

You may have read in ALCOHOLICS ANONYMOUS COMES OF AGE, page 165

The title "Alcoholics Anonymous" had appeared very early in the discussion, probably in October, 1938. We do not know who first used these words.

That is questionable. As we discovered recently it appeared more than half year earlier around March 1938. How do we know that? We read ALCOHOLICS ANONYMOUS COMES OF AGE, page 159.

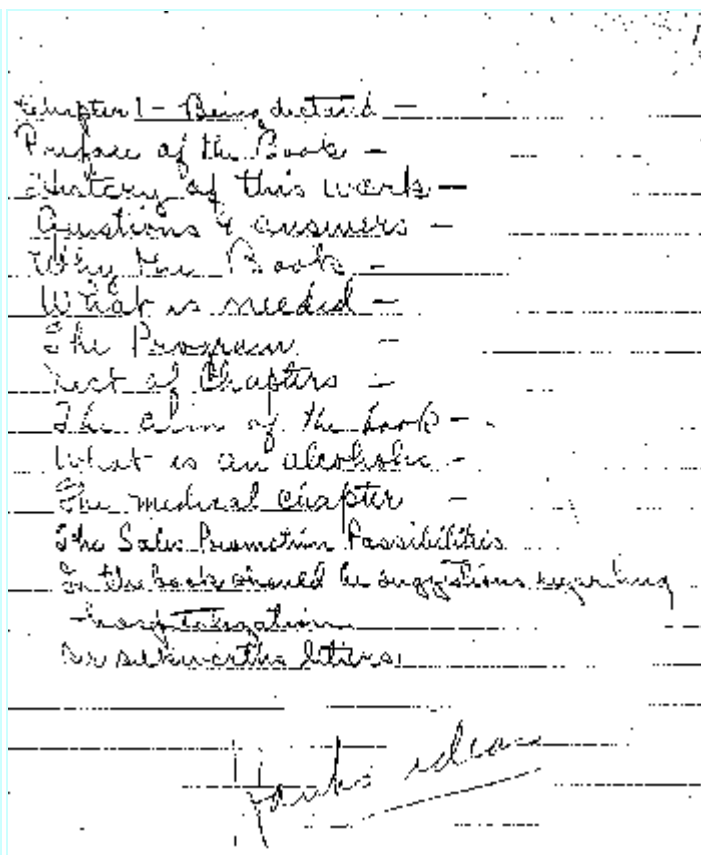
"At 17 William Street, Newark, New Jersey, Henry had an office which was the headquarters for a rapidly failing business. He also had a secretary named Ruth Hock, who was to become one of A.A.'s real pioneers. The other assets consisted of a huge desk and some plush furniture.

Each morning I traveled all the way from Brooklyn to Newark where, pacing up and down in Henry's office, I began to dictate rough drafts of the chapters of the coming book. As we seemed unable to come up with any genuine outline for the publication, I worked from a hastily drawn-up list of possible chapter headings. Week after week, Henry raced around among the stock subscribers, prodding them for their installments."

One of us questioned the phrase "a hastily drawn-up list of possible chapter headings". What was that? Some overdue research revealed the answer. In fact said a hastily drawn-up list of possible chapter headings was a complete outline for our book Alcoholics Anonymous, created and written by Hank Parkhurst around March 1938.  
download document [hank38.pdf](#)

Chapter 1 - Being dictated -  
Preface of the Book -  
History of this work -  
Questions & answers -  
Why the Book -  
What is needed -  
The Program -  
List of Chapters -  
The aim of the book -  
What is an alcoholic -  
The medical chapter -  
The Sales Promotion Possibilities -  
In the book should be suggestions regarding hospitalization  
Dr. silkworths [sic] letters.

