

Honor Dealers Q&A

The Q&A format that Hank would later use for his proposed “Q&A Chapter” was something that he adopted from a large promotional piece he created for Honor Dealers a few years earlier.

Schaberg’s endnotes say that the following (very incomplete) Honor Dealers Q&A text appeared on the **backside** of one copy of the “Memorandum on the One Hundred Men Corporation” that Ruth Hock typed sometime in the late fall of 1938 or the first week of January, 1939. (Had she run out of blank sheets or was she just trying to save paper by recycling old, out-of-date promotion materials?)

In his book, Schaberg notes:

“In fact, the talk in this dialogue – of which only a few paragraphs have survived – is so honest that it begins (mid-answer unfortunately) with a full accounting of just how poorly the organization has been doing financially during its first year.

Men, cars and daily expenses has been slightly over \$14,500.00 – Telephone \$613.00 – Stationary and printing \$1,051.00 – Postage \$390.00 – Furniture and Fixtures \$1,530.00 – Incidental expenses \$752.00 – Rent \$1,500.00 – Making a total expenditure of \$20,336.00 – Against this expense has been a gross income of \$2,062.85.

70 – How can such a loss go on?

We went into this with the full knowledge that it was expensive and that it would be well into the second year before real income began to come in. Today the income is increasing.

71 – How will the financial loss be recovered?

We have constantly gone on the theory that every man is fair. If you help him to make money he is willing to pay you for that service. We know that this will eventually be profitable and believe dealers will be glad to see us take a fair share of the profits.

71-A – Is the development of the organization going too slowly?

Naturally it would be pleasing to see it go faster, but actually there is no harm in this slow development. If it went faster, dealers would profit to a greater extent, however we must remember that dealers share the power to wait. On products not handled by the organization no change in Honor Dealers buying procedure has taken place. This power to wait is one of your strongest points. We do not have to take on any products immediately, because we are not keeping any dealers from being supplied with sales necessities.

72 – Will Honor Dealers last?

No one can guarantee that anything will be permanent. However, Honor Dealers are over a year old and have five nationally advertised buying connections. A dealer cannot lose by being an Honor Dealer.

73 – What does a dealer have to sign?

Nothing except the lease on the sign. Every man's word must be as good as his bond and therefore a contract is not needed. The signed lease is for the protection of the dealers.

Once again Parkhurst's prose leaves much to be desired, but the general ideas are clear enough, and might be even clearer if we had access to the sixty-nine questions preceding these. But it was this same kind of format that Hank had in mind for the book."

SOURCE: William Schaberg, *Writing the Big Book: The Creation of A.A.*, pp. 404-05