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Sommario/riassunto	The American Spectator was founded in 1924 by George Nathan and Truman Newberry over a cheap domestic ale in McSorley's Old Ale House. In 1967 the Saturday Evening Club took it over, rechristening it The Alternative: An American Spectator; but by November 1977 the word "alternative" had acquired such an esoteric fragrance that in order to discourage unsolicited manuscripts from florists, beauticians, and other creative types the Club reverted to the magazine's original name. Published remarkably without regard to sex, lifestyle, race, color, creed, physical handicap, or national origin. - Publisher