



Santa Claus is getting ready to visit MCCALL STREET

In 1,300,000 American homes, McCall's Magazine finds a welcome each month.

If all these homes were on one street, with a house every 25 feet, on both sides of the way, that street would sweep across the continent from Boston to San Diego.

Right now—today—Santa Claus is packing his bag for the 1,300,000 visits he must make, in this visioned street—which we call McCall Street.

Old Santa is the world's biggest and busiest distributor of merchandise—the wheels of business fairly spin with buying activity when his annual round of visits begins to draw near.

On McCall Street, Christmas shopping means the buying of millions of gifts, the spending of many millions of dollars.

And because the people of McCall Street are sensible, practical people, a very great percentage of their Christmas expenditure is devoted to the buying of useful and acceptable gifts. McCall Street's Christmas expenditures, this year, will include not less than \$3,000,000 for watches; \$6,000,000 for talking machines and records; \$2,000,000 for pianos; \$4,000,000 for gloves, hosiery and handkerchiefs—to say nothing of china, table linen, perfumes, shaving and manicure sets, traveling bags, and the many other practical remembrances in which good taste on the part of the giver adds to the joy of the gift.



The Map of McCall Street

If the million and a quarter families in which McCall's Magazine is read all lived in a single street—a house every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.

MCCALL'S MAGAZINE

The Christmas McCall's (December issue, out November 28th) will carry into the 1,300,000 homes on McCall Street, timely messages from many makers of beautiful and practical holiday gifts—messages which will inform and guide hundreds of thousands of Christmas buyers.

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