

Reintroducing Bunky at 125: E.M. Jellinek's life and contributions to Alcohol Studies

Rutgers University has made this article freely available. Please share how this access benefits you.
Your story matters. <https://rucore.libraries.rutgers.edu/rutgers-lib/51616/story/>

This work is an **ACCEPTED MANUSCRIPT (AM)**

This is the author's manuscript for a work that has been accepted for publication. Changes resulting from the publishing process, such as copyediting, final layout, and pagination, may not be reflected in this document. The publisher takes permanent responsibility for the work. Content and layout follow publisher's submission requirements.

Citation for this version and the definitive version are shown below.

Citation to Publisher Ward, Judit Hajnal, Bejarano, William, Babor, Thomas F. & Allred, Nicholas. (2016). Reintroducing Bunky at 125: E.M. Jellinek's life and contributions to Alcohol Studies. *Journal of Studies on Alcohol and Drugs* 77(3), 375-383. <http://dx.doi.org/10.15288/jsad.2016.77.375>.

Citation to this Version: Ward, Judit Hajnal, Bejarano, William, Babor, Thomas F. & Allred, Nicholas. (2016). Reintroducing Bunky at 125: E.M. Jellinek's life and contributions to Alcohol Studies. *Journal of Studies on Alcohol and Drugs* 77(3), 375-383. Retrieved from [doi:10.7282/T3F47RGJ](https://doi.org/10.7282/T3F47RGJ).

Terms of Use: Copyright for scholarly resources published in RUcore is retained by the copyright holder. By virtue of its appearance in this open access medium, you are free to use this resource, with proper attribution, in educational and other non-commercial settings. Other uses, such as reproduction or republication, may require the permission of the copyright holder.

Article begins on next page

Reintroducing Bunky at 125: E.M. Jellinek's Life and Contributions to Alcohol Studies

Judit H. Ward, William Bejarano, Thomas F. Babor, Nicholas Allred

Abstract

Objective: Elvin Morton Jellinek (1890–1963) was one of the founders of modern addiction science. This popular overview is a brief survey of his life and achievements, intended to reintroduce alcohol scholars to his contributions (and possible failings) as well as stimulate interest and historical research in the field.

Method: The article draws largely from the archival collection of the Rutgers Center of Alcohol Studies (CAS) Library and the Jellinek Memorial Issue of the CAS Information Services Newsletter. Scholarly works and personal and institutional records by or about E. M. Jellinek were assembled and, when necessary, translated into English.

Results: Born in 1890 in New York and raised in Hungary, Jellinek studied at several European universities and worked for various institutions and organizations in Budapest (1914–1920), Sierra Leone, Honduras, and at the Worcester State Hospital, in Massachusetts, USA. In 1941 he became an associate professor of applied physiology at Yale University, where he directed the Yale University School of Alcohol Studies from 1941 to 1950. After more than a decade of work with the World Health Organization and several Canadian institutions, he taught and conducted research at the Institute for the Study of Human Problems at Stanford University until his death in 1963. Jellinek was a pioneer in research on the nature and causes of alcoholism and was an early proponent of the disease theory of alcoholism.

Conclusion: With the help of E. M. Jellinek, the modern era of addiction science was launched with an international outlook that included critical attention to the physical infrastructure and intellectual capital needed to form an interdisciplinary field of basic research, applied science and clinical practice.

Introduction

The “Jellinek Memorial Award” is one of the highest recognitions of outstanding contributions to the study of alcohol and alcoholism. However, no comprehensive biography is available for its eponym, the legendary E. M. Jellinek (1890-1963), one of the most influential personalities in the field of alcohol studies -- “the little man, towering over others” (Bacon, 1963, p. 587). An intellectual leader equipped with endless curiosity, Jellinek defined and stimulated an entire emerging field both nationally and internationally. The significance of his contributions to alcohol studies is well reflected in calls to rename alcoholism “Jellinek’s Disease” (Roizen, 2000) and recovery houses called “The Jellinek” in North America and Europe. Despite several efforts, it is virtually impossible to write the story of his colorful life and complex character

because of scarce and contradictory information, particularly about his mysterious Hungarian past.

Jellinek is known by addiction researchers as a trailblazing scholar who helped orient the field at its inception. In addition to his research, he was instrumental in laying down the foundation of the field by establishing an infrastructure for research through resources such as literature reviews and bibliographies. He was one of the first editors of the *Quarterly Journal of Studies on Alcohol* (QJSA), established in 1940 as the first scholarly journal devoted to alcohol research in North America since the demise of the *American Journal of Inebriety* in 1914. He became the first director of the Yale Section of Alcohol Studies and launched the first modern-day treatment facility, the Yale Plan Clinic. Jellinek even developed the curriculum for the Yale Summer School of Alcohol Studies as its inaugural director. [For more, see Page, 1988 and Page, 1997].

Recently, scholars working with both English and Hungarian resources have been able to uncover new information about his personal and intellectual life (Roizen & Ward, 2013; Bejarano, 2014; Bariahtaris, 2014). One of the more interesting parts of this process was tracing the American E. M. Jellinek to Jellinek Morton back to his formative years as a promising Hungarian scholar from a highly respected family with a well-rounded formal education and classical erudition. Myths and legends surround his involvement in extralegal currency speculation in Hungary in 1920, his subsequent ten-year self-exile under a pseudonym, and his reappearance in the United States in 1930. These and other key life events are illustrated in Figure 1.

[Figure 1]

E. M. Jellinek: A biosketch

Elvin Morton Jellinek was born in New York City of a Hungarian father and an American mother in 1890. His mother, Rose Jacobson, was a soprano, famous in the United States and Europe under the stage name Marcella Lindh. Shortly after Morton's birth, his father, Marcell Jellinek, moved his family to Budapest, Hungary to take over the family transportation business. Growing up in an affluent and well-educated family in Budapest during the Austro-Hungarian monarchy, Jellinek was surrounded by an exciting intellectual and artistic culture. While his formal educational credentials are yet to be verified, he showed early scholarly interest in biostatistics, philosophy, philology, anthropology, theology, languages, and linguistics.

