



Written by [Gary Benoit](#) on July 22, 2022

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From the Editor

A Challenge ... and a Free Offer

American consumers are keenly aware of the fact that shortages of certain commodities, from toilet paper during the Covid-19 lockdowns to baby formula more recently, have become a problem in our land of plenty.

One such shortage that has recently become a big problem, albeit in this case under the radar screen of many Americans, has been the shortage of paper, caused in part by the closing of North American mills that were unable to stay profitable in the face of onerous environmental regulations, as well as a shifting by some mills away from the manufacture of high-quality paper to paper products for the growing packaging industry in order to stay in the black.

The New American is being printed by a printer that performs an excellent service for us, but neither our printer nor *TNA* is immune from the supply problems besetting parts of the American economy. This fact was manifested in the case of our July 25 “Life After Roe” Special Report (the previous issue of *TNA*), which was printed one week after the scheduled print date because of a planned paper delivery that did not arrive on time.

Of course, unless you are a brand-new subscriber, you should already have received your copy of “Life After Roe.” Nonetheless, we want to make you, our subscribers, aware of the current paper shortage and what we are doing in response.

First, our printer is working to buy paper when and where it can, so that paper will already be on-hand when deliveries are delayed. In the past, during the period of paper abundance, the print industry followed a production practice known as “Just in Time,” in terms of the very short window between the delivery and use of the paper. But that once-standard approach does not work when paper is in short supply. The one-week delay in the printing of our July 25 Special Report was unprecedented, and we and our printer will do our best to keep it that way. But there is no guarantee we will not face future paper-supply disruptions negatively impacting the printing schedule of the magazine.

Second, *we are offering our current subscribers who are getting a print subscription the option to sign up for a FREE digital subscription as well*, so that you will be able to see the current issue digitally while you await your printed copy in the mail. Use the QR code below or call 800-727-TRUE (8783) to subscribe to a digital subscription FREE with the promo code FREEDSUB22.

(The free subscription will be set up to match the expiration date of the subscriber’s current print subscription.)

Finally, *The New American* and its parent organization, The John Birch Society, are working hard to expose and oppose what overwhelming evidence shows is the engineered destruction of our marvelous free-enterprise system as part of a broader subversive goal to submerge America in a socialist/totalitarian new world order — the subject of our cover story in this issue. Ultimately, what we do or fail to do to protect and restore our American way of life will determine whether shortages become commonplace or a thing of the past — and even whether freedom, including freedom of the press, will flourish or perish.

As always, we invite our readers not only to read and consider the information we provide, but to put it



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to good use to make a difference for the better.



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