

Sky-High Ambition



Before becoming a pilot of world renown, Amelia Earhart was a rough and tumble girl who sought adventure wherever she could find it in her small hometown of Atchison, Kansas. She was born on July 24, 1897, to Sam and Amy Earhart. Amy did not believe in molding her daughters into “good little girls,” but instead dressed them in pants and allowed them to roam the neighborhood with rifles, hunting rats. It was out of this adventurous youth that the aviation hero Amelia Earhart was born.

Earhart’s first encounter with an airplane did not occur until around 1918, when she visited the Canadian National Expedition in Toronto. A World War I flying ace was demonstrating death-defying maneuvers when he spotted Earhart on the ground. In an attempt to fluster her, he dove close overhead, but Earhart stood her ground. It was at this moment that Earhart reported thinking “that the little red airplane said something to me as it swished by.” Two years later, U.S. Army Air Service pilot Frank Hawks gave Earhart a plane ride and rekindled her desire to take up flying. She worked multiple jobs to scrape together enough money for flying lessons. Just two years after her introduction to flying from Hawks, Earhart flew to 14,000 feet, setting a world record for female pilots. It was the first of many records she would set.

After Charles Lindbergh flew solo across the Atlantic in 1927, the stage was set for a woman to complete the same feat. At first, pilot Amy Guest expressed interest, but she ultimately declined, deeming the trip too perilous. It was Earhart who was chosen for the honor, and upon completion of the trans-Atlantic flight with a small team, she was hailed as a national hero. But the allure of crossing the Atlantic solo loomed large, and in 1932, she completed her famous solo Atlantic flight. Five years later, in 1937, Earhart disappeared on her attempted flight around the world, a sad and tragic loss. But Earhart’s legacy continues to inspire adventurers to this day.

July Birthdays

In astrology, those born July 1–22 are the Crabs of Cancer. Guided by their hearts, Crabs are emotional and nurturing. They create deep bonds and comfortable homes, and are always willing to welcome people into their circle. Those born between July 23–31 are Lions of Leo. Leos are natural leaders: intelligent, courageous, and bold. Leos’ social natures also make them excellent friends.

Robert Clark	July 2 nd
Mark Kingsolving	July 10 th
Marilyn Chipman	July 18 th
Deane Schmid	July 18 th
John Ostertag	July 21 st
Penny McPeak	July 24 th
Peggy Rader	July 29 th

But Is It Art?



On July 9, 1962, artist Andy Warhol unveiled his exhibit of 32 Campbell’s soup cans at the Ferus Gallery in Los Angeles, California. Each painting depicted a different flavor of the ubiquitous soup. This was

Warhol’s first solo exhibition of pop art, but the question remained: was it art? Warhol had often used familiar images from American consumer culture as his subject. His soup cans, unlike the mass-produced soup produced at the Campbell’s factory, were individually painted to look exactly alike, albeit with mechanical precision. The only difference between each canvas was the flavor of the soup. What drew Warhol to Campbell’s? He spoke about how often he used to eat it; he had the same Campbell’s soup for lunch for 20 years. The exhibit caused a mild stir, more due to the novelty of the subject matter than the art itself. Yet over the years, Andy Warhol and Campbell’s Soup have become strange

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Celebrating July

Picnic Month

Tour de France Month

Canada Day
July 1

Independence Day
July 4

Don’t Step on a Bee Day
July 10

Yellow Pig Day
July 17

Zookeeper Week
July 21–27

Tell an Old Joke Day
July 24

Lipstick Day
July 29

The Men on the Moon

This year marks the 50th anniversary of NASA’s historic Apollo 11 mission. On July 20, 1969, Commander Neil Armstrong and pilot Edwin “Buzz” Aldrin became the first humans to land on the moon. Six hours after landing, they did something even more daring: they set foot on lunar soil and walked on the moon. Armstrong’s words captured the enormity of the moment: “That’s one small step for a man, one giant leap for mankind.” The astronauts became worldwide heroes, and their achievement vaulted them into both the history and science books, making them household names in the process.

