

# A

## **Adams, Samuel**

Sam Adams, a man who has given his name to a popular brand of ale, achieved great success in life after he failed as a brewer. Adams was the son of a Boston maltster, and Sam began his career following in his father's footsteps. But brewing didn't work out for the younger Adams, so he did the logical thing. He went into politics. There he was much more successful. He quickly rose to prominence in the Massachusetts Assembly in opposition to the Stamp Act in 1765. He was an organizer of Boston's Sons of Liberty. During the 1760s and 1770s he recruited Josiah Quincy, Joseph Warren, and his second cousin John Adams into the Patriot cause. It was Samuel Adams who conceived of the Boston Committee of Correspondence and took a leading role in its formation and operations from 1772 through 1774. He soon found himself rebelling against another beverage—tea—as one of the men behind the famous Boston Tea Party. He later worked for the creation of the Continental Congress and became the representative for Massachusetts. Although Sam Adams left the world of brewing behind, you can order a bottle of Sam Adams in your local bar today.

## **Addams, Charles**

Charles Addams was born January 6, 1912, in New Jersey. He studied at Colgate and the University of Pennsylvania, then went to art school in Manhattan. In 1932, he sold his first drawing to the *New Yorker* for \$7.50, and by 1935 he was on contract. His darkly comedic visions of death and the macabre were extremely popular. It was a book of Addams cartoons that

caught the eye of television producer David Levy. Levy approached Addams about adapting his cartoon to the small screen. He agreed, and “The Addams Family” was born. Interestingly, the Addams family home was based on Charles Addams’ real Manhattan apartment. He also kept antique crossbows and suits of armor lying around. He resembled his creations in other ways as well. His first wife, Barbara Day, was said to bear an uncanny resemblance to Morticia. She divorced him in 1951. His second marriage ended in 1956. His third wedding, to a widow named Marilyn, was celebrated in pure Addams family style. The bride wore black, and the ceremony was held in a pet cemetery. Addams died September 28, 1988. A sports car enthusiast, he returned from a driving trip, parked in front of his Manhattan apartment building, and died while sitting behind the wheel of his car.

### **Albright, Jacob**

Jacob Albright was the son of a German immigrant who spelled his name Johann Albrecht. Albright began his career as a brick and tile maker, but after several of his children died, he turned to religion for solace. He became a minister and in 1803 founded the Evangelical Church. Its members were then known as *Albrights*. In 1807, a dispute between Methodists and the Albrights, who spoke German, led to the formation of what was called the Newly-Formed Methodist Conference. Albright was elected the group’s bishop. Once German was made the official language, the name Evangelische Gemeinschaft (Evangelical Association) was adopted. In 1895, an Evangelical institution, Albright College, was named in Jacob Albright’s honor.

### **Alger, Horatio**

Horatio Alger was born in Massachusetts in 1843, the oldest of a Unitarian minister’s five children. Horatio attended Harvard Divinity School and became a minister himself in 1864. He was a minister for only six years, however, before he left for New York to become a writer. There he began writing what would become a series of novels for boys. During his lifetime he published

more than 118 books. They were formula stories about the triumph of clean living and hard work. A typical book tells the story of a teenaged boy with a rural background who goes to the big city to seek his fortune. He faces difficulties and temptation but overcomes both. Just as he is about to achieve success in his career, he is betrayed or falsely accused by one of his peers. Ultimately, through honesty and perseverance, the hero is vindicated. Thus, any story of a poor boy who overcame great odds to succeed became known as a *Horatio Alger story*.

### **Allen, Sara Sandy**

Sara Sandy Allen was an art school dropout and an air hostess when she happened to run into a struggling musician on the streets of New York. That musician, John Oates, invited her over to the apartment he shared with his song-writing partner, Daryl Hall. Allen was a lyric writer who not only wrote for the duo, but she also had lyrics written *about* her. Oates wrote the song “Las Vegas Turn Around” about her. She wrote the songs “Nothing At All” and “It Doesn’t Matter Anymore.” Later she would contribute to such hits as “Maneater” and “Private Eyes.” Allen and Daryl Hall quickly fell in love and moved in together. Hall wrote the song “*Sarah Smile*” for her. It was Hall and Oates’ first hit.

### **Alzheimer, Alois**

Alois Alzheimer grew up in a small house in the German wine country near the River Main. He began his career as a professor of psychology in Breslau. Alzheimer published several treatises on cerebro arteriosclerosis in 1904 and on *Huntington’s chorea* early in 1911. But it was an event in 1906 that made him a household name. That year a 51-year-old woman named “Auguste D.” was admitted to the Hospital for the Mentally Ill and Epileptics in Frankfurt-am-Main, Germany. Alzheimer, then 42, was called in to help the woman, who had difficulty answering even the simplest of questions. When he asked her name, she said it was “Auguste.” Asked what her husband’s name was, she also replied “Auguste.” She could not remember her address or place of birth. When reciting the alphabet she

stopped at G, and she could no longer remember the order of the months. She continued to lose memory up to her death five years later. Alzheimer was fascinated by the case. At the autopsy, he paid careful attention to the atrophy in her brain. He wrote about his findings, the first study of what is now known as *Alzheimer's Disease*.

## **Ames, John**

If you are in the hardware business, you are probably familiar with Ames shovels. What you may not know is that the company began before the Revolutionary War, and that at the time manufacturing in the Colonies was considered an act of treason. Prior to that famous war, American shovels were made of wood. That is, until Massachusetts blacksmith John Ames began making shovels out of metal like the British imports. He started by using the labor of farmers, who had little to do during the long New England winters. It took 20 people to make a shovel in those days. Nowadays each shovel receives less individual attention, and Ames has become the largest manufacturer of shovels in the world.

## **Amman, Jakob**

Swiss farmer Jakob Amman was a Mennonite who believed in simplicity and separation from the world. His beliefs eventually caused him to separate, not only from the world, but from the Mennonite faith. He insisted that discipline within the church be maintained by excommunication. Those excommunicated would be completely shunned by the faithful. Fathers, sons, husbands, and wives were no longer to be acknowledged if they strayed from the faith. In the 1690s, a group of Amman's followers split from the Mennonites to follow this stricter lifestyle. They became known as *The Amish*. Persecuted in their native Europe, The first Amish colonists came to America on a ship called the *Adventurer*, which arrived in Philadelphia on October 2, 1727. Today there are Amish communities in 20 states, with most Amish living away from villages and towns, preferring farms and small rural communities. They have completely disappeared from Europe.

## Amos, Wally

Wally Amos began his career inauspiciously as a high school dropout. He went on to graduate from a secretarial school, then entered the Air Force where he was a radio and radar repair specialist. He then became a Saks Fifth Avenue executive before moving on to the William Morris Agency in New York where he eventually became a personal manager for Hollywood celebrities. In 1975, he decided to try his hand at a new business. He took his Aunt Della's chocolate chip cookie recipe and \$25,000 borrowed from friends and opened a store on Sunset Boulevard. *Famous Amos Cookies* lived up to their name, making their creator a celebrity. In 1985, Amos sold a majority interest in the company, and in 1989 he left the company altogether, losing the right to his own name, for business purposes, in the process. Today the Famous Amos brand is owned by a Taiwanese food conglomerate, and Amos has returned to the baking business. He now sells muffins under the Uncle Noname' (pronounced no-nam-eh) brand.

## Ampère, Andre Marie

Andre Ampère was born in Polémieux-au Mont-d'Or, near Lyon, the son of a Lyon city official who subsequently lost his head to the *guillotine* during the French Revolution. His electrodynamic theory and his views on the relationship of electricity and magnetism were published in 1822 and served as the basis for modern electrodynamics. He was the first to show that two parallel conductors carrying currents traveling in the same direction attract each other and, if traveling in opposite directions, repel each other. In honor of his work, a unit of electrical current is called the "*ampere*."

