

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 19 JULY 1965R
REVISED 27 MARCH 1978

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(Correction of HCO Policy Letter
of 21 November 1964)

(Revised to correct and
update discounts)

DISCOUNTS

CENTRAL ORGS

BOOKS

Effective on Receipt

In addition to recent policy letters on pricing and discounts, the following policies are in effect on Central Orgs:

To obtain a 50% discount on anything the purchase must consist of an order of quantity.

50% is a Distributors Discount. By definition, a distributor in the book business is one who provides books to retail sales outlets. While there is nothing wrong with a distributor selling a single book to a customer, the bulk of the books is sold to retail outlets, again in quantity.

There, the quantity of books purchaseable at a 50% discount must not be less than 25 of the same item at any one time. To get a 50% discount on E-Meters, a central org would have to order a minimum of 50 at any one time.

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SPECIAL HANDLING

Any time a Central Organization order requires special handling from a Pub's Org, full postage and handling charges are made. Example: An org wants 2 books of a 100 book shipment to be sent airmail. The cost of the books is covered by the payment for 100 copies. However, the extra airmail post and the handling of the two copies is at extra cost, regardless of how the full order is to be handled.

BOOK STORES

Discounts by a distributor such as a Central Org are arranged differently than other discounts. These are done by the custom of local book stores in the area.

The regular business discounts ordinarily given by a book store are granted. These are never more than 40%, and then only on huge quantities. They are more likely to be a standard 33 1/3% or even as little as 25%.

Policy is to use their standard scale of discounts. To do anything else makes the org seem strange to them, and they don't buy.

BIG BOOK DISTRIBUTORS

If a Central Org should receive a request from a big book distributor (by which is meant a wholesale bookseller to the trade), the Org should not attempt to handle it themselves, but pass it on quickly to a *Pub's Org*. Such a firm will expect about 49% on lots of 2,000 copies.

The Central Org should handle the big distributor expertly and swiftly in the interests of dissemination in its area. But the order should be referred fast to *Pub's Org*, as only there would such quantities be available, and it would cost the org money to try to fill the actual order.

Policy is, seek such orders, get them filled by a *Pub's Org* as a direct transaction.

Big book distributors place books in dozens, even hundreds of different retail book stores so it is to your advantage to cultivate this market.

In "selling the trade" (retail book stores), it is far more effective to do it through wholesale people who supply them anyway. To place books one by one in local book stores is not apt to be successful. Landing the interest and order of a big book wholesaler would be very successful and would place your books in stores. They have the organization and representatives to do so.

L. RON HUBBARD
FOUNDER

Revision assisted
by CS-5

LRH:JE:dr
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