Let's Make Them Want To ‘Keep Coming Back’

What happens during those first timid days in A.A. to keep a new person coming back? Perhaps more important, what doesn’t happen for more than 50 percent who, according to the 1980 membership survey, don’t come back, at least not right away.

Those questions were the basis of discussion at a trustees’ General Sharing Session on November 1, 1981, when members of the board and its committees, staff, and directors sat down together to consider “How Can We Make Our Groups More Attractive to Newcomers?” What follows is a digest of that discussion.

Some years ago, when A.A. groups were smaller and there were fewer newcomers, a first-timer at a meeting was likely to be enveloped immediately with love and caring. This is still true in many places, but on the whole, groups are now larger and more new people are arriving, and the beginner often goes unnoticed. For one thing, he or she is likely to be fresh out of a treatment facility, sober, and looking pretty good! And some who have been in treatment may have preconceived ideas about what A.A. is and should be.

How can we more effectively carry the message? To begin with, we can’t expect every newcomer to be positive and friendly (any more than many of us were at our first meetings), so groups need to find ways to seek out beginners and establish contact.

Large meetings have special problems, but there are ways to find beginners in a crowd. For example:

- Asking those present who have attended less than three meetings (or those in their first week or month of sobriety) to identify themselves — “not to embarrass you, but so that we can get to know you.”
- Breaking up into smaller groups, at least for part of a meeting.
- Stationing greeters at the door. One group, noticing that newcomers frequently gravitate toward the literature table, posts one or two members of the steering committee there to welcome them.
- Allowing five minutes at the start of every meeting for a brief description of A.A. and a few practical suggestions for staying away from the first drink.

Beginners meetings are especially important, for they give new people a chance to ask those nonexistent “stupid questions” and talk about their fears and feelings. Effective beginners meetings stick to the basics — what A.A. is, and how to keep away from one drink one day at a time. Some groups provide beginners kits of basic literature, along with a local meeting list. Several participants at the General Sharing Session stressed the danger of letting beginners meetings become therapy sessions or, at the other extreme, platforms for prosy oldtimers.

But one participant did look back to the old days to find an approach heavily emphasized in our book “Dr. Bob and the Good Oldtimers.” Ironically, it is now used extensively by treatment centers but too often overlooked by A.A. groups. That is the earnest effort to get the new member’s family involved in the recovery process right from the outset.

Temporary sponsorship was also suggested as a way of maintaining A.A.’s traditional one-to-one concept, and making sure that the individual newcomer will not get lost in the crowd.

What is your group doing to keep new people coming back? We’d like to know.
Regional Forums Carry The Service Message

Face-to-face communication is the heart of A.A. Regional Forums, which four times a year bring together trustees, G.S.O. and Grapevine staff, and service people from a region, are an important means of making sure that full communication does take place at all levels of service.

Regional Forums began with the suspicion that the annual General Service Conference, the primary vehicle of communication between the General Service Board and Office and the areas and groups, was not quite enough in a rapidly expanding Fellowship. Once a year, one delegate from each area came to New York to participate in service at the wider level, and went back to spread the word. But handing this full responsibility to one delegate (even a superactive one) couldn't possibly spread service knowledge to all who needed and wanted it. So the idea of experimental gatherings (financed by the board) designed to bring board and staff out to the regions was taken to the Conference and approved in 1975.

The first such gathering, in the Southeast Region, was a heartwarming experience. Beginning with a feeling of distrust on the part of some who attended (“What do those people in New York think they’re doing, anyway?”), it became an exercise in open exchange of information and ultimately in mutual trust. Service people from the region met G.S.O. and Grapevine staff and board members for the first time, and discovered that we’re all just alcoholics, doing the best we can for the Fellowship.

The 1976 General Service Conference approved the idea of Regional Forums — and that name for the gatherings — and they were reviewed again at the 1981 Conference (again, enthusiastically).

A modification in the past couple of years has been the mini-forum, and two have been held in regions so widespread geographically that many members couldn’t get to regular Forums. Alaska and Montana have hosted mini-forums thus far.

What is a Regional Forum? It’s a weekend service function held four times a year, in a different region each time. Thus, each region has the chance to hold a Forum every two years (the timing coincides with service workers’ terms). All planning decisions are made by regional people, and the event is coordinated by a G.S.O. staff member.

