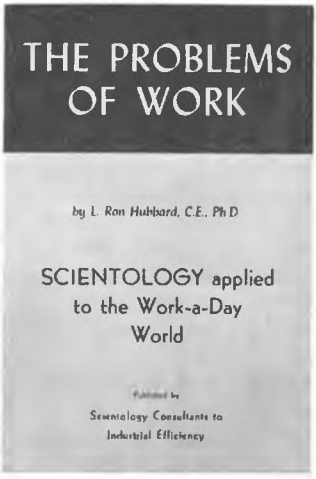
Issue Ability 42

ANNOUNCING

SCIENTOLOGY the Problems of Work



The field of the mind has been considered an occult science for so many centuries that the idea that a man can do something about his own mind seems quite revolutionary.

It is only in this generation that an American has tackled the study of the mind and applied to that study the technical genius of a Henry Ford and the theoretical know-how of a nuclear physicist. The results have been revolutionary.

Where the metaphysicians of Europe claimed that the I.Q. of a person was established somewhere in his early life and remained unchangeable, this first American technology of the human being declares that the I.Q. can be raised quickly and radically, and offers files full of case histories to prove the point.

Where it has been assumed that men are men and that working with them or through them is a matter of muddling through, this new science states the underlying principles of the problems of work, and the solutions that make working an exhilarating part of living.

Russia, Germany and Austria gave us most of the ideas we have concerning the human mind, and sought to teach us that man is a slave or an animal. This has enormously influenced our concepts of work, since they were based on the supposition that slaves do slavery.

It is difficult to estimate the degree to which this European idea that slaves do work has influenced the basic factors which control working conditions today - but it is the tenet of this book that it is these factors that create lethargy, acci-

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ABILITY Magazine
The Official Magazine of Dianetics and Scientology
Founder: L. Ron Hubbard
Issued to Members of the
HUBBARD ASSOCIATION OF SCIENTOLOGISTS, INTERNATIONAL
by SCIENTOLOGY, UNITED STATES

dent proneness, unrest, exhaustion, inability, and psychosomatic rebellion.

America inherited from Europe its attitudes towards the mind and towards the necessity for obtaining subsistence in the civilization - the necessity to work. In this new science, America returns to Europe a new philosophy. In Germany, in Austria, in Russia, that say that it's impossible. In America, this book declares, it doesn't even take very long to do this impossible!

L. Ron Hubbard, American engineer and nuclear physicist, was raised on a ranch in Montana; spent his early teens wandering on foot across China; and studies nuclear physics with the first class in this science at George Washington University. Almost without exception, his classmates went to work to split the atom. On the principle that there is infinitely more power in one human brain than in all the atoms the universe contains, Hubbard applied his training to finding out what makes men tick.

Scientology, the science of the human being, was the result of Hubbard's work. It is a technology as exact in its principles and mechanisms as the workings of any mechanical science.

Scientology, The Problems of Work defines the usage of these principles in the handling of men. It defines the reasons for exhaustion, tiredness, lack of energy, it defines the reasons and principles underlying unrest and dissatisfaction. It defines the basis of the accident prone and the poor worker.

The technical know-how of an American towards a machine has long astonished the world. That same technical know-how has been extended by this book to cover the field of the human being in relationship to his work.

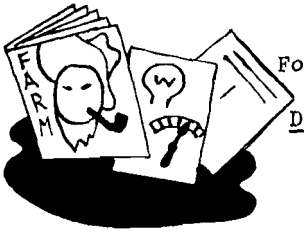
Work is the stable data of our society. A man unhappy in his work is a sick and unhappy man. Not only is he a hazard to his contemporaries in his organization, he is a hazard in his home and to himself.

By looking at and remedying the causes of unhappiness, inefficiency and exhaustion on the job, an employer not only, according to this science, improves the efficiency of his staff, he also creates a tone rise in each member of that staff towards his job and towards his life.

Does it work? Well, every man and woman, employer or employee in the working world has his own test laboratory in his job.

The eight or ten or twelve hours a day that the average person spends in earning money for his family can indeed be something to enjoy rather than a drudgery. The Problems of Work become instead the points of a very fine game.

(Type this sample book review out and take it to your local newspaper, radio station, magazine. Most media like to receive them.)



