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PROFESSIONAL AUDITORS' BULLETIN
The Oldest Continuous Publication in Dianetics and Scientology
From L. RON HUBBARD
Via The Hubbard Communications Office
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DISSEMINATION

It's rather a joke to learn something one knew years ago. In this case the datum concerns dissemination. I, of all people, had to find out that *books* sold Scientology.

How does one actually get the subject around in his area? He sells books and more books. How? In small magazines and shopping weeklies. What books? Books on Dianetics and Scientology.

Why? People have agreed that books can be believed. If it is printed it is true. People don't believe people. They believe books.

How did we learn this? In the winter of 55-56 London had a slump. For eight months we tried to send out enough circulars and place "goodwill ads" about Scientology training and processing but the level of activity of London *did not* change despite these campaigns.

Then I found that coincident with the slump all Dianetics and Scientology books had disappeared out of the bookstores and hadn't been put back.

The moment books went back into bookstores and into public circulation (with the publication of "Scientology, The Fundamentals of Thought") the London "slump" vanished.

The identical thing happened in the US with the same results.

In other words, no amount of talking or Personnel Efficiency or goodwill ads made these two large central organizations function. *But* a few books did!

Well, even after the wonderful example of 1950, I hadn't learned that books sold the subject—that auditors and clinics were as successful as books we sold. But we know it now. Sell books. That's the answer to a good practice or group.

How? The most successful method seems to be placing ads for books in small magazines so that people can send their money in and get one.

Now here's what you can do. Place ads in small magazines to sell books. Buy your books from the Distribution Centre or the HASI and remarket. Stamp your name and address in each book you sell. You're in! For you can have terrific discounts.

And here's what else I want you to do. Collect from whatever source small local magazines and send them to me, HCO Washington, 1812 19th St. NW, Washington, DC, USA. I want small circulation magazines even with only local appeal. We will place ads in them and sell the books from here and you will have a Scientology community.

That's my dissemination programme for 1957. A million books sold by 1958.

L. RON HUBBARD