[Bill Wilson's handwriting] Hanks ideas



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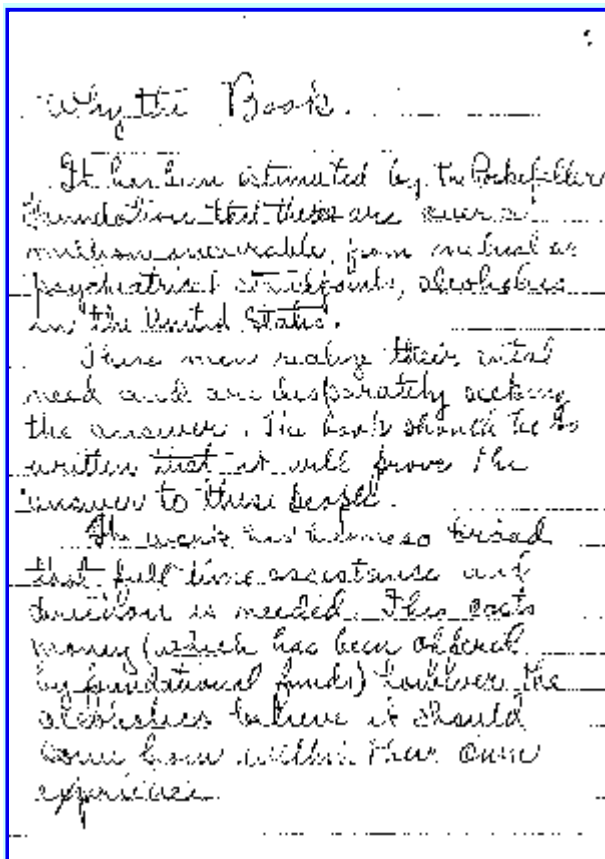
## Why the Book

It has been estimated by the Rockefeller Foundation that there are over a million incurable, from medical or psychiatric standpoints, alcoholics in the United States.

These men realize their vital need and are desperately seeking the answer. The book should be so written that it will prove the answer to these people.

The work has become so broad that full time assistance and direction is needed. This costs money (which has been offered by foundational funds) however the

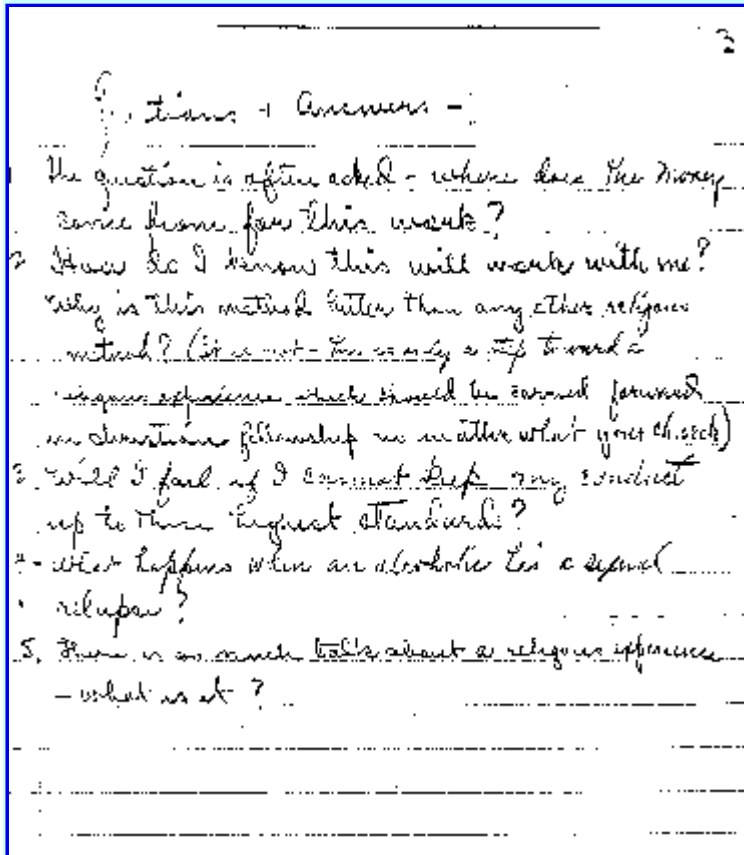
alcoholics believe it should come from within their own experience.



