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# THE LANGUAGE OF THE HEART

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BILL W.'s Grapevine Writings

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New York

This article has been written to help alleviate the many complications that have arisen throughout AA touching clubs, hospitals, and "outside ventures." There is nothing infallible about the principles set forth above. But they are, nevertheless, the distillation of much actual experience. It's very greatly hoped they will prove of especial assistance to our hundreds of new groups. They may be able to prevent many of the natural but painful mistakes we AA oldsters have so often made.

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## Tradition One

December 1947

Our whole AA program is securely founded on the principle of humility — that is to say, perspective. Which implies, among other things, that we relate ourselves rightly to God and to our fellows; that we each see ourselves as we really are — "a small part of a great whole." Seeing our fellows thus, we shall enjoy group harmony. That is why AA Tradition can confidently state, "Our common welfare comes first."

"Does this mean," some will ask, "that in AA the individual doesn't count too much? Is he to be swallowed up, dominated by the group?"

No, it doesn't seem to work out that way. Perhaps there is no society on earth more solicitous of personal welfare, more careful to grant the individual the greatest possible liberty of belief and action. Alcoholics Anonymous has no "musts." Few AA groups impose penalties on anyone for nonconformity. We do suggest, but we don't discipline. Instead, compliance or noncompliance with any principle of AA is a matter for the conscience of the individual; he is the judge of his own conduct. Those words of old time, "judge not," we observe most literally.

"But," some will argue, "if AA has no authority to govern its individual members or groups, how shall it ever be sure that the common welfare does come first? How is it possible to be governed without a government? If everyone can do as he pleases, how can you have aught but

anarchy?"

The answer seems to be that we AAs cannot really do as we please, though there is no constituted human authority to restrain us. Actually, our common welfare is protected by powerful safeguards. The moment any action seriously threatens the common welfare, group opinion mobilizes to remind us; our conscience begins to complain. If one persists, he may become so disturbed as to get drunk; alcohol gives him a beating. Group opinion shows him that he is off the beam, his own conscience tells him that he is dead wrong, and, if he goes too far, Barleycorn brings him real conviction.

So it is we learn that in matters deeply affecting the group as a whole, "our common welfare comes first." Rebellion ceases and co-operation begins because it must: we have disciplined ourselves.

Eventually, of course, we cooperate because we really wish to; we see that without substantial unity there can be no AA, and that without AA there can be little lasting recovery for anyone. We gladly set aside personal ambitions whenever these might harm AA. We humbly confess that we are but "a small part of a great whole."

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## Tradition Two

January 1948

Sooner or later, every AA comes to depend upon a Power greater than himself. He finds that the God of his understanding is not only a source of strength, but also a source of *positive direction*. Realizing that some fraction of that infinite resource is now available, his life takes on an entirely different complexion. He experiences a new inner security together with such a sense of destiny and purpose as he has never known before. As each day passes, our AA reviews his mistakes and vicissitudes. He learns from daily experience what his remaining character defects are and becomes ever more willing that they be removed. In this

fashion he improves his conscious contact with God.

Every AA group follows this same cycle of development. We are coming to realize that each group, as well as each individual, is a special entity, not quite like any other. Though AA groups are basically the same, each group does have its own special atmosphere, its own peculiar state of development. We believe that every AA group has a conscience. It is the collective conscience of its own membership. Daily experience informs and instructs this conscience. The group begins to recognize its own defects of character and, one by one, these are removed or lessened. As this process continues, the group becomes better able to receive right direction for its own affairs. Trial and error produces group experience, and out of corrected experience comes custom. When a customary way of doing things is definitely proved to be best, then that custom forms into AA Tradition. The Greater Power is then working through a clear group conscience.

We humbly hope and believe that our growing AA Tradition will prove to be the will of God for us.

