



The Map of McCall Street

If the million and a quarter families who subscribe for McCall's Magazine all lived on a single street in homes only 2 1/2 feet apart, the houses would line both sides of a roadway from Boston to San Diego.

# The Styles of McCALL STREET

American women have bought hundreds of millions of McCall Patterns, for guidance in home dressmaking, during the past fifty years.

Women's clothes worth more than \$100,000,000 will be cut by McCall Patterns, this year in American homes.

That is what McCall styles mean to the women of McCall Street—the women of the 1,300,000 homes into which McCall's Magazine brings, each month, advance news of the latest New York and Paris fashions.

# McCALL'S MAGAZINE

McCall's Magazine Fashions and the McCall Patterns give to the women of McCall Street the keen satisfaction of being always in the mode.

And when a woman has cut and made a dress, by a McCall Pattern, put that dress on, and had the satisfaction of knowing that she is in the mode—the name McCall has acquired for her a very definite and abiding meaning.

As for the thrift of the women of McCall Street—what better evidence could there be, than a hundred million dollars a year spent in home dress-making?

You may depend upon it that these women are intelligent, discriminating buyers. They buy McCall's Magazine because it gives them their money's worth, not only in its authoritative fashions, but in its exceptional fiction, its ably-edited household departments, its special articles of vital interest to every woman reader.

The women of McCall Street are the kind of buyers who know that nationally advertised merchandise is most certain to give real value, to represent true economy in purchasing.

And McCall's Magazine is their shopping guide.