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1220 N. State Hwy.
Chicago 10, Illinois

January 9, 1958

Dear Dr. Sadler:

I am certainly pleased that The Urantia Book is going to have a jacket — and a handsome one at that. I am grateful, too, for this opportunity to comment on its format and content.

As I see it, the chief reason for putting a jacket on the book is to make it more saleable in bookstores. The jacket must do far more than simply protect the book from dust and fingerprints. It must be an effective silent salesman. In the case of our book this is especially true, for the name Urantia is completely unfamiliar. Nor does it give any clue to the tremendous scope of its contents. It is difficult to overstress, therefore, the vital role the jacket must play in attracting favorable attention, generating interest — and in turning lookers into buyers.

The following two suggestions are based on the fruits of extensive advertising readership research, and my personal experience with tested advertising copy.

1. FRONT COVER. Replace the hand-lettered title, "The Urantia Book" with simple type. The same easy-to-read type used on the front of the book itself, and on the binding edge of the jacket. Tests consistently show that people prefer to read what is familiar ... that as soon as an advertiser or publisher tries techniques that are strange ... an unusual typeface, arty lettering, text printed over a panel of color, or reversed out of a black block ... readership drops drastically. I recommend, therefore, the clean, simple, legible type from the cover of the book itself.
2. BACK COVER. Replace references to the source of the book with short, appealing quotations from the book. As many as possible. Each should be headlined by subject, and the page reference indicated. Here are three reasons.
 - A. Appeal to the maximum number of truth-seeking men and women. From many passages on many topics, intelligent people should find at least one of great interest.

- B. Let the book speak for itself. The same wonderful passages that have been a constant inspiration and delight to those of us who cherish the book, will surely whet new appetites.
- C. Avoid losing good prospects who understandably would shy away from "another book that claims revelation."

Thank you, Dr. Sadler, for your consideration of these recommendations. May the new jacket help The Urantia Book reach more and more people who are hungry for its message.

Kindest regards,

Respectfully,

C. Barrie Bedell