Click on image to enlarge

## Questions & Answers -

1. The question is often asked - where does the money come from for this work?
2. How do I know this will work with me?  
Why is this method better than any other religious method? (It is not - this is only a step toward a religious experience which should be carried forward in christian fellowship no matter what your church)
3. Will I fail if I cannot keep my conduct up to these highest standards?
- 4 - What happens when an alcoholic has a sexual relapse?
5. There is so much talk about a religious experience - what is it?



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## Sales Promotion Possibilities

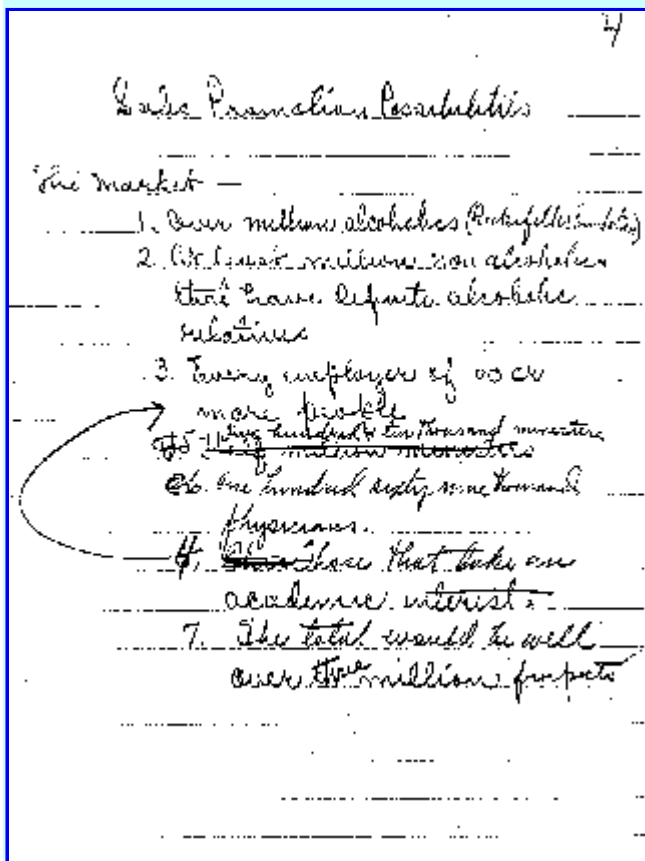
### The Market -

1. Over million alcoholics (Rockefeller Foundation)
2. At least million non alcoholics that have definite alcoholic relatives
3. Every employer of 100 or more people
4. Those that take an academic interest. [a]
5. Two hundred & ten thousand ministers [b]
6. One hundred sixty nine thousand physicians.
7. The total would be well over three million prospects [c]

[a] this entry was first written as number 6,  
but the 6 was written over by a 4  
and the  
entry was promoted with an  
arrow

[b] First written as "Half million ministers"

[c] The word "three" was written over "a"



