

News from:

The Movement for a Better America, PO Box 472, Mt. Freedom, NJ. 07970.

For interviews or speaking dates, contact Dennis Howard at 973-895-7367 or 973-796-8338

Email: mbaforlife@gmail.com / Website: <http://www.movementforabetteramerica.org>

FOR IMMEDIATE RELEASE

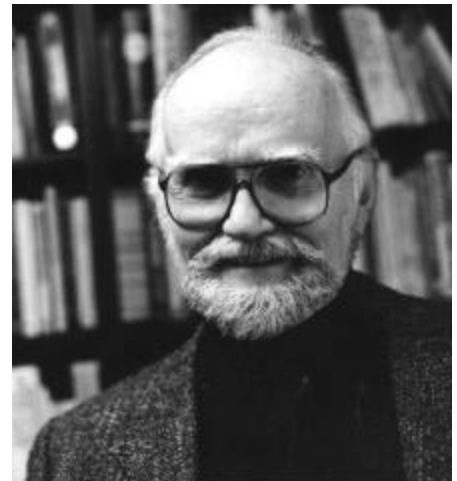
OIL SPILL: ANOTHER CASE OF 'IT'S THE STUPIDITY, STUPID'

MT. FREEDOM, NJ -- "Government and oil officials have been overlooking low-cost, common sense solutions to cleaning up the oil spill in the Gulf of Mexico ever since this crisis began," according to Dennis Howard, President of the Movement for a Better America located here.

Howard, whose journalism and marketing career spans 60 years, says "It seems to be another case of experts and bureaucrats ignoring the obvious when it comes to solving major problems. The solution to cleaning up the Gulf oil spill in fact lies in a simple 35-year old technology that I tried to bring to market in the mid-'70's."

He says, "The solution is an inexpensive material that has amazing power when it comes to absorbing oil. It is plain, old Canadian sphagnum peat moss which has the capacity to absorb 8 times its own weight in oil. Canada has millions of acres of it with wide distribution throughout the United States. I'm sure there is no supply problem."

Howard tried to market the product in the mid-1970's but was stymied because it was so cheap that it was hard to make money on it. "However, that's what makes it such a good solution to a massive oil spill. Its low cost and its amazing ability to absorb oil."



He points out, "A simple experiment will demonstrate the ability of peat moss to absorb oil. Just take a large glass container and fill it with a quart or more of fresh water. Add a half a cup of ordinary motor oil. Most of it will float on top with a small fraction dropping to the bottom.

"Then add just one cup of dry peat moss. It will absorb 8 times its weight in oil within 5 minutes, leaving clear water below and a soggy mass of oily peat moss on top that can easily be strained or skimmed off. What's left is slightly dirty water that won't kill a thing and can easily be filtered. The key is that peat moss absorbs oil far better than it absorbs water. The residue can even be used as a fuel. It sure beats letting seabirds and wildlife soak up the oil. Nothing else can do this job as efficiently. Dispersants will only turn the Gulf into a huge, toxic waste dump."

Why didn't his marketing effort succeed 35 years ago? Howard says, "At first, we were trying to market a highly processed form of peat moss. Unfortunately, a 2 lb. bag cost 4 times as much as a bale of the garden variety stuff. We soon found that ordinary peat moss worked just as well as the more expensive product, but it couldn't support a major marketing effort. However, its low cost made it even more compelling as a solution to massive spills."

Howard's marketing career focused on life-saving products. Working with Baker Industries, he helped introduce the first residential smoke detector in 1975. Sales went from 20,000 units a year to over a million in four years. "A new industry was

born," he recalls. "Sadly, cheap imports wiped out the domestic smoke detector industry. That was pretty stupid, too. Thousands of people lost good, new jobs."

Howard has other examples of how shortsightedness and false economy torpedoed major life safety innovations, including an invention that could have eliminated the fireballs that characterize so many aviation disasters.

According to Howard, "This could have prevented the explosive fires that brought down the twin towers as well as the tragedy of TWA Flight 800."

He says, "It was a rapid heat dissipation system for aviation fuel tanks. It featured a lightweight aluminum honeycomb structure within each tank that permitted fuel to flow freely but quickly reduced hot spots that might result from an electrical short, an incendiary bullet, or a collision-induced spark that could trigger an explosive fire.

"The system worked extremely well in tests using incendiary bullets shot directly into tanks full of aviation fuel. Unequipped tanks exploded in fireballs. With the system in place, fuel simply drained out of the bullet hole without an explosion."

Objections to the system were based on a modest increase in cost and weight for aircraft fuel tanks. "Retrofitting existing fleets would admittedly have been prohibitive," Howard says, "but if the feature had been included in new aircraft, every airplane in today's fleet would now have it, and many more people would still be alive."

He adds, "It could not have saved anyone on the airplanes that hit the World Trade Center. The collisions would have killed them. However, it could have prevented the fiery explosions that turned the towers into torches and brought down the buildings. That could have saved the lives of thousands of rescue workers and people in the buildings."

"It could also have stopped terrorists from turning airplanes into firebombs. We have to ask: 'What would that be worth in today's world?'"

Howard now heads The Movement for a Better America, a non-profit educational organization that concerns itself with another major cause of loss of life: abortion.

"I'm afraid it's another case of 'It's the stupidity, stupid,'" he says. "According to our research, 52.8 million abortions have cost us \$38.5 trillion in lost GDP since 1970, and that number is growing by \$2.5 trillion a year. Here again, we see stupidity at work. Abortion is destroying us as a country, but our leaders don't seem to care enough to stop it or prevent it."

**We are reaching a million households a month via talk radio.
Help us get these life-saving messages out
by sending us your most generous donation today!**

Movement for a Better America, Inc., PO Box 472, Mt. Freedom, NJ 07970-0472
(MBA, Inc. is a 501 (c) (3) non-profit corporation. All donations are tax deductible.)

I enclose my tax-deductible contribution for . . .

(Check one) \$25 \$50 \$100 \$250 \$500 \$1000 or \$.....(other)

Name _____ Email _____

Address _____

City _____ State _____ Zip _____