

Please direct all  
communications to:

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Dear Customers,

**You will note a few changes in this edition of the Catalog in terms of simplified pricing and ease of use.**

### **I. Index and Quick Reference Guide**

This Catalog includes both an **A-Z Index** on pages 58-63, and a color-coded **Quick Reference Guide** on pages 44-55.

You asked for both and we took action to meet that request.

### **II. Pamphlet discount and other pricing news**

After careful study and much discussion by the A.A. World Services, Inc., Board of Directors, G.S.O. is happy to announce new, simplified pricing for A.A. Literature. Overall, the goal of the board is to share A.A.'s message with all who want it, and we hope to do that by pricing our literature sensibly and engendering parity across our customer base, with some prices rising slightly and others being reduced.

The new prices will go into effect April 15, 2020.

Please note:

- There is no across-the-board price increase (and there hasn't been one since Autumn 2014).
- Instead, prices for all of our titles will be normalized. For example, the current hardcover Big Book (in English, French and Spanish) is \$9.50. However, there have been varied prices for the Big Book in other formats such as Large Print, Audiobook (CDs) and the Braille Big Book (U.E.B.). All full-length versions of the Big Book (including Braille) will now be \$9.50, while all abridged versions (in any format, including ASL) will be \$5.00. (Note: there may be minor item-by-item adjustments of softcover versions.)

(over)

- There will be a 20 percent decrease in the list price on pamphlets and other non-book items, regardless of quantity.

### **III. Order Form changes**

The 6% handling fee has been removed. It is our hope that this will simplify the ordering process.

We've taken Dr. Bob's message to heart: **We're keeping it simple.** No price increase. Normalized pricing. And a 20 percent decrease in price for pamphlets and non-book items.

For some time the A.A.W.S. board has been looking for ways to adjust its pricing structure to better facilitate access to the message of Alcoholics Anonymous and to provide customers with simpler, more coherent options when they choose to purchase A.A. literature.

As always, please let us know of any questions or comments you may have, and let us help you to help others carry the message of Alcoholics Anonymous.