At the beginning of his scholarly career, Jellinek wrote book reviews in Hungarian, starting in 1912. His first book was a sort of philosophical or conjectural history entitled *A saru eredete* [The origin of shoes], published in 1917 (Jellinek, 1917). Before he became known as an alcohol science scholar in the United States, Jellinek was involved in various practical and scholarly endeavors across multiple disciplines, although there are significant gaps in his biography from 1920 to 1931. Multilingual research confirmed his involvement in extralegal currency speculations in post-WWI Budapest and his sudden departure from the country under the cloud of scandal (Ward, 2014). With an international warrant out for his arrest for ten years, he worked in Sierra Leone before moving on to Honduras to conduct research for the infamous United Fruit Company. Based on his statistical analysis on banana disease, he published a series of technical reports and a popular summary under the pseudonym "A. N. Hartman" (Goldstein, 2014).

Jellinek's life after his relocation to the United States is more well-documented than the preceding decade. From 1931 to 1938, Jellinek conducted research on schizophrenia at the Worcester State Hospital in Massachusetts (Roizen, 2011; Thomas, 2014). In 1939, Jellinek joined the Research Council on Problems of Alcohol as Executive Director of a project reviewing literature on the effect of alcohol on the individual, funded by the Carnegie Corporation. The project was continued at Yale University under the auspices of the Laboratory of Applied Physiology. The result of this review became known as the Classified Abstract Archive of the Alcohol Literature (CAAAL).

Jellinek was elected to the editorial board of the newly established *Quarterly Journal of Studies on Alcohol* on February 26, 1941, and became associate and managing editor in 1942. In 1943, he became the first director of the Summer School of Alcohol Studies, the model of alcohol education and training programs in the United States; and in 1944 he established the Yale Plan Clinics, a model treatment facility for alcohol patients (Jellinek, 1944). After leaving New Haven in 1948, Jellinek established the Yale Institute of Alcohol Studies in the Southwest at Texas Christian University, a short-lived endeavor.

By 1951, Jellinek was employed by the World Health Organization (WHO) in Geneva, where he served as a consultant on the Alcoholism Subcommittee of the Expert Committee on Mental Health and later as secretary general of the International Institute for Research on Problems of Alcohol. By the late 1950s he had relocated to Canada, working as a consultant for the Alcoholism Foundation of Alberta and the Alcoholism Research Foundation of Ontario.

Following his consulting work, Jellinek was sponsored by the Christopher D. Smithers Foundation to write his highly influential book, *The disease concept of alcoholism*, published in 1960. On October 22, 1963, while working on the Encyclopedia of Problems of Alcohol as a senior staff member for the Cooperative Commission on the Study of Alcoholism, Jellinek suffered a fatal heart attack in his office in Palo Alto, California.

[Table 1]

Contributions to the field of alcohol studies

Jellinek's contributions to the field of alcohol studies began in 1939. With a grant from the Carnegie Corporation awarded to the Research Council on Problems of Alcohol headed by Norman Jolliffe, Jellinek was commissioned to lead a project intended to index and abstract the scientific literature on the effect of alcohol on the individual for the Research Council on Problems of Alcohol (RCPA). That led to an academic appointment at the new Laboratory of Applied Physiology at Yale University in 1941 as Associate Professor.

Jellinek was recognized by his contemporaries as an innovative scholar “developing original data, new methodology, and relevant questions and hypotheses about alcohol and its use, which were not to be found in any of the classic fields of study” (Bacon, 1963, p. 588). His scholarship was also marked by a wide disciplinary range. Named associate editor of the *Quarterly Journal*

of *Studies on Alcohol* (QJSA) in 1942, he was a tireless researcher and publisher of scholarly articles on alcohol that reached across the disciplines of psychology, history, statistics, physiology, sociology, and law, to name only a few. His tenure at QJSA saw the publication of much of the canonical early research on topics as diverse as drinking and driving, drinking in college, genetics and alcoholism, and breath alcohol analysis (Candon & Ward, 2015).

Complementing his scholarly output was Jellinek's ability to address the layperson, best exemplified by the Lay Supplements series. The first twelve of these standalone pamphlets, published by CAS on 14 distinct alcohol topics, were authored by Jellinek between 1941 and 1944. Rapid republication attests to their popularity. His passion for outreach can also be seen in works such as the 1953 animated short "To Your Health" for the World Health Organization, which starred his cartoon likeness (Jellinek, 1953); and "Alcohol, Cats and People," a popular pamphlet about alcohol experiments on cats with amusing illustrations (Jellinek, 1948). Finally, his 1960 magnum opus *The disease concept of alcoholism* was read by academic and lay audiences alike (Jellinek, 1960).

Jellinek worked for the Yale Center of Alcohol Studies for 10 years. The Center's multidisciplinary nature reflected Jellinek's global thinking and big-picture approach. Figure 2 shows a reprint of a hand-crafted poster describing the five pillars of alcohol studies and its transcription in type. This served as a model not only for future interdisciplinary and multi-purpose research centers, but also for the development of infrastructure in the entire field. The pillars include research, publications (directed at both the scientific community and the general public), education, therapy, and special services, all of which remain part of the Rutgers Center of Alcohol Studies (Ward & Candon, 2015).

[Figure 2]

The Center was among the first institutions to depoliticize alcohol, and Jellinek was a pioneer in approaching the question from a scientific perspective. By establishing the Summer School of Alcohol Studies as what many consider a prototype of modern-day alcohol education and training institutions, Jellinek managed to bring all interested parties under one umbrella, including temperance workers, the clergy, military and health professionals, educational and research-oriented participants, and representatives of the alcohol industry (Abridged lectures, 1944). Under the fourth pillar, "Therapy," Jellinek launched the first Yale Plan Clinic as a treatment facility specially tailored for alcoholics (Jellinek, 1944). This endeavor was so effective that new institutions adopted and followed the model.

Beginning under the aegis of the Carnegie Grant, Jellinek designed the first-ever database for alcohol literature. The collection, titled the Classified Abstract Archive of the Alcohol Literature (CAAAL), consists of approximately 20,000 abstracts prepared by Center staff from 1939 through 1977 of scientific and scholarly alcohol literature in multiple languages including journal articles, published and unpublished reports, and monographs (Keller, Efron, & Jellinek, 1965). The abstracts are printed on punch cards organized by CAAAL number or by subject using a needle-sort method. With a thesaurus, classification scheme, and accompanying manual, this print database can serve as a prototype for a much-needed comprehensive online database of

addiction studies. Figure 3 shows a punch card featuring Jellinek's abstract of *Alcoholics Anonymous* a.k.a. "The Big Book," from 1939.