The agenda is generally flexible. Most Forums begin with talks by trustees and staff, who give a general picture of their service assignments and then respond to questions and comments from the floor. After that, the weekend is filled with workshops, floor discussions, showings of films and filmstrips, and anything else the region asks for.

The experience is mind-opening for all. Service people have the chance to widen their horizons by learning what’s happening in A.A. around the world. And staff and board members are introduced to specific regional problems and concerns. Nonalcoholic board members usually find Forums especially helpful; for some, it’s a unique opportunity for personal contact with A.A.’s other than fellow trustees and staff members.

Who attends Regional Forums? Usually, about 50 to 80% of participants are attending their first service function — and it’s often a revelation. For some, it is a startlingly useful experience. For example, one participant at the mini-forum in Billings, Mont., was a newly sober young man who was trying to start an A.A. group in his small town, with no idea how to go about it. His sponsor steered him to the mini-forum — his first glimpse of A.A. as a whole — and he returned with new insight and vigor.

At the other end of the scale is a 25-year-sober member from the Southeast Region who hadn’t been involved in service work until he attended the 1975 forerunner of...
Regional Forums, in Atlanta. Today, he is finishing up a term as area delegate, after a rapid tour through terms as G.S.R. and D.C.M.

And those examples are typical. At the 1981 Conference presentation on Regional Forums, Gary U. (San Diego) reported: “Only two people from my area went to the first Pacific Regional Forum. For the second, our area sponsored the bus transportation of anyone interested in attending. For 21 people, it was their first Forum, and they all agreed that the experience was rewarding. All left with a better understanding and appreciation of G.S.O., the Grapevine, and their staffs. No one can carry the message of service better than those who perform the service, and personal delivery is the best means. It may be some time before we can see real results from our experience; but having 21 better-informed members, to help correct misunderstandings and encourage participation individually and financially, leads me to feel that Regional Forums are doing just fine.”

If you're interested in attending a Regional Forum, they're being held in the following places over this year: Mar. 5-7 (Eastern Canada), Montreal, Que.; June 11-13 (Pacific), Las Vegas, Nev.; Sept. 24-26 (Western Canada), Winnipeg, Man.; Dec. 3-5 (Southeast), Nashville, Tenn. Write G.S.O. for details.

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**New Trustee Election—For a Sad Reason**

The many A.A. friends of Bud G., West Central U.S. regional trustee, were both grieved and shocked by his passing. Bud died peacefully in his sleep during the night of Dec. 8-9, at his home in Fargo, N.Dak. Only a few days before, he had attended a meeting of the Grapevine Corporate Board, apparently in good health. Long active in A.A. service, Bud was editor of the newsletter Silver Dollar for almost 14 years, helped vitalize the Grapevine’s GvR program as chairperson of the Conference Grapevine Committee, and became a GV director after assuming the trusteeship.

Since Bud’s term as trustee would not have ended till 1984, each area in the West Central Region has been asked to choose a candidate to fill out the remaining two years. The usual deadline for receipt of résumés at G.S.O. (Jan. 1) has been extended to Feb. 15, because of the necessary lateness of notification. From the areas’ candidates, the 1982 Conference will select one nominee, to be elected to the General Service Board in April, at its meeting immediately following the Conference.

Those who knew Bud miss him deeply, but his contributions to A.A. service will last on.

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**Lively Agenda Set For 1982 Conference**

From April 18 to 24, 1982, the Roosevelt Hotel in New York City will be the scene of a supersize A.A. business meeting. During that time, 91 area delegates, along with trustees of the General Service Board, G.S.O. and Grapevine staffs, and A.A.W.S. and Grapevine directors, will gather for the 32nd General Service Conference — U.S./Canada.

The Conference theme, “The Traditions — Our Way of Unity,” will come to life through presentations followed by floor discussions, workshops, committee meetings, and floor discussion of committee recommendations.

Presentation/discussion sessions are planned on “Equal Responsibility — Equal Authority,” finance and new Conference locale, new approaches to districting, anonymity breaks, carrying the message to alcoholics who come to us from treatment facilities, and institutions. Two workshops will be “Why A.A. Works — the Traditions” and “How We Carry the Message to Alcoholics Coming to Us From Treatment Facilities.”

