

# Ketchump



Can you name a familiar pseudoplastic substance that has been known to pal around with French fries, chips, hot dogs, and escargot? Hint: it's a non-Newtonian fluid and it's red. Give up? Why, it's ketchup! Condimentologists would have you believe it's been around ever since the beginning of the 19th century. In reality, ketchup is a relatively recent hamburg-topper, dating back only to July 1954. That's when an experiment by Dr. Ernest F. Dinklaker of Ketchum, Idaho went very wrong. A researcher for the Heinz Paint Company, Dinklaker was tasked to devise a tomato-based exterior latex paint. Which he did. Unfortunately, when the amino-pectin from the tomato came into contact with the trinitrotoluene pigment in the paint, it blew up. An agile Dinklaker avoided the blast, but the same could not be said for the rest of the town which, for days thereafter, basked in a dark red hue. But the calamity was short lived. The goop sported a pleasingly tangy taste that the citizenry found to their liking. Heinz Paint Company straightaway shorted its name by one-third and went into the condiment business. As an homage to its home town, the company named its product "Ketchum." Unfortunately, a myopic patent attorney misspelt it, and thenceforth Ketchum was known only as a fishing, hiking, trail riding, tennis, and art gallery destination.