Many people are coming to think that Alcoholics Anonymous is, to some extent, a new form of human society. In our discussion of the First Tradition, it was emphasized that we have, in AA, no coercive human authority. Because each AA, of necessity, has a sensitive and responsive conscience, and because alcohol will discipline him severely if he backslides, we are finding we have little need for manmade rules or regulations. Despite the fact that we do veer off at times on tangents, we are becoming more able to depend absolutely on the long-term stability of the AA group itself. With respect to its own affairs, the collective conscience of the group will, given time, almost surely demonstrate its perfect dependability. The group conscience will, in the end, prove a far more infallible guide for group affairs than the decision of any individual member, however good or wise he may be. This is a striking and almost unbelievable fact about Alcoholics Anonymous. Hence we can safely dispense with those exhortations and punishments seemingly so necessary to other societies. And we need not depend overmuch on inspired leaders. Because our active leadership of service can be truly rotating, we enjoy a kind of democracy rarely possible elsewhere. In this respect we may be, to a large degree, unique.

Therefore we of Alcoholics Anonymous are certain that there is but one ultimate authority, "a loving God as he may express himself in our group conscience."

## Tradition Three

February 1948

The Third Tradition is a sweeping statement indeed; it takes in a lot of territory. Some people might think it too idealistic to be practical. It tells every alcoholic in the world that he may become, and remain, a member of Alcoholics Anonymous *so long as he says so*. In short, Alcoholics Anonymous has no membership rule.

Why is this so? Our answer is simple and practical. Even in self-protection, we do not wish to erect the slightest barrier between ourselves and the fellow alcoholic who still suffers. We know that society has been demanding that he conform to its laws and conventions. But the essence of his alcoholic malady is the fact that he has been unable or unwilling to conform either to the laws of man or God. If he is anything, the sick alcoholic is a rebellious nonconformist. How well we understand that; every member of Alcoholics Anonymous was once a rebel himself. Hence we cannot offer to meet him at any halfway mark. We must enter the dark cave where he is and show him that we understand. We realize that he is altogether too weak and confused to jump hurdles. If we raise obstacles, he might stay away and perish. He might be denied his priceless opportunity.

So when he asks, "Are there any conditions?" we joyfully reply, "No, not a one." When skeptically he comes back saying, "But certainly there must be things that I have to do and believe," we quickly answer, "In Alcoholics Anonymous there are no *musts*." Cynically, perhaps, he then inquires, "What is this all going to cost me?" We are able to laugh and say, "Nothing at all, there are no fees and dues." Thus, in a brief hour, is our friend disarmed of his suspicion and rebellion. His eyes begin to open on a new world of friendship and understanding. Bankrupt idealist that he has been, his ideal is no longer a dream. After years of lonely search it now stands revealed. The reality of Alcoholics Anonymous bursts upon him. For Alcoholics Anonymous is saying, "We have something priceless to give, if only you will receive." That is all. But to our new friend, it is everything. Without more ado, he becomes one of us.

Our membership Tradition does contain, however, one vitally important qualification. That qualification relates to the use of our name, Alcoholics Anonymous. We believe that any two or three alcoholics

gathered together for sobriety may call themselves an AA group provided that, as a group, they have no other affiliation. Here our purpose is clear and unequivocal. For obvious reasons we wish the name Alcoholics Anonymous to be used only in connection with straight AA activities. One can think of no AA member who would like, for example, to see the formation of "dry" AA groups, "wet" AA groups, Republican AA groups, communist AA groups. Few, if any, would wish our groups to be designated by religious denominations. We cannot lend the AA name, even indirectly, to other activities, however worthy. If we do so we shall become hopelessly compromised and divided. We think that AA should offer its experience to the whole world for whatever use can be made of it. But not its name. Nothing could be more certain.

Let us of AA therefore resolve that we shall always be inclusive and never exclusive, offering all we have to all, save our title. May all barriers be thus leveled, may our unity thus be preserved. And may God grant us a long life — and a useful one!

## Tradition Four

March 1948

Tradition Four is a specific application of general principles already outlined in Traditions One and Two. Tradition One states: "Each member of Alcoholics Anonymous is but a small part of a great whole. AA must continue to live or most of us will surely die. Hence our common welfare comes first. But individual welfare follows close afterward." Tradition Two states: "For our group purpose there is but one ultimate authority — a loving God as he may express himself in our group conscience."

With these concepts in mind, let us look more closely at Tradition Four. The first sentence guarantees each AA group local autonomy.

