

## The Wonder Drug

The ancient Egyptians used willow bark as a remedy for aches and pains. The ancient Greek physician Hippocrates wrote that willow bark could relieve pain and reduce fevers. It wasn't until the 18th century that the remedy was rediscovered by Edward Stone, a cleric of the Church of England who wrote a report detailing how powdered willow bark seemed to relieve the symptoms of patients in his care. In 1829, a French chemist named Henri Leroux finally isolated willow's magic and medicinal ingredient, salicylic acid. With such a long and documented history, why is it that the German chemist Felix Hoffmann is credited with the discovery of aspirin on August 10, 1897?



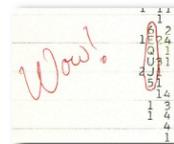
Sure, prior to Hoffmann's discovery, salicylic acid had been discovered, isolated, and even synthetically manufactured. But no scientist had yet discovered

how to deliver it in reliable medicinal doses. Too much of the stuff could make you horribly sick or possibly put you in a coma. It was Hoffmann who, while working at the Bayer company to find a treatment for his father's rheumatism, first synthesized a less acidic and less harmful version of the medicine by combining salicylic acid with acetic acid. This pure and stable form was known as *acetylsalicylic acid*, or ASA.

ASA was tested and proven to be an effective analgesic (pain reliever), antipyretic (fever reducer), and anti-inflammatory. By 1899, Bayer was manufacturing the new medicine and shipping it out to doctors in glass bottles under the trade name Aspirin. By 1915, it was sold over the counter in tablet form and was widely hailed as a wonder drug.

Today, aspirin is known as a pain reliever, heart attack preventer, and possible cancer preventer. 120 billion pills of the stuff are consumed every year, and it is on the World Health Organization's List of Essential Medicines. While aspirin is not suitable for every patient or every ailment, it certainly lives up to its billing as a wonder drug.

## Wow!



On August 15, 1977, astronomers at the Big Ear Radio Observatory in Ohio detected a signal that they had never encountered before. It was so unusual that astronomer Jerry Ehman circled a printout of the data and wrote "Wow!" next to it. The cause of the *Wow!* signal was inexplicable, and some claimed that the only plausible explanation was that it was sent by extraterrestrial life. The signal has not been repeated in the 40 years since it was picked up, perhaps providing further evidence that it had an extraterrestrial origin.

Only recently have scientists attempted to decipher the skies that night. Two comets could have been picked up by the Big Ear in 1977. One theory is that the signal was transmitted by a hydrogen cloud attached to a passing comet, but some scientists doubt this explanation, still favoring the ET hypothesis.

August 2022

## What's Happening at Heather Heights

Heather Heights of Pittsford | 160 W. Jefferson Rd | 585.264.1600 |

### Management Team

**Carrie Bardo**  
Administrator

**Tiffany Arnold**  
Assistant Administrator  
Business Office Manager

**Jenna Stritzel**  
Director of Personal Care

**Kellie McManus**  
Assistant Director of Personal Care

**Beth McMullen**  
LPN Case Manger

**Erin Schneider**  
Recreation Director

**Andy Armstrong**  
Culinary Director

**Tony Rivera**  
Director of Maintenance

**Mike Lee**  
Director of  
Housekeeping and Laundry

**Alyssa DeFeo**  
Admission Director

### Letter from the Administrator

Dear Friends,

This summer is flying by so quickly. I can hardly believe we are in August already. This month we are planning an end of summer BBQ and will be open to our family and friends. This will be on August 25th from 4:30pm to 7pm on the patio. We will have entertainment, food, and games. Please refer to the flyers posted on the bulletin boards for more information.

We are so looking forward to having friends and families back at the building and enjoying events once again.