## Anheuser, Eberhard

In 1860, Eberhard Anheuser was a successful St. Louis manufacturer of soap and candles. He heard about a struggling neighborhood business called the Bavarian Brewery. First he financed a loan to the brewery's owner, and later Anheuser and a partner, William O'Dench, bought the brewery outright.

Anheuser had a son-in-law named Adolphus Busch, the owner of a brewer's supply store in St. Louis. It seemed natural for the relatives to merge their businesses, and that is what they did in 1865. The two became equal partners. In 1876, Busch developed a "Bohemian-style" lager named for a town in what was then Bohemia. Brewers in that region would generally name the beer after their town with the suffix "er" added. Beers produced in the town of Plzen, for example, were called Plznerns, or Pilsners, as English speakers came to know them. There was another nearby town known for its breweries called Budweis. Like Pilsner, "Budweiser" originally referred to a type of beer—beer like that produced in Budweis. In the late 1800s, there were several breweries producing beers called Budweiser. Miller and Schlitz both produced Budweiser. But as the name became so strongly associated with another company, they stopped selling beer under that name. In this country, the next to last Budweiser producer was DuBois Brewing, which stopped making its Budweiser in the late 1970s. Overseas it is a different story. In modern day Bohemia, or the Czech Republic, as it is now called, there is still a rival Budweiser. In 1895, almost 20 years after Busch's Budweiser was first brewed and bottled, a Bohemian company called Budejovicky Pivovar started making a beer. Within the town, it was known as Budvar, a shortened version of the name of the brewer, Budejovicky Pivovar. It was exported, however, under the name Budweiser Budvar. A legal battle between Buds has raged for years. America's Budweiser went on to become the nation's best selling beer and one of the most widely recognized brands in the world. Adolphus Busch died in 1913, and his son August took control of the company. In 1919, the company was renamed *Anheuser-Busch*, the name by which it is known today. You might be interested to know that Anheuser-Bush is now also a leading operator of theme parks, including Sea World, Sesame Place, and *Busch Gardens*.

## **Archimedes of Syracuse**

Archimedes of Syracuse, a mathematician, lived from 287 to 212 B.C. One day as he was taking a bath, he pondered a

question one of his kinsman had asked him. The kinsman had given a goldsmith a quantity of gold to make a crown. When he received the crown it was the right weight, but the kinsman believed that the goldsmith had replaced some of the gold with silver. What did Archimedes think? As he bathed and pondered the question, Archimedes noticed that the lower he sank in the tub, the more water was displaced. He imagined that the amount of water displaced must be related to the weight of the submerged object. Recognizing the answer to his kinsman's question, Archimedes leaped from his bath and ran down the street shouting, "Eureka! I have found it!" After some experiments he discovered two things. The first was that the goldsmith had cheated his friend. The second was *Archimedes's Principle*, which states: "The solid will, when weighed in the fluid, be lighter than its weight in air by the weight of the fluid displaced."

### **Armani, Giorgio**

Giorgio Armani was born July 11, 1934, in Piacenza, Italy. After studying medicine for two years, Armani left his education behind to pursue a career in the world of fashion. He got his first job in the field in 1957 as a buyer for the La Rinascente Department Store. He held that post until 1964, when he became a fashion designer for Hitman, a men's clothing company. He was with Hitman until 1970, when he offered his design services to various companies on a freelance basis. Over the next five years, he established a strong reputation, and in 1975 he created, together with Sergio Galeotti, his own label of men's and women's ready-to-wear clothing, which he humbly named Giorgio Armani. Today, the Giorgio Armani fashion empire has sales of roughly \$8.5 million. More than 2,000 stores worldwide sell Armani.

### **Armour, Phillip Danforth**

Phil Armour grew up on a Stockbridge, New York, farm. He was expelled from school when he was 17. The year was 1849, the height of the gold rush. Armour joined the adventurous souls heading to California to seek their fortunes. When he

finally got to the West Coast, he found thousands of miners who had gambled away their life's savings. Few of them found any gold. Instead of joining them, Armour decided to profit from them. He built sluiceways that allowed the miners to use water to pan their gold. Thus, he was able to put aside \$8,000. He took the money and visited his brother Herman in Milwaukee. He liked Milwaukee so much that he decided to stay. In 1863, Armour formed a partnership with a meatpacker named John Plankinton. Shortly after the Civil War, the first refrigerator railroad car had been built. This allowed farmers to expand the market for their meat products, specifically, hogs. Armour believed that this, coupled with the fall of the Confederacy, would lead to lower hog prices. He sold hog futures to New York traders at \$40 a barrel. As he predicted, prices fell, and he was able to fill the orders with pork he bought at only \$18 a barrel. In 1867, Armour and his partner set up their own packing plant in Chicago. They called their business Armour and Company.

### **Armstrong, Thomas**

In 1860, 24 year-old Thomas Armstrong used the money he had saved working in a glass factory to buy his own cork-cutting shop in Pittsburgh. Besides stopping wine from escaping from bottles, cork was used in insulation, gaskets, cork board, and floor coverings. By the late 1800s, cork, or, more specifically, cork flour, was being used in a new floor covering, linoleum. Linoleum, by the way, gets its name from one of its principal ingredients, linseed oil. It also contains cork flour and mineral fillers pressed onto a burlap backing. When the Armstrong Cork Company began selling linoleum in 1908, the product had been available for some time, but Armstrong was the first to sell it in bright colors for home use. Author Vince Staten wrote: "It was Armstrong who made floor covering available and desirable for the common man. He was the *Henry Ford* of flooring." Linoleum made Armstrong a household name. Unfortunately, Thomas Armstrong did not live to see it happen. He died the same year his company rolled out its first sheet of colored linoleum.



## Arquette, Rosanna

Rosanna Arquette was born into a family of actors on August 10, 1959, in New York City. She is the daughter of actor-director Lewis Arquette and actress-poet Mardi, and the granddaughter of Cliff Arquette, better known as Charlie Weaver on the “Hollywood Squares.” Her younger sister, fellow actress Patricia Arquette, describes their childhood years as unconventional. For seven years, beginning in 1969, the family lived in a commune in Virginia. “It wasn’t like the free-love, free-drug communes,” Patricia Arquette said in a 1987 interview. “It was a family place. We’d paint, garden, catch fireflies. It was a nice way to grow up.” In 1977, the family relocated to Los Angeles. Rosanna began her acting career as a teenager with a role in the television *Movie of the Week Harvest Home*, which starred Bette Davis. Several television roles followed, including an Afterschool Special and a part on the series “James at 15.” Her first film role was in 1980 in *Gorp*. In 1982, while working on the television movie *The Executioner’s Song* and the film *Baby It’s You*, she met a keyboard player named Steve Pocaro, and a romance followed. Around that time, Pocaro and his brothers, Jeff and Mike, were forming a band called Toto. Arquette spent a lot of time with the musicians, and she and Pocaro were apparently quite serious. The liner notes of Michael Jackson’s album “Thriller” has Arquette in the “Thank you” list as “Rosanna Porcaro.” Her presence led the band’s lead singer, David Paitch, to write a song about her. “*Rosanna*” hit number 2 on the *Billboard* charts on May 8, 1982. It hit number 12 on the British charts on April 9, 1983. The relationship was less enduring than the song, however. Today, Rosanna is married to Jon Sidel.

