# *Pillars of Culture:*
## *50 People who Made America Great*

**This chapter requires a companion activity book in which students respond to questions on text content. Answers are found in the Teacher's Resource Kit.**



# *Chapter 5*
# *Text*

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# *Pillars of Culture*
# *Icons of Culture*




## Chapter 5, Section 1
## Topics 1-5



John Hancock

Art by
John Singleton Copley

John Hancock learned to suffer and overcome hardships to became a leader. Death of his ***clergyman*** father in 1743 plunged little John and his mother into poverty. However, the hand of Providence seemed to favor them, and John was adopted by a wealthy uncle in Boston, Massachusetts. John was given a good education at home, and was enrolled in Harvard University, where he graduated at the young age of 17. Ten years later, John inherited his uncle's Boston shipping business. By age 27, John Hancock was one of the wealthiest merchants in the thirteen American colonies.

In fact, his merchant shipping business is what propelled John Hancock into conflict with British officials, who seized one of John's ships, the *Liberty*, after it had unloaded merchandise in Boston without paying an unjust tax. Conflict developed when fellow Bostonians rallied to defend John Hancock, who claimed that the British Tea and Stamp taxes, and the ***Intolerable Acts***, were unjust. ***Confrontation*** between colonists and British officials lead John Hancock, Samuel Adams, and other Boston colonists to form a group called The Sons of Liberty. That group spread to all thirteen colonies as British ***tyranny*** grew in America between 1765 and 1776.

The Sons of Liberty swore allegiance on a Bible not to ***divulge*** secrets of their meetings, and they adopted a flag of nine alternate red and white stripes. When the group wanted to meet to discuss issues, they displayed their Liberty Flag on a tall pole where citizens could see it. The pole became known as the Liberty Pole. As conflict spread across America, all thirteen colonies ***hosted*** Sons of Liberty groups who opposed British regulations and laws passed without colonial ***representation***. Patriots began to claim, "No taxes without representation." Colonists organized another group called The Minutemen. Those were men and boys who pledged to be armed for defense of liberty within a minute's notice. In 1775, Minutemen gathered to oppose British troops at Lexington and

### VOCABULARY

***Clergymen:*** preachers, evangelists, pastors
***Intolerable Acts:*** unjust British taxes pressed on colonists
***Confrontation:*** fight, disagreement, argument
***Tyranny:*** cruel hostility, brutal action
***Divulge:*** tell, expose
***Hosted:*** sponsored
***Representation:*** allowed to participate

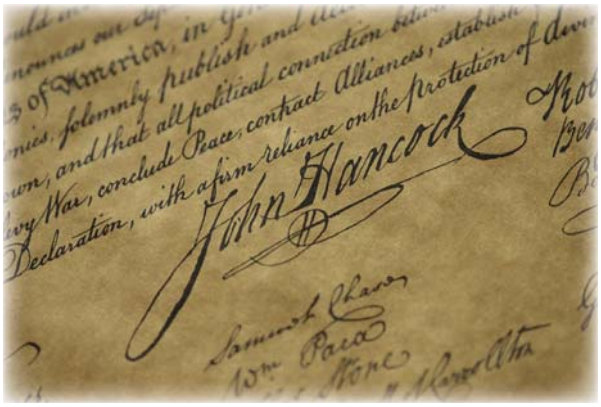
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Concord—the first armed conflict between colonists and British troops. Colonists fired their muskets to declare resistance to tyranny.

John Hancock spent a great deal of money and involvement supporting the Sons of Liberty and the colonial cause to achieve equitable representation in ***Parliament***. You have learned about other patriots, such as Samuel Adams, Paul Revere, Patrick Henry, and George Washington, who were leaders in the Second Continental Congress. John Hancock was elected as President of the Second Continental Congress that drew up the Declaration of Independence in 1776. His was the first bold signature at the end of that document that became famous. He allegedly signed it in big letters so that British King George could read the signature without his ***spectacles***.

John Hancock ***devoted*** his resources, time, and loyalty to establishing freedom in the American colonies that became The United States of America. After the War for Independence, Hancock served as Governor of Massachusetts for nine terms. He died in 1793. He is honored today by his name appearing on streets, buildings, and businesses. He was a founding Father, worthy of remembering and honoring. His name is ***synonymous*** with signature: "Sign your John Hancock."