[Figure 3]

The Jellinek Curve

Perhaps Jellinek's most widely disseminated contribution to the field of alcohol studies was his concept of the "progressive phases of alcoholism," popularly referred to as the "Jellinek Curve." It has been modified and applied to all sorts of addiction disorders over the years. Jellinek's fascination with the progression of alcoholism began after the publication of his "Phases in the drinking history of alcoholics" in 1946 (Jellinek, 1946). The study was controversial: it relied on a questionnaire sent to the 1,600 subscribers of *Alcoholics Anonymous' Grapevine* magazine, and only a small sample – 98 hand-chosen by Jellinek from 158 received – figured into the analysis. Still, it was enough to convince him that the progression of alcoholism followed a discernible pattern. By 1950, an initial sketch (literally!) of what the progression looked like was presented to an audience at the eighth annual Summer School of Alcohol Studies at Yale University (Figure 4).

[Figure 4]

A more detailed questionnaire was developed and administered to over 2,000 male alcoholics (Jellinek, 1952). Originally published as an annex to a 1952 World Health Organization report, Jellinek's "Phases of alcohol addiction" elaborated on what he took to be the four phases every alcoholic experienced with corresponding physical and mental characteristics.

[Figure 5]

Within a few years, Max M. Glatt, a doctor and founder of the Alcoholism Treatment Unit at Warlingham Park Hospital in England, noticed that former patients recounted similar recovery experiences after leaving the hospital. Glatt revised Jellinek's chart to include this upswing of recovery. Although Jellinek himself was not responsible for this addition, the expanded "Jellinek curve" still bears his name (Figure 6). The Jellinek curve has since been widely popularized and remains a staple of substance abuse treatment centers.

[Figure 6]

Jellinek's global impact

Jellinek's experience at the World Health Organization, his work in Toronto with the Addiction Research Foundation, his efforts to compile the *Encyclopedia of Alcohol* and his familiarity with the world literature on alcohol brought a global perspective to the field that has continued to the

present day. As indicated in Table 2, the views of Jellinek’s contemporaries suggest that his impact extended far beyond the narrow walls of the Yale Center. Quotations in Table 2, drawn from volumes edited by Robert Popham (1970) and Griffith Edwards (1991), provide insights into a life that changed the course of alcohol studies. Contemporary quotes were also collected for the Jellinek issue (Ward & Bejarano, 2015) of the CAS Information Services Newsletter.

[Table 2]

Bunky

Erudition and intellect, coupled with wit and a special sense of humor, made Jellinek the man his friends and colleagues fondly called “Bunky,” the scientist, the humanitarian, and the “screwball,” as his second wife Thelma Pierce Anderson remembers him in a letter to Mark Keller (Stewart, 2014). His jovial irony spurred him to make mischievous fun of everything and everyone. Even the playful sobriquet “Bunky” is likely a prank. Contrary to what oral history has perpetuated, the word “Bunky” does not mean “little radish” in Hungarian (Ward, 2014). As a native speaker, he would have known this was nonsense, but he insisted on the nickname nonetheless.

Mark Keller, Jellinek’s coworker and editor-in-chief of QJSA for many years, inadvertently spread many of these myths in the course of his several attempts to write Jellinek’s biography. His correspondence with Thelma Anderson is a treasure trove of “Bunkyana,” including several unpublished manuscripts that attest to Jellinek’s passion for philology and gift of gab. In a recently uncovered typewritten and hand-corrected short document, entitled “Who Was Who in Greek Mythology,” he shows off his classical learning, linguistic dexterity, and inventive sense of humor, and offers some fascinating traces of his academic pursuits and personal life by retelling classical legends in contemporary language. Jellinek, a polyglot and polymath, delights himself in these private amusements by jumping between registers of meaning. A gifted poet, well versed in classical poetic forms, he also left behind several witty poems called the Bunky verses by Keller (see Table 3 for an example).

[Table 3]

Cherished books in Jellinek’s private collection feature a special EMJ bookplate (Figure 7) with an image symbolizing the Jellinek mystery. An unorthodox 4x5 inch *ex libris* marked with the initials E.M.J. features a perplexed ape contemplating a human skull while seated on a book entitled “Darwin.” The sketch was made by Vera Efron, a talented Yale CAS indexer, whose artwork includes sketches on Jellinek himself.

[Figure 7]

Finally, we should note “the Bunky,” which is more than just a keepsake and part of Jellinek memorabilia. This sculpture, a casting of the head of E. M. Jellinek, is presented with the Jellinek Memorial Award provided by the Jellinek Memorial Fund. Figure 8 shows the one awarded to Mark Keller in 1977.

[Figure 8]

Conclusion

The many themes woven into the fabric of E.M. Jellinek’s life make it difficult but not impossible to decipher their meaning for addiction science. Humanist and scientist, pragmatist and philosopher, poet and publisher, mystic and mystery man, these characteristics were all wrapped into one unforgettable personality. Despite the contradictions, if not because of them, the modern era of addiction science was launched with an international outlook that included critical attention to the physical infrastructure and intellectual capital needed to form an interdisciplinary field of basic research, applied science and clinical practice.

The addiction scientists, clinicians, teachers, policymakers and intellectuals who are the contemporary successors of Jellinek’s initial work have all benefited from his unique contributions to the field, even if they are not aware of the pieces he assembled with the help of a small band of colleagues, and of the personality that inspired others to work toward a new vision for alcohol science.

Paying tribute to E. M. Jellinek in an intentionally superficial review will hopefully encourage and inspire alcohol historians to revisit Jellinek’s contributions and legacy. Every major movement in the history of science needs a Renaissance Man or a Renaissance Woman. Jellinek not only satisfies the need for mythmaking, his life serves as an exemplar for the way in which one person’s academic career can blossom into a bouquet of intellectual flowers.

