

## THE ALTERNATIVE PRESS

The people who lived in the dark ages didn't know it was the "dark ages." They just thought life was hard and they were trying their best to conform so as to avoid the inquisition.

Great grandmother said: "You can get used to hanging if you hang long enough."

The updated statement of that principle is the story of the frog jumping out of a pot of very hot water; but that same frog, placed in cool water over a fire, is not startled by the rising temperature and ends up - with his end up - boiled to death.

Today most people are alarmed by the decline of the quality of life and the loss of peace and tranquility -- world wide -- no spot on earth excepted. But they are unable to comprehend chaos even as it walks in their front door. There is one thing they do know -- they are NOT BRAINWASHED. This is, of course, the first requirement of successful brainwashing.

Rose Wilder Lane pointed out that the first requisite to freedom is to discover that you are not free. The second is to discover that you are.

"Everybody" recognizes how his neighbor has been taken in by the media bias, etc. Few have objective introspective self esteem skills that allow them to recognize their own evasions. The best chance for a cure of that fatal disease is to read privately published newsletters of the alternative press -- several of them. The finest outline for continuing adult education is to read the Laissez Faire Books catalog. Write to one

of the world's unsung heroines Andrea Millen Rich, 942 Howard Street, San Francisco, CA 94103 (800-326-0996 or FAX 415-541-0597) and ask for a free copy. Purchase and read some of the life saving manuals (books) offered.

The greatest contaminant to the alternative press can be the reader!

Since "It's not that people are ignorant. It's just that they know so much that ain't so!", the editor knows he must not relay insights advanced too far beyond the contextual knowledge of the reader.

Many alternative newsletter editors sacrifice strategic insights in order to avoid offending subscribers thus losing subscriptions through angered cancellation or lack of renewal. But, go ahead, read "the radical" with uncommitted objectivity. You are reading for new insights, aren't you?

Be courageous and provide feedback to your editors in the form of questions to be treated in future issues. In this way they gain confidence in readership acceptance and will perhaps relate ideas that would not usually see print but are exceedingly valuable. In such a way, newsletters update and relate the alternative press books to your very great advantage and success -- possibly even saving your life.

The reason many people left Europe in the 1930's was that they were able to "see what they were looking at" in terms of future chaos. You might find alternative press information as valuable as did they.