**On Tradition One**

**“Our common welfare should come first; personal recovery depends upon A.A. unity."**

Editorial by Bill W.  
A.A. Grapevine, December, 1947

*"Each member of Alcoholics Anonymous is but a small part of a great whole. A.A. must continue to live or most of us will surely die. Hence our common welfare comes first. But individual welfare follows close afterward."*

Our whole A.A. 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 A.A. Tradition can confidently state, "Our common welfare comes first."

"Does this mean," some will ask, "that in A.A. 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 A.A. groups impose penalties on anyone for non-conformity. We do suggest, but we don't discipline. Instead, compliance or non-compliance with any principle of A.A. 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 A.A. 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 A.A.s 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 cooperation 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 A.A., and that without A.A. there can be little lasting recovery for anyone. We gladly set aside personal ambitions whenever these might harm A.A. We humbly confess that we are but "a small part of a great whole."

Bill W.

The A.A. Grapevine, December, 1947

**On Tradition Two**

**“For our group purpose there is but one ultimate authority – A loving God as He may express Himself in our group conscience."**

Editorial by Bill W.  
A.A. Grapevine, 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 and 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 his 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 back slides, 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."**

Bill W.

The A.A. Grapevine, January, 1948

**On Tradition Three**

**“The only requirement for A.A. membership is a desire to stop drinking."**

Editorial by Bill W.  
A.A. Grapevine, February, 1948

"*Our membership ought to include all who suffer alcoholism. Hence we may refuse none who wish to recover. Nor ought A.A. membership ever depend upon money or conformity. Any two or three alcoholics gathered together for sobriety may call themselves an A.A. group, provided that, as a group, they have no other affiliation*."

This 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 brother 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 half-way 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 A.A. 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 A.A. activities. One can think of no A.A. member who would like, for example, to see the formation of "dry" A.A. groups, "wet" A.A. groups, Republican A.A. groups, Communist A.A. groups. Few, if any, would wish our groups to be designated by religious denominations. We cannot lend the A.A. name, even indirectly to other activities, however worthy. If we do so we shall become hopelessly compromised and divided. We think that A.A. 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 A.A. therefore resolve that we shall always be inclusive, and never exclusive, offering all we have to all men 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!

Bill W.

The A.A. Grapevine, February, 1948

**On Tradition Four**

**“Each group should be autonomous except in matters affecting other groups or A.A. as a whole."**

Editorial by Bill W.  
Grapevine, March, 1948

"*With respect to its own affairs, each A.A. group should be responsible to no other authority than its own conscience. But when its plans concern the welfare of neighboring groups also, those groups ought to be consulted. And no group, regional committee, or individual should ever take any action that might greatly affect A.A. as a whole without conferring with the trustees of The Alcoholic Foundation. On such issues our common welfare is paramount*."

This Tradition, Number 4, is a specific application of general principles already outlined in Traditions 1 and 2.

Tradition 1 states, *"Each member of Alcoholics Anonymous is but a small part of a great whole. A.A. must continue to live or most of us will surely die. Hence our common welfare comes first. But individual welfare follows close afterward."*

Tradition 2 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 4. The first sentence of Tradition 4 guarantees each A.A. group local autonomy. With respect to its own affairs, the group may make any decisions, adopt any attitudes that it likes. No over-all 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 A.A. group could, if it wished, hire a paid preacher and support him out of the proceeds of a group night club. 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 night club. Those severe growing pains which invariably follow any radical departure from A.A. tradition can be absolutely relied upon to bring an erring group back into line. An A.A. group need not be coerced by any human government over and above its own members. Their own experience, plus A.A. 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 which 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 A.A.s have universally adopted the principle of consultation. This means that if a single A.A. group wishes to take any action which might affect surrounding groups, it consults them. Or, if there be one, it confers with the intergroup committee for the area. Likewise, if a group or regional committee wishes to take any action that might affect A.A. as a whole, it consults the trustees of The Alcoholic Foundation, who are, in effect, our over-all General Service Committee. For instance, no group or intergroup could feel free to initiate, without consultation, any publicity that might affect A.A. as a whole. Nor could it assume to represent the whole of Alcoholics Anonymous by printing and distributing anything purporting to be A.A. 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 A.A. General Headquarters.

This idea is clearly summarized in the last sentence of Tradition 4, which observes, *"On such issues our common welfare is paramount."*

Bill W.