Hancock's Famous Signature on the Declaration of Independence

## VOCABULARY

***Parliament:*** British law-making body
***Spectacles:*** eye glasses
***Devoted:*** committed, gave to
***Synonymous:*** has the same meaning

## *LIFE PRINCIPLE:*

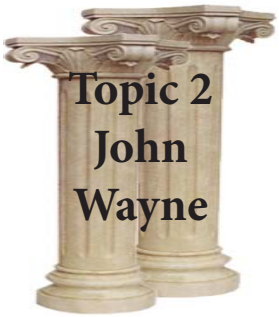
*"A thankful heart is not only the greatest virtue, but the parent of all other virtues."*
-John Hancock, US Founding Father

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# *Pillars of Culture*
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John Wayne

John Wayne wasn't his real name; he was birthed in 1907 as Marion Morrison. At age seven, he moved from Iowa to California. Later, in high school, he played football, acted in theatrical programs, and was involved in student government. The University of Southern California gave Marion a football scholarship; but, an injury during the second year ended his football career. While in college, Marion acted part-time as a ***double*** for main actors. Then, in 1939 he starred as John Wayne in *Stagecoach*, his first movie as a lead character. That performance drew the attention of major film directors who were impressed with John Wayne's handsome face, tall stature, masculine behavior, and ability to ***portray*** action heroes. The name John Wayne "stuck."

During the next 40 years, John Wayne ***captivated*** audiences in dozens of movies in which he portrayed cowboys, ranchers, soldiers, fighter pilots, and sailors. He drove jeeps, rode horses, defended the innocent, piloted airplanes, operated bulldozers, fought prairie fires, shot Colt 45 pistols, Winchester rifles, and Thompson Machine guns, and kissed leading ladies, such as Maureen O'Hara, Marlene Dietrich, and Katherine Hepburn. He co-stared with other leading actors, such as Gabby Hayes, Ward Bond, James Stewart, and Dean Martin in movies about ***Guadalcanal***, ***Flying Tigers*** in China, Calvary in Arizona, soldiers in Viet Nam, and defenders at the Alamo. His role as a fist-swinging tough guy required him to fight hostile Indians, lead cattle drives, punish outlaws, toss hand grenades, and put out burning oil wells.




***Double:*** substitute actor
***Portray:*** play the part of
***Captivated:*** held attention
***Guadalcanal:*** Pacific island during WWII
***Flying Tigers:*** P-51 fighter planes in China
***Swashbuckler:*** dashing, gallant, heroic

John was a ***swashbuckler*** action hero who entertained audiences from New York to California. Numerous films were based on books written by popular western author, Zane Grey. Movies were financed by the alcohol and tobacco industries, which required leading characters to appear in at least one scene with alcoholic beverages and tobacco products. Consequently, directors required Wayne to depict "tough guys", who swore, smoked, drank whiskey, fought, and rescued damsels in distress. John complied

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with most scripts, but he absolutely refused to engage in sensual "bedroom" scenes. Most of his films were about preserving freedom, opposing evil men, fulfilling ***Manifest Destiny***, and fighting foreign enemies during World War II. Wayne demonstrated excellent ***equestrian*** skills as he raced across prairies to turn stampeding longhorns, out-run hostile Indians, chase down outlaws, or charge Confederate troops.

Off camera, John Wayne was a politically conservative man. He teamed up with actors such as Ronald Reagan and Gary Cooper to oppose Communists ***agitators***, who attempted to gain control of Hollywood during the 1940s and '50s. He was a member of the National Rifle Association, with whom he ***vigorously*** defended the Second Amendment right to own guns. His defense of core American values irritated some Hollywood ***critics***, who routinely refused to honor John for his acting ability. However, his performance in *True Grit* earned an Academy Award in 1969. Other popular box-office hits were T*he Alamo, The Man Who Shot Liberty Valence, Red River, She Wore a Yellow Ribbon, El Dorado, The Green Berets,* and *The Shootist.* After his death from Stomach cancer in 1979, John Wayne was honored on postage stamps, was recipient of the ***Congressional Gold Medal***, and was inducted into the California Hall of Fame. Orange County Airport was renamed, John Wayne Airport, where a bronze stature of John is on display to honor America's action hero. He was an effective ambassador of ***American exceptionalism***.