## Ash, Mary Kay

Mary Kay Ash was born in Texas in 1913. In 1920, when she was only seven, her father was stricken with tuberculosis and became unable to work. Her mother went to work while Mary cared for her father and the home. She married a young musician named Ben Rogers right out of high school. After eight years of marriage and three children, her husband was

drafted to serve in World War II. He did not return from his tour of duty. Forced to earn her own income, she became a salesperson with Stanley Home Products, which used house parties to sell its products. She left Stanley in 1953 and took a job with the World Gift Company. She quickly developed business in 43 states and became national training director. Then she came face to face with the glass ceiling—a barrier that was much thicker in 1963. An efficiency expert told World Gift that Mary Kay had gained too much power in the company. Instead of accepting reassignment, she resigned and wrote a book about selling for women. While writing the book she became inspired to start a business of her own. On September 13, 1963, with her life savings of \$5,000, she launched the *Mary Kay Cosmetics Company*.

### **Austin, Stephen Fuller**

Stephen Fuller Austin was born in Wythe County, Virginia, in 1793 in a town now known as *Austinville*. Austin is often referred to as the “Father of Texas” because he convinced so many families to move to the region. In 1822, he founded a settlement of migrant Americans on a tract of land purchased by his father, Mose Austin. The land was between the Brazos and Colorado rivers in Texas, which was then part of Mexico. In 1833, a convention of Texas colonists delegated Austin to persuade Mexican authorities to grant them self-government. Under the theory that it is easier to get forgiveness than permission, Austin advised the Texans to set up their own government without waiting for official approval. This earned him free room and board in a Mexican jail until 1835, when he returned to Texas and assumed command of the settlers’ army. In that same year, he headed a Texas delegation to Washington, D.C., where he obtained government financial and military support for the newly formed Republic of Texas. In 1836 he ran for the presidency of Texas but was defeated by *Sam Houston*. He thereafter served as secretary of state in Houston’s cabinet until his death. Austinville, Virginia, is not the only town to bear Austin’s name. There is also a little town in Texas that so honors him.

**Avis, Warren**

Warren Avis grew up in Detroit and started his career as a teenager selling bikes and used cars. He later moved up to his own car dealership. During World War II, Avis joined the Air Force as a combat flying officer. He traveled extensively, and found the hardest part of the trip was getting from an airport to his final destination. The experience inspired him upon his return to open his own Rent-A-Car system at Detroit's Willow Run Airport. He quickly opened a second branch in Miami, a hub for tourists. Many other branches followed. Since he was a Ford salesman, Avis was able to strike a deal with Ford for cheap new cars each year. He explained that customers would be test driving new Ford models and that the advertising would help sell cars. By the time Avis sold his Rent-A-Car system in 1954, there were 185 locations in the country.

# B

## **Bacardi, Don Facundo**

Don Facundo Bacardi emigrated from Catalonia, Spain, to Cuba when he was 14. He worked in Cuba as a wine importer. In his spare time he dabbled with another alcoholic beverage, rum. Using the island's ample sugarcane to make molasses, Bacardi experimented with different formulas and lengths of fermentation until he hit upon the idea of filtering the rum through charcoal to remove impurities. Finally he was pleased with the taste, and he was ready to sell the stuff. On February 4, 1862, Bacardi and his three sons bought a tiny distillery with a tin roof and a colony of fruit bats to keep the distillers company. Bacardi considered the bats to be a sign of good fortune, so they were allowed to live there. At the suggestion of Mrs. Bacardi, the bats were adopted as the company's trademark. *Bacardi* was soon the most popular rum in Santiago and quickly became the top seller in all of Cuba. Today, Bacardi Rum is sold in more than 170 countries. Now headquartered in Bermuda, its two primary rum-producing facilities are located in Puerto Rico and Mexico.

## **Baker, Frances**

In 1899, Frances Baker, a 22-year-old African-American domestic worker from St. Louis, shot her 17-year-old boyfriend, Albert. She was later acquitted of the murder on the grounds of self-defense. But from that day forward Baker was haunted by a song. The song was *Frankie and Johnny*. The origins of the song are somewhat obscure. Some claimed that a man named Jim Dooley wrote the ballad after reading about

Frankie in the news. Others claim that versions of the song predate the Baker shooting. In either case, other than the fact that Frankie shot her lover, little of the story line of the song appears to match the story of Baker's life. *Frankie and Johnny* is the tale of a woman who shoots her lover after finding him with another woman. In reality, according to court accounts, Albert had come to Frankie's apartment and threatened her with a knife. She shot him once, not three times, as in the song, and he was dead. The popularity of the song drove her from St. Louis to Omaha, where she hoped to live out her days anonymously. Instead, the song followed her. She moved to Portland, but heard it there, too. The song was made into a play, then into a movie. Finally, she had had enough. She sued Republic Pictures for \$200,000 for defamation of character. Her biggest objection was to the suggestion that she was a woman of loose morals. After listening to her testimony, the court ruled that there was not enough evidence that the "Frankie" of the song was actually supposed to be Frances Baker. After losing the suit, Frankie was committed to a mental institution and died two years later at the age of 75.

### **Ball, Frank and Edmund**

In 1880, Frank and Edmund Ball, two of five brothers from Buffalo, New York, borrowed \$200 from their Uncle George to launch their own business. They began by selling wood-jacketed tin containers to store paint, varnishes, and kerosene. They named their venture the Wooden Jacket Can Company. Their product was so successful that they expanded their line. Soon the brothers had refined their original product to make longer-lasting tin-jacketed glass containers. In 1884, the renamed Ball Brothers Glass Manufacturing Company began manufacturing glass canning jars for the home. The items made Ball a household name. In 1887, Edmund and Frank were joined by brothers George, Lucius, and William. They moved their business to Muncie, Indiana, to take advantage of a natural gas boom in the Midwest. By the early 1900s, the brothers were quite well off. They were able to donate \$300,000 to the Muncie Normal Institute for a gymnasium.

Following the donation, the institution was renamed *Ball State Teachers College*. The fruit jar business has expanded considerably. Its subsidiary, *Ball Aerospace & Technologies Corporation*, built the corrective optics used to repair the *Hubble Space Telescope*. The packaging company no longer manufactures the famous *Ball jars*.

### **Barnet, Angela**

Angela Barnet was an aspiring actress living in London. In 1969, a mutual friend introduced her to a then-unknown David Bowie. (Bowie's family name was Jones but he had to come up with a new last name to avoid confusion with Monkee Davy Jones). During her marriage to the musician, Barnet came in contact with many of England's top rock stars, including Mick Jagger and the Rolling Stones. She is the *Angie* of the Rolling Stones' song. She calls the tribute "very flattering." But when she asked for permission to print the lyrics to the song in her kiss-and-tell autobiography (she and Bowie are divorced), the Rolling Stones denied the request.

### **Bartlett, Enoch**

Enoch Bartlett was an enterprising Massachusetts merchant, always looking for new products to sell. In the early 1800s, Bartlett heard of a farm owned by Captain Thomas Brewer that was growing delicious pears imported from England. The pears had been known for some time in England as William pears and were gaining popularity among the New England population. Bartlett bought the Roxbury farm from Brewer and began marketing the fruit as *Bartlett pears*. The yellow pear is the most common American variety, representing 70 percent of the annual U.S. pear crop.

### **Bartlett, John**

John Bartlett was a high school dropout who left school in 1836 at the age of 16. He saved the money he earned working at a *Harvard University* bookstore until he had enough to buy the shop. He may not have been well educated, but Bartlett was well read. He earned a reputation for being able to quote from

any famous book and for being able to name the source of any famous saying. In 1855, he began selling a collection of quotes he had assembled. The original collection of *Bartlett's Familiar Quotations* was 258 pages long.