With respect to its own affairs, the group may make any decisions, adopt any attitudes that it likes. No overall or intergroup authority should challenge this primary privilege. We feel this ought to be so, even though the group might sometimes act with complete indifference to our Tradition. For example, an AA group could, if it wished, hire a paid preacher and support him out of the proceeds of a group nightclub. Though such an absurd procedure would be miles outside our Tradition, the group's "right to be wrong" would be held inviolate. We are sure that each group can be granted, and safely granted, these most extreme privileges. We know that our familiar process of trial and error would summarily eliminate both the preacher and the nightclub. Those severe growing pains which invariably follow any radical departure from AA Tradition can be absolutely relied upon to bring an erring group back into line. An AA group need not be coerced by any human government over and above its own members. Their own experience, plus AA opinion in surrounding groups, plus God's prompting in their group conscience would be sufficient. Much travail has already taught us this. Hence we may confidently say to each group, "You should be responsible to no other authority than your own conscience."

Yet please note one important qualification. It will be seen that such extreme liberty of thought and action applies only to *the group's own affairs*. Rightly enough, this Tradition goes on to say, "But when its plans concern the welfare of neighboring groups also, these groups ought to be consulted." Obviously, if any individual, group, or regional committee could take an action that might seriously affect the welfare of Alcoholics Anonymous as a whole or seriously disturb surrounding groups, that would not be liberty at all. It would be sheer license; it would be anarchy, not democracy.

Therefore, we AAs have universally adopted the principle of consultation. This means that if a single AA group wishes to take any action that might affect surrounding groups, it consults them. Or, it confers with the intergroup committee for the area, if there be one. Likewise, if a group or regional committee wishes to take any action that might affect AA as a whole, it consults the trustees of the Alcoholic Foundation, who are, in effect, our overall general service committee. For instance, no group or intergroup could feel free to initiate, without consultation, any publicity that might affect AA as a whole. Nor could it assume to represent the whole of Alcoholics Anonymous by printing and distributing anything purporting to be AA standard literature. This same principle



would naturally apply to all similar situations. Though there is no formal compulsion to do so, all undertakings of this general character are customarily checked with our AA general Headquarters.

This idea is clearly summarized in the last sentence of Tradition Four, which observes, "On such issues our common welfare is paramount."

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## Tradition Five

April 1948

Says the old proverb, "Shoemaker, stick to thy last." Trite, yes. But very true for us of AA. How well we need to heed the principle that it is better to do one thing supremely well than many things badly.

Because it has now become plain enough that only a recovered alcoholic can do much for a sick alcoholic, a tremendous responsibility has descended upon us all, an obligation so great that it amounts to a sacred trust. For to our kind, those who suffer alcoholism, recovery is a matter of life or death. So the Society of Alcoholics Anonymous cannot, it dare not, ever be diverted from its primary purpose.

Temptations to do otherwise will come aplenty. Seeing fine works afoot in the field of alcohol, we shall be sorely tempted to loan out the name and credit of Alcoholics Anonymous to them; as a movement we shall be beset to finance and endorse other causes. Should our present success continue, people will commence to assert that AA is a brand-new way of life, maybe a new religion, capable of saving the world. We shall be told it is our bounden duty to show modern society how it ought to live.

Oh, how very attractive these projects and ideas can be! How flattering to imagine that we might be chosen to demonstrate that olden mystic promise: "The first shall be last and the last shall be first." Fantastic, you say. Yet some of our well-wishers have begun to say such things.

Fortunately, most of us are convinced that these are perilous speculations, alluring ingredients of that new heady wine we are now being offered, each bottle marked "Success"!

Of this subtle vintage may we never drink too deeply. May we never forget that we live by the grace of God — on borrowed time; that anonymity is better than acclaim; that for us as a movement poverty is better than wealth.

And may we reflect with ever deepening conviction, that we shall never be at our best except when we hew only to the primary spiritual aim of AA. That of carrying its message to the alcoholic who still suffers alcoholism.

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## Tradition Six

May 1948

The sixth of our Twelve Points of AA Tradition is deemed so important that it states at length the relation of the AA movement to money and property.

This Tradition declares in substance that the accumulation of money, property, and the unwanted personal authority so often generated by material wealth comprise a cluster of serious hazards against which an AA group must ever be on guard.

Tradition Six also enjoins the group never to go into business nor ever to lend the AA name or money credit to any "outside" enterprise, no matter how good. Strongly expressed is the opinion that even clubs should not bear the AA name; that they ought to be separately incorporated and managed by those individual AAs who need or want clubs enough to financially support them.

