

St. Ives Memory Care
5835 Medlock Bridge Pkwy
Alpharetta, GA 30022

Postage
Information

APRIL 2018

ST. IVES MEMORY CARE
PSL PREMIER SENIOR LIVING

St. Ives Memory Care
5835 Medlock Bridge Parkway Johns Creek, GA 30022

Ph: 770-476-1777
Fax: 770-476-0568



Keith Galas
Executive Director

Susan F. Gale
Area Marketing Manager

Joseph Masini
Maintenance Director

Abby Owolabi
Resident Care Coordinator

Clairabel A. Dupigny
Dietary Manager

Melissa Morris
Activity Director

Leah Johnson
Business Office Manager

**Hunt for an Extra
Eggscuse to find
Chocolate!**

**Easter has come and gone
and we want an Eggscuse to
find more chocolate! Join us
on Thursday, April 5th For an
Easter Egg Hunt at 2:30pm!
We will be on the pursuit for
more chocolate!!**



Of Gum and Gumption



The Wrigley Company may be the world's largest manufacturer of chewing gum, but when the company was founded on April 1, 1891,

by William Wrigley Jr., its primary business was selling soap. Wrigley journeyed from Philadelphia to Chicago with just \$32 in his pocket and an innovative idea to offer free baking soda with every purchase of his Wrigley's Scouring Soap. This model proved so successful that he later went into the baking soda business, now offering two free packages of chewing gum for every can of baking soda he sold. Once again, his giveaway proved more popular than the original product, and he ended up dedicating his company entirely to gum, a move that not only made him his fortune but made "Wrigley" a household name in Chicago and beyond.



Nelda Vance- April 6th

Mary Ertel- April 11th

Maria Cadogan- 25th

A Bell Cast into History



Big Ben, the famous bell housed in the Clock Tower of London's Palace of Westminster, is a British icon. Tourists flock to the place so they can hear it ring out. Big Ben has rung even during the worst of times, such

as the Blitz, Germany's eight-month bombardment of London during World War II. On April 10, Big Ben will ring out still another milestone, for it will turn 160 years old.

The story of Big Ben begins on October 16, 1834, when fire destroyed the Palace of Westminster, the seat of Britain's government. While the palace was being rebuilt, it was decided that it needed a clock tower. The tower's design fell to George Airy, Astronomer Royal, and Edmund Beckett Denison, a lawyer and self-described expert on clocks and bells. Denison designed the first bell for the tower, including its unique shape and the metal with which it was cast. The 16-ton behemoth did not last long: it cracked under its first test. It was then that Denison turned to Whitechapel Bell Foundry to cast a new bell.

George Mears was the master bellfounder who undertook the re-casting of Big Ben. It took one week to break up the old bell and repurpose its metal. Three furnaces were used to melt the metal. It took 20 minutes to fill the mold and another 20 days for the metal to cool and harden. Mears tested the bell in every way possible before Denison allowed it to leave the foundry, and it left for the Palace of Westminster with great fanfare, pulled by 16 horses along decorated streets with cheering crowds. Big Ben would not ring out until a year later on May 31, 1859. Sir Benjamin Hall, known as "Big Ben," gave a long speech during a debate about what to call the bell. When at last he sat down, members shouted out that the bell be dubbed "Big Ben." Just two months later, Big Ben cracked, the result of a hammer more than twice the necessary weight designed by Denison. Big Ben was simply turned, and the sound we hear today is that distinct, less-than-perfect tone.

A Pocketful of Poetry

If you are unsure of how to celebrate Poetry Month in April, then just wait until April 26, Poem in Your Pocket Day. On this day, choose a poem and carry it with you all day to work, to school, out shopping, or anywhere you may go. You may choose to share it with others or keep it to yourself, but the power of the poem will be with you all day. Perhaps you will choose a celebration of life, such as Walt Whitman's *Full Of Life, Now*; a hymn to nature, such as John Clare's *All Nature Has a Feeling*; a poem about poetry like Archie MacLeish's *Ars Poetica*; or a unique take on love, such as *Heart to Heart* by Rita Dove. Perhaps you won't choose a poem at all but your favorite song lyrics, which you can sing to everyone you meet. Remember, poems, like songs, are meant to be heard, so do not shy away from the wonder of sharing your special poem with those around you.