### **Bausch, John Jacob**

John Jacob Bausch was born in 1830 in Switzerland, one of seven children. When Bausch was only six years old, his mother died. Bausch's first job was assisting in his older brother's spectacle-making business. In 1848, the younger Bausch got word of an opening at an optical shop in Berne, so he left on foot for the city. When he arrived, he got the job at a starting salary of 36 cents a day. After only a year, however, Bausch decided to try his luck in America. He traveled to Buffalo, New York, where he worked as a cook's assistant, then moved to Rochester, where he found work as a wood-turner. There he suffered an accident. His hand got caught in the machinery, and he was forced to leave the trade. Once he had recovered from the accident he tried selling his brother's optical supplies. The business seemed promising, and he convinced a friend to join him in business making eyeglasses. That friend's name was Henry Lomb.

### **Bayer, Friedrich**

Friedrich Bayer was born in 1825, the only son in a family of six children. His father was a weaver and a dyer, and Bayer followed in his father's footsteps. In 1848, he opened his own dyeing business. He was very successful. In the past, all dyes had come from organic materials, but in 1856 coal tar dyes were discovered. Bayer and a partner saw great potential in the coal tar, and they began to experiment in a small laboratory. In 1863, they formed Friedrich Bayer et Compagnie to manufacture the dyes. Bayer died on May 6, 1880, while the company was still in the fabric dye business. The company went on to employ chemists to develop innovative dyes and products. In 1897, Felix Hoffmann, a Bayer chemist, chemically synthesized a stable form of salicylic acid powder that relieved his father's rheumatism. The compound became the active ingredient in a

new pharmaceutical product called aspirin. The name borrowed the letter “a” from acetyl, and “spir” from the spirea plant, the source of salicin. In 1899, the Bayer Company distributed this drug for the first time. It sold very well, indeed.

### **Bayley, Elizabeth Ann**

Elizabeth Ann Bayley was born in 1774 to a highly religious Protestant family. She married a wealthy young merchant named William Magee Seton. Elizabeth Seton became well known for her generosity and tireless service to others, earning herself the nickname “the Protestant Sister of Charity.” When her husband fell ill, they traveled to Italy, hoping the climate would help him recover. It did not, and he died. Seton turned to the Catholic Church for guidance, and eventually became a Catholic Sister of Charity. She opened a school for girls in Maryland called Sisters of Charity of St. Joseph. Her family could not accept her conversion, and she was estranged from most of them. One nephew admired Mother Seton, however. He was Bishop James Roosevelt Bayley of Newark. In 1856, he established a college in South Orange, New Jersey, and named it *Seton Hall* in her honor.

### **Baylor, Robert Emmett Bledsoe**

Robert Baylor began his political career in his home state of Kentucky. He later became an Alabama congressman and then moved to Texas, where he rose to prominence as a lawyer and a Baptist preacher. For many years, Baylor served as the moderator of the Texas Baptist Union Association and president of the Baptist State Convention. In 1841, he wrote a report as corresponding secretary of the Baptist Union Association recommending that a special committee make proposals regarding higher education. The result was the Baptist Education Society, which, not surprisingly, elected Baylor as its first president. When the Reverend William M. Tryon suggested that a new academic institution be named for Baylor, he objected, insisting that he was not worthy of the honor. Baylor was overruled, and the institution came to be known as Baylor College, and later *Baylor University*.



## **Beam, James Beauregard**

In 1880, when Jim Beam was only 16, he went to work in the distillery built by his great-grandfather, Jacob Bean, in 1795. By the time he was 30, Jim Beam was running the operation. He continued as president of the thriving operation until exactly midnight on January 16, 1920, when the Volstead Act made alcoholic beverages illegal in the United States. Beam tried his hand at various alternative careers, from farming to coal mining, during the dry years, but they were no substitute for his earlier career. When Prohibition was repealed in 1933, Jim Beam celebrated by building an even larger distillery in Clermont, Kentucky. He also introduced a new bourbon, which he named for himself. By 1964, the government had changed its mind about alcohol. That year Congress passed a resolution designating bourbon whiskey as “a distinctive product of the United States.”

## **Bean, Leon Leonwood**

The somewhat redundantly named Leon Leonwood Bean lived in Freeport, Maine. He was an avid outdoorsman, but he found that the heavy leather woodsman’s boots of his day left his feet cold and wet. He decided to take matters into his own hands, or feet, and craft a boot that combined light-weight leather tops with waterproof rubber soles. He sold 100 pairs of the boots to fellow sportsmen through the mail. They quickly discovered a flaw in Bean’s design. All but 10 of the pairs were returned because the stitching gave way. Bean tried again, and replaced the defective boots. Originally, L. L. Bean sold his products only through the mail, but so many people dropped by his Freeport workshop that Bean decided to open a showroom in 1917. The company grew and prospered, and Bean gradually added other types of clothing to his product line. L. L. Bean died in 1967 at the age of 94. His grandson, Leon A. Gorman, took over the company. Today L. L. Bean is one of the world’s leading international mail-order companies, with sales over \$1 billion a year.

## **Begon, Michael**

Michael Begon began his career in the French navy. After marrying a noble woman, he was named the royal commissioner of Santo Domingo by King Louis XIV. During his stay in Santo Domingo, Begon took care of the native people's medical needs, which required him to study the variety of plant life on the Caribbean island. Among the hundreds of specimens he collected was a flowering plant that grew in the shade. When Begon returned to France, he brought the plant with him. Because of its ability to grow in the shade, the species became popular both as a garden plant and as a house plant. The *begonia*, as it came to be called, was not given that name until it was brought to England 67 years after Begon's death.

## **Begum, Arjunaud Banu**

The wife of Mughal Emperor Shah Jahan was so beloved that she was known by the title Mumtaz Mahal, meaning "Crown of the Palace." In 1631, after she had given the emperor 13 children and was in labor with her 14th, complications set in. As she was dying, Jahan promised that he would build the most beautiful palace in the land in her honor. It was built between 1632 and 1643. The white marble palace, known as the Taj Mahal (Taj is a short form of Mumtaz), was described by poet Rabindranath Tagore as "whispers in the ear of eternity." A 19th century surveyor, Col. J. A. Hodgson, said the Taj seemed to be made from pearl or "of moonlight," and suggested that it be preserved under a glass case. The name Taj Mahal has since been given to other ornate buildings, including one of Donald Trump's hotel/casinos. Blues singer Henry Fredericks also adopted it as his stage name.

## **Bell, Alexander Graham**

Alexander Graham Bell was born in Edinburgh, Scotland. Besides his formal education at the University of London, Bell also studied with his grandfather, a speech and elocution teacher also named Alexander Bell. After his training, Bell taught at a school for the deaf in England. In 1870, Bell and

his parents immigrated to Canada. Two years later, he moved to Boston and established a school for the deaf. In 1873, he became a professor of speech and vocal physiology at Boston University. It was there that he began experimenting with devices to help the deaf learn to speak, including methods of recording sound waves graphically. At the same time he was studying methods of transmitting several telegraph messages simultaneously over a single wire. These two areas of study led him to the idea of transmitting speech telegraphically. Bell was not the first to try to build such a device. In fact, the word “telephone” was coined as early as 1849. He was, however, the first to patent a working telephone. The patent was granted March 7, 1876, and three days later Bell staged the first demonstration. He transmitted the first telephone message to his assistant in the next room. “Watson, come here. I want you,” he said. Over the next few years some 600 suits were filed against Bell’s patent, none of them successful. The telephone made Bell rich and famous. With the help of his father-in-law, Bell founded the first telephone company, *the Bell Telephone Company*, often referred to as “Ma Bell.” Bell also contributed his name to the measure of sound intensity, the *decibel*.

