



AA EXCHANGE BULLETIN

NEWS AND NOTES FROM THE GENERAL SERVICE OFFICE OF A. A.

September-October 1963

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• 305 East 45th Street, New York 17 • Mail address: Box 459, Grand Central Station, New York 17 •

PUBLIC INFORMATION - ATTRACTION OR PROMOTION?

Carrying the message through a "third person" has become an accepted practice in A.A. From our former fears of "promotion" we have come to realize that it is part of our responsibility for the continued growth of our beloved Fellowship to see to it that accurate information about A.A. is made available to the nonalcoholic public, so that these "third persons" can help us in making A.A. known to the alcoholic who hasn't yet heard about A.A.

A recent report from Cliff M., Chairman of Ontario's Public Information Committee (there are now 94 such committees functioning throughout A. A.), informed us of a well-thought out and executed series of public meetings held in 14 Ontario localities *simultaneously*. Forty percent of those attending were members of the general public, it was estimated. A peek over the shoulders of the enthusiastic and hard-working Committees revealed that each one of them provided an efficient and workable plan for the meetings - that the press, radio and television all co-operated to the fullest in providing time for announcements and for adequate coverage of each meeting.

POLICY OF A.A.'S PUBLIC RELATIONS

The policy of A.A.'s public relations is well expressed in this statement of the P. I. Committee of the General Service Board. In part, it reads:

"The emergence of public information committees within A.A. at local, area and statewide levels is a comparatively recent development. It has been accompanied by a substantial expansion of public information work at G.S.O. Some of our good members have been asking whether these activities do not represent a threat to A.A.'s traditional public relations policy based on attraction rather than promotion. Some are asking why we need such committees.

"There is precedent for the concept of public information committees within A.A. All A.A. life is based on sharing. The press, broadcasters and other groups which influence public opinion are showing ever-increasing interest in the Fellowship. It seems better to have committees sharing the responsibility for providing accurate information about A. A. to these friends than to have that

A LETTER FROM ARCHIBALD B. ROOSEVELT

Most of you know, by now, that Archie Roosevelt has served as a nonalcoholic Trustee of the General Service Board since 1953. To say that we are grateful for his help lies in the department of understatement. In his present capacity as Treasurer of the Board, Archie has written a letter to your group.

Yes, it's that time again, when we try to express our appreciation and gratitude for what A. A. means to us by contributing to the services that are continuing to carry A. A.'s message of recovery worldwide. In part, the letter reads: "General Services are an extension of your group's own activities. They need to be self-supporting in the same way that your group is self-supporting. Yet in the first six months of this year contributions met only one-third of the year's budget. The remaining two-thirds must be met this fall." Enough said!

task performed by a self-appointed or even delegated individual member.

"It was to fill a need, expressed by Bill, for a broader sharing of responsibility in sustaining A. A.'s sound movement-wide public relations that the Public Information Committee of the General Service Board was created in January, 1956. Prior to that time, these relations had been handled by Bill, personally. The 1956 General Service Conference approved the following statement of A.A.'s movement-wide Public Information Policy:

"In all public relationships, A.A.'s sole objective is to help the still-suffering alcoholic. Always mindful of the importance of personal anonymity, we believe this can be done by making known to him and to those who may be interested in his problem, our own experience as individuals and as a Fellowship in learning to live without alcohol. We

HOWARD B. - A TRIBUTE

It is saddening to report that Howard B., our new Trustee from Ohio, died of a heart attack on August 17, a few days after his return home from his first Board meeting. The Cleveland Central Bulletin said of Howard "Isn't it wonderful to be sober?" will no longer ring loud and clear throughout meeting rooms and conference halls from the now sealed lips of this stalwart member of A.A. . . Yet to all who have heard this happy statement, it's truth and vibrance will echo. . as will the example set by the man himself." Then the Bulletin reprinted a letter of Howard's that he had written on the eve of his death after his return from the meeting in New York. It's too lengthy to reprint in its entirety, but we thought you might like to know what Howard thought of the Board:

"The Board of Trustees are not only guardians of our Three Legacies, but they are charged with the responsibilities of operating G.S.O. within the framework of true A.A. principles and to be prudent in the affairs of money. In every facet of operation there is splendid evidence of good stewardship."

We will all miss Howard. Bill has said of him "Among us he leaves a great host of friends; all of them deeply affected and inspired by his immense dedication to everything that is A.A."