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**Are You ‘Sponsoring’ Your Doctor?**

“Has your doctor ever been to an A.A. meeting?” This question, along with two others about the relationship of A.A.’s with their physicians, appeared for the first time in 1980 on the membership survey questionnaire. Surprisingly, 74% of those who responded didn’t know.

A.A.’s in general seem to be pretty good at letting doctors know they’re in the program (71% said yes to the question “Does your doctor know you’re in A.A.?”). Yet when asked, “Does your doctor present A.A. as a pro-

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New C.P.C. Workbook includes a sample letter to physicians. Ed, nonalcoholic secretary to staff member Helen T., typed the loose-leaf pages.
gram of recovery?,” only 31% said yes, while more than half (57%) didn’t know.

The survey results suggest a missed opportunity: to sit down and talk with our doctors about A.A., to let them know how we’ve recovered, and to be available to physicians who have medical expertise to offer alcoholic patients, but need more.

Committees on cooperation with the professional community (C.P.C.) have set up programs to carry the message to the medical profession. The new C.P.C. Workbook (pictured) includes an extensive section on ways and means.

But what about ways and means for individuals? Dr. John L. Norris (“Dr. Jack,” former chairperson of A.A.’s General Service Board) has continually urged members to “sponsor your doctor,” notably by taking their physicians to open meetings. If all million-plus members would do simply that, he feels, a tremendous force would be released to carry the message.

Many sober members have made a point of going to their doctors to say thanks for years of patient and understanding help. Many members not only share their own recovery experience, but do take their doctors to an open meeting, to a group anniversary, or to their own anniversary meeting. Some go a step further and make themselves available to talk with other patients who have a problem with alcohol.

(Offering to be “on call” for doctors, by the way, is not against the anonymity Traditions—a fear expressed occasionally by newer members. It’s simply an extension of the Twelfth Step, working through referral by a third party.)

Are you about to write to G.S.O.? Please check the enclosed new staff assignment sheet first, to help speed your letter to the appropriate staff member. Since the first sheet was sent (with the Oct.-Nov. Box 4-5-9), we’ve had to make a few changes in both assignments and correspondence regions.

Interim Zonal Meetings Link A.A. Worldwide

One of the first actions for an A.A. newcomer is to find a sponsor. That principle holds good for A.A. service structures, too, and two zonal service meetings—in Latin America and Europe—recently proved that sponsorship works for countries as well as it does for individuals.

The two meetings resulted from a suggestion at the 1978 World Service Meeting that interim gatherings be held in alternate years, between the biennial W.S.M. sessions, to help the growth of A.A. structure in places where the Fellowship is small and struggling.

Thus, in October 1981, the First European Service Meeting was held in Frankfurt, West Germany, with representatives from 14 countries (Belgium, Finland, France, Great Britain, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and West Germany) and from the English-Speaking Intergroup Continental Europe.

In August, the Second Ibero-American A.A. Service Meeting took place, in Buenos Aires, Argentina, attended by delegates from Argentina, Brazil, El Salvador, Mexico, Uruguay (for the first time), and Venezuela.

Like any A.A. meeting where members are at many stages of sobriety, the zonal meetings included countries at all stages of organization. In Europe, Portugal was the “baby,” with nine groups and 30 members. Great Britain, on the other hand, was established enough to underwrite the event by doing most of the staff work and paying all hotel expenses (delegates paid only for their own transportation).

Two related themes—in Europe, “Support Your Neighbor Country,” and in Latin America, “Unity and Service”—came to life as delegates from the different countries worked with and for one another. Most of the time at both events was spent setting up means of communication among countries (exchange of newsletters, representation at general service conferences, etc.).
guage of the heart.” We can do this person-to-person, and also country-to-country—and that is the purpose of these zonal meetings.

Together Again!
Manual and Concepts

Following a recommendation of the 1981 Conference, “The A.A. Service Manual” and “Twelve Concepts for World Service” are now available in a single volume, at a price of $2.00.

“The Third Legacy Manual,” predecessor of today’s manual, first appeared in 1955. The first printing of Bill W.’s “Twelve Concepts for World Service,” in 1962, also was presented as a separate booklet. But beginning in 1963, manual and Concepts were published in a combined edition. In 1969, when the manual was revised and retitled, as “The A.A. Service Manual,” the two were again separated.