Click on image to enlarge

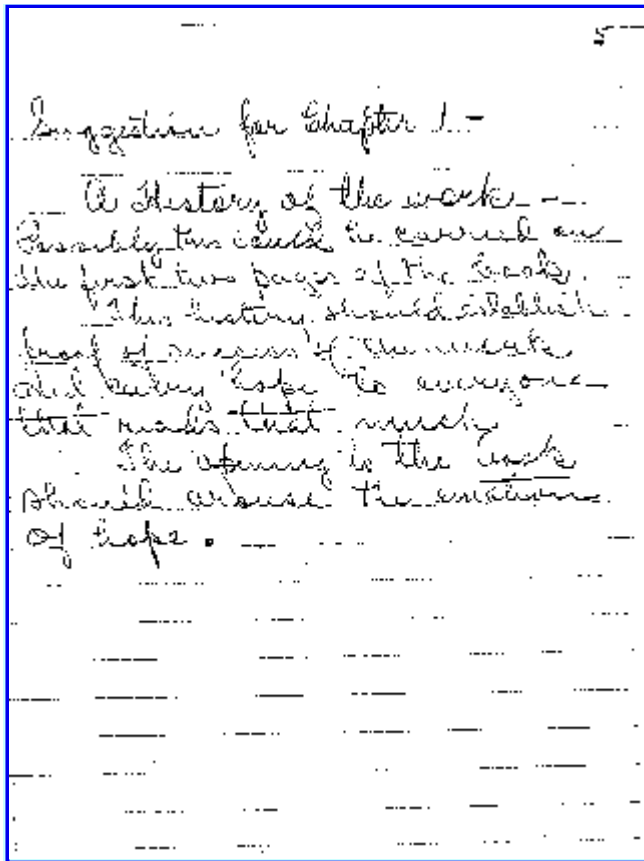
5

Suggestion for Chapter 1 -

A History of the work -  
Possibly this could be carried on the first two pages of the book.

This history should establish proof of success of the work and carry hope to everyone that reads that much.

The opening to the book should arouse the emotion of hope.



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6

Mail order

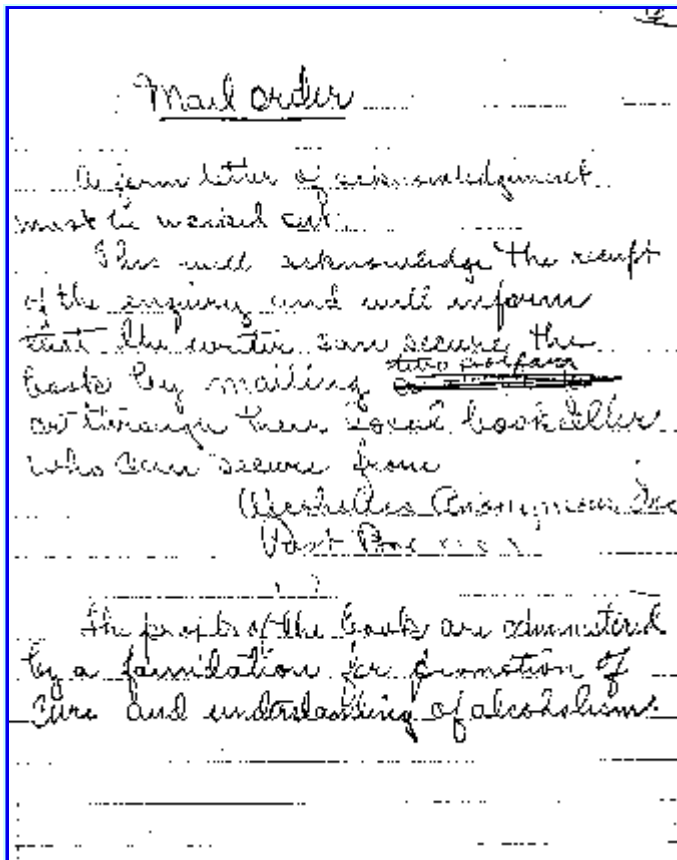
A form letter of acknowledgment must be worked out.

This will acknowledge the receipt of the enquiry [sic] and will inform that the writer can secure the book by mailing two dollars [d] or through their local bookseller who can secure from

Alcoholics Anonymous, Inc.  
Post Box xxxx

The profits of the book are administered by a foundation for promotion of cure and understanding of alcoholism.

[d] first written as "mailing a buck for"



Click on image to enlarge

7

Title Page

Alcoholics Anonymous

Published by  
ALCOHOLICS ANONYMOUS,  
INC

A NON PROFIT organization  
for the promotion of  
cure and understanding  
of alcoholism.

Profits accruing from sale  
of this book will be [e]  
administered  
by a foundation for promotion  
of cure and understanding  
of alcoholism. Members of  
this foundation.....

