

## King’s Inspirational “Dream”

On August 28, 1963, before a crowd of 250,000 Americans, Martin Luther King Jr. gave his “I Have a Dream” speech at the Lincoln Memorial in Washington, D.C. The speech remains one of the most memorable ever made, ranking alongside Lincoln’s “Gettysburg Address” as one of the most moving and most analyzed in American history. King’s mention of his “dream” was not in his prepared remarks. Gospel singer Mahalia Jackson prompted King to “tell them about the dream,” and so King improvised the most famous part of his speech on the spot.



King and his thousands of followers had come to the capital for their March on Washington for Jobs and Freedom. The march was attended by civil rights leaders, the United Auto Workers Union, and the American Jewish Congress, all of which were united in their calls for desegregating public schools, expanding federal works programs to train workers, and addressing violations of citizens’ constitutional rights. The march was not strictly business. Musicians such as Joan Baez, Bob Dylan, and Mahalia Jackson were scheduled to perform. Jackson, especially, was a mainstay at King’s rallies. Their relationship was such that she had no qualms in interrupting King during his remarks and suggesting that he “tell them about the dream.”

For many attendees of the march and many in the media, King’s speech was the highlight. The fact that it was televised also helped the civil rights movement gain mainstream acceptance. Indeed, King’s triumphant speech at the feet of Lincoln helped secure the passage of the Civil Rights Act of 1964 and paved the way for the passage of the Voting Rights Act of 1965. Both the image of King at the podium and his refrain of “I have a dream” have become defining moments of the civil rights era. Not only was King’s speech added to the Library of Congress’ National Recording Registry in 2002, but its words were forever etched into the marble steps of the Lincoln Memorial in the exact place where King stood on August 28, 1963.

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## August Birthdays

### Resident Birthdays

Arthur Slack 2<sup>nd</sup>  
Phyllis Root 17<sup>th</sup>  
Dorothy Hagin 19<sup>th</sup>

### Staff Birthdays

Celia Caro 1<sup>st</sup>  
Anaya Waddy 3<sup>rd</sup>  
Donna Harley 14<sup>th</sup>  
Vickie Cook 24<sup>th</sup>

# NEWSLETTER

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## Keeping Our Cool

The so-called “dog days” of summer stretch from mid-July into mid-August. Today, many people believe that we call these the dog days because we all feel as hot as a dog, or that the heat of the day is enough to make a dog go crazy. But to discover the real explanation behind the dog days, look to the night sky. This period earned its canine moniker during the age of ancient Greece. Mid-July coincided with the rise of the constellation Canis Major, the Greater Dog, which features the brightest star in the night sky, Sirius, also known as the Dog Star. During this time, Sirius rises just before the sun. No wonder the word *sirius* means “scorching” in Greek. The Dog Star was believed to be a harbinger of drought, plague, lethargy, fever, thunderstorms, and bad luck. Lucky for us, modern technologies have given us plenty of ways to beat the heat. Perhaps the Greeks and Romans would have thought differently about Sirius if they had air conditioning?

It is no coincidence that Air Conditioning Appreciation Days overlap with the dog days of summer, because for many this invention is the greatest source of relief from the oppressive heat. It was during the dog days of 1902 that Willis Carrier invented the first air conditioner. He did not set out to create artificial cooling but rather a machine that could lower humidity. A printing company came to Carrier with a problem. During summer, high humidity would wreak havoc with their color printing. Carrier designed a system of chilled coils, fans, ducts, heaters, and temperature controls that not only lowered the humidity inside the printing plant but created cool artificial breezes! Carrier’s new industry changed the world.

Air conditioners did not become widely available to the public until the 1960s, but once they became common in homes, heat-related deaths decreased by 80%. Talk about life-changing! Air-conditioning cools more than air; it cools our tempers, too. Research shows that heat increases aggression, while air-conditioning actually helps calm us down. It may be much easier to enjoy Relaxation Day on August 15 with the air-conditioning on!

## Celebrating August

### Read-a-Romance-Novel Month

### Happiness Happens Month

### International Clown Week August 1–7

### Watermelon Day August 3

### Elvis Week August 8–16

### Creamsicle Day August 14

### Senior Citizens Day August 21

### National Park Service Day August 25

### Matchmaker Day August 31



## The Road to Success

The road trip—more specifically the cross-country road trip—is considered an American rite of passage. The automobile itself encapsulates American notions of personal freedom, adventure, and self-sufficiency. The road trip even figures prominently in some of America's greatest novels, such as Jack Kerouac's *On the Road* and John Steinbeck's *Travels with Charley: In Search of America*. Yet before road trips became an American obsession, Bertha Benz, wife and business partner of the German automobile inventor Karl Benz, became the first person in the world to complete one.



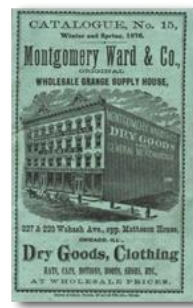
Karl was a brilliant engineer, as evidenced by the invention of his three-wheeled "horseless carriage." It was Bertha, however, who saw the need to publicize her husband's automobile, especially in light of the work of Gottlieb Daimler, who was perfecting his four-wheeled automobile. So, in early August of 1888, Bertha gathered her two teenage sons and hit the road to visit her mother in Pforzheim, 65 miles away. Bertha, setting out on the world's first road trip, acted as both driver and mechanic. Stories tell of how she repaired a broken ignition with her garter and unclogged a fuel line with a hatpin. When the wooden brakes wore thin, she implored a cobbler to install leather soles as the world's first brake pads. With each town she passed, both Bertha's fame and the publicity for the Benz auto grew. Smartly, Bertha returned home via a different route, further spreading the fame of the Benz auto and the ingenious woman who drove it. By the time Bertha arrived home, auto orders were pouring in and Benz was birthing an industry.

