

October 1957

CONCERNING THE GRAPEVINE

By Bill

This letter is specially addressed to groups who might wish to order in bulk, either for the month or year; to those who have never taken GV; and to current subscribers who are thinking about their renewal. Please have my thanks in advance!

Dear Friends in AA:

The AA Grapevine has been enlarged and improved. Already we believe its pages pack a lot more variety and interest; indeed, reports coming in from everywhere tell us that this is so.

The Grapevine recently drafted me to lend them a hand. Until now I have never had time to give this important AA service the help that it has deserved. Therefore, I have become a regular contributor, am attending weekly editorial meetings, and plan to do everything I can to help the magazine onto its feet financially. Our enlarged and enthusiastic staff and a substantial list of new correspondents are doing the same. We are sure that the Grapevine has become and will continue to be, more exciting, interesting and useful than ever before.

Praiseworthy as the sentiment is, I have never believed that we should support the Grapevine out of a patriotic desire to help the magazine itself. We should take the Grapevine because it enriches our own sobriety and understanding; also, because of the greater understanding and help it brings to those to whom we pass it along. Of course the Grapevine has always done this. But now, I am confident, it is doing that job a great deal better.

So this is my bid for your support for our new magazine. Try GV for a year and write me what you really think about it, not sparing criticisms or fresh suggestions. Thus we can work together in building this valuable service to our society into even more permanence and worth.

Gratefully,



Bill W.