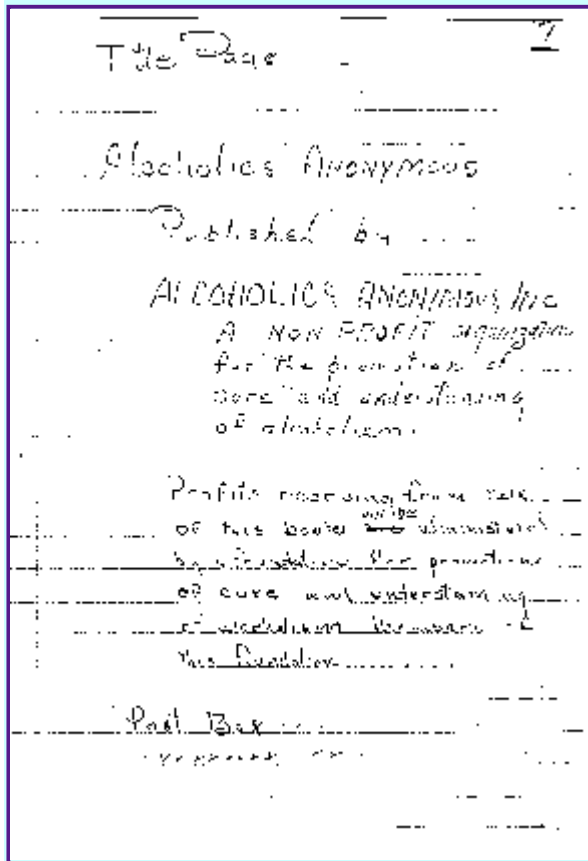
Post Box...  
XXXXXXXXXX XX

[e] first written as "are" and  
changed  
to "will be"

8

Observations -

One of the easiest and most talked  
of



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things among us is a religious experience.  
 I believe that this is incomprehensible to most people. Simple & meaning words to us - but meaningless to most of the people that we are trying to get this over too. - In my mind religious experience - religion - etc - should not be brought in. We are actually irreligious - but we are trying to be helpful - we have learned to be quiet - to be more truthful - to be more honest - to try to be more unselfish - to make the other fellows troubles - our troubles - and by following four steps we most of us have a religious experience. The fellowship - the unselfishness - appeals to us.  
I wonder if we are off the track.

A very good merchandising procedure is to find out why people do not buy our products - it is good reasoning

to find out WHY - I am fearfully afraid that we are emphasizing religious experience when actually that is something that follows as a result of 1-2-3-4.

In my mind the question is not particularly the strength of the experience as much as the improvement over what we were. I would ask a man to compare himself as follows after say a month -

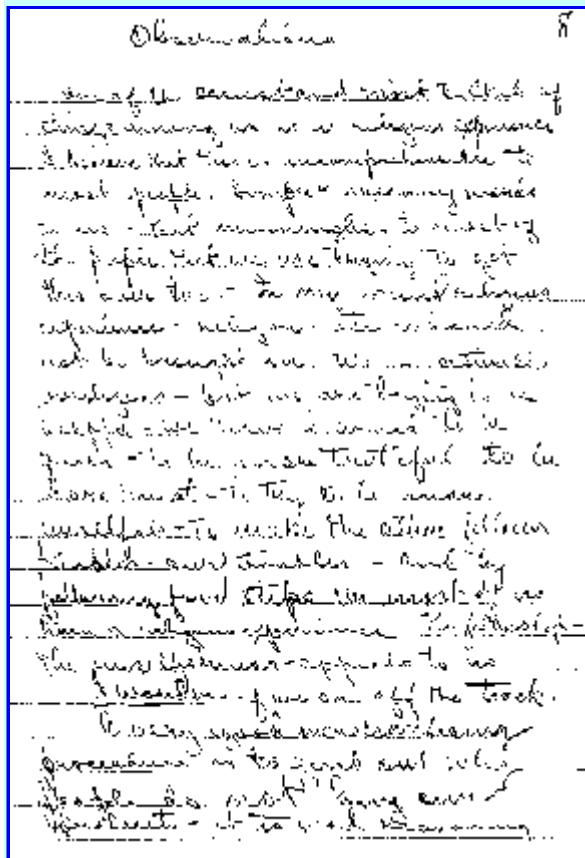
#1 - as compared to 2 months ago

do you have more of a feeling that there is a power greater than you?