The moon landing marked the pinnacle of achievement for a mission born of the Cold War-era “space race” between the United States and the Soviet Union. The mission was broadcast on television, and its importance was not lost on the astronauts involved. Michael Collins manned the command module, while Armstrong and Aldrin descended to the lunar surface in a module dubbed *Eagle*. When the craft touched down on the moon’s Sea of Tranquility, Armstrong famously announced, “The Eagle has landed.” Typically, in these situations, the junior ranking officer would take responsibility for the spacewalk, while the commander stayed behind. Aldrin had vied for the opportunity to be the first man to walk on the moon, but he well understood the symbolism of the mission’s commander being first to set foot on alien soil, even if it meant a change of NASA protocol. For this reason, Armstrong made the first famous “small step.” Aldrin was not far behind, however, and his poetic description of the lunar landscape’s “magnificent desolation” has become just as memorable.

The two men spent over 21 hours on the moon. They collected samples of rock and dust, and planted an American flag. Aldrin even took Holy Communion. The entire Apollo 11 team safely returned to Earth to much fanfare, but not before they filled out a customs form declaring their place of departure as “Moon.”

Three Manly Games



Mongolia has a rich nomadic history, with many people today still living off the land of Asia's vast steppe. Out of this nomadic culture comes Naadam, a three-day festival celebrated every July 11–13, where contestants compete in the traditional games of archery, horse racing, and wrestling. These three sports harken back to the days of the Mongol empire under Ghengis Khan, when such skills were necessary to excel in the emperor's army.

Today, Naadam is a proud celebration of Mongol culture. The festival's full name is *eriin gurvan naadam*, or "the three games of men," but everyone is encouraged to participate—men and women, young and old. Archers use bows similar to those used under the reign of Ghengis Khan, fashioned out of wood, horn, bamboo, and bull tendon. Arrows are made of willow branches and feathered from Griffon vultures. It is customary for groups to stand alongside the targets singing folk songs to cheer on the archers.

The nomadic herders of Mongolia look forward to the horse racing competition as a time to show off the best of their stock. Races do not take place on a track; rather, they cross up to 20 miles of the open, windblown steppe. Winning is not just dependent upon speed, but a test of endurance for both the horse and its rider.

Archery and horse racing may be exciting tests of skill and endurance, but wrestling is the pride of Mongolia. Hundreds of wrestlers arrive each year to compete in a single-elimination tournament. There are no weight classes, so wrestlers must be ready to grapple with any and every opponent. Wearing nothing but traditional boots, arm coverings, and briefs, the massive men clash on the grassy hills. The ultimate winner is given the prestigious title of "Lion" and is revered like a folk hero in song and story.

Naadam's colorful pageantry celebrates the best of Mongolia's past and present, a performance that would make Ghengis Khan proud.

The Teddy Bears Picnic

On July 10, Teddy Bears Picnic Day, grab a blanket and head outdoors with your favorite plush friend. This holiday stems from a famous two-step melody penned by American composer John Walter Bratton in 1907. The words to the piece did not take shape until 1932 when Irish songwriter Jimmy Kennedy wrote about the fanciful gathering of teddy bears. Kennedy, who lived in Taunton, Somerset, England, is said to have gotten inspiration for the lyrics from a small wood near Stapleton Church in his town. Today, teddy bear picnics are the perfect occasions for kids to cozy up with their plush lovelies. Why are kids so attached to toys like teddy bears? Psychologists explain that these plush toys act as transitional objects for kids to separate from their parents. The cozy, reassuring warmth of a teddy bear helps kids cope when their parents are away. In light of this noble role, teddy bears deserve to be feted with a grand picnic. Of course, parents are invited, too.

The Pipes Are Calling

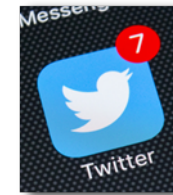


There is no sound quite like the mournful drone of the bagpipe, and no time to celebrate this unique instrument like July 27, Bagpipe Appreciation Day. The bagpipe may be the national instrument of Scotland, but its roots began in faraway Egypt.

