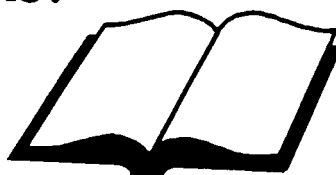


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READ LRH BOOKS!

and disseminate



“Books are the first
line of dissemination.”

LRH ED 343 INT
BOOKS STRAIGHT TALK

DIANETICS®: THE MODERN SCIENCE OF MENTAL HEALTH

Hello,

Do you also feel that we could fill this place up with lots more people? People - interested in and DEMANDING service? What about having so much income for the org we could even waste some? It is very possible and very real and we all know that the answer to this is in DISSEMINATION.

It is a fact that On-Source orgs are disseminating and selling LRH books to lots of people and get in lots of people to deliver to.

I would like to know if there are any of LRH's basic books that you have not yet read? What is the next LRH book you want to read? Great. I'd like to let you know that this briefing is the first in a whole series of briefings, wins, games and events of an LRH book dissemination PR campaign for staff which is now getting launched for all *Scientology*® staff in EU orgs.

It will give you lots of interesting tips about what is in LRH books, lots of wins from people reading and applying LRH books, as well as lots more books in the hands of new people. And YOUR WINS from reading LRH books will also be important for this campaign.

Here is what LRH says in HCO PL of 28 April 1960,
BOOKS ARE DISSEMINATION:

“If you think you can interest a person in Scientology and yet avoid your responsibility in getting him or her to read books on the subject, you are wasting a tremendous amount of effort. Do you know why the first book, Dianetics: The Modern Science of Mental Health, was written? Word of mouth on Dianetics was going forward so rapidly that my letter volume, even before the first book, was startling. Each one of these people expected me either to write them a long letter and tell them what it was all about or to be given a chance to come and see me so that I could tell them personally what it was all about. In other words, my time was going to be consumed, not in further research, but in writing letters and talking to people. My answer to this was to write Dianetics: The Modern Science of Mental Health which rapidly informed the newly interested person what this new science was all about.

“Just inspect the number of simple, startling items in Dianetics: The Modern Science of Mental Health. Here you find the dynamics, here you find several of the earliest Axioms, here you even find the rudimentary ARC Tone Scale. You find as well a thoroughly accurate description of Clears and the reactive mind.

“When people are asking you questions about Dianetics and Scientology, no matter how obtuse or abstruse the questions are, your best answer to these questions was my earliest answer and that was: “Read Dianetics: The Modern Science of Mental Health and that will answer your question.”

In ending off this briefing, and to remind you about the miracles we are producing daily which we MUST let people know about, here is a miracle story as told by a French celebrity on lines in CC Paris:

"Since 2 years, I couldn't confront to do a cruise on the Nile, a cruise I had won. With my viewpoint as a Scientologist, going 10 days under the sun when there is so much to do on this planet, was making me a little uncomfortable.

"Then, during an FSM rally, I became able to disseminate to anybody, anywhere, at any time - you can imagine the win!

"I thus decided to do a dissemination cruise in Egypt.

"At the boarding of the Paris-Cairo flight, a young boy lying on a stretcher was installed a few meters from my seat. During the take-off, I found the ruin of the man seated next to me and sold him the Dianetics book. Then I introduced myself to the father of the sick young boy and asked about his son's illness.

"Here is what he told me: 'My son is 12 years old. He has a very rare illness - there are only 5 known cases of such illness in the world. It is a sudden decalcification of 2 vertebrae - they crumble into powder like flour. The best surgeons have operated on him over a 2 month period; he survived, but he totally lost the use of his legs. All sensitivity below the waist has disappeared.'

"Before leaving him, I got his address and told him that I will come to the Cairo hospital and see him about his son. In the evening the next day, I arrived at the intensive care department of the hospital. I established a theta comm line with the young boy. I explained to him what I was going to do and got his agreement on receiving a touch assist. We were alone in the room. His parents were to come one hour later. After 45 minutes, his legs suddenly started shaking and moving at a regular pace of time. The young boy, astonished, was looking at his legs with a large smile. His parents came at that very moment. I explained to them what I was doing and acknowledged their VGI's. I continued the process and 30 minutes later, the boy's face was illuminated. He could feel the touch of my fingers on his feet, then on his knees, on his thighs, etc.

