

The price of Revelation

by John Roper

I would agree that this is not a very spiritually uplifting topic, but it is one that should be discussed and analyzed occasionally. I feel as many do that the current retail price of The URANTIA Book is too high and discourages unknown numbers of potential readers from learning its life saving message. Since we are charged with the responsibility of spreading the teachings

of The URANTIA Book, then we must consider every possible avenue of approach to new readers.

The topic of the price of The URANTIA Book has been around for probably decades. It now has a suggested retail price of \$34.00 and has been there for a number of years. The reason for this is, of course, to give the bookstores enough margin to make their customary profit. The wholesale price of the book is currently \$20.40. The difference between the cost of printing the book and its wholesale price is the profit for The URANTIA Foundation and URANTIA

Brotherhood, the Foundation's distribution arm. This profit of between \$10 and \$12 per book is used as the operating budget for URANTIA Foundation and URANTIA Brotherhood, as well as supporting any litigation that becomes necessary in the process of protecting the copyright and service marks of The URANTIA Book.

Now, with all that information out of the way, we can get down to the real meat of the matter. It has been put forth by URANTIA Brotherhood in the past that the reason the price of the book is so high is to support the different copyright infringement cases that they have had to prosecute. While it is hard to understand why anyone would wish to test URANTIA Foundation's legal right to the copyright, it does happen from time to time and they must defend themselves against these challenges in order to remain in control of the copyright.

Recently it has come to light the URANTIA Foundation has been endowed with a substantial amount of money with which to

use as the Trustees see fit. I would imagine that among the uses for these funds would be for future litigation, should that be necessary. If we were to continue this train of thought we would come to the conclusion that URANTIA Foundation no longer needs the sale of The URANTIA Book to support pending or future litigation. The next logical step would be to lower the book's wholesale price an amount equal to that portion of the price previously allocated to the legal budget.

The normal markup that the bookstores use is 60%. Using this figure, if URANTIA Foundation were to lower the wholesale price of the book by \$8.00 to \$12.60, then the suggested retail price would only be \$20.16. This is not an unrealistic example. Also notice that a drop in the wholesale price of only \$8.00 would decrease the retail price by \$13.84. Even a less aggressive wholesale price cut would quickly bring the retail price down to the \$25.00 range. Obviously, more people would be able to buy The URANTIA Book. •