



# 18,000,000 Meals a Day Are Served on McCall Street

The American family averages somewhere between 4½ and 5 persons, census figures say.

There are 1,300,000 families on McCall Street—the progressive, prosperous thoroughfare on which are the homes of the 1,300,000 people who buy McCall's Magazine each month—the street which, with a house every 25 feet, would sweep across the continent from Boston to San Diego.

Flour ..... 676,000,000 pounds, \$54,080,000	Ham ..... 135,200,000 pounds, \$54,080,000
Sugar ..... 338,000,000 pounds, 33,800,000	Bacon ..... 67,600,000 pounds, 33,800,000
Coffee ..... 60,000,000 pounds, 30,000,000	Beans ..... 40,000,000 cans, 10,000,000

Big figures, these—for McCall Street, with its 3,000 miles of sturdy American homes, has a big appetite. And these sums are paid out by the women who take McCall's, who enjoy its fiction, rely on its

This means a population of 6,000,000, in round numbers, for McCall Street.

As McCall Street folks, like all other good Americans, have the habit of eating three meals a day, 18,000,000 meals are prepared and served every day on McCall Street—or 6,570,000,000 meals a year. What do the housewives of McCall Street buy for these 6,570,000,000 meals? Well, let us say—based on average consumption—

Canned Soup .. 24,000,000 cans, \$ 3,000,000	Biscuits ..... 202,800,000 pkgs., \$30,420,000
Canned Veggies... 222,000,000 cans, 40,000,000	Baking Pwdr.. 12,600,000 lbs., 8,820,000
Canned Fruit.. 60,000,000 cans, 15,000,000	

fashions, profit through its many helpful household departments, and to whom its advertising pages always offer a trustworthy answer when the question is, "What kind shall I get?"

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

# McCALL'S MAGAZINE

Wholesale Magazine Distributors  
1524 Chestnut Street  
Philadelphia, Pa.  
A. Richard Ulmer, Manager

Some of the many pattern distributors in eastern Pennsylvania and southern New Jersey:  
L.H. Brothers, Philadelphia, Pa.  
Zollinger-Harrod Co., Allentown, Pa.  
Ellis Mills, Pottsville, Pa.  
Ellis Mills, Reading, Pa.  
Strawbridge Black Co., Atlantic City, N. J.  
Baker-Kitch Co., Camden, N. J.  
Hamborner, Newark, N. J.  
Davis Bros., Trenton, N. J.