"I can say that the end phenomena of this action is a miracle.

"It was a big win for me as a Scientologist because I had no consideration on the fact that I could help him. As I could not stay there, I hatted the father on how to give his son a touch assist so he could get one every day."

Thank's to Ron..... (end quote).

This is just one of millions of wins from people who have read and applied Dianetics. You can help expand your org tremendously fast by disseminating LRH books to lots of people. Create interest and answer all their questions by selling them *Dianetics: The Modern Science of Mental Health* or any of the other LRH books.

Here is a final word from LRH:

**"BOOK SALES TO SCIENTOLOGISTS AND RAW PUBLIC
ARE THE FRONT LINE OF EXPANSION AND ORG PROSPERITY.**

**IF YOU DON'T FLAT OUT SELL BOOKS EVERY DAY
YOUR ORG WILL STAGGER."**

LRH - HCO PL 13 March 75, BOOK OUTLETS OF AN ORG

Let's give a hand to L. Ron Hubbard!

Much love,
Lena Selva, LRH PPRO FOR STAFF CMO EU

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Planetary DISSEMINATION

JAPAN

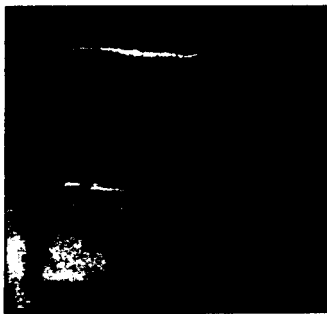
Second Largest Market in the World opened for LRH Books

The first International Tokyo Book Fair, held at the end of February 1990, marked the beginning of a new era for the publishing of LRH's books in Japan. While the NEW ERA stand was one of the most amazing features of the fair — with a giant video wall that displayed LRH's books and music throughout the fair and attracted thousands of visitors — the actual breakthrough was the incredible enthusiasm with which LRH's works were received by the Japanese public and book trade. The fair launched NEW ERA as a publisher in Japan which will, in the very near future, result in LRH's books being released in all Japanese bookstores.



The NEW ERA stand at the Tokyo International Book Fair attracted thousands of visitors from the whole Eastern world.

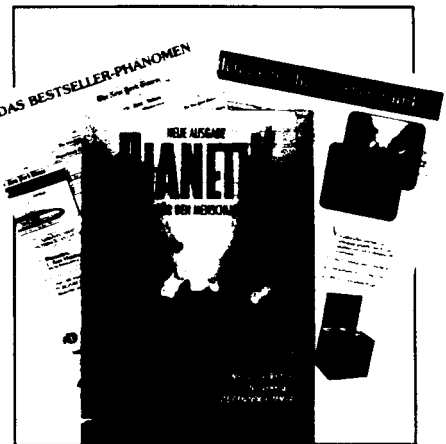
France: LRH Given National Culture Award



On February 26, 1990, NEW ERA France received, on behalf of L. Ron Hubbard, the "Golden Tie" award from the French National Committee for Culture. This award is given only once a year to a personality of the Arts, Science or Humanities and acknowledges an outstanding lifetime's work. It was awarded to L. Ron

Germany-Austria-Switzerland: Biggest DMSMH Campaign ever, now Launching

The German-speaking area is living exciting days as the largest DIANETICS' book campaign ever done in the non-US is now being launched. While 200,000 copies of the book have been produced for kiosks and bookstores, while advertisements on Satellite and Cable television and in major newspapers and magazines are being placed, the German orgs and Missions are gearing up for the biggest inflow of new public ever experienced in this area. This major campaign justly acknowledges one of the most stably expanding areas



in Europe and has the definite purpose of achieving the goal set by LRH in LRHED 343 INT Books *Straight Talk* to put Book One into the hands of 1% of Earth's population. Similar campaigns are in preparation for all countries. Stay tuned for further exciting news!

