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Food Prices . . . . .	Alan Stang	1
Agriculture . . . . .	Frank A. Capell	17
The Trap . . . . .	Dan Smoot	27
Our Prisons . . . . .	Medford Evans	41
Second Term . . . . .	Gary Allen	57
Joseph McCarthy . . . . .	E. Merrill Root	85
De Libris . . . . .	Medford Evans	97
Cover Portrait . . . . .	Daniel Michael Canavan	Cover

## Dear Reader:

"As everyone knows," the incomparably witty Professor Oliver used to begin, "in the second Persian satrapy . . ." or "during the reign of Psammetichus the Third . . ." or "after the battle of Bosworth Field . . ." As everyone knows, indeed! It was a technique that always produced a chuckle. And there is a delightful corollary in Medford Evans' delicious *bon mot*: "Everyone knows . . . a lot of things that just ain't so."

For instance, "everyone knows" we Conservatives are losing. Doomsday polemics are so common among Conservatives that they have become the shibboleths of our cognates. It is simply assumed that the end is near — two minutes 'til midnight, and all that. An excellent book of several years ago was even styled: *No Wonder We Are Losing*. We at *American Opinion* believe the "fact" that we are losing is one of those things everyone knows . . . that just ain't so.

Perhaps you remember an article by Gary Allen on the Office of Economic Opportunity, published in this magazine in February of 1968. The doomsayers at the time assured us we had committed to a battle we couldn't possibly win. But we stayed at it. We have chased O.E.O. over these pages month after month for years — and you have distributed reprints that reached millions. Who among the doomsayers would have believed in 1968 that by February of this year the Director of O.E.O. would admit that the whole scheme has been "a Marxist notion" from the start, and begin under severe public pressure to dismantle it?

The growing campaign against the Office of Safety and Health Administration, spearheaded by Alan Stang's article on that subject in our January issue, represents yet another battle we have joined in which we are already making serious progress — just as we have on a score of the fronts (like the Equal Rights Amendment, and the United Nations, and sex training in the schools) where we have seen action together over the years while the doomsayers kibitzed.

It's a tough war, but we are growing stronger. And we think the authors appearing in this issue of *American Opinion* provide as fine a magazine of ammunition as we have yet produced. Lock and load. And see if the thought doesn't occur to you: *No Wonder We Are Winning*.

Sincerely,

Scott Stanley Jr.

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## FOOD PRICES

## The High Cost Of Staying Alive

Alan Stang is a former business editor for Prentice-Hall, Inc., and a television writer, producer, and consultant. Mr. Stang is an AMERICAN OPINION Contributing Editor and is author of the Western Islands bestsellers, *It's Very Simple* and *The Actor*. Author Stang, who earned his B.A. at City College of New York and his Masters at Columbia, is also a witty and dynamic speaker who lectures widely.



■ IN our neighborhood when your future intrepid correspondent was growing up, some female member of each family — a mother, a grandmother, an aunt or a Big Sister — would always supervise and regulate the eating habits of the young. For instance, the meat could not be eaten until the vegetables had been. And there was always the threat of a withheld dessert. If necessary, violations and smart-aleck remarks would be dealt with by some elderly male over thirty.

Nevertheless, there were times when we left food on our plates, at which a feminine finger would immediately be pointed, and a stern voice would remind us: "The children in Europe are starving!" There was always someone who would groan: "Wrap it up and send it to them." And you had better believe that such disrespectful remarks were corporally discouraged without delay.

The children in Europe were starving indeed, as they had been through much of recorded history — as millions throughout the world are even today. Most of the

world's people still go to bed hungry, and history is filled with stories of famines. Only in America have such things never happened, since the Pilgrims of the Massachusetts Bay Colony sensibly rejected small-letter communism. Year after decade after century, America has been abundant, with ample food even for the poorest.

In fact, one of the most incredible of all the incredible inventions America has given to the world is the miracle known as the supermarket. Some housewives will still remember that years ago food, though available, was rather limited in variety. Your choices consisted mainly of what was produced in your area, and much of what you bought at your corner grocery store had been delivered in bulk. There was no such thing as processing. There was no such thing as frozen food. Shopping for the week took the better part of a day, as the housewife proceeded from butcher to baker to candlestick maker.