John Wayne in *The Comancheros*

## VOCABULARY

***Manifest Destiny:*** belief that the USA should extend from the Atlantic to Pacific Oceans like Canada
***Equestrian:*** pertaining to horses
***Agitators:*** rabble-rousers
***Vigorously:*** aggressively
***Critics:*** people who comment on movies
***Congressional Gold Medal:*** one of the two highest civilian awards in the US
***American Exceptionalism:*** unique virtues and values of the United States

## *LIFE PRINCIPLE:*

*"Courage is being scared to death, and saddling up anyway."*
-John Wayne, actor

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# *Pillars of Culture*
# *Icons of Culture*




## Chapter 5, Section 1
## Topics 1-5



Kit Carson

Kit Carson was like most youth who approach adulthood with impatience to grow up – to see the world and experience exciting adventures. He ***fantasized*** about great achievements and brave conquests. His dream of leaving home began when his father died, and Kit's mother remarried a man who did not relate well with nine-year-old Kit. At age 15, Kit rubbed the peach fuzz on his chin, and decided that he was old enough to learn a ***trade***. A Missouri saddle-maker was persuaded to teach Kit how to work with leather. For two years, Kit learned how to build and repair saddles, bridles, harnesses, shirts, and other leather products needed by farmers, army scouts, and frontiersmen.

At age 17, Kit watched a wagon train ***lumber*** along through Missouri on the way to Santa Fe, New Mexico. He decided to join the wagon train. He turned his dreams toward the wild west, which was home for massive herds of buffalo, deer, antelope, and streams populated with beaver. After walking hundreds of dusty miles beside oxen-pulled wagons, Kit arrived in Taos, New Mexico. Fur trappers and buffalo hunters had ***previously*** traveled to New Mexico to make their fortunes. Most "Mountain men" were rough, liquor-drinking, and violent survivors of harsh weather, challenging terrain, wild predators, and mean outlaws. Following in the footsteps of frontiersmen were army troops, cattle ranchers, and merchants who sold coffee, sugar, flour, guns, knives, and beans. Gradually, New Mexico became a territory.

### VOCABULARY

***Fantasized:*** dreamed, pretended
***Trade:*** career, profession
***Lumber:*** to move in a slow, heavy manner
***Previously:*** in the past
***Defied:*** cloaked, over-ruled

Kit was less than five feet, six inches tall, but he was muscular. His small stature was ***defied*** by his courage, endurance, and perseverance. Even though Kit Carson was small, he earned a reputation as a brave and honest young man, who kept his promises. He was also attentive and alert to learn how to survive in hostile environments. At one point, he was chased by two grizzly bears, and forced to spend the night in a tree. He became skilled at guiding army troops and wagon trains across western deserts, mountains, and rivers. He learned to speak Spanish and several Indian

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languages. He demonstrated amazing courage when faced with hostile Indians, angry bears, and drunk trappers.

In 1845, John C. Freemont asked Kit to lead a group of men from Missouri to the coast of Oregon. That adventure was recorded in newspapers, and eventually resulted in the expansion of the United States from New York to California.

In 1853, Kit (about age 33) married a beautiful Spanish teenage girl named Josefa, whom he adored. They settled in an adobe ranch house near Taos, New Mexico, and raised six children. Josefa and Kit opened their home to Indians, fur trappers, and army soldiers who needed food and rest. Before and after his marriage, Kit Carson's exploits as a frontiersman became ***legendary*** throughout the west.

During the Civil War (1861-1865), Kit served as a General with the Colorado militia. Magazines and books "painted" Kit Carson as a heroic fighter, brave soldier, and ***savvy*** army guide. Later, Kit was appointed as Superintendent of Indian Affairs in Colorado, because of his management skills and reputation for treating Indians fairly and honestly. However, he disliked assignments to "round up" Indians in Texas, New Mexico, and Arizona, and march them to reservations.

Josefa died shortly after giving birth to a child in 1868. Kit was so grieved that he died a month later. History books, articles, street names, museums, parks, military bases, and movies have kept Kit Carson's fame alive. Moreover, thousands of young boys pretend to be Kit Carson while "day-dreaming" of conquering the wild, wild west. Kit's fame endures.



Carson's Wife, Josefa, and one of their Children

## VOCABULARY

***Legendary:*** well-known, "larger than life"
***Savvy:*** very knowledgeable

## *LIFE PRINCIPLE:*

*"The cowards never start and the weak die along the way."*
-Kit Carson, frontiersman

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# *Pillars of Culture*
# *Icons of Culture*




## Chapter 5, Section 1
## Topics 1-5





Jay Van Andel (top) and
Richard DeVos (bottom)

After World War II, a couple of guys from Michigan were discharged from military service with only a few dollars in their pockets, but they wanted to start their own business. Richard DeVos and Jay Van Andel had a dream of selling household cleaning products that would not harm human hands. They used bathtubs in their home basements to produce liquid organic concentrate (LOC). They also started to sell nutrition and vitamin products. They invested long hours conducting experiments, of which some failed to be useful. However, they persisted in developing and testing products. They sold their items while shopping for groceries, riding on airplanes, and sitting in restaurants. They reinvested profits into developing other products and expanding their business.

