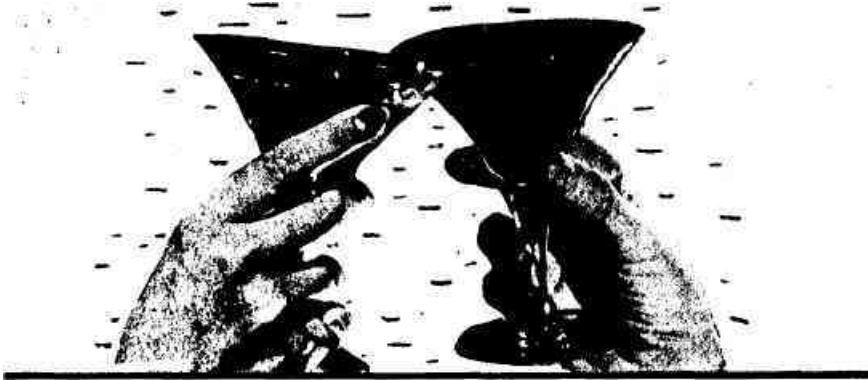


September 1951



## HERE'S HOW

**H**ERE'S How, Chicago's monthly eight page publication, came into being in May, 1949. Prior to this time there had been little need for a paper. Closely knit as the group had been, word of mouth contact had been sufficient to keep circulating the happenings of interest to AAs.

When the group membership moved past the 4,000 mark, however, a need for splitting the traditional all-city Tuesday night meetings was felt. To offset in part this lack of weekly contact among all sections of the city, a publication was decided upon to help retain the inherent unity.

The paper is sent to every member of the group. An effort is made

to secure voluntary contributions at the rate of \$1 a year for 12 monthly issues, but subscriptions as such, are not necessary. The deficit incurred during the first two years has been made up from general group funds. It is hoped eventually, to issue the magazine purely as a service function of the Chicago group, altho this has not been possible thus far because of insufficient finances.

The magazine confines itself to the Chicago area and has no wish to compete with the *Grapevine*. It seeks to include news of general interest in the city and suburbs, some straightaway AA, and general inspirational material. A great deal of emphasis has been on the wom-

en in AA. Efforts have also been made to print local and national history of the organization, to bring a few breezy jokes and chatter in relation to alcoholism, and to discuss problems as they arise, not with the idea of attempting a solution but to set forth all facets of the problem.

Here's How has served to keep the membership files up to date. The first run of 4,000 copies found a great many returns. In fact, only about 3,300 copies got into the hands of active members. But those who didn't get a copy soon made

themselves known and the press run moved up to 4,200.

About 5,500 copies are now printed monthly. Three or four hundred of these go to all parts of the world, some to AAs who have moved from Chicago, but most to persons who have sent in subscriptions. No effort is made for out of town circulation for fear of competition with the *Grapevine*, and because \$1 a year represents a financial loss to Chicago.

The publication evolved from a natural need within the group and seeks nothing more than to serve that end.