References

- Abridged lectures of the first (1943) Summer Course on Alcohol Studies at Yale University.* (1944). New Haven, CT: Journal of Studies on Alcohol, Inc.
- Bacon, S. D. (1963). E. M. Jellinek, 1890-1963, *Quarterly Journal of Studies on Alcohol*, 24, 587-590.
- Bariahtaris, C. (2014). The family of E. M. Jellinek: Documenting a history. *Substance Abuse Library and Information Studies*, 1, 55-61.
- Bejarano, W. (2014). Mystery and speculations: An introduction to E. M. Jellinek's redemption. *Substance Abuse Library and Information Studies*, 1, 33-41.
- Candon, P., & Ward, J. H. (2015). The Journal of Studies on Alcohol. In *The SAGE Encyclopedia of Alcohol: Social, cultural and historical perspectives* (pp. 755-757). Thousand Oaks, CA: SAGE Publications, Inc.
- Edwards, G. (1991). *Addictions*. New Brunswick, NJ: Transaction Publishers, Rutgers, the State University of New Jersey.
- Edwards, G. (in preparation). Seeing Addiction.
- Glatt, M. M. (1958). Group therapy in alcoholism. *British Journal of Addiction*, 54(2), 133-148.
- Goldstein, S. (2014). The "banana book" by E. M. Jellinek. *Substance Abuse Library and Information Studies*, 1, 62-66.
- Jellinek, M. (1917). *A saru eredete [The origin of shoes. Hungarian]*. Budapest: Dick Manó.
- Jellinek, E. M. (1941). The Abstract Archive of the Quarterly Journal of Studies on Alcohol. *Quarterly Journal of Studies on Alcohol*, 2, 216-222.
- Jellinek, E. M. (1944). Notes on the first half year's experience at the Yale Plan Clinics. *Quarterly Journal of Studies on Alcohol*, 5, 279-302.
- Jellinek, E. M. (1946). Phases in the drinking history of alcoholics: analysis of a survey conducted by the Grapevine, official organ of Alcoholics Anonymous. *Quarterly Journal of Studies on Alcohol*, 7, 1-88.
- Jellinek, E. M. (1948). *Alcohol, cats, and people*. New Haven, CT: Yale Center of Alcohol Studies.
- Jellinek, E. M. (1952). Phases of alcohol addiction, *Quarterly Journal of Studies on Alcohol*, 13, 673-684.
- Jellinek, E. M. (Script Supervisor) (1953). *To Your Health [Animated Short]*. UK: World Health Organization; Halas and Bachelor Cartoon Films.

- Jellinek, M. (1960). *The disease concept of alcoholism*. New Haven, CT: Hillhouse Press.
- Keller, M., Efron, V., & Jellinek, E. M. (1965). *CAAAL manual: A guide to the use of the Classified Abstract Archive of the Alcohol Literature*. New Brunswick, NJ: Publications Division, Rutgers Center of Alcohol Studies.
- Page, P. B. (1988). The origins of alcohol studies: E. M. Jellinek and the documentation of the alcohol research literature. *British Journal of Addiction*, 83(9), 1095-1103.
- Page, P. B. (1997). E. M. Jellinek and the evolution of alcohol studies: A critical essay. *Addiction*, 92(12), 1619-1637.
- Popham, R. E. (Ed.) (1970). *Alcohol and alcoholism: papers presented at the International Symposium in memory of E.M. Jellinek, Santiago, Chile*. Toronto: University of Toronto Press.
- Roizen, R. (2000). E.M. Jellinek and all that! A brief look back at the origins of post-repeal alcohol science in the United States. H. Thomas Austern Lecture for the annual meeting of the ABMRF, San Francisco, CA, Oct 20-26, 2000. Retrieved December 10, 2015, <http://www.roizen.com/ron/jellinek-pres.htm>
- Roizen, R. (2011). E.M. Jellinek at Worcester: A bare beginning. *Points: The Blog of the Alcohol & Drugs History Society*. Posted on June 5, 2011. Retrieved December 16, 2015 <https://pointsadhsblog.wordpress.com/2011/06/05/e-m-jellinek-at-worcester-a-bare-beginning/>
- Roizen, R., & Ward, J. (2013). On E.M. Jellinek's trail. *Points: The Blog of the Alcohol and Drugs History Society*. Posted on April 25, 2013. Retrieved December 16, 2015 <http://pointsadhsblog.wordpress.com/2013/04/25/on-e-m-jellineks-trail/>
- Stewart, M. (2014). Mark Keller and E. M. Jellinek. *Substance Abuse Library and Information Studies*, 1, 73-77.
- Thomas, K. (2014). E. M. Jellinek: The Worcester Hospital years (1930-1939). *Substance Abuse Library and Information Studies*, 1, 67-72.
- Ward, J. (2014). E. M. Jellinek: The Hungarian connection. *Substance Abuse Library and Information Studies*, 1, 42-54.
- Ward, J. H. & Candon, P. (2015). The Rutgers Center of Alcohol Studies. In *The SAGE Encyclopedia of Alcohol: Social, cultural and historical perspectives* (pp. 1092-1095). Thousand Oaks, CA: SAGE Publications, Inc.
- Ward, J., & Bejarano, W. (Eds.). (2015). *CAS Information Services Newsletter, Special Issue #3: Bunky @125*. Retrieved from <http://library.alcoholstudies.rutgers.edu/sites/library.alcoholstudies.rutgers.edu/files/documents/newsletters/NewsletterBunky125.pdf>

Figures and Tables

Figure 1. Biographical chart of E. M. Jellinek (approximate by decade)