It took centuries for the instrument to cross the Mediterranean and make its way through Europe to Scotland, but no one will deny that the Scots embraced the bagpipes like no other culture. In the 14th century, every Scottish court had a piper, and taxes were levied to pay for pipers in local churches and festivals. Bagpipes have had a heralded place on the battlefield, too; they have been used to both rally troops and salute the brave. The stirring sound of the bagpipes has become associated with honor, courage, and strength—qualities that make the bagpipes one of the most important symbols of Scottish heritage.

How Tweet It Is

July 15, 2006, marks the day that people had to rethink their idea of the word *tweet*, as Twitter became part of the social media world. On that first day, a total of 265 tweets were sent. Today, there are 6,000 tweets sent every second.



What is a tweet? It is truly nothing more than a message. Twitter's co-founder Jack Dorsey conceived of a text messaging service that allows users to send messages to a specific group of people.

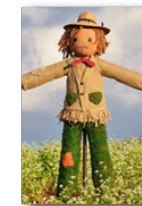
These messages, or tweets, were intended to be short—only 140 characters long. This length limit existed for 11 years, until 2017 when the character limit was doubled to 280 characters. Dorsey thought the name *Twitter* was perfect for his idea. The dictionary definition of *twitter* is "a short burst of inconsequential babble," much like the short chirps of birds. Indeed, an analysis of tweets has shown that 40% of all messages qualify as "pointless babble." So why, then, is the service so popular? Some psychologists think they have the answer.

Our love of Twitter is rooted in a very real social craving for community. If the Industrial Revolution fractured the extended family, then the internet revolution obliterated community. As we sit in front of our screens, we interact less and less with those closest to us, be it in our homes, neighborhoods, workplaces, or communities. According to Maslow's hierarchy of needs, a psychological theory about human motivation, all humans crave belonging and self-esteem. Twitter certainly offers a mode of social interaction with peers, and it also allows people to feel like celebrities, boosting self-esteem. Of course, like so many modern technologies, Twitter is a double-edged sword. Isn't the craving of attention via Twitter evidence of a lack of self-esteem? Does a never-ending desire for popularity and celebrity reveal an underlying narcissism? Is the Twitter community "real" if interactions occur over the internet, and not in person? Alas, the answers to these questions may be unanswerable in 280 characters or less.

The Paperback Revolution

Before 1935, there was no such thing as a quality paperback book. But on July 30 of that year, the very first Penguin books were published in paperback, marking the start of a publishing revolution. In truth, soft-covered dime novels and pulpy tabloid-style books had been around for 100 years or more, but the first respectable paperbacks were the brainchild of publisher Allan Lane. His publishing house was suffering from declining sales, the result of the Great Depression. While on a train trip, Lane was perusing the book kiosks at the station. He was disappointed that he could find nothing worthy to read. It then occurred to him that he could fulfill that need by providing good quality books for the price of a pack of cigarettes. His Penguin imprint sold over three million copies in its first year. For this reason, July 30 is celebrated as Paperback Book Day.

A Good Scare



Scarecrows are normally associated with the days of late summer and autumn, but Build-a-Scarecrow Day falls on the first Saturday in July, for this is when scarecrows are needed most. The Egyptians were the first

to construct scarecrows in order to keep quail out of their wheat fields. And while the Greeks and Romans were building scarecrows, so, too, were the Japanese, who made *kakashi* to protect their rice fields. With so much use of scarecrows throughout history, one would have to think that they are an effective way to deter pest animals from raiding the fields. Most scarecrows do scare off pest birds like crows and blackbirds—temporarily. But once the birds become accustomed to the scarecrow, they will resume eating the crops. Researchers have discovered that scarecrows with realistic faces and brightly colored clothing do a better job of scaring away birds. Moving a scarecrow around will also keep pests wary. Futuristic farmers have even begun to opt for robotic scarecrows that scare birds off with laser beams and supersonic waves.