Love,  
Carrie

### Resident Birthdays

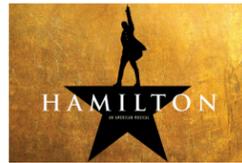
8/5 – Grace Simonetti  
8/13 – Elizabeth Vallandingham  
8/22 – Joanna Bense  
8/24 – Nancy Raab  
8/29 – Mary DiPasquale  
8/30 – James Buran

### Staff Birthdays

8/7 – Steve Sprague  
8/8 – Etude Medelus  
8/11 – Dina Vazquez  
8/16 – Zytonna Mayo  
8/21 – Mike Lee  
8/24 – Tre Hutto  
8/28 – Chelsea Garris  
8/29 – Willmarie Alicea  
8/30 – Tiffany Arnold  
8/31 – Jasmir Singletary

### August Movie Schedule

#### Musical Mondays:



Hamilton



Chicago



Phantom of the Opera



South Pacific



Dream Girls

#### Wednesday Evening Movies:



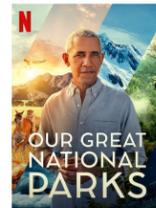
REMEMBER THE TITANS



SULLY



#### Documentary:



Our Great National Parks

### Employee of the Month

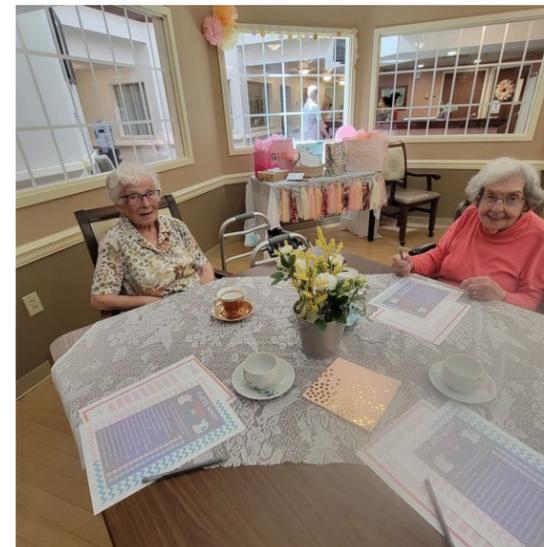


Zytonna Mayo

### Bargain Hunters



The second week in August is Bargain Hunting Week, but where can you find a bargain these days? According to experts, there are always deals to be had, if you know when and where to look. Restaurants are often the least crowded on Tuesday, so they offer two-for-one or kids-eat-free deals to lure customers. Grocery stores often receive new deliveries each week, so you're more likely to find discounted meats and produce on delivery day. Electronics retailers will start stocking new models in April, so shoppers often find great deals on year-old models throughout the spring and summer. Experts swear that the best airfare prices can be found at 3 p.m. on a Tuesday, as all airlines race to match discounts offered by the major airlines the previous Monday.



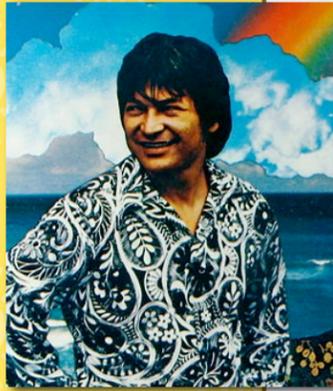
## Celebrating Alyssa and Baby Lena!

Last month our staff and residents were invited a Ladies Tea baby shower to celebrate the newest addition to the Heather Heights family.

Our admissions director, Alyssa is expecting her first baby! Baby girl Lena is expected to join our family in September.

Staff and residents were all too happy to celebrate with our newest mama.





### Notable Quotable

“During the gold rush it’s a good time to be in the pick and shovel business.”

~ Mark Twain,  
humorist



## August Horoscopes and Birthdays

In astrology, those born from August 1–22 are Leo’s Lions. As lions are kings of the animals, Leos are strong and charismatic leaders. Proud and confident, Leos enjoy performing and the attention it brings. Those born from August 23–31 are Virgo’s Virgins. Often symbolized by the goddess of agriculture, Virgos are deeply connected to the material world. They are logical, practical, and aware of every detail.