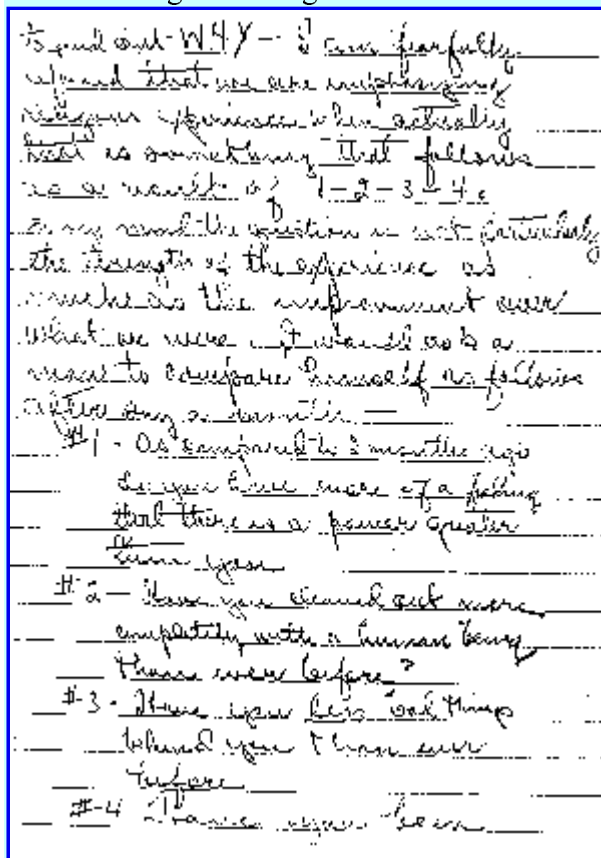
#2 - Have you cleaned out more completely with a human being than ever before?