We would thus divide the spiritual from the material, confine the AA movement to its sole aim, and ensure (however wealthy as indivi-

duals we may become) that AA itself shall always remain poor. We dare not risk the distractions of corporate wealth. Years of experience have proven these principles beyond doubt. They have become certainties, absolute verities for us.

Thank God, we AAs have never yet been caught in the kind of religious or political disputes which embroil the world of today. But we ought to face the fact that we have often quarreled violently about money, property, and the administration thereof. Money, in quantity, has always been a baleful influence in group life. Let a well-meaning donor present an AA group with a sizable sum and we break loose. Nor does trouble abate until that group, as such, somehow disposes of its bankroll. This experience is practically universal. "But," say our friends, "isn't this a confession of weakness? Other organizations do a lot of good with money. Why not AA?"

Of course, we of AA would be the first to say that many a fine enterprise does a lot of good with a lot of money. To these efforts, money is usually primary; it is their lifeblood. But money is *not* the lifeblood of AA. With us, it is very secondary. Even in small quantities, it is scarcely more than a necessary nuisance, something we wish we could do without entirely. Why is that so?

We explain this easily enough; we don't need money. The core of our AA procedure is one alcoholic talking to another, whether that be sitting on a curbstone, in a home, or at a meeting. It's the message, not the place; it's the talk, not the alms. That does our work. Just places to meet and talk, that's about all AA needs. Beyond these, a few small offices, a few secretaries at their desks, a few dollars apiece a year, easily met by voluntary contributions. Trivial indeed, *our* expenses!

Nowadays, the AA group answers its well-wishers saying: "Our expenses are trifling. As good earners, we can easily pay them. As we neither need nor want money, why risk its hazards? We'd rather stay poor. Thanks just the same!"

## Tradition Seven

June 1948

Our growth continuing, the combined income of Alcoholics Anonymous members will soon reach the astounding total of a quarter of a billion dollars yearly. This is the direct result of AA membership. Sober we now have it; drunk we would not.

By contrast, our overall AA expenses are trifling.

For instance, the AA General Service Office now costs us \$1.50 per member a year. As a fact, the New York office asks the groups for this sum twice a year because not all of them contribute. Even so, the sum per member is exceedingly small. If an AA happens to live in a large metropolitan center where an intergroup office is absolutely essential to handle heavy inquiries and hospital arrangements, he contributes (or probably should contribute) about \$5.00 annually. To pay the rent of his own group meeting place, and maybe coffee and doughnuts, he might drop \$25.00 a year in the hat. Or if he belongs to a club, it could be \$50.00. In case he takes the AA Grapevine, he squanders an extra \$2.50!

So the AA member who really meets his group responsibilities finds himself liable for about \$5.00 a month on the average. Yet his own personal income may be anywhere between \$200 and \$2,000 a month — the direct result of *not* drinking.

"But," some will contend, "our friends want to give us money to furnish that new clubhouse. We are a new small group. Most of us are still pretty broke. What then?"

I am sure that myriads of AA voices would now answer the new group saying: "Yes, we know just how you feel. We once solicited money ourselves. We even solicited publicly. We thought we could do a lot of good with other peoples' money. But we found that kind of money too hot to handle. It aroused unbelievable controversy. It simply wasn't worth it. Besides, it set a precedent which has tempted many people to use the valuable name of Alcoholics Anonymous for other than AA purposes. While there may be little harm in a small friendly loan which your group really means to repay, we really beg you to think hard before you ask the most willing friend to make a large donation. You can, and you soon will, pay your own way. For each of you these overhead expenses

will never amount to more than the price of one bottle of good whiskey a month. You will be everlastingly thankful if you pay this small obligation yourselves."

When reflecting on these things, why should not each of us tell himself: "Yes, we AAs were once a burden on everybody. We were 'takers.' Now that we are sober, and by the grace of God have become responsible citizens of the world, why shouldn't we now about-face and become 'thankful givers'! Yes, it is high time we did!"

## Tradition Eight

July 1948

Throughout the world AAs are twelfth-stepping with thousands of new prospects a month. Between one and two thousand of these stick on our first presentation; past experience shows that most of the remainder will come back to us later on. Almost entirely unorganized, and completely nonprofessional, this mighty spiritual current is now flowing from alcoholics who are well to those who are sick. One alcoholic talking to another; that's all.