The manual is valued as a practical “how to” handbook of suggestions for every level of the U.S./Canada structure. In the Concepts, Bill outlines the broad general principles underlying all elements of A.A. service, and A.A.’s everywhere have found the Concepts to be splendid guidelines even for activity within the A.A. group—“where it all begins.” Let’s hope that the remarriage proves fruitful!

In Solitude or at Sea,
The Program Works

From Bahia, Brazil, new Loner Judy P. writes to let us know how A.A. works down there: “The English-speaking group in Rio de Janeiro have been of tremendous help to me, via the telephone, during my time in Belo Horizonte, when I knew not one word of Portuguese. There were many Portuguese-speaking groups in Belo. After despairing at first of ever understanding the language and sitting through what seemed to me each time an interminable two hours, the words slowly began to make sense one day, and I had that same feeling of belonging and homecoming that I missed from my mother group.

“Now again, it was time to move. Here in Salvador, Bahia, armed with a list of meeting places given me by the Rio intergroup, I started out to locate them. To date, each group I have tracked down has ceased to function. I am not discouraged, because I feel that the God of my understanding has things in hand. However, I hate not having meetings in English. I miss terribly all the A.A. physical and mental fellowship. For the interim, until I am successful in locating another member or group, would you please list me as a Loner?”

David B., an Internationalist, writes at sea: “I am a member of A.A., as are others on board a Canadian destroyer. Because we are away for periods of time, we hold meetings (two a week) at sea and in foreign ports.

“We run our meetings like those back home in Nova Scotia, including the Seventh Tradition. We have stocked our group with books and literature.

“We know we cannot become a regular group, but meetings are essential to us. I, for one, have come to rely on them, looking forward to the friendship and understanding only a fellow alcoholic can give. We have had the golden opportunity of meeting so many A.A. members from other navies and countries and sharing with them, both ashore and by inviting them aboard for a meeting in port. We have had as many as 18 at a meeting, so A.A. is alive and well aboard.”

We’ve Had a Slip!

In the August-September Box 4-5-9, we listed World Hello, the international correspondence group, among organizations that do not hold annual conferences. We were mistaken. Polly U., meeting editor, tells us that members of World Hello have been enjoying their annual conferences since 1965. Thanks, Polly — and we’re sorry!
**Deaf Group Flourishes**

The G.S.R. of the Sign of Hope (deaf) Group in Cambridge, Mass., wrote to tell us about forming this group. It began with interest and willingness on the part of several hearing members, who formed a steering committee, found a meeting place, and contacted qualified interpreters.

"The first meeting started half an hour late and there was only one deaf person. But that one man, speaking deeply and memorably, had us all in tears.

"Three meetings went by without deaf participation. Then — 14 appeared. They had driven down from Cape Cod, and have not missed a week since. Many new faces have shown up, so the group now has 25 to 30 deaf alcoholics attending regularly, all deaf officers, and an active G.S.R.

"Perhaps most important to the success of this and other deaf groups is the willingness of the larger structure of A.A. to recognize deaf A.A. as part of itself, with members who have unusual needs beyond those of the hearing community."

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**Starting the Service Life**

Delegate Dick P., Washington Area, brought his early service experience to bear in planning an assembly, and the results were exciting. Dick writes:

"Back a few 24 hours, it was a big scary thrill when the delegate asked me, a new G.S.R., to speak for about five minutes. I almost shook the podium apart, but it fired me up so that I have been active in service ever since.

"I patterned our Friday-night speaker meeting after that experience. Our trustee led off with a short talk, followed by the immediate past delegate. Then I called on new G.S.R.'s, whom I had asked during the day to speak.

"During the two-hour meeting, 20 new G.S.R.'s spoke, and it was just beautiful to see them gain confidence right before our eyes as they spoke before 600 people. Many of them said afterward they had progressed from this experience. I know I did, just from listening to them."

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**News About Newsletters**

"Sharing" has so many manifestations in A.A. that the word has almost become a catchall. An ever-more-prevalent vehicle for sharing is the newsletter issued by a central office, area, district, or individual member. At G.S.O., we frequently receive inquiries about such publications. Until recently, we had to respond with "Sorry! We don't have much information." But we now have compiled a list of newsletters, which is available to any A.A. member on request.

