## **LRANTIA** FOUNDATION

## INTRA-OFFICE MEMORANDUM

FROM Thomas A. Kendall

DATE October 7, 1983

Trustees and Staff, John Hales

SUBJECT Harry McMullen, Paperback

Books

I reached Harry McMullen on Wednesday, October 5. I acknowledged receipt of the three volume reduced size set of <a href="The URANTIA Book">The URANTIA Book</a>.

Harry said he did this not so much to make specific points as to stimulate discussion and illustrate possible alternatives.

- Price. He hopes that a paperback in either a full size or especially a reduced size would offer a lower production cost thereby permitting a lower sales price and consequent improve volume of sales.
- 2) Portability. Even a full size paperback would be somewhat lighter than the hardbound and a little easier to pack in a suitcase or carry around. Obviously, portability would marketly increase with a reduced sized book and/or separate volumes.

Harry does not envision paperback books replacing hardbound books, but rather that the paperbacks would be more easy to carry around for present readers and they might have a greater appeal to new readers because of price and portability. Many new readers Harry contends are quite accustomed to paperbacks and would readily accept that sort of printing. Harry says that he has had very enthusiastic comments from many people to whom he has shown the reduced size paperback books.

I asked Harry if he had anything else to offer on this subject, any more information. He said that only he plans to produce a book of the same reduced size in one volume just to see what it would look like and how portable it would be and so forth. Harry will send this volume to us when ready.

I told Harry that we have begun to investigate paperback bindings and reduced size books but that we had nothing definite to offer at present. I told him that we had investigated paperback bindings approximately ten years ago but that we were not of the opinion at that time that such bindings would offer any real advantages.

I reminded Harry that there could be problems with bookstore sales in the event that we were to offer both hardbound and softcover books. The stores would have to choose which book they would stock. There may be Memo Page Two October 7, 1983

different discounts for paperback books then there are for hardbound books.

I also reminded Harry that durability of a book is a factor in our thinking, people study The URANTIA Book regularly over a period of years and the hardbound books have held up quite well. I reminded him that the reduced size books in paperback might be less durable and difficult to read so that people would find it hard to use them for study purposes.

I also told Harry that we felt that The URANTIA Book was a meaningful hole and we would want to stay with the one volume approach.

One added thought that Harry expressed, he thought that present readers would welcome having both a hardbound book and a softbound book in one or multiple volumes. The hardbound book presumably he means would be used at home whereas the softbound books would be more readily carried while traveling and so forth. We can discuss all of this at our next meeting.