



# THE MAGAZINE

## on McCall Street

McCall's is THE magazine in one million three hundred thousand American homes.

The people in these homes live on the street we call McCall Street—the street which, with a house every 25 feet, would sweep across the continent, from Boston to San Diego.

In the 1,300,000 homes on McCall Street, six million people gather about the reading lamp, to lose themselves in the crowded pages of McCall's.

More than a million women build, decorate, and furnish their homes, educate their children, clothe their families, buy and prepare their food, entertain themselves and

their neighbors, with the aid and advice of McCall's. For half a century McCall's has helped American women in every household task and problem.

There are good reasons why American women like McCall's.

They know McCall's is sound—there is no "bunk" in it.

McCall's is never hysterical.

McCall's has the courage to face the new, the wisdom to hold to what is best in the old.

McCall's lifts a window on that larger world which women are so eager to explore—it articulates the dream of every forward-looking woman for happier homes, healthier

children, broader business opportunities, fatter pay envelopes, a better world to live in.

Dr. S. Josephine Baker, Director of New York's Bureau of Child Hygiene, gives to the mothers on McCall Street the services of America's foremost woman physician.

Lillian M. Gunn, Instructor in Foods and Cookery at Columbia University, offers to housewives of McCall Street the advice of a practical housewife and scientific authority.

In McCall's Fashion Department the women on McCall Street find the authoritative styles of Paris and Fifth Avenue, and the practical help which enables them in their home dressmaking, to reproduce these styles.

### Some of the Famous Authors Who Help to Make McCall's THE Magazine in 1,300,000 Homes

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# McCALL'S

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