#### 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	Tempton 1 - Being dictated - Professe of the Book - Shotzen of this works - Charters of this works - Why the Books - What is reeded - She Program List at Chapters - Joe Clim of the Look - Librat is an alerhoper - She Sale Promotion Passibilitie The Sale Promotion Passibilities The Passi	a Legalina	
<u>ideas</u>	The has the		
	Click on image to enlarge		
2			

#### Why the Book

It has been estimated by the Rockefeller

Foundation that there are over a million incurable, from medical or psychiatrical 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.

Why the Book It has been estimated by the Pockefeller Gundo Time that the top are much soil mulipan preservable, from making as frageheatrical struktombe, shook There men realize their wital need and and disposately sections the ausury. The bank shouth he bo written that it will prove the imanion to their beself Ala wale than the borness -I full those exerctance and direction is needed. This each yearing (which has been orbital by projectational funds) Lawren the alepholics between it should Come have willbring their own eyezirenilezien

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?

C
Entire - animor -
j
He question is after acked - where does the money
. Earlie from four Eliza work?
? It was to I benow this will work with me?
why is their method butter than any other religious.
metal ? (it is not - Free as may a top toward a
inguis extraction which squared by Everyand January
in direction followed in matter what your chiesch).
3. Well I fack of I comment that my worked
up to The Eighest Standards?
"- when happines when an alcoholic tie a signal
· rilupan?
1
- ushed as at ?
· · · · · · · · · · · · · · · · ·
<u> </u>
·

Click on image to enlarge

4

3

#### 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"

4
Lais Promoting Contration
hi market -
). Over methon alcoholies (Protesfelle in hos)
2. Or land milion you alcoholier
that have definite absolutes
rukotinua
. 3. Twenty unifolistics of oscio.
more broker to Toward muster
The transfer market of the second of the sec
Clo Ine hundred agety some howard
- 4. Share that take an
academic interist:
7. The total would be well
over the million fur peter
··· ··· · · · · · · · · · · · · · · ·
·
·

Suggestion for Chapter 1 -

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

5

6

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.

<b>-</b>	ş
Luggetine for Chapter 1.	
a History of the works	
The first two begins of the Grands	S-1
that made that much	
The aturne to the work	- <u></u> 2.
of tape.	-—: 
· · · · · · · · ·-	
:	

Click on image to enlarge

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"

Mad Order

Discondition of air sould great the result of the sugaring and will inform that the worth some secure the factor by mailing the result book ables who can seem from (Reshelles are shown the Wart Pox 1.5.

Click on image to enlarge

7

#### Title Page Alcoholics Anonymous Alsoluties AHONYMOUS Published by ALCOHOLICS ANONYMOUS, Published **INC** A NON PROFIT organization ALCOHOLICS ANONYMOUS INC for the promotion of A NON PROFIT MANAGEME cure and understanding for the promotion of of alcoholism. some and understoning of a leads $L_{\rm gam}$ . Profits accruing from sale of this book will be [e] administered <u>is Bernstolmer Bern</u> germatier by a foundation for promotion ef core may syderstaw ... of cure and understanding والمراجعة والمناطقة والمنا of alcoholism. Members of this foundation..... Post Box... XXXXXXXXX XX [e] first written as "are" and Click on image to enlarge changed to "will be" 8 Observations -One of the easiest and most talked

of

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 <u>not</u> 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 <u>less</u> bad things behind you than ever before
- #4 Have you been

Observations

Man of the Beauchtern of toward to think of
things in more in a new many market

Misser that the communique to a scale of
the proper text were very market to get
the proper text were very market about a