Pampered and Purposeful



April 27 is Little Pampered Dog Day, but before you poo-poo the notion of honoring little lap dogs, bear in mind that humans lived with lap-sized canines 15,000 years ago. Scientists have traced our history with small dogs to France, where our cave-dwelling ancestors may have used the dogs to both keep them warm and assist them in the hunt. Wild canines called *dholes* grew to less than 17 inches tall, about the size of a beagle or cocker spaniel. Many small dog breeds today bear similarities to these ancient companions: they are tenacious hunters of small ground-dwelling prey animals, they are alert watchdogs that let out loud warnings when intruders are near, and yes, during the Renaissance, miniature poodles were used by nobility as handwarmers. The small dogs were put inside sleeves of shirts, becoming known as "sleeve dogs." Others were used to warm laps in damp castles or on chilly carriage rides. All of these are good reasons to pamper the little dog in your life.

The Son of Music



Mariachi music is an enduring musical tradition in Mexico, played wherever celebrations take place. There will certainly be plenty of mariachi music to enjoy at the Tuscon Mariachi Conference from April 25 to

28. Mariachi's roots go back hundreds of years, to the arrival of Spanish Conquistador Hernán Cortés in Mexico in 1519. Indigenous music, played as part of a religious ceremony, was played with rattles, drums, flutes, and conch shells. The Spanish brought with them harps, guitars, violins, and brass horns, instruments that were played during Catholic mass but quickly became popular outside of church services. Natives created a new type of music, incorporating the new instruments with local musical styles and African musical influences that arrived via the slave trade. Many identify the west Mexican state of Jalisco as the center of this new folk music style known simply as *son*, or *sound*. It was from the *son* of Jalisco that modern mariachi developed.

In the late 1800s and 1900s, the biggest form of entertainment was listening to radio and records. This is when the first modern mariachi bands formed. Violins and trumpets were added to musical orchestras featuring harps, guitars, and woodwinds. These bands became popular, and the music made its way into the rural countrysides. Mariachi was played at parties, on holidays, and in church, and the sound accompanied dances as varied as foxtrots, waltzes, pasodobles, fandangos, pokes, and jarabes. During the Mexican Revolution, many Spanish haciendas had to let workers go, including mariachi musicians. These mariachis wandered and played everywhere they could, and the new Mexican government, eager to promote a unified Mexican identity separate from their Spanish colonizers, presented mariachi as the national music for their young country. While Jalisco may be the "birthplace of mariachi," the reach of this music is now global, with mariachi bands playing as far away as Sweden, Egypt,

PB&J Day

Can you even imagine a world without peanut butter and jelly? April 2 is Peanut Butter and Jelly Day in honor of this ubiquitous sandwich staple. Before the average American finishes high school, they will have consumed 2,000 PB&Js. When did this sandwich achieve celebrity status? The first record of peanut butter and jelly on bread came in 1901, when Julia David Chandler mentioned the recipe in a book detailing the preparation of finger sandwiches for small parties. She wrote, "The combination is delicious, and, so far as I know, original." Then, in 1922, Joseph Rosefield transformed the peanut butter industry by devising a method to keep peanut butter from separating. He called his new peanut butter *Skippy*. At the same time, American manufacturing evolved to mass produce peanut butter and lower the cost, making it affordable to all. When sliced bread was invented in 1928, sandwiches became easier to make and, thanks to lobbying efforts by the peanut butter industry, the PB&J sandwich became standard fare in lunchboxes around the country. If peanut butter and jelly isn't your favorite sandwich, then just wait until April 12, Grilled Cheese Day.

Time for a Change



Times Square is one of New York City's most famous landmarks, but many don't know where it got its name. Before it was Times Square, the intersection was known as Longacre Square, named after London's Long Acre Square. Both places were hubs for horse carriages, brothels, and saloons. When Adolph Ochs acquired *The New York Times* newspaper in 1896, he sought a part of town far from City Hall and "Newspaper Row" for his growing news empire. He found his spot in Longacre Square, which the mayor renamed Times Square for the newspaper's offices on April 8, 1904.