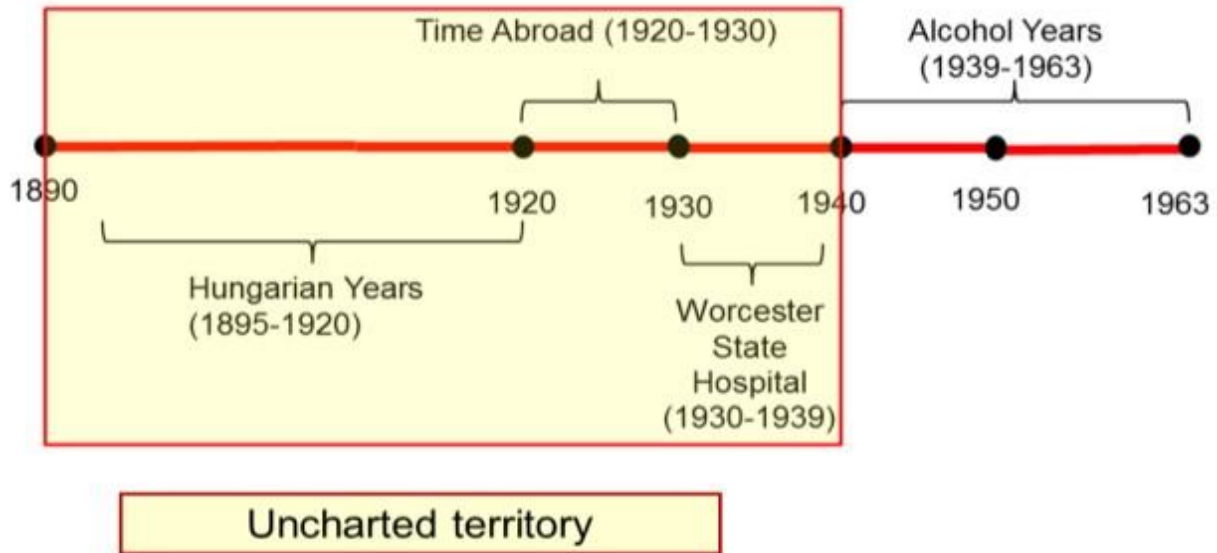


Figure 2. The five pillars of alcohol studies

The five pillars of alcohol studies

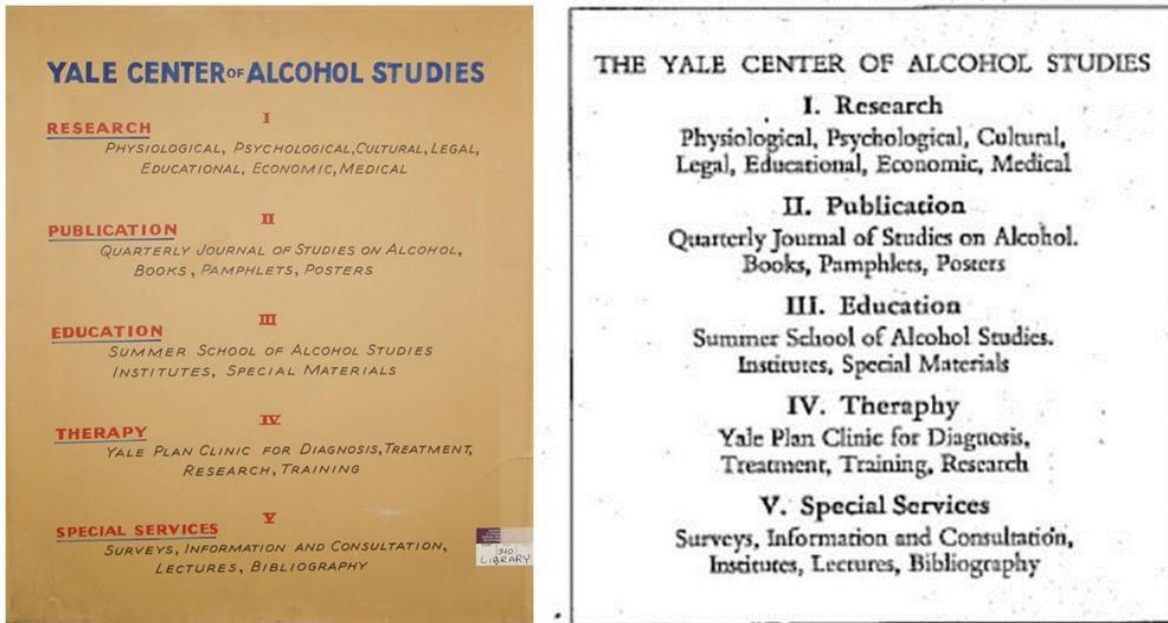
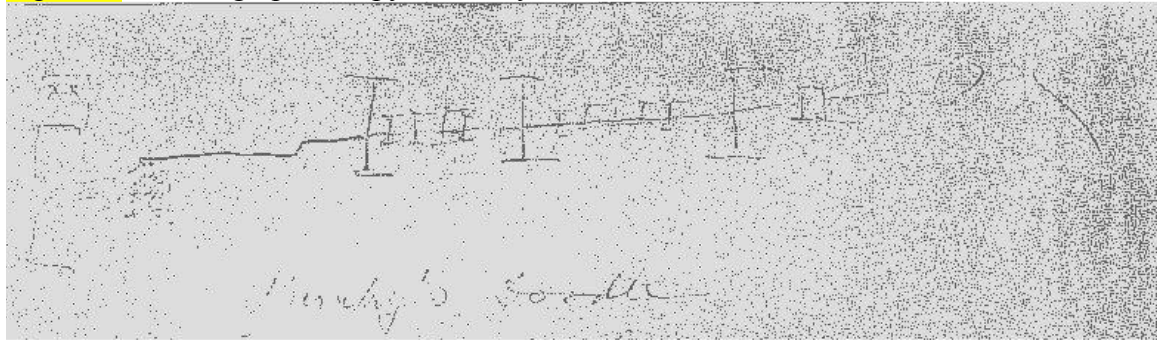


Figure 3. *Alcoholics Anonymous* ("The Big Book") abstracted by Jellinek for the CAAAL collection

