

ANNOUNCING:

**The limited edition
publication of
a new book!**

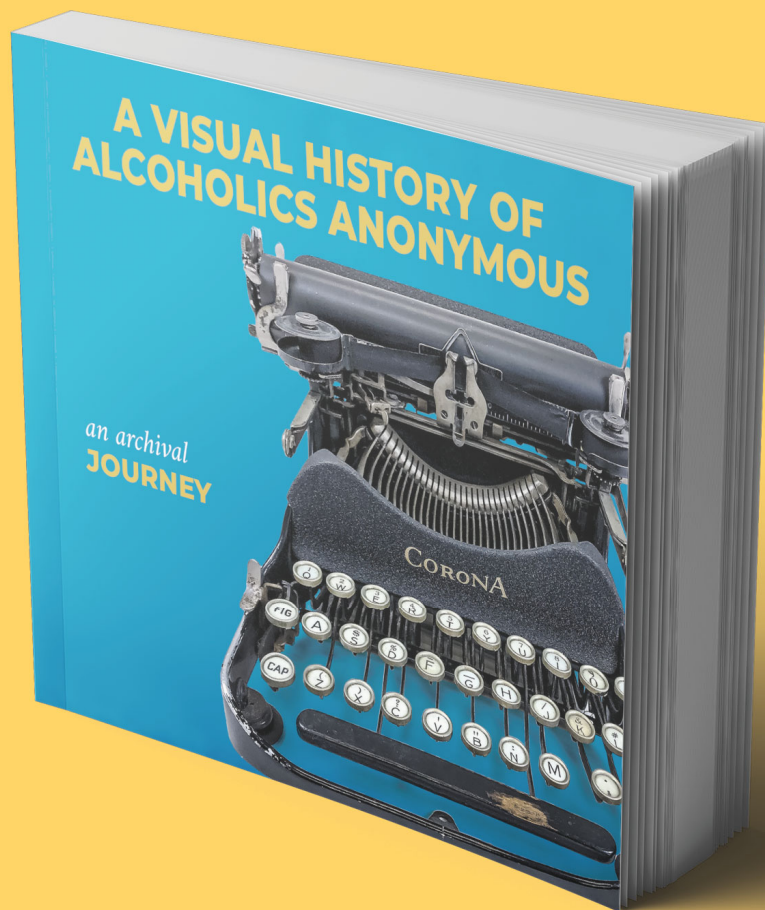
**SPECIAL
EARLY BIRD
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~~\$12~~
\$11

A VISUAL HISTORY OF ALCOHOLICS ANONYMOUS:

An Archival Journey

Lavishly illustrated, this lively tour through A.A.'s history is told in hundreds of iconic images never before published in one volume. Illuminating descriptions walk us through powerful moments in our shared history — from the people, places and things integral to A.A.'s early growth, and forward to today's vibrant, international Fellowship. Includes a special focus on Detroit in A.A.'s history and updated coverage of recent innovations in A.A. group life. 4.75" x 3.75", 416 pages.



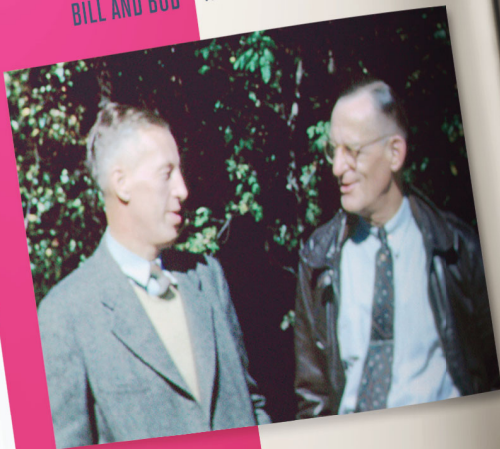
Release date: February 14, 2021

Special pre-order discount: Save \$1 on every copy!

**Originally developed as the souvenir book for the
2020 International Convention in Detroit.**

BILL AND BOB

The spark was struck



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The Beginning

Bob met Bill on Mother's Day, May 12, 1935, at Henrietta Seiberling's home. The two Vermonters had a lot in common — most significantly, their alcoholism. Bob later said of Bill, "[He] was the first living human with whom I had ever talked who knew what he was talking about in regard to alcoholism from actual experience." As Bill put it, "The spark was struck." He stayed in Akron for three more months.

A still from a rare film of Bill W. and Dr. Bob at Stepping Stones in the early 1940s.

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Now Alcoholics Anonymous tackles the LADY SOUSE Problem

How this most unusual group of reformed drunks meets the added opportunity to help, because of the increase in female tipping (shown by hospital records and by women's feet on the bar rails)

PROBES attribute the increase in female tipping directly to the "with cocktail or beer" in the service, and with every female, the barman. Whatever the reason, the lady barfly is a problem.

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The Word Spreads

alcoholics were referred to as "souses" and "elbow benders." And compromises sometimes needed to be made: Bill allowed a photograph of himself and other A.A.s to appear, without captioning, in a March 1941 issue of the *Saturday Evening Post* because he knew how important the Jack Alexander article was to A.A.'s future. However, especially early on, the press

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84

ALCOHOLICS ANONYMOUS

Αλκοολικοί
Ανώνυμοι

in αλκοολισμός, ανώνυμοι, και η ανώνυμη ομάδα, (αλκοολικοί ανώνυμοι), A.A.

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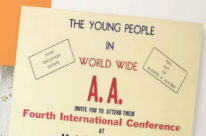
The Travels of the Big Book

Big Books, top row, left to right: Icelandic, Thai and simplified Chinese; bottom row, left to right: Greek, Farsi, and Mongolian. Spread: Swahili.

Interior spreads from
A Visual History of Alcoholics Anonymous.

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ICYPAA Young people in A.A.



ICYPAA posters through the years.

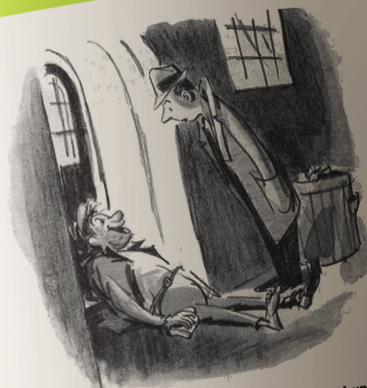
A.A. Moves into the Future

In 1958, a meeting of young A.A.s from across the U.S. and Canada started what is now the International Conference of Young People in Alcoholics Anonymous (ICYPAA), and it has flourished ever since. Young people's groups try to counter the words that they may hear from friends and even family — that they are simply too young to be "real" alcoholics — as well as to bring the newcomer into the mainstream of A.A. recovery.

THE LIGHTER SIDE: Jokes from Grapevine



"Who cares about the future — where the hell was I last night?"
— A Rabbit Walks Into a Bar



"I'm not powerless over alcohol. I just can't get up."
— A Rabbit Walks Into a Bar



A.A.s Gather Worldwide

There are encouraging trends that indicate that A.A. is continuing to spread (and take root) across the globe. The number of licenses A.A.W.S. grants for translation of literature has skyrocketed. A.A. is growing more rapidly in areas including Iran, Bulgaria, Uzbekistan, Mongolia, India, China and Cuba. The biennial World Service Meeting has seen encouraging growth, from 41 to 45 countries and 60 to 72

Banner from the World Service Meeting in 1986.

ORDER FORM

A.A.W.S. encourages ordering of literature and other items via your local groups, intergroups and central offices.

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BOOKS WILL SHIP UPON RELEASE, FEBRUARY 14, 2021.

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