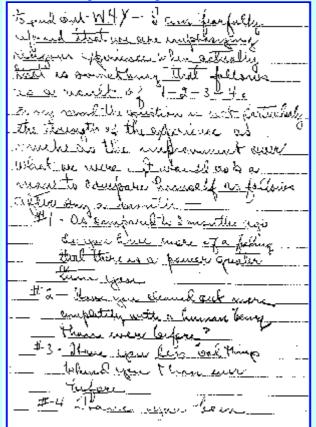
mark to be market and the market and a

mark to beaucht and the market of the
produces - last me are toward to be
produced - last me are toward to be
produced to the time of the others followed

the produced to the time to the text to be
produced to the time to the others followed

the produced toward the time to the others

the produced toward the produced to be
produced to the produced to be
the produced toward the produced to be
the produced toward the produced to be
the produced to the produced to the
the produced to the produced to the
the produced to the produced to the produced to the
the produced to the produced to the produced to the
the produced to the produced to the produced to the
the produced to the produced to the produced to the
the produced to the produced to the produced to the
the produced to the produced to the produced to the
the produced to the pro



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?

#### Click on image to enlarge

Alcoholism

10

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

alesholmen
may be buy in Agreet it is
ineman home on ten partitud ant .
21 Saw there prostones deffer from the .
esterity of the trade and they to antical thunking
he setut. An evidenthing as pleated a first fight
Che n 1 Value (extra XCe a 87) No ce : Re translated and care top
Existent ( State oration & favour ne med. )
exclusional business brook
· · · · · · · · · · · · · · · · · · ·

 $S_{n,\dots,n}$   $L : L \dots$ 

#### **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.



Celiapter 1 - Being distated Pruface of the Book -History of this work -Gustions & auswers -Why the Books -What is needed -The Program -First of Chapters The arm of the bark -The medical chapter -The Sales Promotion Possibilities In the book should be suggestions rega hospitalization Ox subworth litters.

Why the Book It has been estimated by the Rockefiller Forndation that their are over a mellon incurable, from medical or psychiatrical standpoints, alcoholies in the United States. These men realize their vital need and are disparately seeking the answer. The books should be so written that it will prove The answer to these people The work has business troad that full line assistance and direction is needed. This casts by foundational funds) however the alcoholics betieve it should Donne from within their own experience

Tue tians + answers -	
I the question is after asked - where does the money	
come from fourthis work?	··· -
2 How do I know this will work with me?	
why is this method butter than any other religious	
method? (It is next - this is and, a step toward a	-
reliques experience which should be carried forward	_
un drustian fellowship no matter what your cheeseh)	
& will I fail if I cannot keep my conduct	
up to these tighest standards?	
4- what happens when an alcoholic Les a segual	
· relapse?	
5. There is as much talk about a religious experience	
- what is it?	
	•••

				4
•	Sales Pro	molian f	ossilulitis_	
Th	e market -			
	1. Our 7	rullian alco	halics (Prekifel	ler oundetion
and the second s	2. Wr lea	st millio	halics (Prekifeli ne non alesh	elier !
	that e	rave lefe	ute alrohah	L
	relati	ms !		
			w of 100 cr	. Company of the water of the same
	> mor	e beubl	<u>(</u>	
	#5 110m	2 hundred to	in thousand min	isters
	Elo. Ine	hundred si	sty nine houran	al
	ph	ysicians		
	4, 91	The Those	that take as	<u> </u>
	al	cadenie	mlerist:	•
	7. J	he total &	would be we	ell
	· 	ver them	would be we	pecto
			V	
		and a space of the second of t		د د د
ANNOUNCE OF THE PARTY OF THE PA			·	

Suggestin for Chapter 1 -Dossibly this could be coursed on the first two pages of the book. This history should establish troof of success of the receive and covery hope to everyone. that reads that much The opening to the Goods

# mail order

(a) in a letter of a classification and
We form letter of acknowledgement work he worked out.
This will asknowledge the receipt
of the enguer and will inform
books ley mailing two lookseller
books tey mailing
out through their local bookseller
Who Can sewe from
Rosh Por VIII
, )
Eure and understanding of alcoholism.
ley a foundation for promotion of
Cure and understanding of alcoholism.
<b>4</b> 0

## Alcoholics Anonymous

Published by

ALCOHOLICS ANONYMOUS, INC A NON PROFIT organization for the promotion of cure and understanding of alcoholism.

Post Box ...

