

THE ROCKY MOUNTAIN URANTIA SOCIETY OF DENVER

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June 10, 1982

John Hales & Chuck Burton
URANTIA Brotherhood
533 Diversey Parkway
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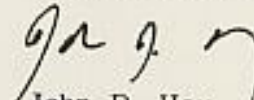
Dear John & Chuck:

Thanks for your letter of encouragement regarding our Bookstore Survey Project. I realize that you have completed your particular report on this subject, but I thought you would still be interested in the results of our survey of the Chicago area bookstores.

Along with the data on the bookstores contacted, I am enclosing a list of the stores not called. Most of these stores were not called because their Yellow Page listing made it obvious that they carry specialized books only, and therefore would not be interested in carrying The URANTIA Book. The last eight stores were not called because we discontinued the calls (long distance can be expensive) after calling a major percentage of the obvious potential carriers.

I might also point out that the great majority of contacted stores that are not interested in carrying The Book indicated their reason as being "specializing" in other kinds of books. It seems Chicago has comparatively few "general selection" bookstores, but in general The Book is still not very well known in Chicago bookstores, as compared, for example, with Denver area bookstores.

Peace and Blessings,


John D. Hay

Enclosures

cc: Harry McMullan III

JDH/cp