



# On McCall Street's Kitchen Shelf

In a million five hundred thousand American homes McCall's Magazine is read each month.

Put these homes all on one street—a house every 25 feet—and this street would reach from Boston to San Diego.

The housewives who read McCall's in these 1,500,000 homes are the kind of housewives who keep their homes spick and span.

On their kitchen shelves, and in their kitchen cupboards, are the varied articles

required for washing, scouring, sweeping, renovating, polishing and "touching up."

To take care of its cleaning and renovating needs, McCall Street pays out \$650,000 every month for soaps and washing powders; \$125,000 for ammonia and cleansing fluids; \$275,000 for brushes, mops, brooms and pails; \$250,000 for carpet sweepers; \$200,000 for vacuum cleaners; \$175,000 for washing machines; \$125,000 for oils, polishes and floor wax; \$200,000 for varnish, shellac and ready-mixed paint.

A grand total of \$2,000,000 a month, or

\$24,000,000 a year, which the women of McCall Street expend just for the things they need to keep their homes clean, bright and well-ordered.

McCall Street's housewives look to the household departments of McCall's, edited by authorities on home management, for trustworthy advice as to how they may save time and conserve energy in all their household duties.

And they naturally turn to McCall's advertising pages for trustworthy information as to what are the newest, most reliable, most economical goods to be had for their use.

THE MCCALL COMPANY, 236-250 WEST 37th STREET, NEW YORK  
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