



When McCall Street Goes to Market

A MILLION, three hundred thousand baskets, each containing at least half a dozen purchases, would be a moderate estimate of McCall Street's daily marketing.

Think of it! Think of the gigantic market basket it would take to hold 8,500,000 separate DAILY purchases of Spices, Baking Powder, Crackers, Preserves, Smoked Meat, Soft Drinks, Extracts and all the other things the thrifty housewife buys.

This vast quantity of household necessities supplies the daily needs of the dwellers on the longest street in the world. For if the houses of McCall's Magazine readers were on a single street, only 25 feet apart, they would line a thoroughfare stretching from Boston to San Diego.

Some of the housewives of McCall Street go to market, basket on arm. Some select their goods and have them sent. Others telephone for what they want. But

each and every one has the same buying suggestion—McCall's Magazine.

And McCall Street's tremendous market basket overflows with goods advertised in McCall's Magazine, because the women who enjoy McCall's splendid fiction, its authoritative fashions, its vitally important household articles, cannot fail to be guided in their daily shopping by the timely messages which McCall's advertisers present to them.

THE McCALL COMPANY, 236-250 WEST 37TH STREET, NEW YORK CITY
CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO

McCALL'S MAGAZINE