

Toilet Requisites on M'cCALL STREET

A MILLION, five hundred thousand homes on McCall Street—the homes of the people who buy McCall's Magazine each month.

If they were all on one street—a house every 25 feet—this street, 3,000 miles long, would sweep across the country from Boston to San Diego.

These 1,500,000 families use tooth-pastes and tooth-powders, soaps, shampoo creams, talcum powders, cosmetics, perfumes, toilet waters, emollients, deodorants, antiseptics, and all the numerous other preparations

that come under the head of toilet requisites.

McCall Street pays for toilet soaps not less than \$4,000,000 a year; for dentifrices, \$2,000,000; for tooth brushes, \$4,000,000; toilet waters and perfumes, \$1,500,000; antiseptics, \$1,300,000; face creams, \$750,000; manicuring articles, \$500,000; talcum powders, \$2,000,000.

And so on—a total expenditure of more than \$16,000,000 a year, just for toilet accessories, in the homes of McCall Street.

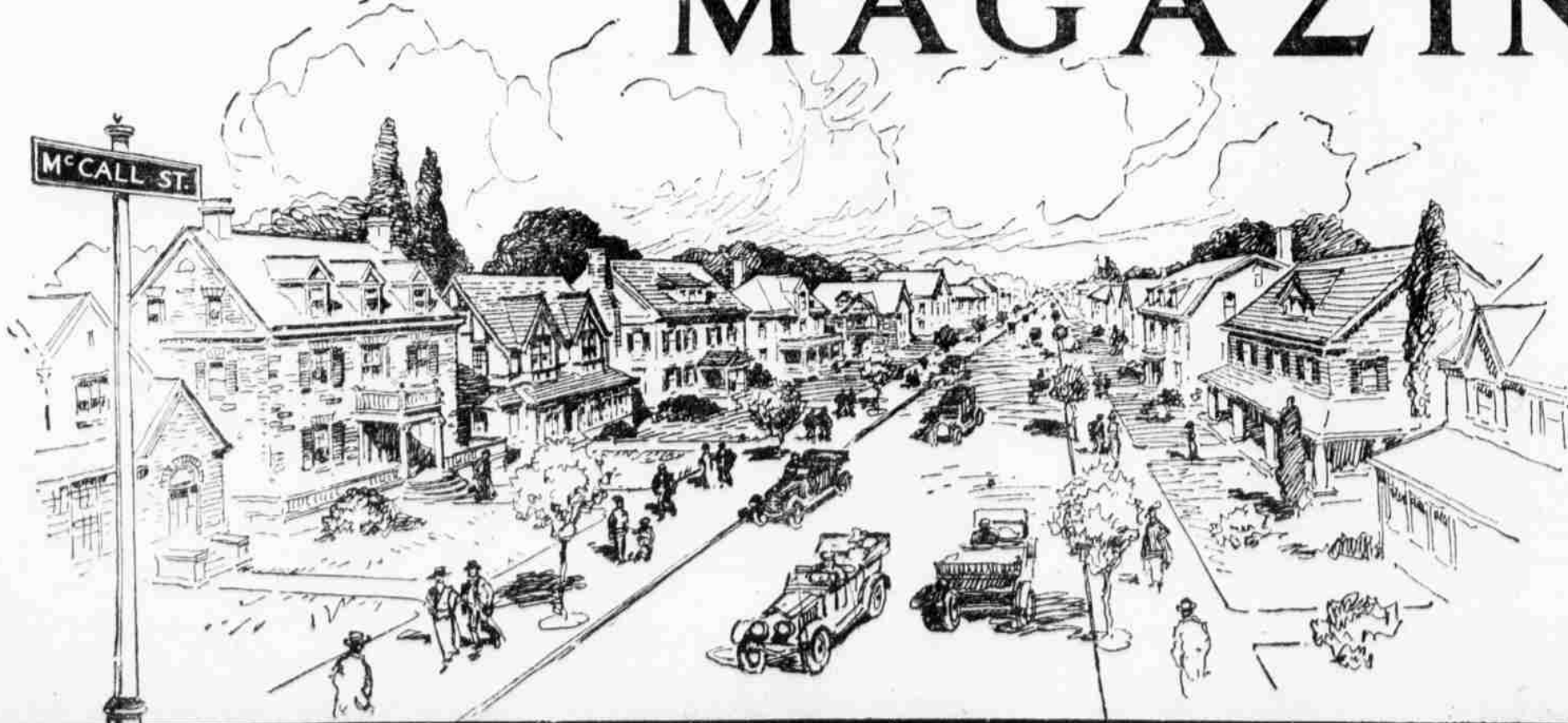
Who pays out this money, which flows in a ceaseless stream through the tills of

more than forty thousand drug stores, into the strong-boxes of the men who manufacture these articles?

The people who take McCall's Magazine—the grown-ups of a million, five hundred thousand families in which McCall's is read each month.

Its stories are enjoyed, its special household articles carefully studied, its fashion pages consulted, and its advertising pages receive their full share of attention—the messages they contain are borne in mind when McCall Street buys.

M'cCALL'S MAGAZINE



THE first residents moved into McCall Street nearly half a century ago. Their children and grandchildren live there today. The population of McCall Street keeps right on growing, as more and more people find what a good street it is to live on. Buy a copy of McCall's today at any news-stand.

Your ten cents will pay your rent on McCall Street for a month. The contents of the magazine will show you why there are 1,500,000 homes on McCall Street—and why the people who live in them are just the kind of keen, intelligent, thrifty Americans with whom it will pay you to become better acquainted.

THE M'cCALL COMPANY
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