

It's remarkable how slick marketing will get people to vote against their own best interests.

“Forty years ago, Richard Nixon made a remarkable marketing discovery. By exploiting America's divisions — divisions over Vietnam, divisions over cultural change and, above all, racial divisions — he was able to reinvent the Republican brand. The party of plutocrats (those who achieve power by virtue of their wealth) was repackaged as the party of the “silent majority,” the regular guys — white guys, it went without saying — who didn't like the social changes taking place.

“It was a winning formula. And the great thing was that the new packaging didn't require any change in the product's actual contents — in fact, the G.O.P. was able to keep winning elections even as its actual policies became more pro-plutocrat, and less favorable to working Americans, than ever.”

This excerpt was from an article written by Paul Krugman in the *New York Times*. The article was entitled, “The Real Plumber of Ohio,” and is available in its entirety if you sign up for a free subscription to the Times online.

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I can't believe the naiveté of the hierarchy and its frantic obsession with overturning *Roe v. Wade*. Don't they understand that this will simply return the abortion debate to the states? Then, even if the majority of the states decide not to provide abortions, all that this effort will accomplish is to force women to travel to states that will, or force those unable to travel (often the poor and the young) to risk their lives seeking unsafe alternatives.

The only ethical way to reduce the number of abortions is to strengthen the social safety net that provides pre-natal care and post-natal services for women and their children.

It appears to be a form of willful ignorance that prevents people from seeing this for what it is – a cynical effort, fuelled by the conservative corporate coalition, to con the electorate into believing that Republicans care one iota about human life – inside or outside the womb.