

John



URANTIA.

Mo Siegel

URANTIA FOUNDATION
533 DIVERSEY PARKWAY CHICAGO ILLINOIS 60614

September 5, 1980

Mr. Mo Siegel
Celestial Seasonings
1780 - 55th Street
Boulder, CO 80301

Dear Mo:

Thanks for your August 8 letter.

The Lake Forest Workshops were a resounding success, well planned and executed. We missed you.

As we discussed during your visit, we do have some book distributor coverage. We recently began doing business with Ingram Company, a nationwide distributor. Also, some of our customers are both bookstores and distributors.

However, we intend to educate ourselves further. Perhaps we can find additional distributors whose policies will be compatible with ours and who can offer good sales coverage.

You have probably heard by now that URANTIA Foundation recently decided to make a change in book sales policies. URANTIA Brotherhood Corporation can now sell The URANTIA Book in quantities of 5 or more at a 20% discount to individuals whether or not they are Brotherhood members. The Trustees sought to provide some financial relief to readers, while at the same time not harming the bookstores. We felt that the 20% discount on a minimum of 5 books would accomplish both.

We will have to defer comment for now on the idea of a bookstore survey and the acquirement of detailed data on book sales. We will continue thinking about the shrinkwrap.

John Hay is a wonderful, high quality person with excellent business experience who is devoted to the successful spread of this revelation. When such an individual is interested in helping us, it is very gratifying. I have not talked to John personally about this, but I am sure that as the near future unfolds, things will develop to the benefit of both John and us at headquarters.

Mr. Mo Siegel
Boulder, CO

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September 5, 1980

Thanks again for your letter and the continued financial support of both yourself and Celestial Seasonings. Everyone here is hard at work and we all send our very best personal regards.

Sincerely,

A handwritten signature in cursive script that reads "Tom Kendall". The signature is written in dark ink and is positioned above the typed name and title.

Thomas A. Kendall
President

TAK:kfm