

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 20 AUGUST 1979

Remimeo

Marketing Series 1

PR Series 34

DIANETICS AND SCIENTOLOGY ARE NEW

People who have been in Dianetics and Scientology for years see it as a way of life. They accept it.

But to listen to them you'd think Dianetics and Scientology had been around for the last 50 billion years at least!

They have lost their viewpoint of the newness of Dianetics and Scientology.

They do not realize that Dianetics and Scientology are new news to the bulk of the world's population.

They do not realize that the oldest Dianetics or Scientology books are brand new books to the bulk of humanity!

Before 1949 Man's knowledge of himself, the spirit and the mind was a black barbarism. Look over the psychology, psychiatric and religious texts of the '30s and '40s. Man could not change. He was a degraded animal. The way you applied therapy was dreams or drugs, ice picks and ice baths.

Only Dianetics and Scientology began the road out of that witch pit.

But the witch pit is still there for almost all the world!

Because Scientologists number millions, Scientologists do not look at the billions to whom Dianetics and Scientology are **BRAND NEW!**

Those billions are still in the witch pit. They are still boiling.

Dianetics and Scientology are **NEW NEWS.**

We are the only road out.

Just because YOU are making it is no reason the world will. (If you aren't making it in auditing, if you are a "failed case", get yourself a repair - Scientology is the only approach ever developed that repairs itself too! And that is also new news!)

Let them in on the new news!

Cultures change slowly. It took centuries for Man to realize that slavery was wrong and could be changed. Cultures don't shift overnight.

So write and act like you have new news.

Recover your viewpoint by comparing what you now know to what they still don't know in even "modern" institutions.

You have new news. And Dianetics and Scientology are good news. In fact the best news Man has ever had. Don't sit on it!

L. RON HUBBARD  
FOUNDER

LRH:ab:gal  
Copyright © 1979  
by L. Ron Hubbard  
ALL RIGHTS RESERVED