CONT.																																	NO. 688		
ABSTRACT ARCHIVE OF THE ALCOHOL LITERATURE PREPARED BY QUARTERLY JOURNAL OF STUDIES ON ALCOHOL																																	No. 688		
Code M; 10, 15, 17, 18, 19, 35, 49, 50, 68.																																	1. LETTER		
Alcoholics Anonymous; the Story of How More than 100 Men Have Recovered From Alcoholism. 400pp. New York; Works Publishing Co.; 1939.																																	2. LETTER		
This book was written by anonymous ex-alcoholics to show other alcoholics how they have recovered. "Alcoholics Anonymous" is a fellowship which may be joined by anybody who has "an honest desire to stop drinking." They accept idea that alcoholism is in many or most cases due to emotional maladjustment but they insist that it also involves physical disease; allergy-theory appeals to them. They recommend hospital treatment before psychological measures can be applied. Book prefaced by anonymous physician's strong endorsement of movement stating that the fellowship's method has succeeded when everything else had failed. Craving often is beyond mental control and is not always necessarily an escape. The only relief, for all types of alcoholics, is complete abstinence. Therapeutic value of movement is based on fact that the ex-alcoholic is better equipped than anyone else to win alcoholic's confidence and make him discuss problems and general situation. Most effective are facts of no "preaching," no fees, no "holier-than-thou" attitude, no lectures to attend. The question why the alcoholic, knowing consequences, ever takes a drink cannot be answered. Alcoholics have lost the choice in drink. Alcoholics are rarely ready to admit that they are alcoholics while they still might be able to stop. Solution is a deep and effective spiritual experience which revolutionizes whole attitude toward life. Human aid fails. The defense against the "first drink" must come from a higher power.																																	AUTHOR		
29 case histories presented in the 1st person. All were chronic alcoholics who were cured by this method. The program of recovery: "1. We admitted we were powerless over alcohol - that our lives had become unmanageable. 2. Came to believe that a Power greater than ourselves could restore us to sanity. 3. Made a decision to turn our will and our lives over to the care of God as we understood Him. 4. Made a searching and fearless moral inventory of ourselves. 5. Admitted to God, to ourselves, and to another human being the exact nature of our wrongs. 6. Were entirely ready to have God remove all these defects of character. 7. Humbly asked Him to remove our shortcomings. 8. Made a list of all persons we had harmed, and became willing to make amends to them all. 9. Made direct amends to such people wherever possible, except when to do so would injure them or others. 10. Continued to take personal inventory and when we were wrong promptly admitted it. 11. Sought through prayer and meditation to improve our conscious contact with God as we understood Him praying only for knowledge of His will for us and the power to carry that out. 12. Having had a spiritual experience as the result of these steps, we tried to carry this message to alcoholics, and to practice these principles in all our affairs."																																	1. LETTER		
DUPLICATED FOR DEPOSITORY LIBRARIES ON BEHALF OF WORLD HEALTH ORGANIZATION																																	2. LETTER		
92																																	YEAR OF PUBLICATION		
																																	TENS		
																																	UNITS		
																																	801		

Figure 4. An autographed copy of Bunky's Doodle at the Center of Alcohol Studies Library.



"BUNKY'S DOODLE"
OR
THE PROGRESSIVE PHASES OF ALCOHOLISM
BY
DR. E. M. JELLINEK, SC.D., M.ED., M.D. (HON.)

THIS AUTOGRAPHED COPY OF BUNKY'S DOODLE WAS PRESENTED TO JANE AND GEORGE STRACHAN AT THE SUMMER SCHOOL OF ALCOHOL STUDIES ON JULY 18, 1950 AT PEARSON COLLEGE OF YALE UNIVERSITY IN NEWHAVEN, CONNECTICUT, WHEN THE CENTER OF ALCOHOL STUDIES WAS THERE.

THE 'DOODLE'-- A SIMPLIFICATION OF THE PHASES -- IS THE HISTORY OR CONCURRENT SYMPTOMS OF BEHAVIOUR DURING THE PROGRESSION OF THE ILLNESS ALCOHOLISM, WHICH DR. JELLINEK PRESENTED FOR THE FIRST TIME AT THAT SUMMER SCHOOL SESSION. THE PHASES OF ALCOHOLISM ARE SHOWN IN THEIR ENTIRETY IN MY BOOK ALCOHOLISM: TREATABLE ILLNESS. THEY WERE OUTLINED IN DETAIL IN THE QUARTERLY JOURNAL ON THE STUDIES OF ALCOHOL, VOL. 13 No. 4 DECEMBER 1952.

Figure 5. "The Phases of Alcohol Addiction" as published in QJSA (Jellinek, 1952, p. 677)

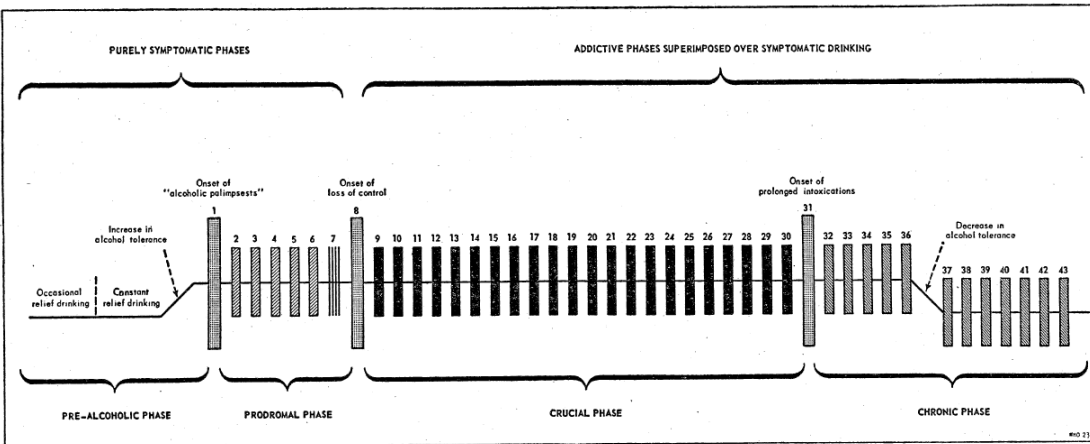


FIGURE 1.—*The Phases of Alcohol Addiction.* The large bars denote the onset of major symptoms which initiate phases. The short bars denote the onset of symptoms within a phase. Reference to the numbering of the symptoms is made in the text.

Figure 6. The "Jellinek Curve," revised as the "Glatt Chart" (Glatt, 1958, p. 140)

