

100 Commodities Advertised in One Issue

Many people do not realize, until it is called to their attention, the wide range of commodities which today are promoted by national advertising.

The days when breakfast foods, toilet goods and a few other products dominated in the use of space are gone. These articles were among the first to be advertised extensively only because of the pioneering spirit of certain manufacturers, who early saw the possibilities. They are today advertised more heavily than ever before. But round them has grown up a great group of other advertised goods.

How broad is the scope of advertising today, how it may be applied to hundreds of different kinds of business, may well be judged by examining the pages of the current issue of *The Saturday Evening Post*.

This issue is particularly notable because it is the largest issue of the *Post* ever published. It contains 100 pages, made possible by 229 columns of advertising, representing the largest volume of money ever invested in advertising in any one issue of the *Post*. This is in addition to several columns of our own advertising.

Although unusual in size, the issue is not unusual in diversity of products advertised.

The commodities advertised in this issue are as follows:

Adding Machines	Collar Buttons	Patent Attorneys (six)
Agents Wanted	Condensed Milk	Pencils
Air Guns	Confectionery	Pens
Arch Supports	Corn Plasters	Pianos
Automobiles (twelve well-known cars)	Corn Poppers	Powder
Automobile Accessories (miscellaneous)	Credit Insurance	Poultry
Automobile Lamp Lenses	Cutlery	Prepared Meats
Automobile Lights	Ear Phones	Raisins
Automobile Oil	Electric Lamps	Razors
Automobile Piston Rings	Electric Motors	Refrigerators
Automobile Roller Bearings	Fish Bait	Roofing
Automobile Shock Absorbers	Fire Insurance	Rose Bushes
Automobile Spark Plugs	Flashlights	Rubber Heels
Automobile Speedometers	Garters	Scarfs
Automobile Springs	Handkerchiefs	School of Illustrating
Automobile Starting and Lighting Systems	Hats	School of Typewriting
Automobile Tires (six advertisers)	Houses	Screens
Beds	Incubators	Shingles
Beans	Labels	Shirts
Bicycles	Lawn Mowers	Shoes
Bird Club	Lawn Rollers	Silverware
Boats	Lighting Equipment	Soap
Books	Magazines	Soup
Bungalow Designs	Marine Hardware	Talking Machine Needles
California Publicity	Marine Motors	Tar Bags
Cameras	Men's Clothing (four makes)	Tire Mender
Canoes	Mops	Tools
Carbon Paper	Motion Pictures	Tooth Paste
Chairs	Motion Picture Machines	Typewriters
Chest Protectors	Motorcycles	Underwear
Cigars and Tobacco (seven advertisers)	Music Rolls	Upholstery
Coal Chutes	Night Latches	Vacuum Bottles
Coaster Wagons	Oil	Washing Machines
Coffee	Oranges and Lemons	
	Paint and Varnish	

The Philadelphia manufacturer who believes that his product cannot be advertised might do well to consider the above list of more than 100 commodities being supported by advertising.

Is his problem more difficult than some of these must have looked in the beginning?

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman