

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 24 SEPTEMBER 1973

Remimeo  
D/Guardian Legal  
D/Guardian PR  
A/Guardians  
Exec Dirs  
Dissem Secs  
Missions

ISSUE IV

RELIGION

RELIGIOUS ORG IMAGE

The purpose of promotion is to make one's product known and well thought of. Basic to making Scientology known and well thought of is informing the public of the religious nature of Scientology (an applied religious philosophy which seeks and delivers Spiritual Freedom). Therefore, in this context, the stable datum for promotion is: Will the public individual know he has entered a Church when he enters a Scientology organization?

Therefore, to ensure that such a realization is achieved, each Church or Mission is to prominently display, at the entrance to its premises, a sign identifying the premises as a Church, e.g.:

- (1) Church of Scientology of \_\_\_\_\_  
(in the case of a Church)
- (2) Church of Scientology Mission of \_\_\_\_\_  
(in the case of a Mission)

Furthermore, each Church and Mission is to have an area designated as a chapel and a sign, CHAPEL, identifying the area so designated. This Chapel is to include a Scientology cross in prominent display and should be recognizable as a place of religious activity to anyone newly present.

This area may be used for the PE Course and public lectures, as well as Church Services and religious ceremonies.

Robert H. Thomas  
Deputy Guardian US

for

Jane Kember  
The Guardian WW

for

Mary Sue Hubbard  
The Controller

Authorized by AVU

for the

BOARDS OF DIRECTORS  
of the  
CHURCHES OF SCIENTOLOGY

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