PUBLIC INFORMATION (continued)

believe that our experience should be made available freely to all who express sincere interest. We believe further that all our efforts in this field should reflect our gratitude for the gift of sobriety and our awareness that many outside A. A. are equally concerned with the serious problem of alcoholism.'

1963 WORLD DIRECTORY CORRECTIONS

Los Angeles, California (Page 30) - Of the \$145.00 credited to the WESTWOOD WOMEN'S STAG GROUP, \$100.00 should be credited to the WESTWOOD GROUP, Los Angeles, Calif.

Contributions for the OAKLAND COUNTY COMBINED GROUPS (Page 121) should be \$48.37 instead of \$157.39. OAKLAND COUNTY ALANO CENTER, INC. - \$119.02.

The \$45.00 contributed to the ASBURY PARK GROUP (Page 141), Asbury Park, New Jersey should be credited to the SYLVAN GROUP, Asbury Park, New Jersey.

1962 Contribution of \$30.00 received from: ASHLAND AVENUE GROUP (Page 185), Toledo, Ohio, incorrectly credited to: ASHLAND THURSDAY NIGHT GROUP, Ashland, Ohio.

A contribution of \$42.00 credited to the MISSION CITY GROUP (Page 255), Mission City, B.C., Canada, should be listed under JAMES AVENUE GROUP, Mission City, B.C., Canada.

Contribution for CENTRAL OFFICE (Page 96) in Louisville, Ky. should be \$440.00. CENTRAL GROUP - \$81.00.

ABOUT OUR NEW NON-A.A. TRUSTEES

We thought you'd be interested in knowing more about our two new non-A.A. Trustees. We are extremely grateful that these two distinguished men have consented to serve on A.A.'s General Service Board:

JUDGE MURTAGH was Chief Justice of the Court of Special Sessions from 1960 to 1962. He was named to the new post of Administrative Judge of Criminal Court, which replaced the city's system of Magistrate Courts and Court of Special Sessions.

Now a Colonel in the Air Force Reserve, Judge Murtagh served in the Army Air Corps from 1942 to 1945. He is a graduate of City College and Harvard Law School. He is the author of two books: "Cast the First Stone," which is about prostitution, and "Who Live in Shadow," about narcotics addiction. He and his wife, Mary, have four children.

DR. CRUICKSHANK, who began his career as a physician, was Assistant Vice President Personnel and Director of Public Relations, for Canadian Bell Telephone from 1955 to 1957, when he was named to his current post. He was Medical Director of Bell at Montreal from 1945 to 1955.

Dr. Cruickshank, who is currently Chairman of the City of Toronto Redevelopment Advisory Council, is a native of Bognor, Ontario. He graduated from the University of Toronto in 1936 and after interning at Toronto's Western Hospital, joined the Ontario Department of Health.

He was a member of the Canadian Army Medical Corps and was demobilized with the rank of Major in 1945. He was Mayor of the Montreal suburban community of Baie d'Urfe before being transferred to Toronto. He is now President of the Canadian Club of Toronto and a member of the Council of the Metropolitan Toronto Board of Trade. He and his wife, Mimi, have three children.



G.S.O. RECEPTION FOR OUT-OF-TOWNERS

The annual celebration of our much-loved Bill's Birthday, will be taking place, as usual, in New York City on Saturday, October 5, at the Hotel Commodore. The tickets are priced at nine dollars. The time is 7 p.m. Tickets are available through the New York Intergroup Association, 133 East 39th Street, New York 16, New York.

On the same day between 3 and 5 p.m., the Staff at G.S.O. and Lois and Bill will be looking forward to welcoming you at a reception to be given for out-of-town visitors only (space restrictions). The Commodore, 3 to 5 p.m.

The G. S. Office at 305 East 45th Street, 18th floor, will be open for visitors between 10 a.m. and 2 p.m. Come and see us!

JOINT MEETING

A joint meeting of the Finance Committees of the General Service Conference and the General Service Board has been called for November 1-2. This is the first combined meeting held between Conferences. Object: To find ways and means of making General Services self-supporting.