Jerry Garcia – August 1, 1942  
P.D. James – August 3, 1920  
Meghan Markle – August 4, 1981  
Leslie Odom Jr. – August 6, 1981  
Whitney Houston – August 9, 1963  
Viola Davis – August 11, 1965  
Don Ho – August 13, 1930  
Halle Berry – August 14, 1966  
Angela Bassett – August 16, 1958  
Usain Bolt – August 21, 1986  
Kobe Bryant – August 23, 1978  
Mother Teresa – August 26, 1910  
Richard Gere – August 31, 1949

### The Gold Rush *cont. from pg. 3*

It is estimated that 100,000 people attempted the trip into the Klondike between the summers of 1897 and 1898. Many gold seekers had no experience whatsoever in mining or prospecting. Mass resignations occurred across the country as people left their livelihoods behind to search for riches. Even Seattle’s mayor left his post to try his luck. Of the 100,000 aspiring gold miners, only 30,000 eventually made it to the Klondike.

Travel to the Yukon proved treacherous thanks to mountainous terrain and unpredictable weather. Of the 30,000 who made it to the Yukon, only 4,000 struck gold. And of these 4,000, only a few hundred became rich. By the summer of 1898, the word *Klondike* was spoken with scorn. As rumors of gold found in other northern locales spread, the Klondike was abandoned, and the gold rush was over.

### Chain Reaction

Your stomach might start to growl when you learn that August 24 is Iconic American Restaurants Day. This is a day to appreciate those perennial restaurant chains that have graced the American restaurant landscape for decades. Howard Johnson’s. Beefsteak Charlie’s. The Red Barn. Sizzler. And yes, even McDonald’s.

If some of these restaurants don’t sound familiar, that might be because so many iconic restaurants are regional. Friendly’s restaurants—137 of them—were

once found up and down the East Coast. In the mid-1990s, 200 Luby’s Cafeterias could be found in and around Texas. One person’s beloved restaurant chain is another person’s head-scratcher.

What makes an American restaurant iconic anyway? A recognizable logo? A classic menu? The sheer number of restaurants? Perhaps an iconic restaurant chain offers a place that provides all the trappings of a home-cooked meal out on the open road.

### Celebrating August

#### Read-a-Romance Novel Month

#### Happiness Happens Month

#### International Clown Week *August 1–7*

#### Homemade Pie Day *August 5*

#### Root Beer Float Day *August 6*

#### Elvis Week *August 9–17*

#### International Geocaching Day *August 20*

#### Senior Citizens Day *August 21*

#### Women’s Equality Day *August 26*

## The Gold Rush

On August 16, 1896, prospector George Carmack and his family were looking for gold along Rabbit Creek, a tributary of the Klondike River in Canada’s Yukon Territory. Gold was discovered in vast quantities, and Carmack immediately filed claims to mine the land. Word of the find quickly spread, and by the end of August, the length of the entire creek had been claimed by gold miners. Not even winter could stop the miners, and prospectors raced by dog sled to the Klondike and the newly renamed Bonanza Creek.

It wasn’t until July of 1897 that the first shipments of Klondike gold arrived in the cities of Seattle and San Francisco. The gold

shipments were valued at \$1.13 million. (That’s over one billion of today’s dollars!) Word of the gold spread like wildfire, and soon prospectors from all over the world were flooding the West Coast and preparing for the journey north. A great economic boom hit cities like Seattle and San Francisco, which birthed outfitting and supply industries for the prospectors.

*cont. on pg. 7*



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## Arrr-Gust

Shiver me timbers, August is International Pirate Month. Historians consider the Golden Age of Piracy to have occurred between the 1650s and 1730s. It was during this period that the likes of Blackbeard, Captain Kidd, and Anne Bonny made their notorious reputations.



*The pirate flag known as the Jolly Roger is believed to come from the French joli rouge, which means "pretty red."*

It is no coincidence that the Golden Age of Piracy coincided with an era punctuated by the shipping of valuable goods across vast oceans to Europe. European kingdoms had laid claim to distant colonies in North America, West Africa, and India. Sea routes used for the shipping of spices, gold, and other goods provided perfect targets for pirates looking for power, riches, and prestige.

