



URANTIA FOUNDATION

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533 Diversey Parkway,
Chicago 14, Ill.

ANSOVER 3-6744

May 7, 1958

Miss Marian Rowley, Secretary-General,
Urantia Brotherhood,
533 Diversey Parkway,
Chicago, Illinois.

Dear Miss Rowley:

The Trustees of Urantia Foundation have carefully considered the request of the Chairman of the Foreign Extension Committee of the Brotherhood for a definitive statement of the Foundation policy concerning the promotion of the Urantia Book.

Such a statement is attached hereto with the request that this statement be released by you to the Chairmen of the Domestic and Foreign Extension Committees and to other interested parties.

Very truly yours,

Secretary,
Urantia Foundation

May 7, 1958

URANTIA FOUNDATION CURRENT STATEMENT OF POLICY
regarding propaganda in relation to the dissemination of the Book.

The Trustees of the URANTIA FOUNDATION have received certain informal requests from responsible officials of the Urantia Brotherhood for a formal statement of current policy relative to promotional activities in relation to the dissemination of the Urantia Book.

The Trustees of URANTIA FOUNDATION accordingly are releasing the following statement as definitive of the current policy espoused by the Foundation. This statement of policy is made in consideration of proposals now pending.

ADVERTISING:

For the foreseeable future (next three to five years) the Trustees deem it unwise to engage in formal advertising.

BOOK STORES:

Without advertising and stimulation of consumer demand, the Trustees feel that direct efforts to introduce the Book into bookstores would not only be unwise but futile. The bookseller is interested in merchandise which turns quickly and augments net profits. Even if the Book would be released on consignment, it would still take up valuable counter-display space which from the merchant's viewpoint might far better be allotted to even a vulgar publication on the best-seller list.

PERSONAL PROMOTION IN BOOK STORES:

The Trustees recommend to all concerned the practice of patronizing selective bookstores in making gifts of the Urantia Book. Such patronage of retail

outlets makes the merchant conscious of demand and can cause him to stock the book in anticipation of demand as well as display the book in an effort to increase existing demand. (From the merchant's standpoint, the proof of the pudding is in the movement of a book out of inventory into sales and thence into profits).

PERSONAL PROPAGANDA:

The Trustees as a body have watched with great interest the dissemination of the Urantia Book during the last two and one-half years. With certain notable exceptions, the Book appears to have fared best in new hands when the recipient had a reasonably close relationship to the donor. We accordingly recommend continuing emphasis on this method of dissemination.

The Trustees are very humbly conscious of their lack of experience in the dissemination of such a publication as the Urantia Book. They are equally conscious of the fact that no one else has had experience along these lines.

The Trustees, accordingly, will be deeply appreciative of any suggestions emanating from any friendly source relative to the furtherance of the spread of this publication.


Secretary
URANTIA FOUNDATION

Secretary-General

May 17, 1958

Chairmen, Domestic and Foreign Extension
Committees

Sylvia Sunderland
Everett Farwell

FOUNDATION POLICY STATEMENT
REGARDING PROMOTION OF
URANTIA BOOK

Dear Sylvia and Everett:

The Urantia Foundation has formulated a current statement of policy regarding propaganda in relation to the dissemination of the Urantia Book, and has asked me to pass it on to you for the guidance of your respective committees.

A copy is attached to this letter and I suggest that you inform all your committee members regarding this policy.

Cordially,

Secretary-General

Marian Rowley
Att.