TRUSTEE BUSINESS

At the regular meeting of the Board of Trustees, held on July 29 in New York, our three new A.A. Trustees were present for the first time: Jim M. of Sacramento, Roy S. of Tulsa, and Howard B. of Cleveland. Other A.A. Trustees were David B. of Montreal, Mary B., Gene K. and Allan B. of New York and Tom S. of Florida. The "non's" present were Mr. Leonard Harrison, Mr. Austin MacCormick, the Hon. John Murtagh, Mr. Archibald Roosevelt, Prof. Harrison Trice and Dr. John Norris, Board Chairman. And Bill W. (you all know him!)

Some of the Board discussions involved a review of suggestions for discussion subjects for the 1964 General Service Conference in April of 1964. Suggestions will continue to be studied and passed along to Delegates and Committee Members well before Conference time.

The Board also approved the establishment of a new A. A. International Committee. Allan B. will serve as Chairman. The objectives of the Committee will be to:

- Look at the overseas picture and study A.A.'s growth.
- Examine G.S.O. practice and policy with respect to overseas.
- Recommend policy for the future.

GOOD CLOSED MEETING IDEAS

The Grapevine tells us that the following interesting topics for closed meetings will be appearing in the October issue:

1. What kind of an A.A. talk helps most?
("Open-Meeting Bores," p.7)
2. How can an A.A. member cope successfully with a cocktail party?
("Coping with the Cocktail Party," p.11)
3. Why do some people find it hard to admit "I Am an Alcoholic"?
("Dry But Not Sober," p.14)
4. What's really behind some resentments?
("That Loud-Mouth*!!*!", p.37)

IN MEMORY OF ICKY

As the Bulletin was going to press we were saddened to have the news of the passing of Icky S. of Dallas, Texas. Icky has served A.A. in so many ways over many years; as Conference Delegate, as Trustee of the General Service Board, as an active group member and as a speaker who was always much in demand. We would like to take this opportunity of extending to Lela Belle, his wife, our sincerest sympathy.



This nice blonde is one of the first people you will meet when you come to visit us at 305 East 45th Street. She is our "Tour" girl. Yes, she conducts visitors on a tour of the office and sees to it that they meet all the Staff and visit all departments, including The Grapevine.

She says of herself: That before coming to A.A. she worked for an oil company; That she does volunteer work in the children's ward at Bellevue Hospital on weekends; That she loves to ice skate and enjoys being in New York where she can visit art museums and attend the ballet regularly.

We are fortunate in having Pat. Her pleasant disposition and winning ways make her a real joy to have around.

ABOUT STAFF ROTATION

As an insert in this issue you will see what the Staff assignments are for the next year. All six Staffers will be undertaking new services and new areas of group correspondence. These are outlined under each Staff Member's name. Included under the description of each assignment are the states and provinces with which each Staffer corresponds.

We had such a time crowding all this information onto one sheet that we didn't have room to tell you that *Herb M.* is continuing in his job as Manager of General Services — not an easy assignment but one he seems to thrive on.

