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Malibu, Ca. 90265  
21 October, 1979

John W. Hales, President  
URANTIA Brotherhood  
533 Diversey Parkway  
Chicago, Ill 60614

Dear John,

This letter is sent to you as Chairman of the Executive Committee in response to two memos dated 18 October 1979 sent by the Secretary, Marian Rowley.

Item: Resolution that "standing" committees "more actively pursue their constitutional purposes" and report to the Council "the specific goals they have established, and demonstrate positive steps taken to achieve these goals."

Comment: This concept is inapplicable to the Judicial Committee as it has no constitutional mission except to respond to circumstances originated by others. Our goal is (and I am sure, has been) to respond in a timely and professional manner to the tasks presented us by the Executive Committee and the officers of the Brotherhood. We will be glad to demonstrate—and answer for—the steps we have taken to achieve this goal.

Item 2: Resolution that the E.C. "study the possibility of financial sponsorship of attendance at Brotherhood conferences".

Comment: The resolution is too vague to require a specific response. What conferences? What level of financial sponsorship? How extensive? Although the idea seems worthy, the number of "options" are so broad as to defy a categorical answer. Perhaps we should request the sponsors of each conference to "consider" if their conference lends itself to some form or level of "financial sponsorship of attendance" and see what develops. We certainly do not have the financial resources to make any major outlays for this purpose.

Item 3: The proposal that the Foundation allow Societies to buy URANTIA Books at the 40% discount for resale or for gifts.

Comment: I have very strong feelings on this. Although I have heard similar views expressed frequently "in the field", the views I express here are largely my own.

The publisher of any book usually has a wholesale price at which he sells his book to a distributor. This wholesale price is enough to pay for the printing and give a reasonable margin of profit. Although pricing policies vary, it is most usual to expect the sale of a single book to pay the overhead of a foundation trying to protect a revelation. Overpricing sometimes destroys the profits by reducing the sales, and in this instance, places an inordinately heavy burden on the few who can afford the book.

Most publishers recognize the value of volume sales and try to encourage the sale of their product. Although the no-advertising, low-profile approach is wholly concurred in, the normal development of a market for The URANTIA Book has been so poorly handled that it is an acrobatic feat to get a book in 98% of the country. This drastically reduces the volume of sales and increases amount that must be made from each book sold in order to meet the overhead.



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Historically, pricing and sales policies have been so restrictive that most persons wishing to buy a book must pre-pay, order and wait. The increased price will not help this. Often these prospective purchasers heard of the book through a member of a society or study group. It would be good public relations to have a book available through that source.

The only publisher I have ever heard of who tried to control the price of his book beyond the wholesaler is URANTIA Foundation. It appears to try to make the purchase of a book by an individual as difficult as possible by preventing any reduction in price through bulk buying. It is rather officious to tell any person or group what it can do with its own property, which is exactly what is done if you insist that anyone buying wholesale must sell retail. Do you prohibit bookstores from lowering prices? Why discriminate against societies?

There are large areas of this country in which wholesalers will sell books in case lots or larger to anyone who will buy them at the wholesale price. The wholesaler of The URANTIA Book will not. No reason is given. Even if there were a reason not to sell books to an individual by the case (I have heard none which makes any sense) certainly there is no such reason which would apply to sales to a society.

It has been said that to sell URANTIA Books wholesale denies the Brotherhood and the Foundation their profits. While it is true that they make more money from one who purchases retail than they do from one who purchases wholesale from the Brotherhood, the policies encourage purchases retail from bookstores who buy wholesale. Does this deny them any profits? Certainly not. They can make just as much profit from sales wholesale to societies, groups, friends, etc. as they do to stores.

Look at it this way. Certainly a person who buys 5 or more books isn't going to read them all. He is going to spread them. He is far more likely to become a supporter of the Foundation and the Brotherhood than is a bookstore. Where do you get your membership? Your financial support? From people who buy the book and who wish to spread it—not from bookstores! Why make it more difficult for a person to distribute 5 books than for a bookstore? I suggest that any profit made from bulk sales to individuals at retail prices is more than outweighed by the resentment and ill-will generated by a refusal to sell at the same prices you are glad to give to an unenthusiastic bookstore. And when you get right down to it, whether one gives books away, sells them at reduced prices or sells them at retail is really none of your business, and people resent your efforts to make it such.

Anyone knows that people respond to the way they are treated. Sale and pricing policies are viewed in the field as being discriminatory at worst or indifferent at best. You cannot treat people indifferently or discriminate against them and expect them to hold the same warm feelings toward you that they would hold if you treated them warmly.

So long as the Brotherhood is to act as wholesaler, I recommend the following: *establish a scale of prices, with reductions for volume purchases, which is available to all purchasers: bookstores, organizations and individuals, alike.* This will get you out of the business of penalizing friends, acting as a policeman and intervening in the private affairs of others—all of which you now appear to do whether you realize it or not.



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If you take this advice, three things will happen: (1) the sale of URANTIA Books will increase, (2) the spread of the teachings of the Fifth Epochal Revelation will be facilitated and (3) you will develop a better relationship with those who develop a sufficient interest in The URANTIA Book to take a personal interest in sharing it.

Needless to say, with the above views, I certainly support the sale of URANTIA Books to societies at wholesale (bulk) rates, and would eliminate any restrictions on what they may do with the books. Its none of your business! Read the URANTIA Brotherhood constitution about Society autonomy.

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I hope these comments and observations are responsive to your requests indicated in the memos.

Warm personal regards,

  
Duane L. Faw