



The Children of M'CALL STREET

WE like to picture to ourselves the 1,300,000 homes of the readers of McCall's Magazine as being on a single street—McCall Street. This would be a wonderful street of prosperous, progressive American families—a street which, with a house every 25 feet, would sweep across the continent from Boston to San Diego.

How many children on McCall Street?

Two million at least. And very likely more than two million. For McCall's is pre-eminently a magazine for the household, the family, the wife and mother—and its arrival is eagerly awaited each month in 1,300,000 American homes.



M'CALL'S MAGAZINE

The hundreds of thousands of little ones on McCall Street are healthier, happier, better nourished and better clothed because their mothers have each month the invaluable advice of McCall authorities on the feeding, clothing, care, amusement and education of children.

Foremost among these is Dr. S. Josephine Baker, who has been for several years Director of New York City's Bureau of Child Hygiene, and who has received nation-wide recognition of her work in bettering the health of the thousands of little ones in New York's congested tenement districts.

Children love to listen to the fairy tales and bedtime stories that appear in the McCall's. Little fingers fairly seize

upon the monthly page of cut-out paper dolls and up-to-the-minute doll-town attire.

McCall's Magazine is the fashion guide of the mothers on McCall Street, for themselves and their children. A hundred million dollars worth of women's and children's garments will be made in the homes of McCall Street this year with the aid of McCall Patterns.

These thousands and thousands of American women, who look to McCall's household departments for help in every domestic problem, have learned that, in supplying the needs of their children and their homes, they can rely just as confidently on the messages in McCall's advertising pages. Their purchasing power is more than a billion dollars a year.

If You Cannot Get McCall's at a Newsstand, Send Us One Dollar for a Year's Subscription

THE M'CALL COMPANY, 236-250 WEST 37th STREET, NEW YORK

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