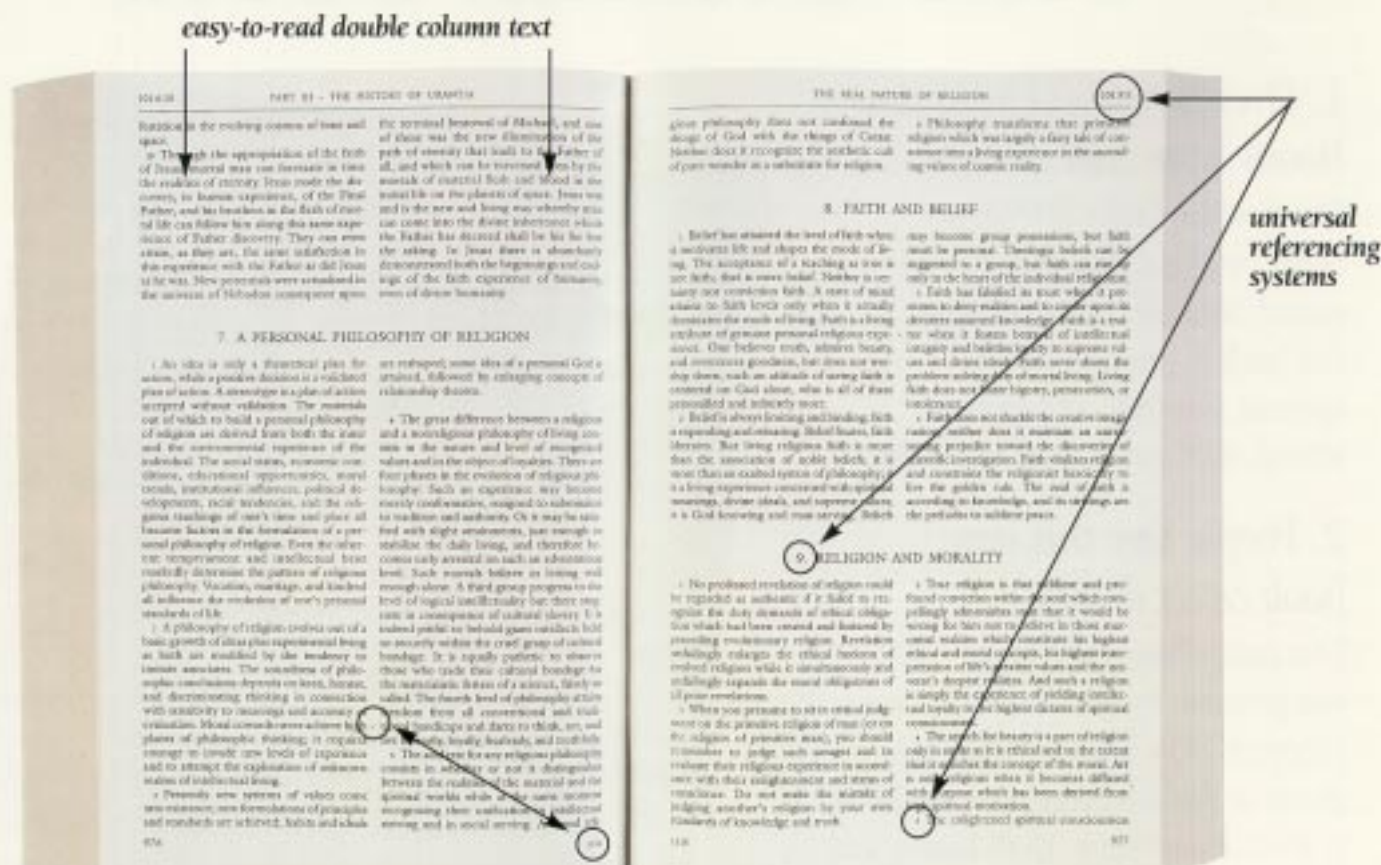


Here's Why Your Customers Will Prefer This Urantia Book...



easy-to-read double column text

universal referencing systems

instant cross-referencing to other editions

1. It's easy to read.

This is the first widely available Urantia Book that uses double column text. As with Bibles, double column text helps you read faster, scan quicker, remember more, grasp ideas rapidly, and reduce eye strain.

2. The new book cover design is beautiful.

The new cover is perfect for displaying. The graphics invite browsing and impulse purchase. The new cover communicates the spiritual nature of the book. With this design you can confidently stock the book in the inspirational, spiritual, religious, or New Age section of your store.

3. This new book provides convenient cross-referencing to the old system.

Small page numbers on every page indicate the corresponding page number of the 1955 version. This easy and reliable system allows anyone reading the new format to simultaneously reference with someone reading from the old format. The < marker shows exactly where the old page break occurred.

4. At last, a universal referencing system.

Now readers can quickly find their favorite paragraph or quotation because every paragraph is now numbered. To make referencing even easier, the top of each page has the Paper (Chapter), section, and last paragraph number highlighted. This universal format simplifies the task of indexing and creating secondary works.

5. The new improved book has local support to ensure its success.

The Fellowship, the worldwide Urantia Book membership organization, publishes this edition. Our 40-year old organization pledges its resources to help you sell The Urantia Book. Our resources include thousands of members and friends, 18 local societies, hundreds of autonomous, yet spiritually-aligned study groups, newsletters, national and local conferences, and numerous support groups.