



URANTIA® Brotherhood BULLETIN

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URANTIA Book passes 100,000 mark

The sixth printing of *The URANTIA Book*, completed last September, brought the total number of *URANTIA Books* printed to 110,000. As of May 1979, over 90,000 of these books have been sold or distributed since 1955. If normal sales continue, the number of books distributed will go over 100,000 before the end of this year.

How *The URANTIA Book* was written is a frequent topic of thought and discussion among readers, but rarely has very much been related concerning the manufacture and distribution of the book. Therefore, this issue of *URANTIA Brotherhood Bulletin* will focus on the history and process involved in printing and distributing the text of the fifth epochal revelation of truth to our planet.

The Early Days

A small town in central Indiana, Crawfordsville, has several distinctions. There, the R.R. Donnelley Book Manufacturing Division prints more books per year than any other plant in the world. This Crawfordsville plant also has the distinction of being the place where all 110,000 *URANTIA Books* have been printed.

In 1941, a formal contract was entered into with Donnelley's in Chicago for the typesetting of *The URANTIA Book*. This work, regulated by limited funds, wartime limitations on industry, and a very painstaking proofreading process, required nearly a decade to complete.

Shortly after *URANTIA Foundation* was formed in 1950, work turned to such matters as choosing the paper, the cover stock, color, and design, the type of binding, the

packaging, and numerous other specifications necessary for a quality product. At the same time, *URANTIA Foundation* was actively attempting to raise funds for the first printing.

In 1952, a Donnelley salesman named Paul Rydell was assigned to handle the *URANTIA Foundation* account. This was the beginning of a successful association which has lasted to the present day. Paul helped in many of the decisions regarding the physical specifications of the book in the early 1950's and has rendered valuable assistance ever since. Although Paul retired from Donnelley's in 1968, he continued to act on behalf of *URANTIA Foundation* as a consultant through the sixth printing. Paul has now completely retired from this consulting work with a service record of over 25 years.

The First Printing

Gradually, in the early days, the physical form of *The URANTIA Book* was mapped out. The manufacturing of the first printing, numbering 10,000 copies, was finally undertaken and completed in 1955. Books were first offered for sale on October 12, 1955. A line from the *Brotherhood Bulletin* of January 23, 1956, reads: "What an occasion that Wednesday night when Forumites, their eyes sparkling, could be seen leaving 533, their arms filled with books..." It was an exciting day for those early students, some of whom had waited many years to read and study their own copy of *The URANTIA Book*.

Members of the Forum, the group which read the book before it was published and the forerunner of *URANTIA Brotherhood*, quickly bought up several thousand copies within the first few months. After this initial plunge, distribution of *The URANTIA Book* proceeded slowly. It required 12 years, until 1967, to exhaust the initial stock of 10,000 copies. Another 10,000 were printed and went out much faster as sales dramatically climbed; the second printing was sold out in only four years.

Change to Offset Printing

The first two printings had been manufactured by the letterpress method. This method involves raised letter stamping, similar to a typewriter; that is, the plates, which are inked to make impressions on the paper, actually contain raised letters, and the original plates are used again and again, not just for one printing of the book, but for succeeding printings as well. Offset printing was by



Paul Rydell, Frank Krause, and Mark Kulieke examine the first sections of the sixth printing of *The URANTIA Book* coming off the press.



Paul Rydell



Steve Brown



Steve Brown

From left to right: R. R. Donnelley and Sons Company, Crawfordsville book manufacturing plant; press #271 is made ready to print *The URANTIA Book*; the end of the Hoe Press, #271, showing pages being sliced, folded, and emerging in 64-page sections (bottom center).

this time beginning to dominate the printing industry, and R. R. Donnelley recommended that the letterpress plates for *The URANTIA Book* be converted to offset positives on a clear plastic mylar sheet. URANTIA Foundation accepted Donnelley's recommendation and this conversion process was completed in 1970. The offset plates, which are made from the offset positives, have a flat surface and are chemically treated so that ink sticks to the print portions of the plate and washes off the non-print portions when the plate is washed with water. While the press runs, the plates are constantly inked, then washed in water, insuring cleaner, more even impressions. Plate wear is lessened since there are no raised surfaces to wear down during repeated impressions on the paper. The positives are maintained to make new plates whenever they are needed.

While it was a costly enterprise at the time, the net result was a money-saving project. However, despite all savings efforts, labor costs and inflation have caused the price of the book to rise slowly over the years. It is fortunate that many techniques have been found to control costs and contain this overall increase. In addition to the change to offset printing, some cost-saving techniques which have been used are changes in binding specifications, changes in materials, and larger press runs.