If you publish a newsletter and are not on the list, we'd like to hear from you. Please let us know the name of the publication, the mailing address (including ZIP Code, please!), how often it comes out, and the cost. And if you're an avid reader, with a desire for more reading matter about the program, just write to the General Service Office and ask for the list. It's yours.

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**One Letter Has an Impact**

Do you think your letter, or your suggestion, has no effect on A.A. as a whole? Well, it does, and the story on page 1 about newcomers serves as a good example. The theme of the trustees' General Sharing Session was chosen as a result of a letter from one member who was deeply concerned about A.A.'s "success rate" with new people.

Wrote Ben I. of Studio City, Calif.: "On a day-to-day basis, looking at our new membership, we lose more than we win. The problem for us today is not primarily one of attraction, but rather of keeping those who come through our doors. If there is indeed a great turnover in A.A., it needs to be addressed head-on and discussed, along with appropriate actions."

What came of Ben's letter? A fruitful discussion, a Box 4-5-9 article, and — we hope — letters from readers that will give G.S.O. more experience to share with groups in the U.S.A. and Canada.
Calendar of Events

**February**

5-7 — Ocean City, Maryland. First Seaside Winter Conf. Write: Coord., 308 Belvedere Ave., Cambridge, MD 21613

5-7 — Oklahoma City, Oklahoma. Nat. Women's Conf. Write: Ch., P.O. Box 54753, Oklahoma City, OK 73116

5-7 — North Hollywood, California. San Fernando Valley Conv. Write: Ch., P.O. Box 716, Saugus, CA 91350

5-7 — Victoria, British Columbia, Canada. 31st Annual Rally. Write: Ch., #6—2030 Douglas St., Victoria, B.C. V8T 2L1

5-7 — Hudson Hope, British Columbia, Canada. Ninth Annual Roundup. Write: Ch., P.O. Box 425, Hudson Hope, B.C. V0C 1Y0

5-7 — Lexington, Kentucky. 31st State Conf. Write: Ch., P.O. Box 23, Lexington, KY 40501

12-14 — Oakland, California. Young People's Roundup. Write: Ch., P.O. Box 989, El Cerrito, CA 94530

12-14 — El Paso, Texas. 20th Annual Jam-boree. Write: Sec'y., P.O. Box 1405, El Paso, TX 79946

12-14 — Palmerston North, New Zealand. 19th National Conv. Write: Conv., P.O. Box 1111, Palmerston North, New Zealand

12-14 — Vancouver, British Columbia, Canada. Twelfth Annual North Shore Roundup. Write: Ch., P.O. Box 91953, West Vancouver, B.C. V7Y 4S4

12-14 — Camrose, Alberta, Canada. Second Annual Valentine Roundup. Write: Ch., P.O. Box 1307, Camrose, Alta. T4V 1X3

12-14 — Greeley, Colorado. 31st Annual Stampede. Write: Ch., 2018 31st Rd., Greeley, CO 80631

12-14 — Casa Grande, Arizona. 14th Sahuarro Agape Weekend. Write: Ch., 813 W. San Miguel, Phoenix, AZ 85013

12-14 — Lake Whitney, Texas. 22nd Quarterly Young People's Conf. Write: Ch., 7212 Stonewall Rd., Fort Worth, TX 76140

13-14 — Canora, Saskatchewan, Canada. Annual Roundup. Write: Ch., P.O. Box 871, Canora, Sask. S0A 0L0

19-21 — Calgary, Alberta, Canada. Young People's Conv. Write: Ch., P.O. Box 6744, Sta. D, Calgary, Alta, T2P 2L8

19-21 — Atlantic City, New Jersey. Winter Holiday. Write: Ch., Club 4021, 4021 Walnut St., Philadelphia, PA 19104

19-21 — Nanaimo, British Columbia, Canada. 14th Annual Rally. Write: Ch., P.O. Box 15, Nanaimo, B.C. V9R 5K4

20-21 — Pincher Creek, Alberta, Canada. Second Annual Roundup. Write: Ch., P.O. Box 87, Fort McLeod, Alta. T0L 0Z0

26-28 — Wilmington, Vermont. Winter Carnival. Write: Ch., 11 Brierwood Dr., Windsor, VT 05089

26-28 — Joplin, Missouri. Conference. Write: Ch., P.O. Box 34, Joplin, MO 64804

26-28 — Ripley, West Virginia. Fourth Annual Cedar Lakes Roundup. Write: Ch., P.O. Box 2481, Charleston, WV 25329

