

· THE ROCKY MOUNTAIN URANTIA SOCIETY OF DENVER

1622 - 18th Street  
Boulder, Colorado 80302  
(303) 443-8154

May 12, 1982

Mr. Chuck Burton  
Chairman, Special Projects Committee  
URANTIA Brotherhood  
533 Diversey Parkway  
Chicago, Illinois 60614

Dear Chuck:

As Chairman of the Book Committee of the Rocky Mountain URANTIA Society of Denver, I have undertaken the task of interviewing all of the stores in Denver, Boulder, Colorado Springs, Pueblo, Fort Collins, and Greeley, Colorado. This project has taken me approximately 2 months of work. I hired and personally paid for the expense of others to help me. As you will see, the results definitely show that the Foundation needs to change its distribution policies.

My recommendations would be that in dealing with any large company or distributor such as Walden's, B. Dalton's, or Devores, that they allow as much discount as needed to get these companies to carry the book, even if it exceeds 50%. Our goal is to get books on the shelf, not just to make a profit. Next, I would recommend that in dealing directly with individual stores around the country, they change their terms to allow stores a 40% discount, no matter how many books they buy; so if a store only wants to order 1 or 2 books and carry them on their shelf, as is the case with most individually owned stores, they can do so without

jeopardizing their profit margins. Almost all stores need 40% discount on a book that moves as slowly as The URANTIA Book. Thirdly, I would recommend that their terms allow for credit to be established. It is very awkward for a store to have to send in cash and prepay for a book that is going to take a month or more to sell off their shelf. Most stores do not like having to prepay, as it restricts their cash flow. In dealing with all of the bookstores in my state, we have never had a bad debt, and it seems more important to get the books on the shelf with a less restricting policy, than it is to worry about the one isolated store that doesn't pay their bill.

As you can see from the results of the questionnaire, once the present policies are changed, the book sales should flourish again.

I hope you appreciate my efforts in taking the time to answer these questions for you, and I trust the results will prove beneficial toward your decision-making.

I enjoyed organizing the project, and I will gladly be of service in the future if you need any help.

Peace and Blessings,

John D. Hay

Enclosure: Bookstore Survey

JDH/cp

COLORADO  
RESULTS OF BOOKSTORE SURVEY  
FOR THE URANTIA BOOK

May 6, 1982  
Eastern Colorado Area

1. Size of store
  - a. Large -- 24
  - b. Medium -- 19
  - c. Small -- 6
2. Type of store
  - a. Chain -- 3
  - b. Individually owned -- 42
  - c. Corporation owned -- 2
  - d. Other -- 2
3. Emphasis of store
  - a. General -- 27
  - b. Other -- 22
4. Would carry Book from description given
  - a. Yes -- 19
  - b. No -- 30
5. Changes desired on terms
  - a. Discount -- 14
  - b. Returns -- 13
  - c. Prepayment -- 13
6. Carries the Book at present
  - a. No -- 27
    - 1) Ever carried it
      - a) Yes -- 2
        - Why discontinued
        - (1) Displeased with terms -- 1
        - (2) Doesn't sell -- 1
      - b) No -- 25
    - 2) Consider carrying it
      - a) Yes -- 10
      - b) No -- 17
        - Why
        - (1) Terms not acceptable -- 2
        - (2) No demand -- 8
        - (3) Paperbacks, used or text books only -- 5
        - (4) Out of context with Bible -- 4
  - b. Yes -- 22
    - 1) How long
      - a) One year or less -- 7
      - b) One to five years -- 6
      - c) Five years or more -- 9
    - 2) Why started
      - a) Customer request -- 15
      - b) Better terms -- 6
      - c) Other -- 1
    - 3) Problems obtaining it
      - a) Yes -- 3
        - What problems? Terms.
      - b) No -- 18