The A.A. Grapevine, March, 1948

**On Tradition Five**

**“Each group has but one primary purpose -- to carry its message to the alcoholic who still suffers."**

Editorial by Bill W.  
A.A. Grapevine, April, 1948

*"Each Alcoholics Anonymous group ought to be a spiritual entity having but one primary purpose -- that of carrying its message to the alcoholic who still suffers."*

Says the old proverb, "Shoemaker, stick to thy last." Trite, yes. But very true for us of A.A. 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.

Temptation 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 A.A. 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 A.A. -- *"That of carrying its message to the alcoholic who still suffers alcoholism."*

Bill W.

The A.A. Grapevine, April, 1948

**On Tradition Six**

**“An A.A. group ought never endorse, finance or lend the A.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose."**

Editorial by Bill W.  
A.A. Grapevine, May 1948

The sixth of our 12 Points of A.A. Tradition is deemed so important that it states at length the relation of the A.A. movement to money and property.

Too detailed to print here, 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 A.A. group must ever be on guard.

Tradition 6 also enjoins the group never to go into business nor ever to lend the A.A. name or money credit to any "outside" enterprise, no matter how good. Strongly expressed is the opinion that even clubs should not bear the A.A. name; that they ought to be separately incorporated and managed by those individual A.A.s who need or want clubs enough to financially support them.

We would thus divide the spiritual from the material, confine the A.A. movement to its sole aim and insure (however wealthy as individuals we may become) that A.A 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 A.A.s 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 A.A. group with a sizeable sum and we break loose. Nor does trouble abate until that group, as such, somehow disposes of its bank roll. 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 A.A.?"

Of course, we of A.A. 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 life blood. But money is *not* the life blood of A.A. 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 A.A. 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 A.A. needs. Beyond these, a few small offices, a few secretaries at their desks, a few dollars a piece a year, easily met by voluntary contributions. Trivial indeed, *our* expenses!

Nowadays, the A.A. 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!"

Bill W.

The A.A. Grapevine, May, 1948

**On the 7th Tradition**

**“Every A.A. group ought to be fully self-supporting, declining outside contributions."**

Editorial by Bill W.  
A.A. Grapevine, June, 1948

*"The A.A. Groups themselves ought to be fully supported by the voluntary contribution of their own members. We think that each group should soon achieve its ideal: that any public solicitation of funds using the name of Alcoholics Anonymous is highly dangerous, whether by groups, clubs, hospitals or other outside agencies; that acceptance of large gifts from any source, or of contributions carrying any obligation whatever, is unwise. Then too, we view with much concern those A.A. treasuries which continue, beyond prudent reserves, to accumulate funds for no stated A.A. purpose. Experience has often warned us that nothing can so surely destroy our spiritual heritage as futile disputes over property, money, and authority."*

Our growth continuing, the combined income of Alcoholics Anonymous members will soon reach the astounding total of $250,000,000, a quarter of billion dollars yearly. This is the direct result of A.A. membership. Sober we now have it, drunk we would not.

By contrast, our overall A.A. expenses are trifling.

For instance, the A.A. General 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 A.A. 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 A.A. Grapevine* he squanders an extra $2.50!

So, the A.A. 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 club house. We are a new small group. Most of us are still pretty broke. What then"?

I am sure that myriads of the A.A. 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 A.A. 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 A.A.s 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!".

Bill W.

The AA Grapevine, June, 1948

**On Tradition Eight**

**“Alcoholics Anonymous should remain forever nonprofessional, but our service centers may employ special workers."**

Editorial by Bill W.  
A.A. Grapevine, July, 1948

*"Alcoholics Anonymous should remain forever non-professional. We define professionalism as the occupation of counseling alcoholics for fees or hire. But we may employ alcoholics where they are going to perform those services for which we might otherwise have to engage non-alcoholics. Such special services may be well recompensed. But our usual A.A. "12th Step" work is never to be paid for."*

Throughout the world A.A.s are "12th 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 non-professional, 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 "12th Step" work have always failed quickly. Today, no A.A. will tolerate the idea of paid "A.A. Therapists" or "organizers". Nor does any A.A. 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 life lines. 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 "A.A. 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 A.A.", or that they are "professionalizing" A.A. Seemingly, if they do take our A.A. dollars they don't quite belong with us A.A.s any more. We sometimes go further; we underpay them on the theory they ought to be glad to "cook" for A.A. 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 12th Step work. They are just making more and better 12th 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 A.A. to the outside world and bring our prospects face to face with us. That's not "A.A. 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 A.A. 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 A.A. movement" and setting up, in a reasonably business-like manner, its few essential services of contact and propagation. Once we do that, all will be well. The million or so brother alcoholics who are still sick will then continue to get the break we 60,000 A.A.s have already had.