Could this vast and vital face-to-face effort ever be professionalized or even organized? Most emphatically, it could not. The few efforts to professionalize straight Twelfth Step work have always failed quickly. Today, no AA will tolerate the idea of paid "AA therapists" or "organizers." Nor does any AA like to be told just how he must handle that new prospect of his. No, this great life-giving stream can never be dammed up by paid do-gooders or professionals. Alcoholics Anonymous is never going to cut its own lifelines. To a man, we are sure of that.

But what about those who serve us full time in other capacities — are cooks, caretakers, and paid intergroup secretaries "AA professionals"?

Because our thinking about these people is still unclear, we often

feel and act as though they were such. The impression of professionalism subtly attaches to them, so we frequently hear they are "making money out of AA" or that they are "professionalizing" AA. Seemingly, if they do take our AA dollars they don't quite belong with us AAs anymore. We sometimes go further; we underpay them on the theory they ought to be glad to "cook" for AA cheap.

Now isn't this carrying our fears of professionalism rather far? If these fears ever got too strong, none but a saint or an incompetent could work for Alcoholics Anonymous. Our supply of saints being quite small, we would certainly wind up with less competent workers than we need.

We are beginning to see that our few paid workers are performing only those service tasks that our volunteers cannot consistently handle. Primarily these folks are not doing Twelfth Step work. They are just making more and better Twelfth Step work possible. Secretaries at their desks are valuable points of contact, information, and public relations. That is what they are paid for, and nothing else. They help carry the good news of AA to the outside world and bring our prospects face to face with us. That's not "AA therapy"; it's just a lot of very necessary but often thankless work.

So, where needed, let's revise our attitude toward those who labor at our special services. Let us treat them as AA associates, and not as hired help; let's recompense them fairly and, above all, let's absolve them from the label of professionalism.

Let us also distinguish clearly between "organizing the AA movement" and setting up, in a reasonably businesslike manner, its few essential services of contact and propagation. Once we do that, all will be well. The million or so fellow alcoholics who are still sick will then continue to get the break we sixty thousand AAs have already had.

Let's give our "service desks" the hand they so well deserve.

## Tradition Nine

August 1948

The least possible organization, that's our universal ideal. No fees, no dues, no rules imposed on anybody, one alcoholic bringing recovery to the next; that's the substance of what we most desire, isn't it?

But how shall this simple ideal best be realized? Often a question, that.

We have, for example, the kind of AA who is for simplicity. Terrified of anything organized, he tells us that AA is getting too complicated. He thinks money only makes trouble, committees only make dissension, elections only make politics, paid workers only make professionals, and clubs only coddle slippers. Says he, let's get back to coffee and cakes by cozy firesides. If any alcoholics stray our way, let's look after them. But that's enough. Simplicity is our answer.

Quite opposed to such halcyon simplicity is the AA promoter. Left to himself, he would "bang the cannon and twang the lyre" at every crossroad of the world. Millions for drunks, great AA hospitals, batteries of paid organizers, and publicity experts wielding all the latest paraphernalia of sound and script; such would be our promoters dream. "Yes, sir," he would bark. "My two-year plan calls for one million AA members by 1950!"

For one, I'm glad we have both conservatives and enthusiasts. They teach us much. The conservative will surely see to it that the AA movement never gets overly organized. But the promoter will continue to remind us of our terrific obligation to the newcomer and to those hundreds of thousands of alcoholics still waiting all over the world to hear of AA.

We shall, naturally, take the firm and safe middle course. AA has always violently resisted the idea of any general organization. Yet, paradoxically, we have ever stoutly insisted upon organizing certain *special services*; mostly those absolutely necessary to effective and plentiful Twelfth Step work.

If, for instance, an AA group elects a secretary or rotating committee, if an area forms an intergroup committee, if we set up a foundation, a general office or a Grapevine, then we are organized for service. The AA book and pamphlets, our meeting places and clubs, our dinners and

regional assemblies — these are services, too. Nor can we secure good hospital connections, properly sponsor new prospects, and obtain good public relations just by chance. People have to be appointed to look after these things, sometimes paid people. Special services are performed.

