

March 1952



GOOD evening. Our name is A.A. *Grapevine*, and we are an alcoholic. To qualify ourselves, let us say that we have been trying to be a member of every group in AA for nearly eight years now. We come along every month, and we've seldom ever gotten up here and talked about ourselves.



The A.A. *Grapevine* (see bottom of the back cover) is the international journal of Alcoholics Anonymous, devoted to those seeking further knowledge on the problem of alcoholism, with the hope that it will help all alcoholics everywhere.



The *Grapevine* is your magazine; the articles it presents are written by AA members, with occasional "guest" non-AA volunteer contributors. In the January, 1952, issue we had contributions from 14 different states, from Australia, from Scotland and from the North Pole Group, "Somewhere North of the Arctic Circle."



We need more contributions. After all, it's no harder than talking at a meeting . . . and for some people who are "platform shy" it is easier to write what you think. No poetry, please . . . but articles, case histories, opinions, criticisms (especially of the *Grapevine's* style, contents and appearance). We pay for nothing ... we read everything sent in... and we love you whether we print you or not.



We thought you might like to know something about our problems,

since we have offered to read about yours. Our big problem is the pretty simple one of reconciling our printing costs, paper costs and such with part of the Eleventh Tradition. "Our public relations policy is based on attraction rather than promotion;" is the way it reads.

We have been trying to *attract* enough readers to break even with our production costs. So far, we haven't reached that break even point. We get lots of compliments . . . *but* we need more readers!! We are told that many groups use the

Grapevine as the subject matter for meetings. . . That the *Grapevine* is a powerful ally to take on Twelfth Step calls . . . that our covers are pretty... that the *Grapevine* makes a fine anniversary gift. But what we want to read are some order blanks nicely filled in.

We thought you might like to know who does get the *Grapevine*? Well, out of 130,000 or more AAs, less than 30,000. Or less than six people in each of the 4,480 groups. For instance, let's look at the "Big Ten" AA states.

	AA Population	Total <i>Grapevine</i> Circulation	No. of Listed Groups	Total Bulk Sales To Groups
California	13,687	3100 (22.6%)	386	1342
Ohio	10,215	1368 (13.4%)	277	458
New York	7,957	2962 (37.2%)	263	1942
Illinois	6,214	1185 (19.2%)	70 plus	418
Texas	4,462	1189 (26.6%)	152	367
Michigan	4,285	1062 (24.9%)	158	413
Pennsylvania	3,460	1143 (33.3%)	160	489
New Jersey	2,736	849 (31.0%)	113	570
Minnesota	2,712	675 (24.9%)	45 plus	108
Florida	2,319	889 (38.3%)	84	502

Thank you, for letting us speak. It does you good sometimes, we hear, when you're all full of your own problems to just get up and talk. Right now, we have to hurry along and get ready for next month's issue. So, so long, 'til April.