A.A. CALENDAR

- September 6-8** – 4th Annual Colorado State Convention
The Grange, Denver, Colo.
Write: Dick B., Convention Chairman, 1311 York Street
Denver 6, Colo.
- September 14-15** – Northeastern Manitoba Roundup, Manitoba
Lodge, Pine Falls, Manitoba, Canada
- September 20-22** – Kansas State Assembly
Broadview Hotel, Wichita, Kansas
- September 20-22** – North Carolina A.A. State Convention
Carolina Hotel, Pinehurst, North Carolina
Write: Joe Pinkston, P.O. Box 63, Aberdeen, N.C.
- September 21-22** – South Dakota State Fall Conference
National Guard Armory, Watertown, S.D.
Write: Watertown A.A. Group, Box 398, Watertown, S.D.
- September 27-29** – Fall Round-up, Central N.Y. Area, Watson
Homestead, Coopers Plains, N.Y.
Write: "Round-up Committee", c/o Area Artists, 174 South
Avenue, Rochester 4, N.Y.
- September 27-29** – First New England Conference
Eastern Slope Inn, North Conway, N.H.
Write: P.O. Box 444, Kenmore Station, Boston 15, Mass.
- September 27-29** – Michigan State Conference of A.A.
Hotel Pantlind, Grand Rapids, Mich.
Write: Michigan State Conference Committee
1020 College Avenue, N.E., Grand Rapids 5, Mich.
- September 28-29** – Northern Illinois Conference
Faust Hotel, Rockford, Ill.
- September 28-29** – Connecticut Annual Convention
Banner Lodge, Moodus, Conn.
- October 4-6** – Eastern Pennsylvania A.A. Conference
Echo Lake, Pa.
Write: Conference Chairman, Box 418, Robesonia, Pa.
- October 4-6** – Thirteenth Annual Conference of the Hudson-
Mohawk, Berkshire Area, Eastover, Lenox, Mass.
- October 4-6** – Twelfth Annual Southern California Conference
Long Beach, Calif.
Write: Conference Committee, 1400 Fairfield Street
Glendale, Calif.
- October 4-6** – Twelfth Eastern Ontario Conference
Chateau Laurier, Ottawa, Ont.
Write: Box 38, Postal Terminal "A", Ottawa, Ont.
- October 6** – First Annual Banquet, East Central Minn. Area
Write: Banquet Chairman, 712½ Laurel Street, Brainerd, Minn.
- October 11-13** – Fifth Bilingual Conference, Queen Elizabeth
Hotel, Montreal, Que.
Write: P.I. Committee, Bilingual Conference, Queen Elizabeth
Hotel, Montreal, Que.
- October 11-13** – North & Northwest Ontario Regional Conference
of A.A., The Windsor Hotel, Sault Ste. Marie, Ont.
Write: P.O. Box 813, Sault Ste. Marie, Ont.
- October 12-13** – Montana State Fall Conference, Lewistown,
Montana
- October 12-13** – Sixteenth Atlantic Provinces Assembly, Grand
Falls, Newfoundland
Write: P.O. Box 364, Grand Falls, Newfoundland
- October 12-13** – 10th Western Ontario Conference of A.A.
Hotel London, London, Ont., Canada
- October 12-13** – Thirteenth Annual Arizona A.A. Conference
Ramada Hotel, Phoenix, Ariz.
- October 12-13** – Western Iowa Conference
The Downtowner, 918½ Locust Street, Des Moines, Iowa
- October 18-20** – Winnipeg Roundup, Marlborough Hotel, Smith
Street, Winnipeg, Man.
- October 19-20** – Downstate Illinois, Southern Assembly
Jacksonville, Ill.
Write: P.O. Box 132, Jacksonville, Ill. 62657
- October 25-27** – Georgia Tenth State A.A. Convention
Biltmore Hotel, Atlanta, Georgia
Write: Box 12112, Atlanta 5, Ga.
- October 25-27** – Southwest Texas Area A.A. Conference
Continental Inn Motel, Victoria, Texas
Write: Chairman, P.O. Box 2204, Victoria, Texas
- October 26-27** – Missouri Eastern Conference – A.A. Convention
and St. Louis 23rd Annual Banquet
Coronado Hotel, Spring and Lindell, St. Louis, Mo.
- November 1-3** – Annual Convention of West Virginia
Wilson Lodge, Oglesbay Park, W. Va.
Write: Dr. A.B.G., P.O. Box 165, Wheeling, W. Va.
- November 2** – Twenty-third Anniversary Banquet
Imperial Ballroom, Statler Hilton Hotel, Boston, Mass.
Write: Central Service Banquet Committee, 25 Huntington
Avenue, Room 227, Boston 16, Mass.
- November 8-10** – Skyline Conference
Salt Lake City, Utah
- November 8-10** – Tri State Convention
Washington – Youree Hotel, Shreveport
- November 9-10** – British Columbia-Yukon Assembly
Gai Paree Supper Club, 6669 Kingsway, Burnaby, B.C.
Write: Conference Committee, P.O. Box 38, Station A.
Vancouver, B.C.
- November 9-11** – Second Hawaii State Convention
Hilton Hawaiian Village, Waikiki, Oahu
Write: Box 2384, Honolulu 2, Hawaii
- November 15-17** – Tri State Fall Convention
Bloomington, Ind.



NEW SIZE FOR MEMO

The pamphlet, "Memo for an Inmate Who May Be An Alcoholic" (\$.15) is being issued in a new size – 3½ by 6 inches. This is considerably smaller than the original pamphlet. The new size answers the request of inmate members who wanted it pocket-size.

"Memo" shares A.A. experience with the inmate member and prospective member, with stories received from ex-inmate A.A.'s who have been happily active in the Fellowship following their release. The feelings of former inmates now in A.A. might be summed up by the following quote from the pamphlet: "I have almost two-and-a-half years of contented sobriety as a free man, plus the years sobriety in prison. After so many wasted years, I have found peace of mind and a reason for living. We found inmates are back amongst the living when we come into A.A."