**March**

5-7 — Sioux Falls, South Dakota. Regional Conf. Write: Ch., 322 N. Indiana, Sioux Falls, SD 57103

5-7 — St. Albert, Alberta, Canada. Fifth Annual Roundup. Write: Ch., 5 Boccok Pl., St. Albert, Alta. T8N 2K3

5-7 — Saskatoon, Saskatchewan, Canada. 15th Annual Roundup. Write: Ch., 311 Ave. Bldg., 220 Third Ave. S., Saskatoon, Sask. S7K 1M1

5-7 — Jamestown, New York. Spring Area Conf. Write: Ch., P.O. Box 41, Lakewood, NY 14750

5-7 — Montreal, Quebec, Canada. E. Canada Regional Forum. Write: Reg. Forum Sec'y., P.O. Box 459, Grand Central Sta., New York, NY 10163

Closed Meeting Topics From the Grapevine

**February:** Get down to A.A. basics after reading "HALT," "Action Is the Magic Word," and "24 and More"; use "Rewards of Meditation" for an Eleventh Step meeting; "Doing What We Do Best," for a session on Tradition Six; find in "A Painful Resentment" ideas for a discussion of that handicap and ways to unload it.

**March:** Five articles on sponsorship make a good basis for a broad sharing of members' experiences with this vital part of the A.A. program; "Shut Up and Listen!" and "A New Generation of Hope" both suggest a group inventory of our attitudes toward newcomers; "Living the Traditions" can help to put a Traditions meeting on a personal level that will encourage all to participate.

6-7 — Portland, Oregon. 15th Annual Regional Assembly. Write: Ch., 2700 Foothill Blvd., Grants Pass, OR 97526

12-14 — Kiamesha Lake, New York. Annual Fellowship Roundup. Write: Ch., P.O. Box 267, New City, NY 10956

12-14 — Toronto, Ontario, Canada. 32nd Annual Regional Conf. Write: Ch., 272 Eglinton Ave. W., Toronto, Ont. M4R 1B2

14 — Pittsburgh, Pennsylvania. 41st Annual Banquet. Write: Treas., P.O. Box 4815, Pittsburgh, PA 15206

19-21 — Irving, Texas. Second Annual Spring Conf. Write: Ch., P.O. Box 842, Irving, TX 75060

19-21 — Corpus Christi, Texas. Second Annual Coastal Bend Jamboree. Write: Ch., P.O. Box 3204, Corpus Christi, TX 78404


26-28 — Ocean City, New Jersey. 18th Annual Area Ass'y Conv. Write: Ch., P.O. Box 172, Oaklyn, NJ 08107

Planning an April, May, or June Event?

Please be sure to send your information on April, May, or June events in time to reach G.S.O. by February 15. This is the calendar deadline for the April-May issue of Box 4-5-9 (to be mailed March 15).

Naturally, G.S.O. cannot check on all the information submitted. We must rely on local A.A.'s to describe the events accurately.
2-4 — Fort St. John, British Columbia, Canada. 12th Annual Roundup. Write: Ch., P.O. Box 6571, Fort St. John, B.C. V1J 4J1

2-4 — Killarney, Ireland. 25th Annual Irish Conv. Write: Conv. Ch., 44 Church St., Listowel, Co. Kerry, Ireland

8-12 — Armidale, Australia. 22nd Nat. Conv. Write: Secy., P.O. Box 31, Taree, N.S.W., Australia, 2430

9-11 — Port Elizabeth, South Africa. Nat. Conv. Write: Ch., P.O. Box 1141, Port Elizabeth 6000, Cape Prov., South Africa

9-11 — San Diego, California. Fifth Annual Spring Roundup. Write: Ch., P.O. Box A2529, San Diego, CA 92112

9-11 — Narragansett, Rhode Island. State Conv. Write: Conv. Com., P.O. Box 9342, Providence, RI 02940

16-18 — Janesville, Wisconsin. 31st Spring Area Conf. Write: Ch., P.O. Box 996, Janesville, WI 53547

16-18 — Regina, Saskatchewan, Canada. Annual Roundup. Write: Ch., 3132 Robinson St., Regina, Sask. S4S 1V5