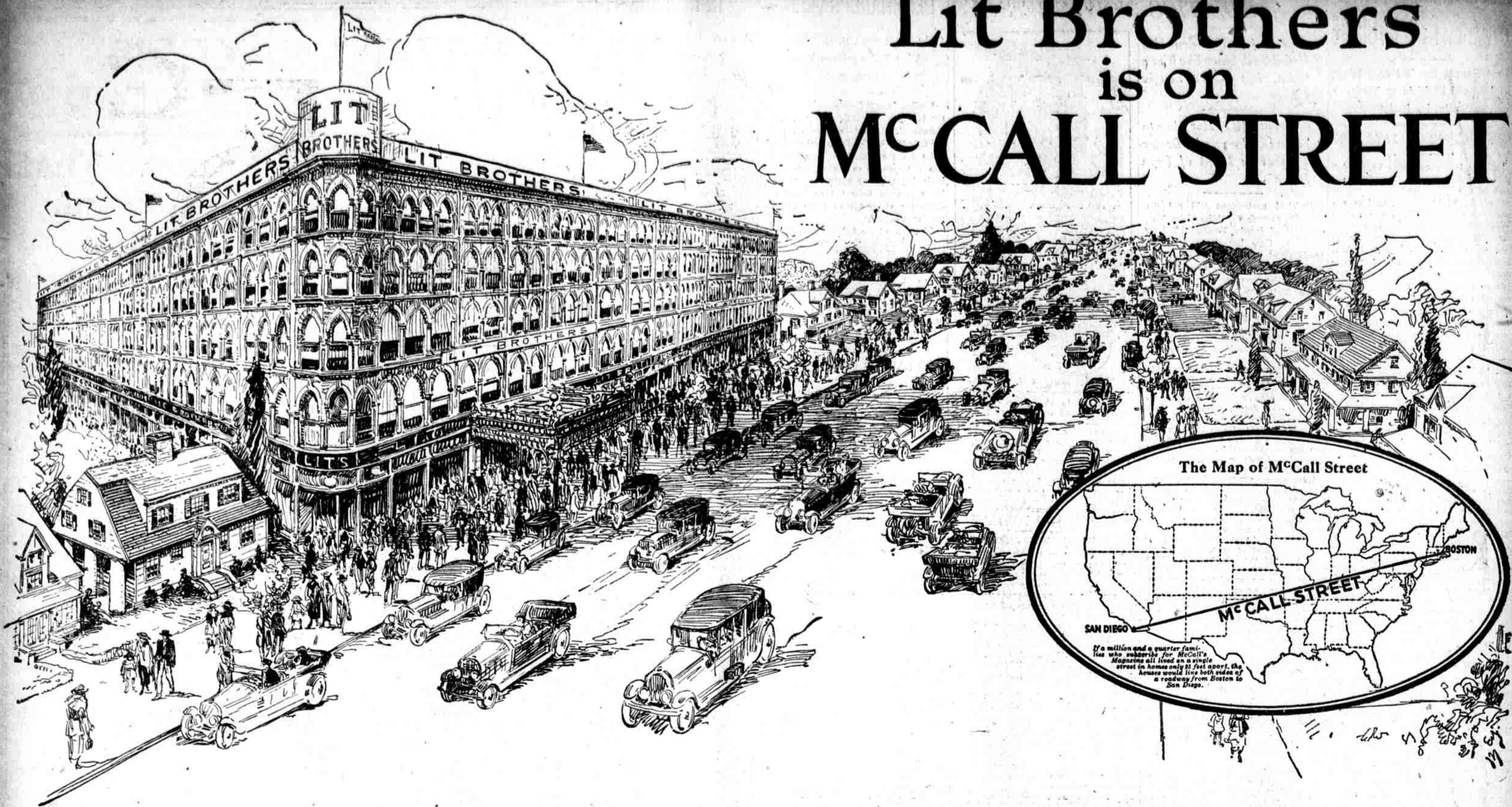


Lit Brothers is on M^cCALL STREET



STRAIT across the country sweeps McCall Street—the street on which we picture the homes of the 1,300,000 families who read McCall's Magazine, the stores of the merchants who supply their needs.

An imaginary street? Not at all. For though McCall Street is plotted on no map or survey, it has several millions of very real residents, who spend more than a billion dollars a year for food and clothes and soap and soft drinks and automobiles and other things they need or want.

McCall's Magazine is not only the shopping guide of the women of McCall Street, it is also their fashion guide, and for

nearly fifty years they have bought McCall Patterns in the stores of McCall Street.

Among these stores is a retail establishment known the country over for its magnitude, its enterprise, its success, its greatness in every way—the store of Lit Brothers.

The name of Lit Brothers stands for all that is strongest and soundest in retail merchandising. In every one of its departments, the goods sold must measure up to the high Lit Brothers standard of excellence. McCall Patterns are sold by Lit Brothers because they do measure up to that standard.

M^cCALL'S MAGAZINE

The prestige of the McCall Patterns is built on a solid and enduring foundation—the fashion supremacy of McCall's Magazine.

Buy the June number of McCall's. See its exceptional fiction, its special articles of vital interest to every woman—

and its authentic, complete advance showing of summer styles.

You will understand why the women of 1,300,000 American families look to McCall's for their fashions, and why the McCall Patterns are sold in leading department stores everywhere.

THE McCALL COMPANY, 236-250 WEST 37TH STREET, NEW YORK CITY

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