

Black


 5-30-04 You Can CMYK
 Universal Press Syndicate

 EMBARGOED
 Until Release Date

Black



2004



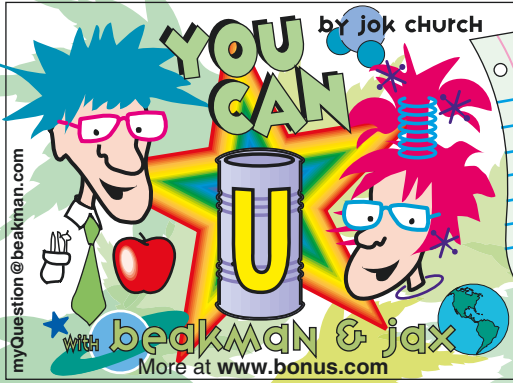
Black



Black



P.S. from Jax: Not enough of us ask for recycled stuff. A lot of stores are those huge chain stores where decisions are made far, far, far away - like in Arkansas. You'll just have to work harder and ask more often. Always.



Dear Beakman,
 How much paper
 does a person use
 every day?

Jake Innito
 Kyoto, Japan

Beakman or Jax
 P.O. Box 30177
 Kansas City, MO 64112
 Questions, name & address

Dear Jake,
 It's about 1½ pounds (.68 kg) per person per day. In North America, we use about 600 pounds of paper per person per year. In Japan the number is slightly lower at around 550 pounds (250 kg) per year.

That's 5 to 6 trees per person per year ground up into paper.

But this is about more than just trees. Less paper use means a lot less pollution and less energy waste. These things still matter, even though we don't hear much about ecology anymore.

Beakman
 Beakman Place

Virgin
 Paper

Huge amounts of energy are wasted making paper from trees. It takes 16,320 kilowatt hours of power to make one ton of paper. It takes only 5,919 KWHs to make a ton of recycled paper.

Recycled

Virgin
 Paper

Cutting down and grinding up trees and milling the pulp into paper creates air pollution.

Making recycled paper creates only 26% of the air pollution that making virgin paper makes.

Recycled

So What:

So buy *less* stuff. Buy *less packaging*. All those little tiny packages of stuff for just one use are, if you'll excuse me, stupid.

So buy *more* stuff that says *Recycled* on the package. Not *Recyclable*. That's a trick. If you can't find stuff like recycled toilet paper, politely and firmly ask for the manager of the store.

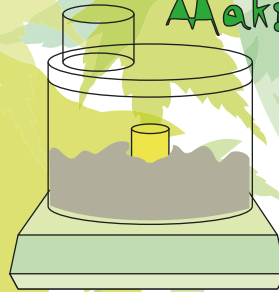
Introduce yourself and kindly ask that he or she stock recycled toilet paper. *Promise to buy it*. Ask your family to support you in this. I'm sure I don't need to tell you how to get your own way in the grocery store.

Virgin
 Paper

A lot of water is used to make paper, and a lot of it ends up polluted with the acids and bleaches used to make paper smooth and white. Recycled paper creates 35% less water pollution.

Recycled

Making Paper



To make your own recycled paper out of this newspaper, go to www.bonus.com
 > Brains
 > Beakman & Jax