

**ANNOUNCING:**

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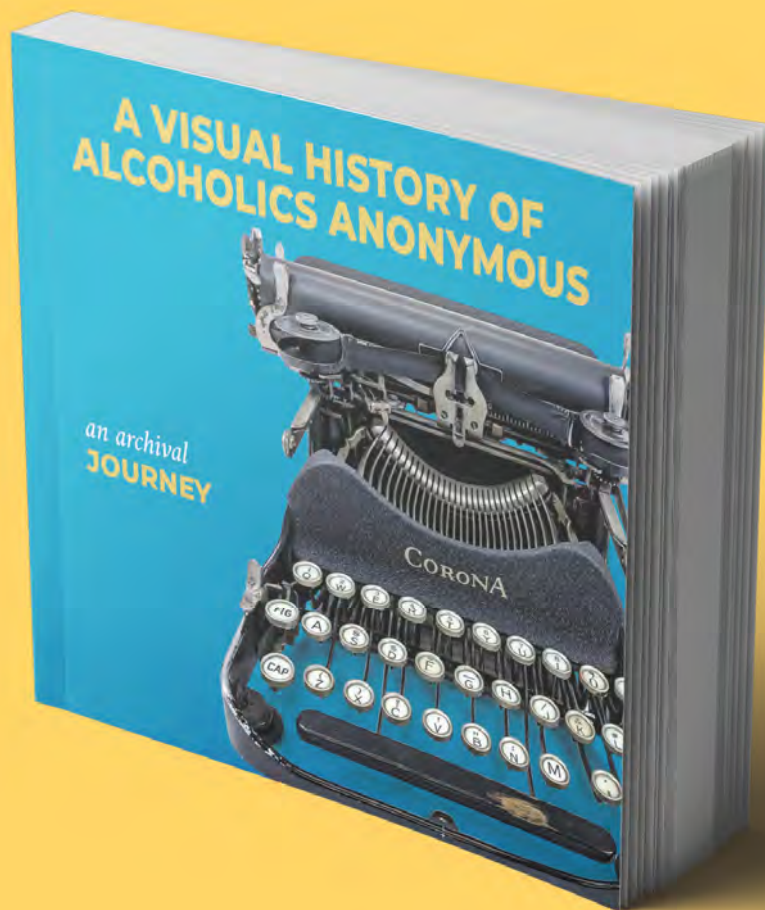
**SPECIAL  
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## **A VISUAL HISTORY OF ALCOHOLICS ANONYMOUS:**

*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.



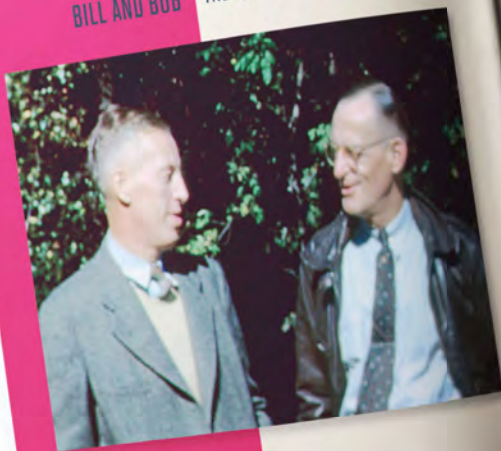
**Release date: February 14, 2021**

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 feminine tipping (shown by hospital records and by women's feet on the bar rails)

PROBATIONERS attribute the increase in feminine tipping directly to the war. With carelessness or laziness in the service, and with money plentiful, the women, wherever they roam, the lady barfly is a problem.

chapter of Alcoholics Anonymous, that meeting little argument of men-and women—who, after many steady round off lady barflys. The group was founded in New York City nine years ago, with a handful of members. Now it has spread to all branches, and is everywhere. The men and women who either have failed to get to the point of being the United States, there are only two groups. One is a group of men, the other is a group of women. The six address whom Captain America and his friends, who are the only group that has been able to help the women.

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. Early on, the group, especially the press

The Word Spreads

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ALCOHOLICS ANONYMOUS

Αλκοολικοί  
Ανώνυμοι

අනුමාන

十二个步骤  
与  
十二个传统

AA - BÖKIN

الكمعراي كمان

ΑΡΧΗΡΗΝ  
ΑΜΗΗΡΗΤΑΧ

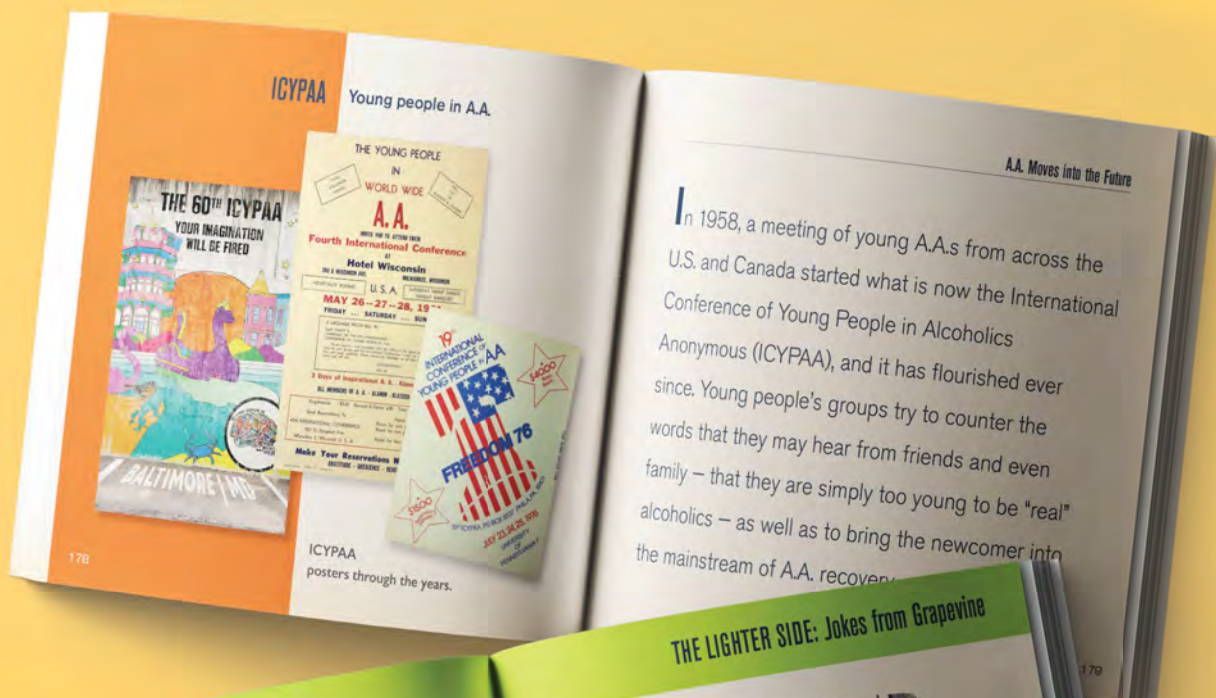
## The Travels of the Big Book

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.

## 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.

ICYPAA posters through the years.

## 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 Jatter 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

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**BOOKS WILL SHIP UPON RELEASE, FEBRUARY 14, 2021.**

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