Just over 20 years later, another woman would make driving history. Twenty-two-year-old Alice Ramsey became the first woman to drive across America, from New York to San Francisco. Like Bertha had, Ramsey faced poor roads and made many ingenious repairs to her 1909 Maxwell DA, but on August 7, 1909, after 59 days and 3,800 miles, she became the first female driver to complete that transcontinental rite of passage.

## Flower Power

August 28 is Daffodil Day, a day celebrating this beautiful flower. The ancient Greeks, who called the flower a narcissus, acknowledged its beauty in their myths. A man named Narcissus was so taken with his own beauty that, after seeing his reflection in a pool of water, he stopped to admire himself. He was so obsessed with his beauty that he could not pull himself away from his own reflection. Alas, he died at the waterside, and in his place grew the first daffodil. It is from this myth that we get both the flower's name and the word *narcissist*, a word for those who admire themselves too much. But why shouldn't daffodils admire themselves? They are beautiful, after all. And because they are some of the first flowers to bloom in the spring, they are also associated with rebirth, renewal, new beginnings, and hope. For this reason, daffodils have become a potent symbol of hope in the fight against cancer. Cancer councils around the world use Daffodil Day to raise funds to support life-saving cancer research.

## Mighty Mail-Order



On August 18, 1872, Aaron Montgomery Ward mailed out a catalog detailing the wares he had for sale at his dry goods business in Chicago. His 8 X 12-inch pricing sheet was the world's first mail-order catalog. Ward believed that people living in rural communities wanted city goods and that he could provide them at an affordable cost. He mailed his goods from Chicago to rural train stations, where customers could pick them up. Country folk loved the wide selection of goods Ward was able to offer, and his idea gathered steam over the next few years. Rural retailers tried to thwart his success by burning the catalogs, to no avail. By 1883, Ward's modest pricing sheet had become a 240-page "Wish Book" filled with 10,000 items. Ward had become the titan of the mail-order business.

## Only You

During World War II, Japanese submarines bombed a California oil field and nearly triggered a massive forest fire. This prompted the Forest Service to run ads in conjunction with the War Advertising Council that read, "Another Enemy to Conquer: Forest Fires" and "Careless Matches Aid the Axis." Disney had just released the hit *Bambi* and allowed the young animated deer to be used as a mascot. Then, on August 9, 1944, the U.S. Forest Service retired Bambi and adopted Smokey Bear as its new mascot, wearing his trademark Ranger's hat and blue jeans and carrying a shovel. Soon, every camper in America knew about Smokey and his mission to prevent forest fires.



In 1950, a manmade fire swept through Lincoln National Forest in New Mexico. While trapped by the flames, twenty-four firefighters found a lone black bear cub clinging to a smoldering tree. All survived, and the rescued cub was named Smokey. He was moved to the National Zoo in Washington, D.C., where visitors could meet the real-life Smokey Bear, learn his story of survival, and understand the horrible dangers forest fires pose to both wildlife and society.

Over the decades, Smokey's message has sunk into the consciousness of America. The average amount of forest consumed by fire fell steadily each year, from 22 million acres in 1944 to 6.6 million in 2011. Americans understood the dangers and destructiveness of forest fires and that fires could often be prevented.

But has all this fire suppression been counterproductive? Some argue that fire suppression has led to a buildup of dead trees and dried underbrush, creating a fuel to feed catastrophic blazes. We now know fires are a natural part of a forest's life cycle, important for its growth and renewal. What does this mean for Smokey Bear and his messaging? Perhaps it means that the best way to help our forests is to keep learning about them.

## Jazz Milestones

On August 17, 1959, the world experienced what many consider to be the greatest and most innovative jazz recording of all time, Miles Davis' *Kind of Blue*. To support his trumpet, Davis gathered some of the best musicians in the business: saxophonists John Coltrane and Julian "Cannonball" Adderley, pianists Bill Evans and Wynton Kelly, bassist Paul Chambers, and drummer Jimmy Cobb. Up until this point in jazz music, bebop, with its traditional chord changes, was the norm. Davis and composer George Russell threw precedent out the window. They chose to improvise not by following chord changes but to instead use scales, chords, and melodies. This opened up their music to almost endless possibilities. It was a new musical movement that would change jazz forever. The musicians recorded a mere three reels of tape—not much by recording standards—over just two days of recording. Davis called for almost no rehearsal, and musicians did not even know what they were recording until they showed up at the studio. Even during those sessions, Davis gave almost no instruction. The result of those brilliant improvisations became the best-selling jazz album the world has ever known.

## A Can-Do Attitude



The first of August is International Can-It-Forward Day, a day to extol the virtues of preparing for winter by canning all types of foods. With careful planning, summer's bounty of fruits and vegetables can be enjoyed throughout the winter. The canning of foods was invented by Frenchman Nicolas Appert, a Parisian chef who successfully preserved the first soups, juices, jellies, vegetables, and syrups in jars. His process was simple; he sealed jars with cork and sealing wax and then boiled them to cook the contents, destroy bacteria, and make the jars airtight. In many ways, our modern methods of canning foods are no different from Appert's methods of a century ago.