The third printing of *The URANTIA Book*, totalling 15,000 copies, was completed in 1971. For the first time, the current design of the URANTIA logo was used. In 1974, a fourth printing of 25,000 was needed to keep pace with the increasing popularity of the book. In just two years, 1976, another printing of 25,000 books was completed. All five printings had been performed on the same press, which had been converted to do the offset work. This press, being approximately 50 years old, was junked immediately upon the conclusion of the fifth printing.

A New Press

In preparation for the sixth printing, a number of avenues were explored. Eventually the choice of the Hoe press was made. Numerous minor changes in physical

specifications were necessary to accommodate the change to such a press. Mark Kulieke, URANTIA Foundation's printing representative for the fifth and sixth printings, trained under and worked with Paul Rydell in exploring alternatives in materials and specifications to make this transition. Phil Smith, production operator of *The URANTIA Book* at Crawfordsville since 1970, and Frank Krause, the Donnelley salesman newly assigned to the account, provided the regular day-to-day assistance needed to complete the task.

Each printing of *The URANTIA Book* is a major venture. Over 50 tons of paper are used for printing 25,000 copies, and over 100 hours of press time are used to do the printing. The entire process from plate-making to binding and packaging takes two months in the Donnelley plant. Donnelley's also stores the major portion of the books in its warehouse facility and makes regular shipments to URANTIA headquarters in Chicago.

The Hoe press is a more modern and much larger high-speed press than the one used for the first five printings. This press, pictured in this article, prints 128 pages of *The URANTIA Book* at a time in two separate 64-page sections. Two webs of paper roll simultaneously through the press at the rate of 1000 feet per minute.

A time-consuming task which is performed after each printing is checking each page of *The URANTIA Book* for worn type, and, if necessary, having paragraphs or whole pages reset prior to the subsequent printing to maintain a good, clear printed image. Prior to the sixth printing, over 400 pages needed attention of this kind. This work involved three of the headquarters staff. Checking is still necessary, but resetting of type should decrease with continued use of offset printing and the new press.

Maintaining Quality

The text of *The URANTIA Book* is the same with minor grammatical corrections. That, as many readers know, is one of the main purposes of URANTIA Foundation: to protect the text of *The URANTIA Book* and keep it from being changed. The physical specifications of the book,

however, have been subject to the ever-changing technology of the printing industry. The average reader may not be aware of the many details, careful decisions, and hours of work that go into the production of *The URANTIA Book*, but such matters are part of the daily routine for URANTIA Foundation. Many readers have commented on the high quality of the physical appearances of the book; much of the "behind the scenes" work reported here accounts for the overall feeling that the book is a quality physical product. Continuing vigilance of the many factors involved in producing a quality product at reasonable cost is one of the on-going concerns of URANTIA Foundation.

Distribution by URANTIA Brotherhood

While the manufacture of *The URANTIA Book* is the responsibility of URANTIA Foundation, the publisher, the work of selling and distributing the book is the province of URANTIA Brotherhood and URANTIA Brotherhood Corporation. Leone Sadler and Marian Rowley were originally named in 1955 as custodians of *The URANTIA Book*. Books were shipped to the office at 533 Diversey Parkway in lots of 500 (now in lots of 1000). Leone and Marian handled the order processing, shipping, invoicing, and contact with bookstores, libraries, and individuals. In 1975, after 20 years of service, Leone passed on, and her sister, Helen Carlson, carries on in her place.

The work of shipping URANTIA Books is a much more complex job today. In the 1950's, an average of 30-50 orders were processed each month. Today 30-50 is an average daily figure. Initially, contact with bookstores was sporadic. Today URANTIA Brotherhood Corporation fills orders for approximately 3,000 bookstores in the U.S.

and abroad. The book is sold to bookstores at a discount price; the bookstores sell the book to their customers at the retail price. URANTIA Brotherhood Corporation is the sole distributor and sales agent for the book; when you purchase *The URANTIA Book* in a bookstore, you may remember that it was first shipped to that bookstore by URANTIA Brotherhood Corporation. The Corporation also fills orders from individuals at the retail price plus postage. Any bookstore may obtain *The URANTIA Book* from the Corporation; any individual may order the book directly from the Corporation or through the local bookstore.

In addition to Marian's and Helen's ever-mounting work, John Hales, URANTIA Brotherhood's resident director, wrestles frequently with postal regulations and with the books themselves to keep the outward flow smooth and regular. John has also streamlined several procedures, for example, the effort required in contacting 3,000 bookstores regarding price or postal increases.