SAMPLE AD

For Industrial Efficiency

DO IT THE AMERICAN WAY

SCIENTOLOGY
The Problems of Work
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$1.00
The technology that gives you the
HOW of the human being with
the exactness of a blueprint.

SAMPLE RADIO COMMERCIAL

The European mental sciences of the mind and human behavior are chiefly concerned with man as a slave or an animal. It is time America developed something more American - and it has. The book SCIENTOLOGY: THE PROBLEMS OF WORK concerns itself with the methods by which work becomes the province of a few, independent minds - a privilege, not a drudgery. SCIENTOLOGY: THE PROBLEMS OF WORK is for employer and employee alike. Get your copy at:

BOOKS - BOOOOOKS - BOOOOOOOOOKS

The big news with H.A.S.I. - and that means across the world - is books.

SCIENTOLOGY: THE PROBLEMS OF WORK is the newest - and very effective at introducing the methods of Scientology where they will do the most good - where the average person spends seven-tenths of his waking life.

But SCIENTOLOGY: THE FUNDAMENTALS OF THOUGHT IS STILL THE "first book" of Scientology - just as Dianetics: the Modern Science of Mental Health is the "first book" of Dianetics.

It's not that we haven't had books all along - it's that

once we found out what the sale of books meant to us, we began to get them out where the public could get at them.

The public is gobbling them up. Problems of Work is being bought everywhere we've got it into the stores - and that's a lot of places already.

It's being bought by executives and mechanics; by electronics technicians and janitors; by stenographers and publishers; by soldiers, sailors, and there's even one candlestick-maker on the list.

Fundamentals of Thought is getting so many orders from so many sources, we don't know exactly which media to attribute the source of the word-of-mouth to.

It's not been too long now since Ole Doc Hubbard noticed the relationship between books going out of print and preclears disappearing out of auditing rooms - to say nothing of students disappearing out of classes.

In his usual quiet fashion, Ole Doc merely whispered his discovery at a lecture one evening, and (just by chance) that genius of the tape waves, Don Breeding, happened to be standing there with some recording mechanisms. The word got out. It was whispered, it was spoken - then it was shouted.

The first problem was to get the books back in print. The publisher, it seemed, couldn't stand the fact that they remained best-sellers year after year, so he just quietly quit printing them. The second problem was to get the books to the places where people could find them.

Since people buy these books the minute you tell them where and what to buy, the field - and that's a lot of territory, the field of Scientology - went to work. They visited the bookstores and found none of our books. So they promptly started remedying the bookstores' havingness on the subject. Then they made it their business to inform the public where to get the books and what the books were.

Chuck Berner and Harold Ladas wrote SOS for reviews of books to go on the air and into the newspapers. Woody McPheeters put the books all over the "Auditor and Philosopher" before he dropped everything to fly to Washington for the 16th A.C.C.

Joe Belotti, proud in his new Ministerial capacity, airmailed that two bookstores would soon order books - but the bookstores beat him to it. The orders were in before Joe's letter.

The newly-marrieds Bob and Dorothy (Parker) Waller gave themselves a wedding present by presenting the Yonkers Library

with copies of the books - and the Library gratefully thanked H.A.S.I.!

George Seidler with his own Illinois News Service ordered 800 copies of Problems of Work for his 135 outlets, and banners for his five trucks, and banners for the store windows.

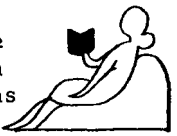
Ernie Wirick had already persuaded a friend of his who published a private newspaper that Scientology made good reading - so Doc Donnelly put Problems of Work to work in his newspaper.

This is only a few. The whole field is busy about it. Some write. Some we just know about because the orders come in.

More than 1,000 books went out - sold - between January 9th and January 18th. That's nine days.



Almost 7,000 books have gone out - sold - since November 14th - that's a little over two months



More than one million books will go out - sold - in the next 365 days.

That's book distribution.

WHAT DOES BOOK DISTRIBUTION MEAN TO YOU?

The evidence shows that WHEN BOOKS ON SCIENTOLOGY AND DIANETICS BEGIN BEING BOUGHT BY THE PUBLIC, THERE IS A VERY SHORT COMM LAG BEFORE THE PRECLEARS BEGIN POURING INTO THE AUDITING ROOMS AND THE STUDENTS INTO THE COURSES.