YYXXXXXXX VY

On of the samest and most talked of things among us is a religious experience. I believe that this is incomprehensible to mest people. Somble & meaning words to us - tout meaningless to most of the people that we are trying to get this and two. - In my much richguis aprime - mligon - etc-should not be brought in. We are actually vouliages - but we are trying to be helpful - we have kearned to be quit - to be more trulleful - to be there issust - to try to be more unelfish-to make the other fellicus troubles - our troubles - and tey hollowing four thes we most of us there a religous experience. Me fellowshipthe unselfahrers-appeals to is. I wonder if we are off the track. 16 very good merchandsing proceeding in to fond out when Herberdo not ling our

	more houst with yourself of your
	fellow man - Hum you when
	more thoughtful of people with
	Whom you are associated - Has
	your life been cleaner teath by
	Thought & action - Have you
	looked at others less untreally and
	yourself more critically this past
/ ************************************	30 dang, Zan mel never te
	perfect but the question is
	have you but more perfect?
	en de la companya de La companya de la companya del companya de la companya de la companya del companya de la companya del la companya del la companya de la
·	
	•
-	<u> </u>

# Oleoholan

AND THE PERSON OF THE PERSON O	may be Einst be defined to the
	iverage for on Tey punting out
	its leading symptoms and indicating
selel ac.	how these heartions deffer from the
"ability	
ie central	once aunting is started.
drinking.	2. anti-veral behavior of there firste.
when I.	When with Xicaled
ince.	A monted minnity
Etertech:	
	behaviou. on viameny
• ·	excherant dunden er drunk
·	
<u> </u>	
	•
-	

to find out WHY - I am fearfully afraid that we are imphasizing reliques experience when actually that is something that follows as a risult of on my much 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 · #1- as compared to 2 months ago do you have more of a felling that there is a power greater #2- Have you cleaned out more completely with a tuman being thin ever before? #3- Thave you less took things belund you the

newspapers leave the presses a short mat article should be sent to the 12,285 newspapers in the U.S. This article would brufly cover the works as it has gone to date. Case furtonies would be commed. - It bossilly would be a brief Case firstory of the mores and amouncement of the book.

at least four news bulletins should be published at weekly intervals, ahead of the books

#### 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

by Siles Bent, former Sunday Editer of The N York Times and author of many well known books. A former big business executive

had die et et our house the other

day. When I first met him, three

The lebaying acticle was written

years ago, he had lost his \$20,000 job on a count of drink, but he told me the cation that he had been cure: I was skeptical because been a captain of industry. I had seen the good resolves ditchdigger, a member of the hard dri sers go to pot more than League or a waitress. once. But as he told me his story across the dinner table my skepticism evaporated. After all, three years of total abstinence is an ade-

quate 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

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

in this country.

through the United States. The group is noteworthy, to begin with, in that no man or woman comes under the tring 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 anonymous hecause 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—thou 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 fel-lowship is that it spe. ge and knows the

the hard drinke now about tr tween daily in

which is not just a habit disease virtually incurable cal means. Its members ? violent grudge against ald spite of the terrible thing done to them and in spit fact that they do not 9.6 much as a glass of light w do not ask whether any woman, in bondage to drb

sional jag and actual

My friend told me of a n sought the advice and treat the foremost European in such cases. He was psych zed, treated with understan put into good physical He was sent forth appara In a short time while he

totally unable to explowhy he had taken that "I have never seen which alcohol-mindness lished in the sense you h ever recovered." The work ity on alcoholism said. The gates of hell seemed

with those words. "Is there no exception: Barleycorn's prisoner asket.

"There is just one possibi rare occasions alcoholics h perienced huge emotional a ments.' Not for years was he to tur

on a member of the fellowshire. was to lead him out of min : into sunlight. And this was not gradual dawn; the sun carre like thunder. If these scores of freedmen have found the solution of one of the

world's oldest problems as lieve they have, their work spread. They seek no accla no financial reward A message goes forth, ionr new day to employ s and taxed by worker were competent, evear new world to parent; h and sisters and weepi to wives and husban

and tortured by w to be a fatal infir mose For the