

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex
HCO EXECUTIVE LETTER OF 21 MARCH 1965

Gen Non-Remimeo

To: All HCOs
Org/Assn Secs
PE Depts

SUBJECT:

PE COMES AFTER THEY HAVE READ A BOOK

The following is a report paraphrased from the Director of PE in Washington DC, pertaining to a Pilot Project on Testing as a dissemination line for PE.

"Dear Ron,

On Jan 4, 1965, we began a small ad in the Washington Evening Star on the Testing Clinic. The ad ran for 15 consecutive days and produced 13 people in for testing, of which 10 came back for evaluation of tests. None came onto our lines. Three books were sold. On Feb 4th we tried the 2 inch ad with text from HCO Pol Ltr 24 Nov and 2 Dec 1960. The ad ran for 2 weeks and 11 people came in for test, 9 came back for evaluation. There were no sign ups for Academy and HGC, and only one came into PE and he was drunk.

Best, Andy."

Ron's reply follows:-

"FCDC¹.

PE AD. You were recently (autumn 1964) required only to advertise books. It was not explicit but one thought ads would now be books.

Interview failure is totally attributable to this: People say, "What is Scientology?" of an org. *Org* says, "Buy this book." (PROBLEMS OF WORK is best.) *Never* let anyone talk to such persons. Just coach reception to say, "This book will tell you all about it" and sell the book.

Until new Dissem Drills are out and coached this is the total. PE comes in *after* they have read a book, *never* before.

You have omitted the first Dissem Step "Buy a Book" and so have no PE.

¹ Founding Church of Scientology of Washington DC.

Get your Book Sales line in, put the PE invite at the back of the book.

All this is undergoing improvement but the above bare bones have worked for 15 *years*.

PE ads direct have never worked.

L. RON HUBBARD"

Issued by: Marilyn Routsong

Acting Executive Director

LRH:ml.rd