## **Bell, Glen W.**

In 1946, just after World War II, 23-year-old Glen Bell left the Marine Corps and returned to his hometown of San Bernardino, California. With \$400 he had made by selling his refrigerator, Bell decided to open the only business he could afford, a hot dog stand, which he called Bell’s Drive-In. In 1952, he sold the stand in favor of a larger restaurant. The first day in his new hamburger and hot dog shop Bell took in \$20. Meanwhile, elsewhere in San Bernadino, two brothers named McDonald had opened their own hamburger restaurant, which was doing quite well. Instead of competing with the *McDonalds* on their own turf, Bell decided to add Mexican food to his menu. Soon Bell’s tacos were outselling his hamburgers, so he decided to open a few restaurants devoted entirely to them. He called the restaurants Taco Tia. Later, he would name the taco restaurants he opened after himself—Taco Bell.

## **Benedict, Samuel**

Word experts agree that eggs benedict was named after someone named “Benedict.” Beyond that, there is little agreement. The inventor of the poached egg, English muffin, and hollandaise sauce dish could be Samuel Benedict, a customer at the Waldorf Astoria who ordered it to cure his hangover. Others say it was a banker by the name of E. C. Benedict. It’s possible that Benedict was a woman, Mrs. Le Grand Benedict, who, the story goes, ordered up the egg concoction at the Delmonico Restaurant in New York City.

## **Bengue, Dr.**

Dr. Bengue was a French pharmacist in the late 1800s. His area of expertise was muscle aches. He developed several ointments and treatments, including a balm made of wintergreen oil and menthol. The ointment relieved muscle pain by causing “counterirritation.” The stinging ointment stimulates the receptors for dull pain and as the brain receives the signal it overrides the previous signal for sharp pain. Dr. Bengue called his treatment Baume Bengue. In 1898, a Canadian named Thomas Leeming, Jr., met the good doctor on a business trip to Europe. He was impressed with the preparation and bought the rights to market it in America. At first he imported the product, but later began manufacturing it in New Jersey. Leeming renamed it *Ben-Gay* to help American consumers pronounce it correctly.

## **Berlitz, Maximilian**

Maximilian Berlitz grew up in the Black Forest region of Germany. In 1872, he came to the United States. With a background as a teacher and an ability to speak six European languages as well as Greek and Latin, he found work teaching foreign languages. Berlitz later joined the Warner Polytechnic College. The staff was somewhat limited—limited, in fact, to Berlitz. One of his first acts as president and dean of the school was to look for an assistant to help him teach French. One day a letter of introduction came from a

young Frenchman named Nicholas Joly. His French, of course, was perfect, and Berlitz hired him right away and brought him to America. But Berlitz had failed to ask if Joly spoke English. He didn't. As luck would have it, just as Joly arrived, Berlitz took ill. He had no choice but to leave Joly in charge of the class while he recovered. Joly was forced to use a combination of mime and pointing to explain concepts to his students. When Berlitz returned to the classroom, he was surprised to find that the students had learned more quickly than students he had taught using a traditional approach. Berlitz used this discovery to develop a system of language instruction that was the basis for the *Berlitz* courses.

### **Bessemer, Henry**

Henry Bessemer was born in 1813 in England. He was a metal worker, a creative young man responsible for many innovations in the metalworking field. Among his inventions were a ventilator and a process for pulverizing metals. During the Crimean War, Bessemer began to study ways of improving the quality of the metal used in cannons. At that time, steel was relatively new and difficult to produce. It was made by heating iron in small crucibles to remove carbon and other impurities. The process was labor intensive and inefficient. Bessemer developed a system in which air was blown through the metal, oxidizing the carbon, leaving pure steel. The procedure was known as the *Bessemer process*. It was used for years to make steel rails for the railroad industry, but by the turn of the century it had been replaced by a more efficient process.

### **Bich, Marcel**

Marcel Bich began his career at age 18 selling flashlights door to door in Paris. After one too many doors had been slammed in his face, Bich got a job with an ink manufacturer. That employment was interrupted by World War II. After a stint in the Air Force, Bich returned to the Paris area where he and a partner, Edouard Buffard, went into business selling ink refills for the highly priced American import—the ball point pen. Bich believed that an inexpensive disposable pen of that type

would sell much better than its refillable counterpart. So he went to work developing his own pen. Finally, in 1953, he perfected the design he wanted. He dropped the "H" from his name and called his pen *Bic*.

### **Birdseye, Clarence**

Clarence Birdseye was born in Brooklyn, New York, in 1886. He began his career in a unique way for a Brooklyn youth by offering lessons in taxidermy. He later attended Amherst College, where he had a part-time job finding frogs for the Bronx Zoo and rats for a biology professor at Columbia University. He apparently did not catch enough rats, because a shortage of funds forced him to quit school. He then headed west where he worked as a field naturalist for the U.S. Biological Survey. Out west, he discovered a new career, fur trading. As a fur trader, Birdseye traveled to the Canadian peninsula of Labrador, where he stayed for five years. He lived mostly on fresh fish. When shipments of vegetables would arrive, he would preserve them in barrels of frozen water. Birdseye would later say that he learned his quick-freezing technique from the Eskimos. When he returned to the U.S., Birdseye started a frozen food company.

### **Birkenstock, J. A.**

J. A. Birkenstock began making shoes in the 1700s. Little is known about the man, except that church records in a small German village list him as a shoemaker. Years later, Konrad Birkenstock followed in his grandfather's footsteps, only more comfortably. In the 1890s when he was making shoes, all his competitors were making flat insoles. Birkenstock believed that an insole contoured to the shape of the foot would be more comfortable. In 1902, he developed the first flexible arch support, to be inserted in shoes that were now being made in a factory, instead of by hand. Birkenstock's shoes gained popularity throughout Germany and were soon exported to Switzerland, Austria, and Czechoslovakia. It was Konrad's grandson, Karl, who in 1964 designed the first Birkenstock sandal. No one in America would have heard about this were

it not for a woman named Margot Fraser, who took a trip to Germany in 1966. Her feet began to ache from too much walking, so she tried a pair of Birkenstocks. She was so impressed with the shoes that she began importing them to California. They became quite popular, especially among those with long hair.

### **Biro, Ladislav and Georg**

Ladislav and Georg Biro were brothers from Hungary. Ladislav was a newspaper editor. Much of his time was spent filling inkwells and fountain pens, and cleaning up the smudges the pens inevitably created. He turned to his brother Georg, a chemist, to come up with a solution to the problem. The brothers began experimenting with roller ball pens. They were not the first to do so. In 1888, an American leather tanner named John Loud had patented a roller ball pen, specifically designed to mark leather. Although Loud received the first ball point pen patent, he never manufactured the pen. Hundreds of other inventors came out with their own ball points in the following years, but most of them were leaky and clogged easily. The Biros' pen was not much better, but a chance meeting helped to popularize their brand. In 1938, the brothers took a vacation. While at the beach they showed one of their pens to an old man they met. It so happened that he was the president of Argentina. He invited the Biros to his country, and when World War II broke out, they quickly took him up on his offer. In the early 1940s they improved upon their original pen design. They came up with an improved ink tube that worked on capillary action, so the pen could write even at an angle. The pen became popular with pilots in the Royal Air Force because it didn't leak at high altitudes. Because of the pen's popularity with British soldiers, the word "biro" is still synonymous with "ball point pen" in England today. Unfortunately, sales of the pens fell off after the war and the Biros went broke.

### **Bissell, Melville and Anna**

Anna and Melville Bissell were shop owners in Grand Rapids, Michigan. When packages of goods would arrive at their store

they would contain sawdust. In 1876, Melville bought his wife a carpet sweeper, a new invention at the time, to remove the sawdust from the floor. The sweeper was ineffective, so Bissell took it apart and tinkered with it. Unlike the appliances on “Home Improvement,” the sweeper was much improved. Melville Bissell died of pneumonia in 1889, and Anna went on to build a company to market the sweepers. She began selling Bissell sweepers across the country and overseas and became one of the first female CEOs in America.