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

Bill W.

The A.A. Grapevine, July, 1948

**On Tradition Nine**

**“A.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve."**

Editorial by Bill W.  
A.A. Grapevine, August 1948

"*Each A.A. Group needs the least possible organization. Rotating leadership is the best. The small group may elect its secretary, the large group its rotating committee, and the groups of a large Metropolitan area their central or intergroup committee, which often employs a full-time secretary. The Trustees of The Alcoholic Foundation are, in effect, our A.A. General Service Committee. They are the custodians of our A.A. Tradition and the receivers of voluntary A.A. contributions by which we maintain our A.A. General Service Office in New York. They are authorized by the groups to handle our over-all public relations and they guarantee the integrity of our principal newspaper, "The A.A. Grapevine." All such representatives are to be guided in the spirit of service, for true leaders in A.A. are but trusted and experienced servants of the whole. They derive no real authority from their titles; they do not govern. Universal respect is the key to their usefulness*."

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 A.A. who is for simplicity. Terrified of anything organized, he tells us that A.A. is getting too complicated. He thinks money only makes trouble, committees only make dissension, elections only make politics, paid workers only make professionals and that clubs only coddle slipees. 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 A.A. promotor. Left to himself he would "bang the cannon and twang the lyre" at every crossroad of the world. Millions for drunks, great A.A. 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 A.A. 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 A.A. movement never gets over 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 A.A.

We shall, naturally, take the firm and safe middle course. A.A. 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 12th Step work.

If, for instance, an A.A. 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 A.A. 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 A.A. 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 out our A.A. message to others; to make for ourselves a finer greater society, and, God willing, to assure Alcoholics Anonymous a long life and perfect unity.

Bill W.

The A.A. Grapevine, August, 1948

**On Tradition Ten**

**“Alcoholics Anonymous has no opinion on outside issues; hence the A.A. name ought never be drawn into public controversy."**

Editorial by Bill W.  
A.A. Grapevine, September 1948

*No A.A. Group or member should ever, in such a way as to implicate A.A., express any opinion on outside controversial issues -- particularly those of politics, alcohol reform, or sectarian religion. The Alcoholics Anonymous Groups oppose no one. Concerning such matters they can express no views whatever*.

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 A.A. 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 10th Tradition, for it deals with the subject of controversy -- serious controversy.

On the other side of the world, millions have not long since died 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 has 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 A.A. must continue to live, or else many of us and many of our brother 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.

Bill W.

The A.A. Grapevine, September, 1948

**On Tradition Eleven**

**“Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films."**

Editorial by Bill W.  
A.A. Grapevine, October, 1948

*"Our relations with the general public should be characterized by personal anonymity. We think A.A. ought to avoid sensational advertising. Our names and pictures as A.A. members ought not be broadcast, filmed, or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let our friends recommend us."*

Providence has been looking after the public relations of Alcoholics Anonymous. It can scarcely have been otherwise. Though more than a dozen years old, hardly a syllable of criticism or ridicule has ever been spoken of A.A. 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 A.A. 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 A.A. lifelines reaching out to the brother 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 A.A. than how best to preserve a friendly and vital relation to all the world about us. Success will heavily rest upon right principles, a wise vigilance and the deepest personal responsibility on the part of every man jack 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 11th 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 A.A., 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, anyone 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 A.A. ever does, lest he divert A.A. 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 A.A. 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."

Bill W.

The A.A. Grapevine, October, 1948

**On Tradition Twelve**

**“Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities."**

Editorial by Bill W.  
A.A. Grapevine, November 1948

"*We of Alcoholics Anonymous believe that the principle of Anonymity has an immense spiritual significance. It reminds us that we are to place principles before personalities; that we are actually to practice a genuine humility. This to the end that our great blessings may never spoil us; that we shall forever live in thankful contemplation of Him Who presides over us all*."

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 12 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 A.A. 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 A.A. group to a single purpose, i.e. 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 A.A. 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 A.A. 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 A.A. 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 A.A. 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.

Bill W.

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