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INSIGHTS

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GARBAGE PROJECT



Dr. William L. Rathje, Professor Emeritus at the University of Arizona's Department of Anthropology believes that one of the best ways to understand a culture is to dig through its refuse. And while it might seem like wading through landfills is just glorified dumpster diving, Dr. Rathje considers it serious archaeological fieldwork. The "Garbage Project" was formed in 1973 and allowed students to earn credits by essentially digging through other people's trash. Since then, Rathje and his classes have sorted, weighed, and cataloged tons of waste and uncovered a treasure trove of information about the buying habits and consumption behaviors of American consumers – research that government agencies, businesses, marketing firms, and academic institutions have found to be far from a bunch of garbage.

Garbologists have also made important environmental discoveries that have helped dispel a lot of landfill myths – primarily that Styrofoam containers and dirty disposable diapers were Earth Day enemies cluttering up the majority of landfills. In fact, his findings told a much different story. Fast food packages were found to make up less than one percent of waste, and disposable diapers, less than two percent.

Regardless of what takes a dive into the dumpster ChemStation is standing by, ready to help community landfills meet their odor control needs with our unique system. Our products can be misted, fogged or sprayed into the air through line sprayers or misting systems. They mask, encapsulate or counteract nearly any type of malodors immediately and effectively.

ChemStation custom formulates odor control products for sewage treatment, farms, food processing, landfills, slaughterhouses, rendering facilities, construction waste, ponds, compactor rooms, transfer stations, hospitals, and more. Call your ChemStation Account Manager for more information. ■



FIVE-SECOND RULE

A myth regarding fallen food? Read on. The five-second rule is a popular North American old wives' tale. The rule states that foods…particularly sweet foods like cookies…that have fallen to the ground will not contract any germs until five seconds have passed. It provides a convenient rationale for eating food off the floor, and is usually invoked when a group of people are present. However, the rule is seldom invoked in the case of sticky foods to which dirt visibly clings. The origin of the five-second rule is unknown.

Researchers at the University of Illinois say the so-called "5-Second Rule" isn't a myth. They say when you drop food on the floor, it's still safe to eat if you pick it up within five seconds. That's because it takes at least that long for germs to devour dropped food. Sticky food though, will pick up bacteria faster than dry food. They believe the 5-Second Rule probably only applies to tile and hardwood floors.

Food Science Professor Peter Blaschek said, "I think all bets are off when you're talking about something like carpeting. That's an entirely different story and we haven't done that study yet." By the way, if you try getting rid of germs on your food by blowing on it or dusting it off, you're wasting your time. It doesn't work. ■

AUGUST HIGHLIGHTS

Celebrate the "dog days" by observing August as National Cat Fish Month, National Golf Month, and National Parks Month. The first week in August is Clown Week and National Smile Week. Back in 1790 the first U.S. Census was completed on August 1 and there were four million people counted at that time. On August 4, 1693, champagne was invented by Dom Perignon. The "Order of the Purple Heart" was created by President George Washington on August 7, 1782. Japan surrendered on August 14, 1945 to end World War II. Eight years later on August 14, 1953, the Whiffle Ball was patented. On August 19, 1909 Indianapolis Speedway held its first auto race. Hawaii became the 50th state on August 21, 1959. Last but not least The Late Show with David Letterman premiered on CBS on August 30, 1993.





MORE E-X-P-A-N-S-I-O-N!

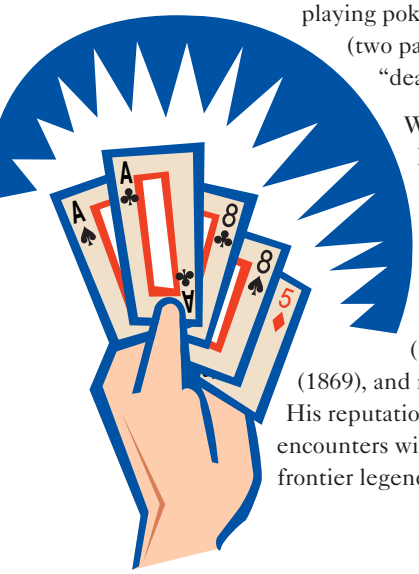
Last month we told you that we took Horace Greeley's advice to "go West" and this month we're pleased to announce the opening of our newest facility in El Paso, Texas. It is our fifth location in Texas, the first "border town" and the 53rd pin on our map of Manufacturing Centers.

Our team of chemists and technical support staff will work closely with El Paso to develop new cleaning solutions to meet the daily challenges of business and industry in the southwest. Custom-formulated cleaning solutions delivered to our unique refillable tank system…"Keeping it Clean." ■

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Aces 'n Eights

As most Wild West buffs are aware, James Butler "Wild Bill" Hickok was killed by Jack McCall in Deadwood, Dakota Territory on August 2, 1876. Hickok was shot in the back of the head while playing poker and holding aces and eights (two pairs)…ever since known as the "dead man's hand."



Wild Bill, born in Troy Grove, Illinois in 1837, was a driver for the Butterfield stage line, and gained fame as a gunfighter. He served as a Union scout in the Civil War. After the war he became deputy U.S. marshal at Fort Riley (1866), marshal of Hays, Kansas (1869), and marshal of Abilene, Kansas (1871). His reputation as a marksman in desperate encounters with outlaws made him a figure of frontier legend. ■



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Soapbox

Hospitality is making your guests feel at home, even though you wish they were.

Congress is so strange. A man gets up to speak and says nothing. Nobody listens – and then everybody disagrees.

Self-respect – the secure feeling that no one, as yet, is suspicious.

Fathers are what give daughters away to other men who aren't nearly good enough, so they can have grandchildren who are smarter than anybody's. – *Paul Harvey*

The amount of sleep required by the average person is about five minutes more.

Committee, n. a group of men who individually can do nothing but as a group decide that nothing can be done.

Nuclear physics is much easier than tax law. It's rational and always works the same way.

You know you're too stressed when antacid tablets become your sole source of nutrition.

The older we get, the fewer things seem worth waiting in line for.

Excellence can be attained if you care more than others think is wise, risk more than others think is safe, dream more than others think is practical, and expect more than others think is possible.

The two biggest problems for workers in America are making ends meet and making meetings end.

Never do card tricks for the group you play poker with.

Why can we remember the tiniest detail that has happened and not remember how many times we have told it to the same person?

Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.