#3 - Have you less bad things behind you than ever before

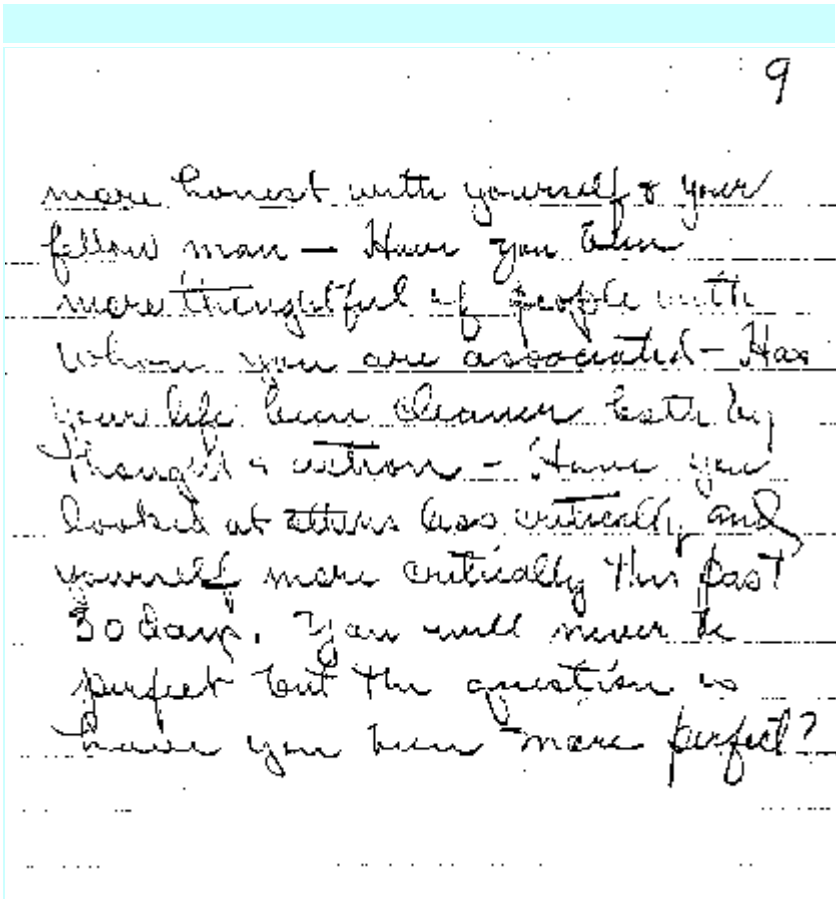
#4 Have you been



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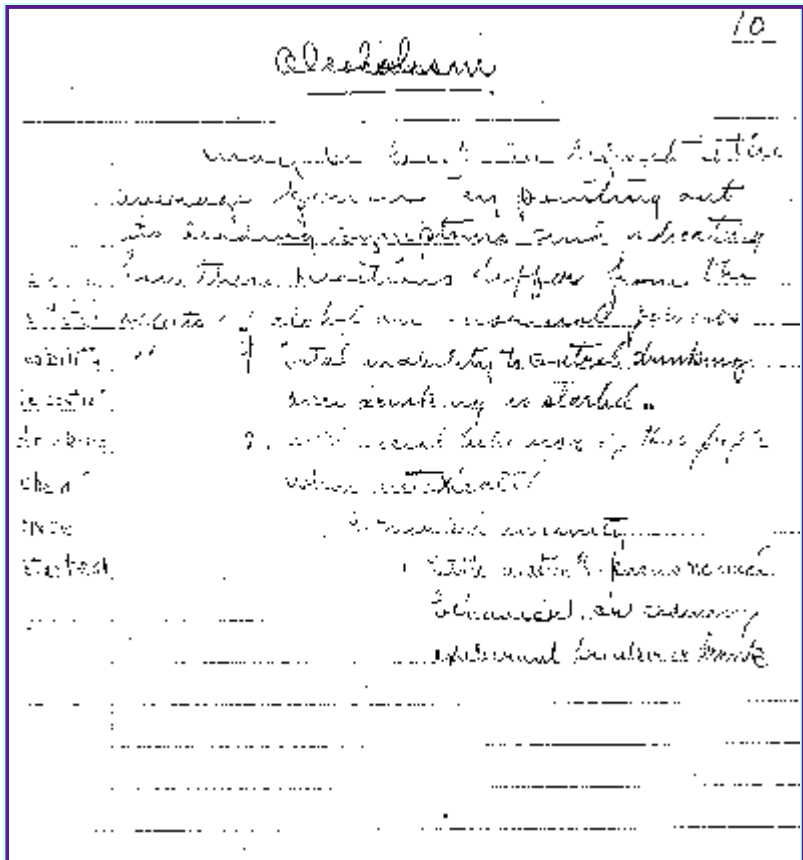


9  
 more honest with yourself & your fellow man - Have you been more thoughtful of people with whom you are associated - Has your life been cleaner both by thought & action - Have you looked at others less critically and yourself more critically this past 30 days. You will never be perfect but the question is have you been more perfect?

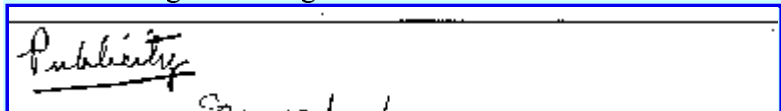


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10  
Alcoholism  
 May be best be defined to the average person by pointing out its leading symptoms and indicating how these reactions differ from the affects of alcohol on normal persons.  
 1. Total inability to control drinking once drinking is started.  
 2. Antisocial behavior of these people when intoxicated  
 A. Marked insanity  
 1. Little relation the - persons normal behavior or ordinary exuberant drinker or drunk



Click on image to enlarge



### Publicity Newspapers

When book is nearly ready to leave the presses a short mat article should be sent to the 12,285 newspapers in the U.S.

This article would briefly cover the work as it has gone to date. Case histories would be covered.