Hubbard for his prodigious literary works which have now sold over 93 million copies worldwide. This is the 8th literary award given to LRH in less

than 3 years, acknowledging his increasing popularity as one of the most acclaimed and widely read authors of all time!

NEW PRODUCTS

THE SCIENTOLOGY® CHART PACKAGE



Released for LRH's birthday 1990, here is a beautiful set of 15 charts entirely updated and upgraded, for use by all Scientologists. This package contains the following charts:

- Condition Formulas
- Evaluator Know-How
- Human Evaluation (Self Analysis)
- Human Evaluation (Desk map)
- Human Evaluation (Wall map)
- Chart of Attitudes
- Illustrated Tone Scale
- New Grade Chart
- Auditor's Code
- Code of Honor
- The Factors
- The Logics
- Creed of the Church of *Scientology*
- Code of a Scientist
- Tone Scale

Translated Grade Charts are also being released in Italian, French, German, Dutch, Spanish and Swedish. Your public can buy the full package of 15 charts with a free chart sleeve for about 20% cheaper than all charts purchased individually. Get all your public to buy the full package for display, dissemination and daily use in their life.



French and Italian HISTORY OF MAN

Scientology: A History of Man gives the most complete account of the whole track which, as LRH discovered in 1952, is what must be handled in order to go Clear and recover one's abilities as an Operating Thetan. The book includes actual incidents a preclear is likely to encounter in auditing — going back billions of years in the past — and educates him about the major whole track incidents, what is the genetic entity and its relation to the real theta being. A truly powerful book that will put your public right on the way to OT!

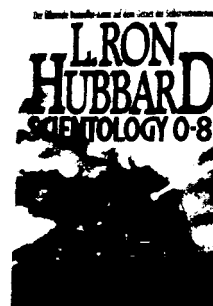
NEW TRANSLATED PACKS & DIV 6 COURSES

NEW ERA just released a series of new translated packs and Div 6 courses to help you boost your public up the Grade Chart! This includes the new *Student Hat* study course in Portuguese, Norwegian and Hebrew, the Method One co-Audit course in Hebrew, the Success Through Communication course in Norwegian, the *Hubbard** Qualified Scientist course in Spanish, the Dianetics Extension course in Portuguese, How to Make Work Easier in Japanese and the three Marriage courses in Dutch, Danish and Swedish.

SCIENTOLOGY 0-8

Danish, German, Italian & Spanish

Scientology 0-8, The Book of Basics lays out the truths about life that can be used to rehabilitate a thetan's basic awareness and abilities.



Included in this volume are the Factors, the Axioms, the Logics, the Tone Scale and **all** other basic *Scientology* scales, creeds, laws and codes. It is both designed for any new student in *Scientology* as well as existing Scientologists. Sell this new title to all your public as it is absolutely vital for them to have this basic data at their fingertips at all time.

NEW GOLDEN ERA CASSETTES RELEASED

Brand new cassettes have been released from GOLDEN ERA and should have already arrived in your org or mission. These are all for raw public dissemination and include:

- French and German **Can We Ever Be Friends?**
- The Machinery of the Mind
- The Dynamic Principles of Existence
- Man: Good or Evil?

Stock up on these new cassettes and start selling them to existing and new publics now!

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- How a person can "decide to be human," or "wish himself ill."
- How a person gets "set in his ways," and how to *reset* him.
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He enjoys existence.

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are swift and accurate.

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He has a high sense of

does not have a

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his environment."



L. Ron Hubbard
Advanced Procedure and
Axioms

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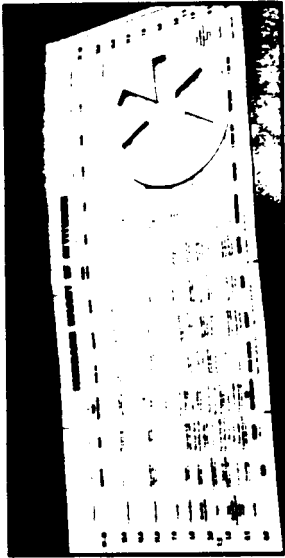
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