



The Delivery Wagons on M^cCALL STREET

IMAGINE 1,300,000 homes—the homes of the 1,300,000 people who buy McCall's Magazine every month, all on a single street!

If this wonderful street stretched across the country, from coast to coast, with a house every 25 feet, on either side, it would reach from Boston to San Diego—more than 3,000 miles of sturdy, prosperous American homes!

Can you hear the rumble of the delivery wagons it takes to deliver the merchandise that is bought by

the dwellers in these 1,300,000 homes?

Not less than a quarter of a million wagons traverse this busy street—for daily, hourly, every minute and second of the day, the doors of its houses swing wide to receive rugs, linoleum, silver, linen, works of art, musical instruments, jewelry, clothing, toilet articles, food—the necessities and luxuries for which McCall Street spends millions of dollars a day!

Women do more than 90 per cent of the buying for American homes.

The women of McCall Street, who buy daily for 1,300,000 homes, are the same women who read McCall's Magazine each month for its splendid fiction, its authoritative fashions, its invaluable special household articles.

When they shop, they ask for the goods whose merits have been made known to them through the advertising pages of McCall's.

And those are the goods that fill the delivery wagons on McCall Street.

THE M^cCALL COMPANY, 236-250 WEST 37th STREET, NEW YORK CITY

CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO

M^cCALL'S MAGAZINE