

36th YEAR

Readers Digest

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The power of a few words in print . . .

Don't file it ... throw it away!

How one article in Reader's Digest saved time and space worth millions to American industry



"ONE EVENING," writes Board Chairman McGregor Smith of Florida's Power & Light, "I read an article in Reader's Digest that helped our company to save about \$100,000—and keeps on saving money for us year after year.

"The article, entitled 'Don't File It—Throw It Away,' described some of the scientific paperwork and filing techniques evolved by Leahy & Co., a firm of New York management consultants. It made me think that our business, like thousands of others, could save time and space if our paperwork and files were cleaned out and cut down. So we called Leahy in to do the job!"

Other industrialists reacted to the Digest article in much the same way as McGregor Smith. After Senior Vice-President Sidney Moody saw the story, American Cyanamid recovered 15,000 square feet of storage space and made more productive use of employees who represented a \$50,000 annual payroll.

Patrick B. McGinnis, then president of the New Haven Railroad, also called Leahy in. He later applied Leahy's methods to the Boston & Maine. "We have managed to junk over 1,000 tons of useless records—enough to 'paper' both rails of a 14,000-mile line."

The methods used to accomplish this were developed by Emmett Leahy while working for the Federal Government. They enabled the Government to reduce its annual purchase of filing cabinets from 97,000 to 11,000 in three years. In 1947, Leahy set up his own office in New York.

According to Leahy, millions of pieces of paper saved by American business can be destroyed at once; other pieces removed systematically over the years.

Leahy had served an impressive roster of important clients prior to the Digest story, and articles about the firm had appeared in leading business publications.

"But the Digest was the first—and the only one—

that brought response directly from 'captains of industry,'" Mr. Leahy says. "The way was paved after top management read about us in the Digest."

Here is how he measures the impact of that story:

- A 400% increase in inquiries from top executives.
- Contracts with ten major new clients.
- Contracts with several firms whose business he had previously solicited without success.
- Inquiries from all over the world after the story appeared in the Digest's International Editions.

Remarkable things often happen when people read about an idea, or a service, or a product, in Reader's Digest, because people have faith in the Digest, the kind of faith that leads them to action.

A 500% SALES INCREASE

Power of Reader's Digest was shown by reaction to articles published in July and August, 1957. These copyrighted articles, appearing only in the Digest, reported on the tar and nicotine content of all popular cigarettes.

Immediately, people sought the brand that ranked best. Dealer supplies were exhausted rapidly. The manufacturer shifted all available capacity to this brand, and still could not meet the demand. No shortage like this had occurred before in peacetime. The Wall Street Journal reported a 500% sales increase for the brand "in the wake of Reader's Digest's articles . . ."

So many millions were so impressed by what they read in the Digest that, almost overnight, an entire nation changed its smoking habits.

People have faith in

Reader's Digest

*Largest magazine circulation in U.S.
Over 11,500,000 copies bought monthly*

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"But the Digest was the first—and the only—one that brought response directly from 'captains of industry'," Leahy says. Here is how he measures the impact of the story:

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- Inquiries from all over the world after the story appeared in the Digest's International Editions.

Remarkable things often happen when people read about an idea, or a service, or a product, in Reader's Digest. That is why so many leading companies are experiencing successful results from their advertising in the Digest.

People have faith in

Reader's Digest

*Largest magazine circulation in U.S.
Over 11,500,000 copies bought monthly*

This advertisement appears in the May, 1958, Reader's Digest. The longer version inside appears in *Time*, *Newsweek*, *Harvard Business Review* and *Advertising Age*.

The Place to Tell America

The advertisement inside, on what happened to Emmett Leahy, will appear in Reader's Digest before the largest magazine audience in America. More than 32,000,000 people will read the May, 1958, Digest. And because of the repeated readings of each copy, there will be 168,000,000 opportunities for someone to learn about Leahy's service.

Even more important are two other provable facts:

- *This advertisement will be read by people who can do something about the service—executives of business and government—the same kind who sought out Leahy after the Digest article originally appeared.*
- *The advertisement will be read with belief, the kind that leads people to act and makes them rely on the products and services advertised in the Digest.*

What Emmett Leahy learned, Digest advertisers are discovering—in constantly growing numbers.

Reprints of the original Reader's Digest article and copies of this presentation can be effectively used for internal distribution and bulletin board display in your own company's campaign to reduce paperwork costs. For copies, or more information about the Leahy services, call or write:

LEAHY AND COMPANY
350 Fifth Avenue
New York, N. Y.