This was proven in England. This was proven in Ireland. This is being proven in the United States. That's why we're pushing books.

When we push - we push together. It's quite a big family, this family of Scientology. It's quite a push, when we push together.

ADVERTISING

There are two parts to a book dissemination program. Getting the books out where the public can find them; and letting the public know what the books are and where to find them.

The big magazines of the country are in rather shaky condition. Why? People don't read and buy from their ads.

The small magazines are the mediums that really sell. The sort of magazine you buy to read from cover to cover. You probably have the types you buy - maybe science fiction; maybe a

technical publication on the subject you're most interested in; maybe wild, wild western stories, lots of randomity.

These are the magazines that sell - and that don't cost a fortune when you advertise in them. Those - and the college magazines. And the mimeoed, special-circulation magazines. That sort of thing. They SELL.

There are six ads all ready to run in Galaxy Science Fiction. There's one already in Fate, and more to follow. There must be an article or something is Search Magazine, for we've had a number of orders that mention it, and we've written to the publisher to say we'd like to place some advertising with him.

There are ads coming out in Flight Magazine; in Midwest Automotive News, in Imagination (and an article by Jack Parkhouse, editor of Certainty called "Can Man Tolerate Space"). There's an ad coming in Orion Magazine, and all sorts of others.

There's a comm lag between getting an ad to a publisher and seeing it on the bookstands. Up to about three months. So the full flood of orders won't be coming in for a bit.

Meantime, we're on the air with the books - AM and FM in Washington, D.C. In California. In Mexico. More "air waves" ads are being initiated.

Each ad, each commercial, does just one thing. It advertises one book. Just one. A book. The book does the rest. When you read a book on Scientology or Dianetics, you don't just put it down and forget it. You go back and ask for more. You ask where the nearest auditor is. You ask where you can get trained to use these techniques. You ask WHAT CAN I DO ABOUT IT - and you get answers.

Book Distribution? The regular publishers - the bookstores, the catalogues, etc., of the normal book field are amateurs of the art. They're about to see professionals go into action.

AFFINITIES - REALITIES - COMMUNICATIONS

KELLIE STARR BREEDING, the newest staff member of HASI is a healthy and charming young lady who arrived January 15, 1957 at 1:00 A.M. - 7 lbs 10 oz - during the blizzard. She arrived fast and the streets were icy but hot-rodder Don Breeding, her father, got Judy, her mother, there in time, while other cars skidded, stuck and obeyed stop lights and traffic lanes... ...With the founder of Scientology himself officiating the most beautiful wedding ceremony on record, according to those who were lucky enough to attend, Donna Tranin became William J. Fisk's bride on New Year's Eve at the Washington Hotel. The Bride was tall and very beautiful and Bill, the Groom, was the

happiest guy around anywhere. The ceremony given by Ron was extremely exciting and put life into the mockup like it never had before...Donna is HCO secretary. Bill, an old timer with HASI, is handling much of the work of Scientology Consultants, Inc...Two outstanding young H.C.A.'s, Ron Arnold and Duane Leazenby found themselves two lovely brides in the great northwest and made it the first Scientology Double Wedding on record - we're pround of Ronny and Duane and we know you'll all four do fine...Bruce Diehl arrived with a bang January 14th to Harvey Diehl in California - 8 lbs 9½ oz. Wow and good life to you, young'un...Rebecca Jones, 3501 Cornell, Dallas, would like the names of Scientologists in Albuquerque, N.M...Dick Allen, Bremerton, Washington, is holding his PE Course in the YMCA...Dianetics is mentioned in the movie FULL OF LIFE with Judy Holiday Columbia Pictures...Milt Caniff's Steve Canyon comic strip is accurately following the tone scale - talks about the townspeople coming up to anger out of apathy...

YOU'VE BEEN HEARING

If you did miss the Congress DON'T MISS THE NEXT ONE! You have been hearing from everyone there all about this ACC-level Congress on RADIATION (how it is wrapped up), INSANITY (how defined and made nothing of but handled) and AWARENESS (with the new Reality Scale that is the greatest advance of the Year Six - or 1956 if you have an old calender.)

The processing? Ask anyone if there ever was processing like this LRH Group Processing at the Radiation Congress! It knocks you out of your chair, body, room, and planet and puts you back there knowing what it's all about.

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