The Establishment, the people who like to think they control U.S. business and government, are being driven mad by the Nimby syndrome. They see dumps everywhere - on their neighbors' farms, in their backyards, in the midst of their children's schools. They smell the stench of old chemical waste, and they blame industry for a pollution that threatens their health and their property values. They call it "NIMBYism" - an acronym that stands for "Not In My Backyard." But they're not the only ones who are angry. The nation's chemical industry is furious, too. It has spent millions of dollars on public relations campaigns to try to convince the public that dumps are not as bad as they seem. NEWSWEEK, for one, has been a vocal advocate of the industry's position. In its July 24 cover story, "The Environment: Cleaning Up Our Mess," NEWSWEEK argues that dumps are not as threatening as they appear. The magazine notes that most dumps are not actively producing hazardous waste, but are instead sites where old chemicals are stored. NEWSWEEK argues that these old dumps are not a significant threat to public health, and that the industry has done a good job of cleaning them up. The magazine also argues that the public's concern about dumps is misguided, and that it is not worth worrying about. NEWSWEEK acknowledges that there are some dumps that are still releasing hazardous waste, but it argues that these are the exception rather than the rule. The magazine notes that the EPA has made significant progress in cleaning up dumps, and that the industry has invested heavily in cleanup efforts. NEWSWEEK argues that the public should not be scared of dumps, and that the industry is doing its best to make sure they are not a danger to public health.