

BUILDING BIG BUSINESS ON LITTLE THINGS

Philadelphia has many big businesses built on little things.

A variety of patented products of small bulk, selling at low prices and advertised modestly but effectively, are found among the best known Philadelphia-made goods.

Some of the larger industries of the city might well follow the example of wisdom, courage and persistence set by these smaller but rapidly growing houses.

The Moore Push-Pin Company is an instance.

In 1900 Mr. Edwin Moore founded this business with a capital of \$112.60. He rented a room and devoted each afternoon and evening to making Moore push-pins—an article of his own invention, which may be briefly described as “a pin with a handle.” The mornings he spent in selling what he had made the day before. The first sale was one gross for \$2.00. The next memorable order was for \$75 worth, and the first big deal was a sale of \$1000 to the Eastman Kodak Company.

As soon as he was well established Mr. Moore saw the desirability of advertising. In 1903 his first national advertisement appeared in *The Ladies' Home Journal*, at a cost of \$168.

The results of the advertising were so good that in 1904 the company was incorporated and the business rapidly extended.

It showed a strong increase and paid good dividends every year, and in ten years had grown to be eight times as large as it was before the advertising began. Today the Moore Push-Pin Company owns and occupies a large, well-equipped plant at Wayne Junction, which is devoted exclusively to the manufacture of “little things.”

The advertising space has never been large, and most of it has been used in *The Ladies' Home Journal* and *The Saturday Evening Post*.

From the first the Moore Push-Pin advertising has been valuable, not only because of the direct sales of the article advertised, but also because it was opening up relations and founding a reputation. This made it easy to add new lines, and by putting the Moore name on them, start them off with a long lead over competition.

We should like to see some of the Philadelphia manufacturers who have been building small businesses on big things adopt the methods of some of their fellow-citizens who have built big businesses on small things.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman