

Waste Not

The Weekly Reporter
for rational
resource management

74

A publication of *Work On Waste USA, Inc.*, 82 Judson, Canton, NY 13617 315-379-9200

OCTOBER 19, 1989

WHEN OGDEN MARTIN QUOTES CHIEF SEATTLE IT IS TIME FOR "WASTE NOT" TO QUOTE GEORGE ORWELL!

As part of its effort to promote itself as an "environmentally concerned" company, **Ogden Martin** is distributing packets of wildflower seeds. We reproduce the package below. We fail to see the connection between trash incinerators and wildflowers, but we do see rather sinister implications in the effort to blur the distinction between those genuinely concerned about protecting the environment and those who seek to make huge profits from its continued abuse.

GROW YOUR OWN OGDEN PLANT



WILDFLOWER ALL PURPOSE MIX

"...we are the Earth and it is part of us. The perfumed flowers are our sisters..."

Chief Seattle, 1854

As we move into a new decade, our kinship with nature becomes increasingly important. We must restore nature's balance throughout our global environment. The seeds within this packet will grow anywhere in the U.S., nurtured by loose soil, plenty of sunshine and watering only as needed.

Sprinkle them in every canyon, every strip of barren dirt. Seed the wastelands along our highways; sow stream banks, yards and forests. Together, we can lay lush landscapes that will be a continual source of sweet perfume.

OGDEN MARTIN SYSTEMS, INC.



The nation's leader in resource recovery.

40 Lane Road, CN2615, Fairfield, NJ 07007
(201) 882-9000

In his novel "1984" George Orwell wrote:

"The Ministry of Truth...was startlingly different from any other object in sight. It was an enormous pyramidal structure of glittering white concrete, sparing up, terrace after terrace three hundred metres into the air. From where Winston stood it was just possible to read, picked out on its face in elegant lettering, the three slogans of the Party:

WAR IS PEACE
FREEDOM IS SLAVERY
IGNORANCE IS STRENGTH

Now in 1989 Ogden Martin have added some more Newspeak to the list:

RESOURCE DESTRUCTION IS RESOURCE RECOVERY and INCINERATOR EMISSIONS PERFUME THE AIR.

Printed on recycled paper, naturally

IN FLORIDA OGDEN MARTIN PLAYING 'BIG BROTHER'. In Florida, David Feldman, a retired consulting engineer, has been making life difficult for the mass-burn industry by pointing out the shortcomings of their technology and track record. Among other things he made David Sokol (President of **Ogden Martin**) look rather silly in a debate. Just before Mr. Feldman spoke before the Greater Dade City Chamber of Commerce, he received the following threatening letter from Mr. Sokol:

TRANSMITTED VIA BOTH UNITED PARCEL SERVICE AND CERTIFIED MAIL

October 4, 1989

Mr. David Feldman
402 North Pine Meadow Drive
DeBary, FL 32713-2307

OGDEN MARTIN SYSTEMS, INC.
40 LANE ROAD
CN 2615
FAIRFIELD, N.J. 07007-2615

Re: October 9th meeting of the Greater Dade City Chamber of Commerce

Dear Mr. Feldman:

It has come to our attention that you will be speaking at the above-referenced meeting on the topic of waste incineration. Calling to mind our letters to you of March 28 and May 2, 1989 in which we put you on notice that statements you had been publishing about our company were defamatory, we are justifiably concerned about what you may say at the October 9th meeting. Accordingly, we are advising you that we intend to record the meeting in its entirety.

You may recall that we underscored in our earlier letter our support for an individual's free speech rights. At the same time, we admonished you regarding your obligation to investigate the facts and to speak the truth and your repeated and persistent failure to have done so. We warned you then, and remind you now, that if you make any further false statements or misrepresentations, we will pursue all available legal remedies to redress our injuries caused by you.

Very truly yours,


David L. Sokol

DAVID L. SOKOL
PRESIDENT
CHIEF EXECUTIVE OFFICER
(201) 882-7144

DLS:dmg

Based on our conversations with David Feldman it would appear that any "mistakes" that he made were not of any significant kind. Which is more than can be said of those who have promoted mass-burn incineration over the last five years. It is unfortunate that they have not lived up to David Sokol's admonishment to "investigate the facts and to speak the truth". How many communities in the USA have been told that: "The only thing that will come out of the stacks will be carbon dioxide and water"; "all the dioxins will be destroyed because we are burning at high temperatures"; "the health risks will be no greater than smoking two cigarettes"; "the ash is non-toxic"; "while dioxin is toxic for animals it is not toxic for humans"; and Mr. Sokol's own claim in a TV debate in Massachusetts that **Ogden Martin** was recycling more than any other company in the USA!

Let's listen again to Chief Seattle: "...The air is precious to the red man, for all things share the same breath - the beast, the tree, the man, they all share the same breath. The white man does not seem to notice the air he breathes. Like a man dying for many days, he is numb to the stench. But if we sell you our land, you must remember that the air is precious to us, that the air shares its spirit with all the life it supports..."

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