Orders are processed quickly by this small crew, which is almost entirely volunteer; books are generally on their way to the customer within a few days of receiving an order. The time of transit from the office to the customer depends upon the type of mail the customer has selected; book rate, which is used unless the customer requests otherwise, is the cheapest rate, but it takes longer — from 10 days to two weeks, depending on where the book is going in the U.S. or Canada. Air mail book rate is usually the choice for books mailed outside of North America.

Numerous changes in distribution methods have been and will continue to be made as sales of *The URANTIA Book* increase. Both the manufacture and distribution of *The URANTIA Book* are expected to become bigger and bigger jobs with each passing year.



John Hales



John Hales



Marian Rowley



John Hales

Clockwise from upper left: Helen Carlson records orders in bookstore files; Marian Rowley maintains shipping journal; John Hales prepares books for mailing; Mr. and Mrs. Anton Frey team up to deliver books to the post office, using the window because snow blocked the shipping door; Gloriann Harris and Edith Cook maintain accounting records of sales.



John Hales

Conference and Study Group News

The meetings reported in our conference column are sponsored by local study groups or URANTIA societies. These meetings have come about naturally as URANTIA Book readers have desired to meet with other readers, in addition to their small study groups, for study and fellowship. The meetings are planned and conducted by the local groups concerned; they vary widely in program, format, number attending, setting, etc. There was no particular plan to have such meetings, but like study groups, they seem to have emerged as the number of individual readers has increased and in recent years, they have become increasingly popular. We report them to provide news of the URANTIA movement and for the convenience of those who wish to announce a conference or be aware of upcoming conferences. Additional information may be obtained by writing to URANTIA Brotherhood.

- October 7 & 8, 1978 — readers in Anchorage, Alaska held their first conference. Berkeley Elliott, Tom Allen, and Van and Helen Butler were guests from First URANTIA Society of Oklahoma; Larry Mullins' multi-media presentation, "Jesus: God and Man," was shown as part of the program.
- March 10 — a large turnout of 80-90 readers attended the most recent of Kansas City's conferences; the meeting was sponsored by two study groups — one led by Ila Hall, the other by Bob Bruyn. Oklahoma guests showed "Jesus: God and Man." Kansas City area readers have been holding conferences annually since 1974.
- March 16-18 — "The Fourth Conference of the Florida URANTIA Book Study Groups" was held in Tampa, Florida.
- April 20-21 — Boulder, Colorado — Jim Mills of Pensacola, Florida, presented a seminar on the Supreme, similar to a program he presented in 1978 in California.
- April 28 — The "Third Central Atlantic Conference of URANTIA Book Readers" was held in Rockville, Maryland. The theme was "Revelation: The URANTIA Book and the Transformation of Mankind."
- May 5 — Berkeley, California — the Spiritual Renaissance Institute presented the fifth annual Spiritual Renaissance Conference; the conference was open to the public and included speakers



Photo courtesy of study group

Anchorage, Alaska, study group — front center are Patsy and Tuckey Hayes and their son; right foreground is a guest from Berkeley, California — Vern Grimsley.

representing Hinduism, Jainism, Confucianism, Taoism, Shinto, Judaism, Zoroastrianism, Buddhism, Christianity, Islam, and Sikhism. On May 6, the San Francisco Bay Area URANTIA Society presented "A Consideration of Evolutionary Religion from the Perspective of *The URANTIA Book*" for URANTIA Book readers. One of the speakers was Carolyn Kendall, Chairman of the Fraternal Relations Committee of URANTIA Brotherhood.

- May 26-28 — Boulder, Colorado, readers held a social retreat. Julia Fenderson of Culver City, California, was a guest.
- June 9-10 — the Midwest Regional Conference was held in Indianapolis, Indiana, sponsored by readers there. Conferees at these Midwest meetings hail from seven states.
- June 16 — the Eastern Regional Conference was held in Newport, Rhode Island.
- July 26-29 — A meeting of URANTIA Book study groups of Ontario will be held 80 miles north of Toronto. Contact: S. Garrick, 62 Richmond St., Richmond Hill, Ontario, Canada L4C 3Y4.
- July 28-31 — A large conference will be held: "Pacific Northwest Gathering for Students of *The URANTIA Book*" at the University of British Columbia in Vancouver. For information contact Nathan Jansen, #104-8686 Centaurus Circle, Burnaby, B.C., Canada V3J 7K3.
- September 7-9 — A regional forum sponsored by First URANTIA Society of Oklahoma will be held at Fountainhead Lodge, Lake Eufaula, Oklahoma. Contact: Regional Forum, 1909 First National Center, Oklahoma City, OK 73102.

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