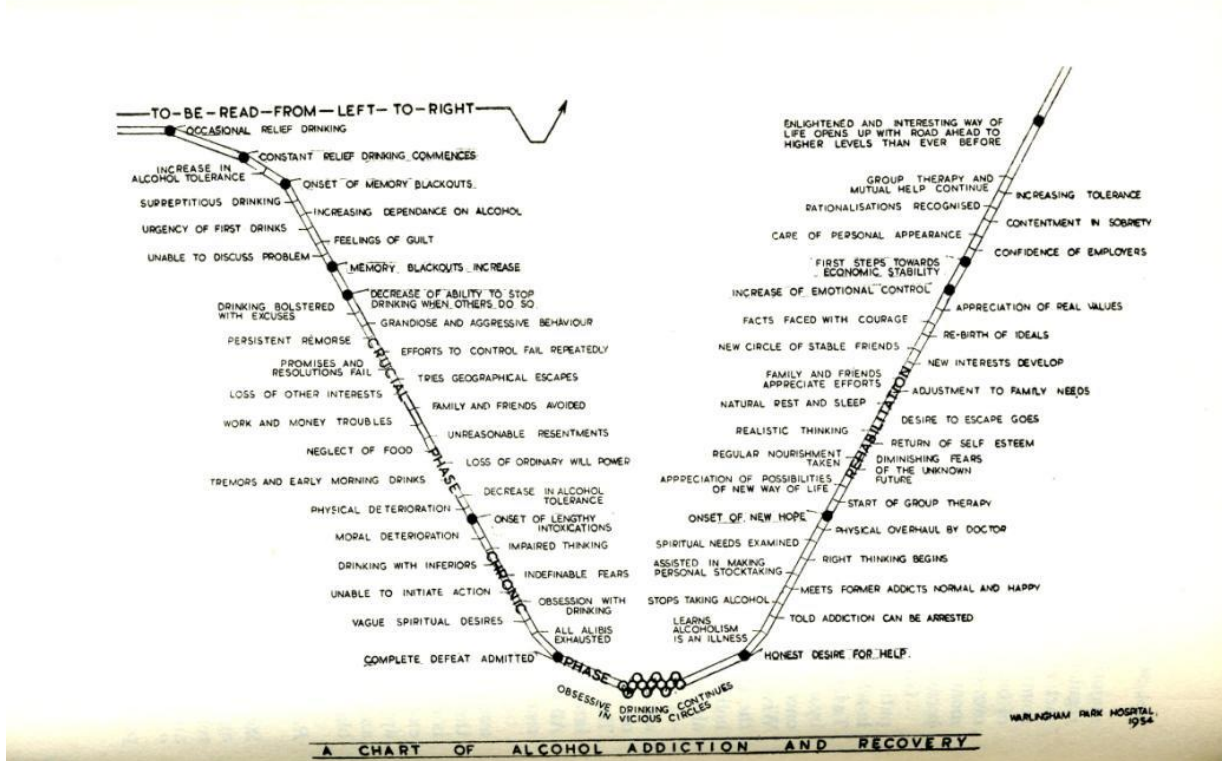


Figure 7. Jellinek's book plate

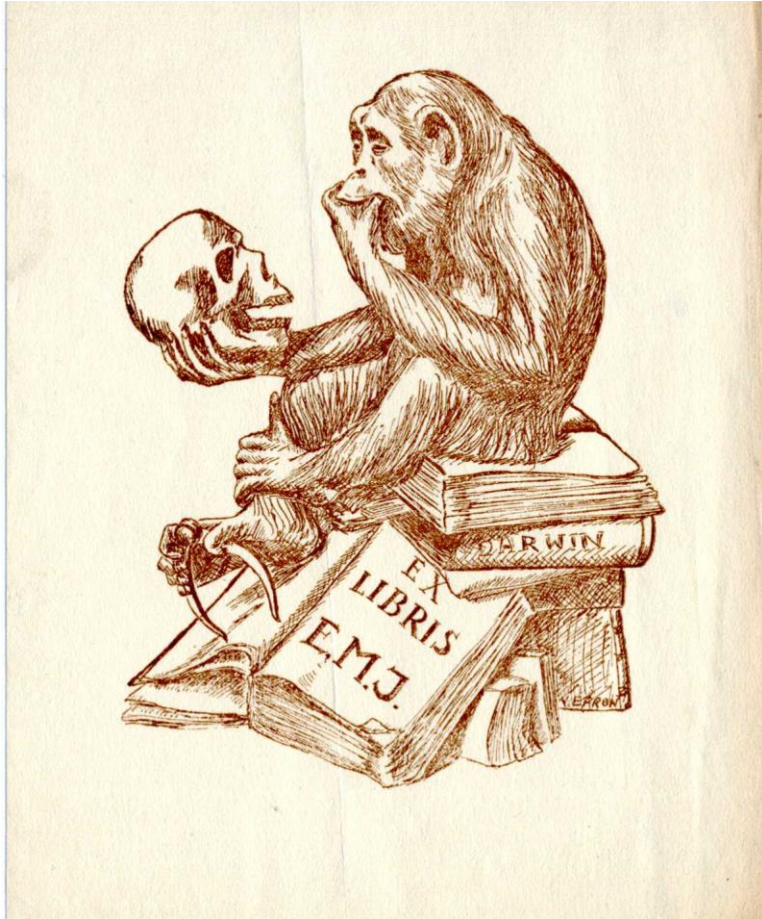


Figure 8. "The Bunky", a bust of E. M. Jellinek, given to the winner of the Jellinek Memorial Award, to Mark Keller in 1977



MARK KELLER
PROFESSOR EMERITUS
SCHOLAR, EDITOR
AND DOCUMENTALIST
RUTGERS CENTER OF
ALCOHOLIC STUDIES
NEW BRUNSWICK, N. J.
1977

Table 1. Highlights of Jellinek's life

1890: Born August 15th in New York, NY

1908: Studies biostatistics and physiology at the University of Berlin*

1911: Studies philosophy, philology, anthropology, and theology at the University of Grenoble; studies languages, linguistics, and cultural history at University of Leipzig*

1912: Publishes his first article, a book review in Hungarian

1917: Publishes his first book, *The origin of shoes*, in Hungarian

1920: Leaves Hungary due to his involvement in extralegal currency exchange

192?: Works in plant research in Sierra Leone*

1925: Works as biometrician for United Fruit Co. in Honduras*

1928: Publishes studies on bananas under the alias A. N. Hartman

1931: Works as chief biometrician studying neuroendocrine research for Worcester State Hospital in Massachusetts

1939: Commissioned to conduct a study of scientific literature on the effect of alcohol on the individual for the Research Council on Problems of Alcohol, sponsored by the Carnegie Corporation

1941: Begins alcohol research at Yale Laboratory of Applied Physiology as Associate Professor of Applied Physiology

1941: Elected to the board of editors of the *Quarterly Journal of Studies on Alcohol*

1942: Appointed managing/associate editor of the *Quarterly Journal of Studies on Alcohol*; publishes *Alcohol addiction and chronic alcoholism*; edits *The effect of alcohol on the individual*; Writes *Alcohol explored* with Dr. H.W. Haggard

1943: Begins as director of the Section of Studies on Alcohol (later named Center of Alcohol Studies) and Yale Summer School of Alcohol Studies

1944: Establishes the Yale Plan Clinics; launches the National Committee for Education on Alcoholism (now the National Council on Alcoholism and Drug Dependence) with Marty Mann

1946: Publishes on the placebo effect

1948: Establishes the Yale Institute of Alcohol Studies in the Southwest at Texas Christian University.