But by none of these special services has our spiritual or social activity, the great current of AA, ever been really organized or professionalized. Yet our recovery program has been enormously aided. While important, these service activities are very small by contrast with our main effort.

As such facts and distinctions become clear, we shall easily lay aside our fears of blighting organization or hazardous wealth. As a movement, we shall remain comfortably poor, for our service expenses are trifling.

With such assurances, we shall without doubt continue to improve and extend our vital lifelines of special service; to better carry our AA message to others; to make for ourselves a finer, greater Society, and, God willing, to assure Alcoholics Anonymous a long life and perfect unity.

## Tradition Ten

September 1948

To most of us, Alcoholics Anonymous has become as solid as the Rock of Gibraltar. We like to believe that it will soon be as well known and just as enduring as that historic landmark. We enjoy this pleasant conviction because nothing has yet occurred to disturb it; we reason that we must hang together or die. Hence we take for granted our continued unity as a movement.

But should we? Though God has bestowed upon us great favors, and though we are bound by stronger ties of love and necessity than most societies, is it prudent to suppose that automatically these great gifts and attributes shall be ours forever? If we are worthy, we shall probably

continue to enjoy them. So the real question is, how shall we always be worthy of our present blessings?

Seen from this point of view, our AA Traditions are those attitudes and practices by which we may deserve, as a movement, a long life and a useful one. To this end, none could be more vital than our Tenth Tradition, for it deals with the subject of controversy — serious controversy.

On the other side of the world, millions have died even recently in religious dissension. Other millions have died in political controversy. The end is not yet. Nearly everybody in the world has turned reformer. Each group, society, and nation is saying to the other, "You must do as we say, or else." Political controversy and reform by compulsion have reached an all-time high. And eternal, seemingly, are the flames of religious dissension.

Being like other men and women, how can we expect to remain forever immune from these perils? Probably we shall not. At length, we must meet them all. We cannot flee from them, nor ought we try. If these challenges do come, we shall, I am sure, go out to meet them gladly and unafraid. That will be the acid test of our worth.

Our best defense? This surely lies in the formation of a Tradition respecting serious controversy so powerful that neither the weakness of persons nor the strain and strife of our troubled times can harm Alcoholics Anonymous. We know that AA must continue to live, or else many of us and many of our fellow alcoholics throughout the world will surely resume the hopeless journey to oblivion. That must never be.

As though by some deep and compelling instinct, we have thus far avoided serious controversies. Save minor and healthy growing pains, we are at peace among ourselves. And because we have thus far adhered to our sole aim, the whole world regards us favorably.

May God grant us the wisdom and fortitude ever to sustain an unbreakable unity.

## Tradition Eleven

October 1948

Providence has been looking after the public relations of Alcoholics Anonymous. It can scarcely have been otherwise. Though we are more than a dozen years old, hardly a syllable of criticism or ridicule has ever been spoken of AA. Somehow we have been spared all the pains of medical or religious controversy and we have good friends both wet and dry, right and left. Like most societies, we are sometimes scandalous — but never yet in public. From all over the world, naught comes but keen sympathy and downright admiration. Our friends of the press and radio have outdone themselves. Anyone can see that we are in a fair way to be spoiled. Our reputation is already so much better than our actual character!

Surely these phenomenal blessings must have a deep purpose. Who doubts that this purpose wishes to let every alcoholic in the world know that AA is truly for him, can he only want his liberation enough. Hence, our messages through public channels have never been seriously discolored, nor has the searing breath of prejudice ever issued from anywhere.

Good public relations are AA lifelines reaching out to the alcoholic who still does not know us. For years to come, our growth is sure to depend upon the strength and number of these lifelines. One serious public relations calamity could always turn thousands away from us to perish — a matter of life and death indeed!

The future poses no greater problem or challenge to AA than how best to preserve a friendly and vital relation to all the world about us. Success will rest heavily upon right principles, a wise vigilance, and the deepest personal responsibility on the part of every one of us. Nothing less will do. Else our brother may again turn his face to the wall because we did not care enough.