- It possibly would be a brief case history of the work and announcement of the book.

At least four news bulletins should be published at weekly intervals, ahead of the book.



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No subworths letters.

Hanks ideas

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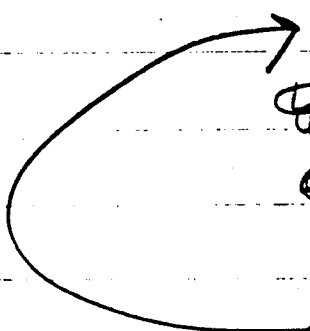
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Alcoholics Anonymous, Inc  
Post Box 444

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# Alcoholics ANONYMOUS

Published by

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Post Box . . .

XXXXXXXXXX

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# The Hackettstown Courier-Post

THE MUSCONETCONG PUBLISHING CO., Inc.

PUBLISHED EVERY THURSDAY

At 218 Main Street, Hackettstown, New Jersey

ENTERED AS SECOND-CLASS MATTER NOVEMBER 10, 1938 AT THE POST OFFICE AT HACKETTSTOWN, N. J., UNDER THE ACT OF MARCH 3, 1879.

Thursday, January 19, 1939.

## There Is Hope

The following article was written by Silas Bent, former Sunday Editor of the New York Times and author of many well known books.

A former big business executive had dinner at our house the other day. When I first met him, three years ago, he had lost his \$20,000 job on account of drink, but he told me with emotion that he had been cured. I was skeptical because I had seen the good resolves of hard drinkers go to pot more than once. But as he told me his story across the dinner table my skepticism evaporated. After all, three years of total abstinence is an adequate period of probation even for the kind of a sot he had been. I verified the story, and I am passing it along because it offers hope of redemption to a million alcoholics in this country.

The man is one of a remarkable fellowship, a sort of secret order, dedicated to reclaiming those who are fatally given to the cup. There are more than 100 of them scattered through the United States. The group is noteworthy, to begin with, in that no man or woman comes under the wing is asked to sign a pledge or to sign anything else on the dotted line. Nobody is asked to pay. Admission to the order means no initiation fee, no annual dues, nor regalia and no ritual. It is anonymous because if its members were known they would be overwhelmed with more pleas for their volunteer help than they could handle. Therefore new recruits are found by word of mouth, by grapevine in the underworld of those who have reached the end of the tether.

Those fellows are not reformers. There is nothing holier than—though about them. They are former drunkards, the sort of guys any tippler might like to meet at a bar today, if they were still at it. The tie that binds them is the tie of an escape from common disaster; the radiance which shines in their faces is the eagerness to help others escape.

A primary advantage of the fellowship is that it speaks the language and knows the experience of the hard drinker. It knows about the

sional jag and actual alcoholism which is not just a habit but a disease virtually incurable by ordinary means. Its members have a violent grudge against alcoholism in spite of the terrible things done to them and in spite of the fact that they do not ask much as a glass of light wine. They do not ask whether any woman, in bondage to drink, has been a captain of industry, a ditchdigger, a member of the League or a waitress.

My friend told me of a man who sought the advice and treatment of the foremost European in such cases. He was psychologized, treated with understarvation, put into good physical condition. He was sent forth apparently cured. In a short time while he was totally unable to explain why he had taken that

"I have never seen a man which alcohol-mindness has obliterated in the sense you have never recovered." The work of the order on alcoholism said.

The gates of hell seemed to open with those words.

"Is there no exception?" Barleycorn's prisoner asked.

"There is just one possible exception on rare occasions alcoholics have experienced huge emotional moments."

Not for years was he told of a member of the fellowship who was to lead him out of mist and into sunlight. And this was not a gradual dawn; the sun came like thunder.

If these scores of freedmen have found the solution of one of the world's oldest problems as they believe they have, their work will spread. They seek no acclaim, no financial reward. As the message goes forth, bringing a new day to employers and taxed by workers who were competent, even a new world to parents and sisters and weeping to wives and husbands and tortured by women to be a fatal infirmity. For the