A major factor that contributed to the rise of piracy was the rise of naval power. Empires like Spain and England used brutal methods to bolster their navies.

## Hole in One

The first Saturday of August is Disc Golf Day. On the holiday last year, it is estimated that thousands of golfers threw 732,152 shots on 209,113 tournament holes. If you decide to play a round today, you certainly won't be alone.

August has always been a banner month for disc golf. The first national disc golf tournament, the American Flying Disc Open, was held on August 2, 1974, in Rochester, New York. The success of the Open

Sailors were not so much recruited as kidnapped and forced into conscription. After receiving extensive training and experience on the high seas, many sailors, disgusted with their shoddy treatment and pay, left the navy for piracy.

Much of what we know about piracy comes from the book *A General History of the Pyrates*, written in 1724 by Captain Charles Johnson. The true identity of Captain Charles Johnson remains a mystery, as there is no record of such a man ever existing. Despite a certain lack of credulity, Johnson's fanciful accounts of Blackbeard, Charles Vane, and Calico Jack, have defined piracy for centuries. This book also inspired Robert Louis Stevenson to write *Treasure Island*. While we may never be able to separate pirate fact from fiction, piracy will surely capture our imaginations for years to come.

established disc golf as a new national pastime.

August 12, 1997, marks the date famed toymaker "Steady" Ed Headrick, inventor of the Frisbee and founder of the Professional Disc Golf Association, invented the chain basket device that acts as the "hole" in disc golf. Upon Ed's death in August 2002, his ashes were incorporated into a select number of flying discs, ensuring that he would play his beloved game forevermore.



*There are over 50,000 active members of the Professional Disc Golf Association (PDGA).*

## MLK's Dream



*The night before Martin Luther King Jr. made his historic speech, the sound system was sabotaged.*

Organizers of the March on Washington for Jobs and Freedom expected 100,000 people to attend their demonstration on August 28, 1963. In the end, 250,000 showed up, making it the largest demonstration in U.S. history. A speech by Martin Luther King Jr. was set to cap the march. King had used the phrase "I have a dream" in

several speeches leading up to the event, and his advisors cautioned him against leaning too heavily on the theme. But when the gospel singer Mahalia Jackson said, "Tell them about the dream, Martin," King abandoned his drafted speech and launched into what is now one of the most famous and quoted speeches in American history.

## Star-Crossed Lovers

For over 2,000 years, the Qixi Festival has been celebrated in China on the seventh day of the seventh month, which this year falls on August 4. This holiday is known by several names: the Double Seventh Festival, the Magpie Festival, but it is perhaps best known in the west as China's Valentine's Day.

The Qixi Festival is based on the romantic folk tale of Zhinu the cloud weaver girl and Niulang the ox herder. Niulang had once saved an old ox when it fell ill. What Niulang did not know was that this old ox was once the God of Cattle, sent from heaven to live on Earth as penance for a former misdeed. To show his thanks, the ox introduced Niulang to Zhinu, the seventh daughter of the Goddess of Heaven and the Jade Emperor.

The two fell deeply in love, married, had two children, and set up a life together, with Niulang herding oxen and Zhinu weaving. When the Goddess of

Heaven discovered that her daughter had married a mortal, she descended to Earth and took Zhinu back to heaven.

The old ox instructed Niulang to kill him and wear his hide so that the mortal could ascend to heaven to find Zhinu. Niulang wept for the loss of his ox but did as he was told and took his children to find Zhinu. The Goddess of Heaven, divining the plot, created a massive, uncrossable river to forever separate the lovers.

Niulang and his children wept in their grief. Magpies were so moved that they flew to heaven and formed a bridge over the river. The Goddess, too, was moved, and so she decreed that once a year, on the seventh day of the seventh month, the two lovers should meet on the Magpie Bridge. During the Qixi Festival, if we look to the night sky, we see Niulang and Zhinu as the stars Altair and Vega, separated by the river of the Milky Way.



*A popular Qixi Festival custom is for women to skillfully thread a needle by moonlight.*