

HUBBARD COMMUNICATIONS OFFICE
1812 19th Street, Northwest
Washington 9, D. C.

BPI

HCO BULLETIN OF AUGUST 5, 1959

Staff

P. E. PROMOTION

The following is an extract from one of Nibs' memos to Ron:

"Enclosed is an ad. *we put in the DAILY NEWS. Here are the facts up to 5:00 p. m. today; the ad. went into the paper at 11:00 a. m. (paper came out then), by 12:00 had our first call.

By 1:45 p. m., we had 8 people who wanted to come into P. E. and/or wanted info sent.

We, by 8:30 p. m., had 27 people who will be coming into ^{the} P. E., plus 75 "wrong numbers" hat! (in 7 weeks that phone only rang 3 times, before the ad was put into the paper.)

This ad hit like a BombShell. Between 7:30 and 8:00 p. m. yesterday 17 people called in in 1/2 hour, wow!

As I write this, the phone is still jumping off the hook.

This is one little ad in one paper, one run, so we are expanding it to other papers.

You said Boom HASI, FCDC so here we go, we are putting this ad and similar types in other papers.

Best

Nibs

*HAVE YOU LIVED BEFORE
AD 2-1273

NW:BRB:mg;sh
(Issued HCO St. Hill,
Reissued HCO DC)
(Reissued HCO LA)

NORMA WEBB
HCO SECRETARY WW
for
L. RON HUBBARD

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