Indeed, at an earlier time she even had to make many things herself. Would you believe there ever was a year in which mayonnaise could not be bought? The unimaginable deprivation boggles the mind of modern woman. The housewife even had to bake bread and make soap. A chicken was something she caught in the back yard, killed, and plucked. There was no women's liberation movement in those days because the women had no time for frivolities.

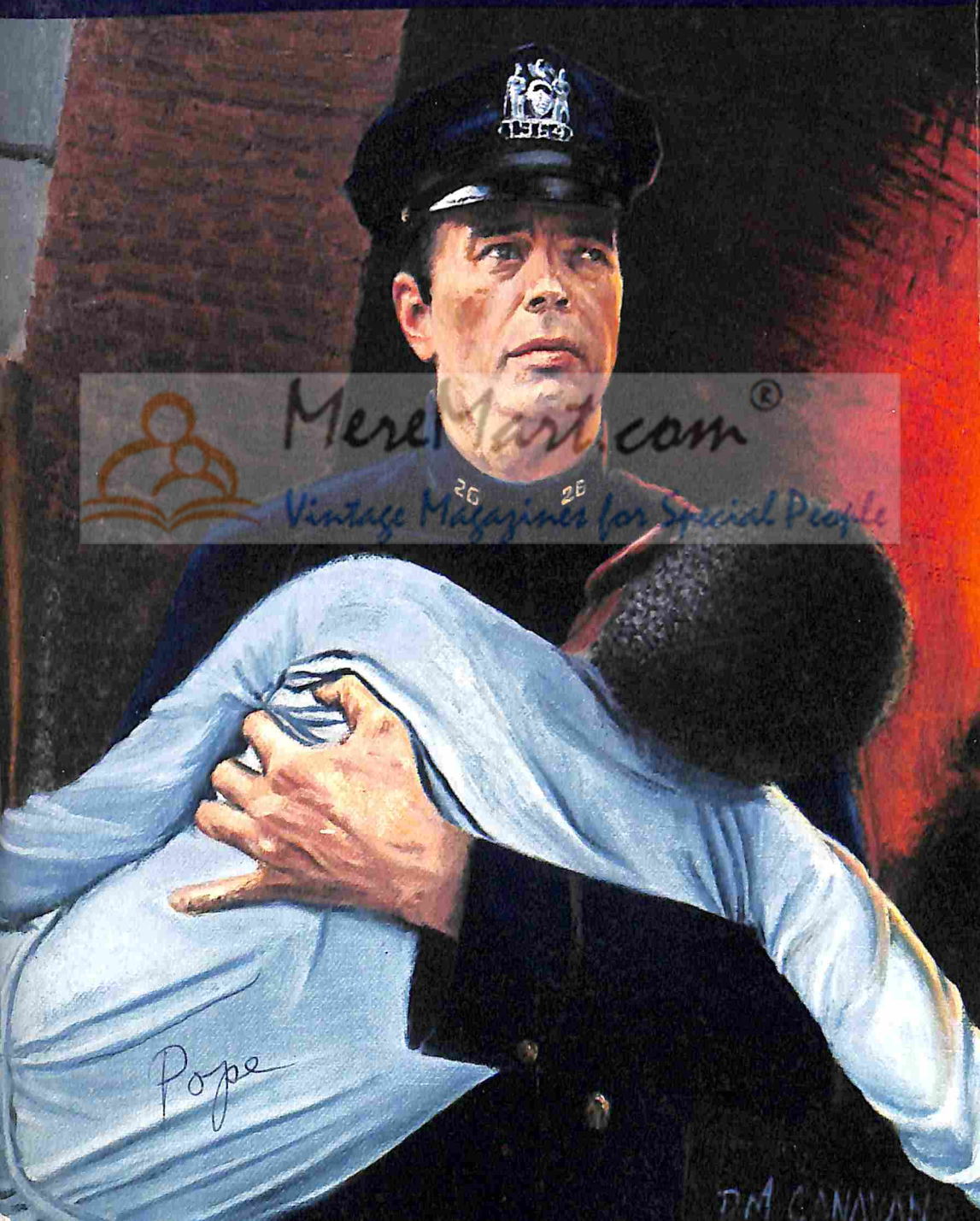
Today the housewife pushes a shopping cart through her local supermarket along endless rows of food from all over the world, listening to music to put her in



# AMERICAN OPINION

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ONE DOLLAR



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