### **Black, S. Duncan**

S. Duncan Black worked for the Rowland Telegraph Company. In 1910, he and a friend, Alonzo Decker, decided to form their own company. They called the company *Black and Decker*. While they were perhaps not creative at coming up with company names, they were creative when it came to business. The Black and Decker company produced industrial machines and tools. During World War II they heard reports of employees stealing portable power tools from U.S. defense plants. They correctly surmised that there would be a big market for those kinds of tools after the war. Black and Decker’s line of home power tools was introduced to the market in 1946.

### **Blair, John**

John Blair was the chief promoter and builder of the Chicago and Northwestern railroads. As his railroads cut through the West, new towns were created and Blair had to name them. He named a town in Iowa for his good friend Oakes Ames. He then named another Iowa town for his daughter Alta. He couldn’t name a town for one daughter and not the other, so Aurelia also got her own town. Once he’d tired of naming towns for other people he began naming towns for himself. There is Blairsburg, Iowa, Blair, Iowa, and Blair, Nebraska. One day Blair’s faithful dog Colo died. Yes, there is a Colo, Iowa.

### **Bloch, Henry and Richard**

Brothers Henry and Richard Bloch went into business together in 1946. They offered bookkeeping and management serv-



ices to businesses and called their venture the United Business Company. As time went on, the Blochs found that they were spending more and more of their time on income tax returns. They decided to focus entirely on taxes, and so they changed the name of their business. They decided to name their tax company after themselves, but found that people were always mispronouncing their last name. They changed the spelling so that Americans could pronounce it more easily—*H&R Block*. Today H&R Block prepares one out of every ten income tax returns in the United States.

### **Bloomer, Amelia**

Amelia Jenks Bloomer lived in Seneca Falls, New York, in the 19th century. She described herself as “a simple young thing with no education in business.” Be that as it may, Bloomer became the editor of the *Lily*, the publication of the Seneca Falls Ladies’ Temperance Society, the first women’s magazine in America. This would not have been enough to record Bloomer’s name in history had her publication not taken up the cause of dress reform for women. Women of the day wore unwieldy hoop skirts, and when Bloomer appeared in public wearing a short skirt covering a kind of baggy trouser, people were shocked. Although Bloomer was not the designer of the outfit, she became famous for introducing it to the public. *Bloomers* still carry her name.

### **Bloomingdale, Lyman and Joseph**

In the late 1800s, hoop skirts were all the rage, and the Bloomingdale family was more than happy to supply them. Lyman Bloomingdale and his father opened Bloomingdale’s Hoop Skirt and Notions Shop, while Joseph took to the road as a traveling skirt salesman. In 1872, Joseph tired of the road, and the brothers decided to open a ladies’ notions shop together. Their East Side building was small and far from the main shopping district. Unlike most stores at the time, the East Side Bazaar sold a variety of fashions. On their first day, they sold only \$3.68 worth of merchandise, but receipts would soon increase dramatically. By 1880, *Bloomingdale’s* had grown into a

five-story building, and it continued to expand. Joseph Lyman retired in 1896, and died in 1904. Lyman was the sole proprietor of the business until his death in 1905.

### **Blurb, Belinda**

In 1907, a humorist named Gelett Burgess published a book called *Are you a Bromide?* When the book made its debut at a booksellers' dinner, it featured a dust jacket with a photograph of a stunning young model named Belinda Blurb. Underneath her picture was text describing the model's fine appearance. Booksellers from the dinner soon were referring to any text on a dust jacket as a *blurb*. You may not have heard of the book *Are You a Bromide?* but you have probably heard one of Burgess' other works:

I never saw a purple cow  
I never hope to see one  
But I can tell you anyhow  
I'd rather see than be one.

He was also the author of a lesser-known sequel poem:

Ah yes, I wrote the "Purple Cow"  
I'm sorry now I wrote it  
But I can tell you anyhow  
I'll kill you if you quote it!

### **Boeing, William**

William Edward Boeing was born in Detroit in 1881. He graduated from *Yale University* in 1904, one year after the Wright brothers' historic flight. He was excited by the possibilities of aviation. After moving to Seattle where he worked as a timberman, he took up flying as a hobby in 1911. He built his first airplane in his boathouse in 1915. He had found a new career, and a year later he started his own company, Pacific Aero Products. Somehow, the name wasn't quite right. So the next year he changed the name to Boeing Airplane Company. By 1928, the Boeing Company had become one of the largest U.S. aircraft manufacturers. Boeing retired in 1934 from the company he had founded, but his company continued

to soar. In 1954, Boeing developed the Dash 80, the prototype for the 707, which was destined to revolutionize air travel. The Boeing 747, which made its first flight in 1970, was the first “jumbo jet.” Boeing, who died in 1956, was inducted into the Aviation Hall of Fame in 1984.

### **Boiardi, Hector**

Yes, there is a Chef Boyardee, although his name is not spelled that way. Hector Boiardi, an Italian immigrant, came to the United States in 1914 when he was only 17. Upon his arrival, he immediately got a job as a chef at New York’s Plaza Hotel, where his brother worked as a waiter. After moving to Cleveland, he perfected his spaghetti and meatball recipe in 1929. His customers kept asking for bottles of his pasta sauce so they could have it at home, and he obliged. He then added cheeses and pasta to the sauce. The results were so popular that he started to sell the products in area stores, and later in stores outside the area. Boiardi remained an advisor in the canned pasta business until his death at age 87 in 1985. And yes, that is Hector’s picture on the label.

### **Bond, James**

James Bond, known to his friends as Jim, was a Philadelphia ornithologist and the author of a book called *Birds of the West Indies*. While the bird-watching book may not have been a bestseller, it did catch the attention of an Englishman named Ian Fleming. At the time, Fleming was living in Jamaica and writing a book of his own. It was the story of an as yet unnamed British secret agent who had the code name 007. One day, as Fleming was sitting at breakfast looking through his favorite non-fiction title, he found the perfect name for his hero: Bond, James Bond. Interestingly, the name Bond was not chosen because it was strong, exotic, or even memorable. As Fleming later wrote, “It struck me that this name, brief, unromantic and yet very masculine, was just what I needed.” Jim Bond didn’t know about his fictional namesake until the early 1960s when he read an interview in which Fleming explained the origin of his character’s name. In 1961, Bond’s wife, Mary, wrote to

Fleming and half jokingly threatened to sue him for defamation of character. Fleming replied, "I must confess that your husband has every reason to sue me. . . . In return I can only offer your James Bond unlimited use of the name Ian Fleming for any purpose he may think fit."

### **Borden, Gail**

Gail Borden was born on a farm in upstate New York. He spent most of his adult life in the South, where he changed jobs frequently and turned out a variety of inventions. They included a four-wheeled wagon with sails designed to travel on land or water, giant refrigerated buildings designed to "freeze out" disease, and a flat meat biscuit. While none of these inventions ever caught on, the meat biscuit did lead to another invention that did. Since meat could be kept fresh longer by removing the moisture, Borden reasoned that the same would be true of milk. He tried boiling milk in open pans to remove the water, but the milk had a burned taste. Then on a trip to a Shaker colony, Borden had another idea. The Shakers used a vacuum process to condense maple sugar. Borden tried the process on milk and added sugar as a preservative. The process worked. By this time the Civil War had broken out. The U.S. Army heard about Borden's condensed milk and put in an order for 500 pounds for the soldiers. Thus, at age 56, Borden finally had come up with an invention that had caught on. The modern Borden Corporation owns such companies as Crazy Glue, Classico, and Elmer's Glue. Elmer's Glue, in case you were wondering, was not invented by Elmer. Elmer was created to help sell the glue. He is the "brother" of Borden's mascot, Elsie the Cow.

