



FOLLOWING THE EXTRAORDINARY WAVE of publicity occasioned by the Rockefeller dinner in February of 1940, AA became the darling of the columnists and the delight of the press. From Beatrice Fairfax to Edwin C. Hill, from sob-sister to sober political pundit, poured out the story of Alcoholics Anonymous.

At this time the tone of our subsequent fine press relations was already evident. In all of these literally millions of words of copy reporting and recommending this new movement, the greatest respect was given to the principle of anonymity, and with few exceptions AA was accorded serious and accurate representation.

The majority of the reporters, feature writers and columnists attended meetings and wrote with the freshness and enthusiasm of immediate knowledge. Typical of the publicity of the times is the following from Howard Vincent O'Brian's column in the Chicago Daily News, dated April 30, 1940:

"Some of these people I have known a long time. I know what they once were and what they are now. Something has happened to them. I do not know what this something is. That is to say I cannot weigh it, or measure it, or define it in words. That doesn't matter. I have passed the stage of wanting to 'explain.' I am content with reporting what I see and

hear. Perhaps when I recover from the awe of what I saw and heard last night (at an AA meeting) I may have a go at an explanation but I doubt it."

Also about this time the Houston Press published a series of six articles by an AA newspaper man who had drunk himself out of even that hard-drinking profession. This series became the basis of the first AA pamphlet published by the Works Publishing Company in April of 1940. The pamphlet is historically fascinating as contrast to the vast amount of literature now available about AA. It modestly claims 500 members and announces "firm" groups in Akron, Cleveland and New York City, with "vigorous beginnings in Los Angeles, San Francisco, Denver, Kansas City, Chicago, Detroit, Philadelphia, Washington, D. C., Richmond, and Houston." The total contents of our first AA pamphlet consisted of: the reprint series from the Houston Press, another reprint by Dr. Silkworth from a Minneapolis medical journal, and the Twelve Suggested Steps.

Every time AA was mentioned in the press, even if it was only the story of the founding of a new group in a local area, the publication was besieged with inquiries. In most cases a follow-up article resulted, relating the astonished satisfaction of the editors at

obstacles could overcome... they could be seen. After several to be seen. I could see that... ration was leery... Come outside... were... be...

HAVE you been dry for quite a long time? Is AA becoming a long... something that it certainly... ed by most of the group, but in... case has probably served its pur... Do you secretly believe that... all the knowledge you now have... sholics and alcoholism, you could... ly handle the stuff; are you per... ing with the idea that some... time and place and all other... just right, you may try it...

are your conscious or sub... thoughts, if you feel that... the bottle might be a... why don't you try, in... of Russian Roulette?... that game where you... in a revolver, spin... t the thing at your... trigger?

erient w... utifully late... the Golden Thread... hearts and souls of... of God."... n. Providence, R. I.

... ching about it; i.e., to... program with open arms and... not analyze it to death... L.B.K., Madeira Beach, Florida

Who Is to Blame?
So they want to change the AA... Big Book? Good. I can go along... with that. There are a great many... who'd like to change in... sventor... ll...

sr's AA and... AA programs

the spirit and works... oups as well as in the... of the world-wide

there were many new... agencies of medicine... government that indicated... consciousness of the fact... ism is everybody's prob... aroused society was fast... that the sick mind and... the chronic drinker were... n of the public

GOOD CHEER
of Montreal, Canada, the... lipper" (September 1933... just a word of en... and to say I know how... shipped in AA for... smaller

AA ever had.

In spite of Mr. Roc we renewed our efforts friends of our crying n. At length, they agreed need more money, certain prepare a textbook on our experience.

This decision led to th of the so-called Alcoholic in the spring of 1938. The of Trustees consisted of th new friends—Mr. Richard Amos and Dr. L. V. Stré', alcoholics were represented b Bob and a New York memb phed with a list of prospects', of solicit funds. Si

the basic text for AA
most, its ownership wo hands. It was evident th ought to own and publi cature. No publisher, he ought to own our best as

Yet the moment this ed, opposition rose o

But the opposition los Foundation had no mo likely to get any, that That was the clincher.

So two of us went abe and I bought a pad of certificates and wrote on the Publishing, per value \$25-1 Hank P., and I then offered

After my release from the bon five days later, I went looking for a workmen' (Before I go further, I w How I'll never know the best. here nor there)