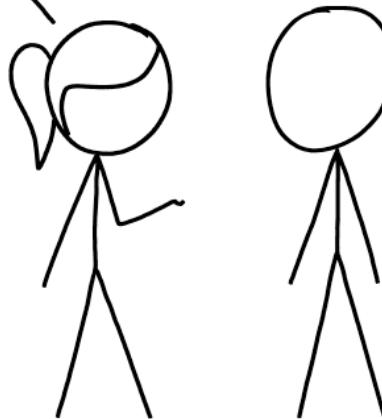


SILICATE CHEMISTRY IS SECOND NATURE TO US GEOCHEMISTS, SO IT'S EASY TO FORGET THAT THE AVERAGE PERSON PROBABLY ONLY KNOWS THE FORMULAS FOR OLIVINE AND ONE OR TWO FELDSPARS.

AND QUARTZ, OF COURSE.
OF COURSE.



EVEN WHEN THEY'RE TRYING TO COMPENSATE FOR IT, EXPERTS IN ANYTHING WILDLY OVERESTIMATE THE AVERAGE PERSON'S FAMILIARITY WITH THEIR FIELD.