### **Borden, Lizzie**

Lizzie Andrew Borden was born July 19, 1860, the younger daughter of Andrew and Sarah Borden. Sarah Borden died three years later, and Andrew remarried in 1865. On August 4, 1892, Andrew Borden and his second wife were found murdered, killed by blows to the head with a sharp instrument. On August 12, Lizzie was arrested for the murders. The trial,

which ran from June 5 to June 20, 1893, was a sensation. The Bordens were rich and prominent Massachusetts citizens. The Fall River murders generated all the interest of the Menendez brothers' trial years later. But it is unlikely that the name Menendez will be remembered a century from now. That is because the Menendez story was never made into a rhyme, as was Lizzie's alleged crime:

Lizzie Borden took an axe  
And gave her mother forty whacks.  
When the job was nicely done  
She gave her father forty-one.

In the century since the killings, Lizzie has become the subject not only of songs, but also of plays, movies, and even a ballet. In the end, Lizzie Borden was acquitted of the murders, but questions as to her guilt or innocence remain. Whatever happened on the night of August 4th, or in the courtroom, the four-line poem will always have the last word. As Dorothy Parker once wrote, "I will believe till eternity, or possibly beyond it, that Lizzie Borden did it with her little hatchet, and whoever says she didn't commits the sin of sins, the violation of an idol."

## **Borders, Tom and Louis**

The Borders brothers lived in Ann Arbor, a Michigan college town where in 1971 they opened a bookstore. The bookstore began to amass a large inventory. To keep track of the stock, the Borders brothers developed a computer inventory system. Thanks to the system, *Borders Books* earned a reputation as a place where one could find almost any book. Soon they began to build more stores in suburban Michigan, and then across the country. In the early 1990s, Borders added music to the inventory. In 1996, *Borders Books and Music* boasted 115 stores and sales of more than \$700 million.

## **Botolph**

Botolph was born in England around A.D. 610. He grew up to be a Catholic monk. He was sent to Gaul, where he lived until

654. He then returned to England and founded the monastery of Ikanhoe in East Anglia. For his good works, Botolph was sainted. His feast day is June 17. The monastery was later renamed St. Botolph's in his honor. Although the monastery was destroyed by the Danes in 810, the town surrounding it continued to carry Botolph's name in a condensed version—*Boston*. A number of citizens of Britain's Boston eventually settled in Massachusetts, and they named a city there after their hometown.

### **Boysen, Rudolph**

In the late 1920s, a California botanist named Rudolph Boysen crossed a blackberry, a raspberry, and a loganberry and came up with a brand new fruit. He didn't see much future in the berry and soon abandoned the project. In 1932, a man named Walter Knott heard about the fruit. Knott had come to California with his wife, Cordelia, and set up a farm. In 1932, the couple were selling their fresh produce from a roadside stand. Unlike Boysen, Knott thought the new breed of berry would be a boon to his business. So he bought six sickly plants from the botanist and named the fruit *boysenberry*. The success of the produce stand helped the couple to open Mrs. Knott's Chicken Dinner Restaurant. It was so popular that people had to wait to get a table, and the Knotts built a ghost town to entertain them while they waited. This was the first of many attractions that would be built at *Knott's Berry Farm*.

### **Bowie, Rezin**

The Bowie brothers, John, James, and Rezin, were Louisiana slave smugglers in the 1820s. Such a dubious background does not ensure that one's name will be recorded by history. But smuggling slaves into the country could be a dangerous business. So Rezin Bowie crafted a strong, double-edged hunting knife with a long blade. He then carved the family name into the handle. Rezin gave the knife to his brother James, who was an adventurous type. He was known for fearlessly roping wild horses and alligators in Louisiana swamps. Besides slave smuggling, James made his living selling fraudulent Arkansas

land grants. Perhaps his career choices played a role in his decision to move to Texas. He became a Mexican citizen in 1828, married the daughter of the province's vice-governor, and began searching for a fabled lost mine. A few years later James joined the defenders of the Alamo, where he was killed. The knife he left behind was copied by many craftsmen in the following years. Those copies were known as *Bowie knives*.

### **Boycott, Charles Cunningham**

Boycott was born in 1832 in Norfolk, England. As a retired army captain, he became the land agent for the 3rd Earl of Erne's estates in Ireland in 1873. In 1880, the Land League demanded that Boycott lower rents by 25 percent. Boycott not only refused, but tried to evict the tenants. The tenants organized and decided to stop speaking to Boycott and to cease working on his harvest. Boycott left Ireland as the result of the actions by his tenants. His name remained as a word for organized protest.

### **Bowdler, Thomas**

Thomas Bowdler was a medical doctor who was forced to leave the profession because he couldn't stand the sight of blood. He was extremely concerned with what we today call "family values." In 1818, Bowdler published an edition of William Shakespeare's works that had removed "those words and expressions which cannot with propriety be read aloud in the family." The volume, *The Family Shakespeare*, was actually a revised and updated edition of an 1807 collection edited by his sister Harriet. The other Bowdler did not sign her name to the work. Her brother further edited and sanitized Shakespeare's works and received the credit. While the volume did not remain part of our literary heritage, Bowdler did contribute something to the language. It was his name. Today, *to bowdlerize* means to severely edit a literary work.

### **Bradley, Milton**

Milton Bradley was born in Haverhill, Massachusetts. The early portion of his career was marked by a long string of bad luck.

He wanted to be a scientist, and in 1854 he took his savings and enrolled in the Lawrence Scientific School at Cambridge. Unfortunately, his parents decided to move two years later, and he was forced to drop out. He commuted from his family home in Hartford, Connecticut, to Springfield, Massachusetts, where he worked as a draftsman for the Wason Locomotive Car Works. While he was working in Springfield, Bradley began to dream of another career. He wanted to be a lithographer, a dream that seemed impossible because of the lack of lithographic presses in Springfield. One day Bradley heard about a press that was for sale in Providence, Rhode Island. He traveled to Providence, learned to use the machine, bought it, and brought it back to Springfield. In 1860, Bradley got his first big project. The Republican National Convention suggested that he produce photographs of their candidate, Abraham Lincoln. Bradley pressed hundreds of thousands of the pictures, but by the time Lincoln won the election he had grown a beard and no longer resembled the photographs. No one bought them. The Civil War followed shortly after, and it seemed Bradley's business was doomed. But then an inventor brought Bradley a game called "The Checkered Game of Life." He printed 45,000 copies. The game was meant to be educational. The purpose was to finish the game with a peaceful retirement based on having made proper moral decisions. By 1868, *Milton Bradley* was the leading manufacturer of games in America. Over the years, the object of the Game of Life shifted. In the modern version, the person who retires with the greatest fortune wins.

## **Braille, Louis**

Born in Coupvray, France, Louis Braille was blinded at age three after an accident with an awl. In 1818, he was sent to the National Institute for the Young Blind in Paris. He became a noted musician in France, playing the organ and violin. In 1828, Braille himself became a teacher. Shortly thereafter, he began experimenting with "point writing" to allow the blind to read. The system he devised is now known as *braille writing*. It is now used around the world, but was not widely used until after his death. Thomas Edison, although



fully sighted, preferred braille to visual writing. Another notable person to use braille was Aldous Huxley who, although not blind, had vision problems and learned braille to give his eyes a rest. He especially liked braille because he could read in bed in the dark.

### **Breck, John**

In 1898, John Breck, a fireman with the Chicopee, Massachusetts, Fire Department, became the youngest fire chief in America. Personally, however, Breck was troubled. He was only 21 years old and was already losing his hair. In those days, there was no Rogaine, no Hair Club for Men, not even even much shampoo. Most Americans washed their hair with the same bar of soap they used on their bodies. Breck was unwilling to accept his hair loss, so he began taking chemistry classes at Amherst College in his spare time, determined to find a cure. He earned a doctorate, and opened a scalp treatment center where he used his own liquid shampoo. Breck never did discover the cure for hereditary baldness, but he did introduce modern shampoo to the American public.