1950: Retires as director; retires as professor

1951: Serves as a consultant on alcoholism for the World Health Organization in Geneva, Switzerland; develops a formula estimating the rate of alcoholism

1952: Publishes *The phases of alcohol addiction*.

1955: Retires from WHO; begins as secretary general of the International Institute for Research on Problems of Alcohol

1957: Begins a worldwide survey of the progress being made in alcoholism control, under the auspices of the Christopher D. Smithers Foundation

1959: Works as a consultant for the Alcoholism Foundation of Alberta

1960: Publishes *The Disease Concept of Alcoholism*; acts as consultant for the Alcoholism Research Foundation of Ontario in Toronto and with medical students at University of Alberta in Edmonton

1961: Takes a position at the Cooperative Commission on the Study of Alcoholism at Stanford University, funded by the National Institute on Mental Health

1963: Dies October 22 in Palo Alto, CA while working on the Encyclopedia of Problems of Alcohol (nicknamed "Project X")

*To be verified

Table 2. Jellinek's Global Impact in the Views of his Contemporaries

"If one thing could be said to characterize the work of Jellinek, it would be his keen analytic ability, which allowed him not only to discover new facts, but to establish order among the known ones and to differentiate clearly between a valid judgment and a misinterpretation of the evidence."

--Mark Keller (Popham, 1970, p. x)

"Jellinek realized that if civilized society were ever to become able to cope successfully with the problems of alcohol, then science must replace sheer emotion as the basic means of coping."

-- Mark Keller (Popham, 1970, xiii)

“He taught us all how to handle alcohol statistics sensibly and how to interpret them rationally.”

-- Mark Keller (Popham, 1970, xiii)

“We honor him, furthermore, because we consider him a distinguished exponent of the modern concept of health that goes beyond the biological content and which makes of health a service to individual well-being and social progress.”

-- Abraham Horwitz (Popham, 1970, xxiii)

A citizen of the United States, he was nevertheless above all a citizen of the world, not only because of his broad knowledge of various conditions of life and his work in various parts of the world, but also by virtue of his broad vision and great powers of adjustment and understanding.”

--H. J. Krauweel (Popham, 1970, xvii)

“Dr. Jellinek not only had an unequalled fund of knowledge but a singular talent for evoking tolerance among clashing viewpoints. He was beloved by people with sharply conflicting philosophies about drinking and he was always ready to counsel those whose lives had been adversely affected by alcohol.”

-- R. Brinkley Smithers (Popham, 1970, xviii)

“Jellinek was a man of amazing intellectual depth and a man credited with much of the pioneer work in moving the field scientifically. I have mixed feelings about Jellinek. He was brilliant, but he loved to play intellectual games.”

--Robert Straus (Edwards, 1991, xiv-xv)

“I suppose the first impression I had when I first met him [...] was, ‘What a funny little man’ [...] I began to get a feeling that this man came very close to what I would call genius.”

--Selden Bacon (Edwards, 1991, xiv)

“I was most impressed by Jellinek [...]. I visited Jellinek in his hotel room in Geneva which he had transformed into a library and in fact spent half a day with him talking and talking.”

--Ketil Bruun (Edwards, 1991, xiv)

“Jellinek was a memorable personality, a fascinating person, very strange, brilliant sometimes and childish at other times. He bought large areas of forest in Brazil, hoping that one day they would make a road through it and he would become a millionaire.”

--Joy Moser (Edwards, 1991, xv)

“I can only say that I think that Jellinek was the most all-round intellectual, and almost a paragon, for his scope and his incisive questioning.”

--Selden Bacon (Edwards, 1991, p. 70)

“There are nine interviews in this section of the book. If you read them one after another, you could be forgiven for thinking that there are ten. The reason is that through virtually all of them there moves the shadowy figure of a man who has never been interviewed by the British Journal of Addiction, but whose influence was clearly felt by all with whom he came into contact. That man was E. M. Jellinek.”

--Marcus Grant (Edwards, 1991, p. 445)

“I was shown up to his office and found a man who looked like the sort of grandfather who would enjoy playing pranks with his grandchildren. He smiles all the time and laughs often. ... Jellinek told me over lunch that his interest in alcoholism had started many years ago when he was in Sierra Leone as a plant physiologist. The expatriate population there consisted of a large number of alcoholics and a small number of sober individuals who spent their time nursing the alcoholics through their bouts.

Jellinek went on to talk about the integration of research and clinical medicine. So far as he was concerned, the problem was a totally artificial one.”

--Griffith Edwards (in preparation)

“Mystery man or pioneer – either way, the field will always remain indebted to his forward thinking.”

--Robert Pandina (Ward & Bejarano, 2015, p. 3)

“Though Jellinek died in 1963, his ideas and legacy were very much alive and shaped the Center's goals at that time. His broad vision of the world, his belief in the multidisciplinary approach, and his use of scientific analysis were important principles that were instilled in those of us who were new to the alcohol field”.

--Gail Milgram ((Ward & Bejarano, 2015, p. 5)

“Jellinek’s situation and talent for selling science’s future prospects to American society may well provide the deepest link – and perhaps subtlest, too – between his alcohol-related activities at Yale and his much earlier preoccupation as a rogue currency trader in post-WWI Budapest. Both enterprises, of course, involved the prospect and hope of great gain; both involved, I’m sure, deft salesmanship; and both also traded on the dramatic aspects of their respective historical situations.

--Ron Roizen (Ward & Bejarano, 2015, p. 5)

“Jellinek's erudition, humanism, critical thinking, international outlook, eclecticism, ability to synthesize, and his many other qualities have been an inspiration to me and to many others in the emerging field that he helped to create. He was the Renaissance Man who brought alcohol studies out of the Dark Ages”.

--Thomas Babor (Ward & Bejarano, 2015, p. 4)

Table 3. A Bunky verse

Hypnosis

Now you're cold and now you're hot--

Be it, damn you will you not? –

Now you're sixteen, now you're five

Now you're dead, now alive,

You're a widow, you're a virgin,

You're a pumpkin, you're a sturgeon,

You're a pan and you're a pot

You're a damn fool, are you not?