So the Eleventh Tradition stands sentinel over the lifelines, announcing that there is no need for self-praise, that it is better to let our friends recommend us, and that our whole public relations policy, contrary to usual customs, should be based upon the principle of *attraction* rather than promotion. Shot-in-the-arm methods are not for us — no press agents, no promotional devices, no big names. The hazards are too great. Immediate results will always be illusive because easy shortcuts to

notoriety can generate permanent and smothering liabilities.

More and more, therefore, are we emphasizing the principle of personal anonymity as it applies to our public relations. We ask of each other the highest degree of personal responsibility in this respect. As a movement we have been, before now, tempted to exploit the names of our well-known public characters. We have rationalized that other societies, even the best, do the same. As individuals, we have sometimes believed that the public use of our names could demonstrate our personal courage in the face of stigma, so lending power and conviction to news stories and magazine articles.

But these are not the allures they once were. Vividly, we are becoming aware that no member ought to describe himself in full view of the general public as an AA, even for the most worthy purpose, lest a perilous precedent be set which would tempt others to do likewise for purposes not so worthy.

We see that on breaking anonymity by press, radio, or pictures, any one of us could easily transfer the valuable name of Alcoholics Anonymous over onto any enterprise or into the midst of any controversy.

So it is becoming our code that there are things that no AA ever does, lest he divert AA from its sole purpose and injure our public relations. And thereby the chances of those sick ones yet to come.

To the million alcoholics who have not yet heard our AA story, we should ever say, "Greetings and welcome. Be assured that we shall never weaken the lifelines which we float out to you. In our public relations, we shall, God willing, keep the faith."

## Tradition Twelve

November 1948

One may say that anonymity is the spiritual base, the sure key to all the rest of our Traditions. It has come to stand for prudence and,

most importantly, for self-effacement. True consideration for the newcomer if he desires to be nameless; vital protection against misuse of the name Alcoholics Anonymous at the public level; and to each of us a constant reminder that principles come before personal interest — such is the wide scope of this all-embracing principle. In it we see the cornerstone of our security as a movement; at a deeper spiritual level it points us to still greater self-renunciation.

A glance at the Twelve Traditions will instantly assure anyone that "giving up" is the essential idea of them all. In each Tradition, the individual or the group is asked to give up something for our general welfare. Tradition One asks us to place the common good ahead of personal desire. Tradition Two asks us to listen to God as he may speak in the group conscience. Tradition Three requires that we exclude *no* alcoholic from AA membership. Tradition Four implies that we abandon all idea of centralized human authority or government. But each group is enjoined to consult widely in matters affecting us all. Tradition Five restricts the AA group to a single purpose, carrying our message to other alcoholics.

Tradition Six points at the corroding influence of money, property, and personal authority; it begs that we keep these influences at a minimum by separate incorporation and management of our special services. It also warns against the natural temptation to make alliances or give endorsements. Tradition Seven states that we had best pay our own bills; that large contributions or those carrying obligations ought not be received; that public solicitation using the name Alcoholics Anonymous is positively dangerous. Tradition Eight forswears professionalizing our Twelfth Step work but it does guarantee our few paid service workers an unquestioned amateur status. Tradition Nine asks that we give up all idea of expensive organization; enough is needed to permit effective work by our special services — and no more. This Tradition breathes democracy; our leadership is one of service and it is rotating; our few titles never clothe their holders with arbitrary personal authority; they hold authorizations *to serve, never to govern*. Tradition Ten is an emphatic restraint of serious controversy; it implores each of us to take care against committing AA to the fires of reform, political or religious dissension. Tradition Eleven asks, in our public relations, that we be alert against sensationalism and it declares there is never need to praise ourselves. Personal anonymity at the level of press, radio, and film is urgently required, thus avoiding the pitfall of vanity, and the temptation through broken anonymity to link AA to other causes.

Tradition Twelve, in its mood of humble anonymity, plainly enough

comprehends the preceding eleven. The Twelve Points of Tradition are little else than a specific application of the spirit of the Twelve Steps of recovery to our group life and to our relations with society in general. The recovery steps would make each individual AA whole and one with God; the Twelve Points of Tradition would make us one with each other and whole with the world about us. Unity is our aim.

Our AA Traditions are, we trust, securely anchored in those wise precepts: charity, gratitude, and humility. Nor have we forgotten *prudence*. May these virtues ever stand clear before us in our meditations; may Alcoholics Anonymous serve God in happy unison for so long as he may need us.

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