### **Breyer, William**

William Breyer began his career in 1866 as a door to door ice cream salesman. He made his frozen dessert out of cream, fruits, and nuts, and then loaded it onto a wagon and drove through town ringing a bell. He earned enough money to open a store in 1882. The Philadelphia shop combined a soda fountain in front and a manufacturing area in back. William Breyer died later that year, but the success of his ice cream increased. His son Henry took over the business and helped Breyer's to become the largest selling ice cream in America. Interestingly, the business that began with the delivery of ice cream door to door merged with the Good Humor Company in 1993.

### **Brock, Alice**

Alice Brock lived in the former Trinity Episcopal Church in Housatonic, Massachusetts, with her husband, Ray, and their

dog Facha. In 1965, they had Thanksgiving dinner for some friends at their church home. In attendance were 18-year-old Arlo Guthrie and 19-year-old Richard Robbins. The youths offered to take out the Brock's garbage. Finding the dump closed on Thanksgiving, they dumped the rubbish over a hillside. Police Chief William "Obie" Obanhein arrested the youths for illegally dumping garbage, to which they pled guilty. Obanhein was quoted as saying that he hoped the case would be an example to others who were careless about the disposal of rubbish. Whether it was an example or not, it proved to be a boon to Arlo Guthrie, whose arrest record not only prevented him from being drafted, but also proved to be the basis for a song. The resulting recording, *Alice's Restaurant*, launched the folksinger's career.

### **Brooks, Henry Sands**

Henry Sands Brooks was born in 1773, the son of a Connecticut doctor. He grew up and moved to New York, where he had a successful career as a grocer. Groceries were not his favorite goods, however. Brooks liked stylish clothes, and whenever he could, he would travel to Europe to do some shopping. In 1818, when he was 45, he opened his own clothing store in Manhattan. He devoted his store primarily to the latest fashions from London. The business did well enough that he was able to bring in his brother, John, and his sons, Henry and Daniel. Brooks died in 1833, but his relatives kept the business going. In 1845, in an era when most clothing was hand tailored, they introduced the first ready-made suit. In the 1850s, the Brookses were joined by four more brothers, and they adopted the name *Brooks Brothers*.

### **Brown, Charlie**

Charlie Brown, a round-faced Minneapolis native, once took an art class at the Bureau of Engraving in that city. One of his more talented classmates was named Charles Schulz. Brown and Schulz quickly became fast friends. They often talked about Schulz' plan to create a comic strip with a central character who struggled with life and tried to do well. Schulz named the central

character after Brown. The “Peanuts” character bears a striking resemblance to his namesake. Brown eventually served as program director at the Hennepin County Juvenile Detention Center, where he went out of his way to help troubled youths. Brown died of cancer on December 5, 1983. He had never married or had children. Nevertheless, a child bearing his name will live on.

### **Brown, John**

Abolitionist John Brown worked for the Underground Railroad across the Midwest from Ohio to Kansas. It was in Kansas that he and seven others murdered five pro-slavery settlers. In 1859, Brown and a team of followers captured the National Armory at *Harper’s Ferry, Virginia*. He planned to use the armory as a refuge for fugitive slaves. The following day, the arsenal was recaptured by a citizen army led by Robert E. Lee. Brown was captured and hanged for treason, becoming a martyr for the cause. *John Brown’s Body* became one of the most popular Union songs during the Civil War.

### **Brown, Nicholas**

For 20 years, John Brown, a wealthy New England merchant, served as treasurer of Rhode Island College. The Baptist institution of higher learning was founded in 1764 in Warren and later moved to Providence. It closed briefly during the Revolutionary War, but reopened and prospered largely due to Brown’s contributions. In 1804, his nephew, Nicholas Brown, donated \$5,000 to the school. The Browns had already donated more than \$160,000 at that point. This was the type of support that Rhode Island College wished to encourage, so the name of the school was changed to *Brown*.

### **Browne, Sam**

Samuel James Browne was a 19th century British general who served with distinction in India. At that time, soldiers carried swords on their belts. The heavy swords had a habit of pulling the belt out of line, and even pulling a soldier’s trousers down. Browne came up with a solution to this uncomfortable

and awkward problem. He ran a second strap over his right shoulder and connected it to the belt. This held the belt and the sword in place and made it neater and easier to maneuver. The military belt and shoulder strap combination is known today as the *Sam Browne belt*.

### **Brummel, George Bryan**

George Bryan Brummel was born in England in 1778. As a student at Eton and Oxford, he became known for his fine dress. After graduation, he decided not to work so he could focus on his wardrobe full time. An inheritance allowed him to continue to purchase fine clothing, despite his lack of a job. His impeccable sense of style endeared him to the British aristocracy. He even advised the Prince of Wales on matters of style. He later fell out of favor with the former prince, now King George IV, when he made fun of his highness' weight. No longer the golden boy of the royals, Brummel left for France in 1816. The French gave him the nickname "Beau," meaning "beautiful." His beauty was not enough to pay his bills in France, however, and the one-time dandy died poor and disheveled. His name and reputation as a fine dresser were destined to live on. *Beau Brummel* is now an epithet for a dedicated follower of fashion.

### **Buick, David Dunbar**

David Dunbar Buick was born in Arbroth, Scotland, in 1854. Two years later his family moved to America. Buick went into the plumbing supply business. Then in 1899 he sold the business to form the Buick Manufacturing Company. At first, the company built only engines. But in 1903 it became the Buick Motor Company and produced its first car. Buick was not a good businessman, and in 1908 the company was failing. He sold the company to William Durant, who transformed it into one of the most successful automobile manufacturers in the country. Buick himself died penniless. He was buried in the Woodmere Cemetery in Detroit.

### **Bullwinkle, Clarence**

Jay Ward, along with partner Alex Anderson, created the first

made-for-television cartoon in 1948. “Crusader Rabbit” ran until the late 1950s. When that show ended, Ward turned his attention to another idea, a cartoon that would appeal to adults as well as children. The cartoon would feature a clever squirrel and a not-so-clever moose. Ward named the squirrel Rocky because it sounded like a fitting name for a kid’s cartoon hero. The moose was named Bullwinkle after a local Berkeley, California, used car dealer, Clarence Bullwinkle.

### **Bunsen, Robert Wilhelm**

Robert Bunsen was born in Göttingen on March 31, 1811, and was educated at the University of Göttingen. He was a noted scientist and invented many things. Interestingly enough, the *Bunsen burner*, which was named for him, was not among them. In 1834, Bunsen discovered the antidote that is still used today for arsenic poisoning: hydrated iron oxide. He invented the ice calorimeter, a filter pump, and the zinc-carbon electric cell. He used the cell to produce an electric arc light and invented a photometer to measure its brightness. The cell was used also in his development of a method of producing metallic magnesium. Although Bunsen popularized the burner that bears his name, it was British chemist and physicist Michael Faraday who invented it. Bunsen died in Heidelberg on August 16, 1899.

### **Burbank, David**

Luther Burbank was a noted botanist, the originator of many varieties of fruits and vegetables, including the *Burbank potato*. His work stimulated worldwide interest in horticulture. At the time of his death he had more than 3000 experiments under way and was growing more than 5,000 different plants. That is why the city of Burbank, California . . . has absolutely nothing to do with him. In 1867, a Los Angeles dentist bought a 4,000-acre plot of land that had originally been part of two separate Spanish land grants. The dentist’s name was Dr. David Burbank. For several years he ran a successful sheep ranch on his property, but a drought in 1886 forced him to subdivide the land and sell it in 1887. On May 1, 1887, the town that was created there was named *Burbank*.