As it grew, they occupied a vacant service station. There, the two men expanded their business through hard work, long hours, honesty, and efficient management. Eventually, Amway Corporation was founded in 1959, and currently occupies a multi-acre facility in Ada, Michigan, that ***processes*** hundreds of home-use products, including lipstick, nylon hose, vitamins, nutritious snacks, shampoo, hair conditioner, fire extinguishers, frying pans, and eye liners.




***Processes:*** fills product orders
***Sponsored:*** conducted, held
***Self-employed:*** owns business where he/she works
***Christian education:*** academy with Christian curriculum
***Significant:*** large portion, much

Jay and Richard were motivated to be successful retailers through direct marketing, rather than through stores. They developed catalogs and ***sponsored*** training sessions to help other people who wanted to be ***self-employed*** in sales. As their wives and children became involved, Van Andel and DeVos branched out into other interests, including politics and charitable organizations. Their families were involved in ***Christian education***, including homeschool. They invested ***significant*** amounts of money to promote school choice legislation.

However, their primary focus was on growing the Amway business through seminars that trained other entrepreneurs. They

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set up a multi-level marketing program that allows Amway ***distributors*** to earn profits based on personal sales and profits earned by people "down line" in the multi-level marketing system. That approach enables motivated and diligent salespersons to accumulate wealth to expand their personal businesses. Many earn six-digit figures, while some become millionaires.

Today, Amway Corporation operates a multi-billion-dollar business with 20,000 employees in more than 100 countries, including China, South Korea, Mexico, England, and Canada. Net worth of the company ***exceeds*** eight billion dollars. President Gerald Ford called Richard and Jay "great family men and worldwide leaders in business." Other ***prominent*** people called them "the best of America." Jay and Richard were examples of men who became successful by applying their talents and knowledge to practice the free enterprise system that made America a great nation. They proved that success is achieved by people who help other people to fulfill their dreams. The Amway history is about men and women who dream of rising from poverty to riches through effort, integrity, and efficiency. Richard DeVos and Jay Van Andel helped make America a great nation, and paved the way for other multi-level businesses to be successful with flexible hours.



Van Andel and DeVos Meeting with President Gerald Ford in 1975

## VOCABULARY

***Distributors:*** people who buy and sell products
***Exceed:*** go beyond, greater than
***Prominent:*** well-known, popular, important

## *LIFE PRINCIPLE:*

*"If you have a dream, give it a chance to happen."*
-Richard DeVos, entrepreneur

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# *Pillars of Culture*
# *Icons of Culture*




## Chapter 5, Section 1
## Topics 1-5


Sam Walton

Some people get an attitude about things, and are ***tenacious*** about accomplishing their goals. Sam Walton was that kind of guy in Arkansas. He liked to play sports and study. He made good grades, was quarterback of the football team, and liked to help people who were "down-and-out." He graduated from high school and college, and then served as a captain in the US Army during World War II (1941-'45). At age 26, Sam dared to dream of owning a business. He gratefully received a financial loan from an uncle, who believed in Sam's dream. Walton established a ***franchise*** hardware store with the intent of providing items for farms and households. His polite service and integrity earned respect, and business grew. Sam expanded to more than a dozen stores. But, he was frustrated with the type of management exercised by the franchise owner. Sam believed he could operate a more efficient business at lower prices, better products, and improved customer service. At age 44, Sam and his wife, Helen, moved to Rogers, Arkansas where the first Walmart Discount Store was opened.

Sam Walton was committed to providing quality products and services at fair prices. He established a "no questions asked return policy" on purchased items. He visited other ***retail*** stores to learn how to do a better job in retail sales. He greeted customers and friends with a smile and handshake. He looked people in the eye and listened to their concerns. He taught his employees to do the same. Sam broke ***conventional*** retail sales rules practiced by most merchants. His driving motivation was "satisfied customers". He believed they would tell their friends that they ought to shop at Walmart. They did, and Sam Walton became a wealthy man.

He expanded beyond Arkansas into Oklahoma, Missouri, Texas, and other states, until he operated Walmart stores across America. He became one of the wealthiest men in the United States. However, he did not "***put on airs***" to impress people with his wealth. He drove an old pickup truck, in which he hauled his

VOCABULARY

***Tenacious:*** extremely persistent
***Franchise:*** permit to own or manage a brand name business
***Retail:*** business where customers purchase products
***Conventional:*** regular, normal, status quo
***"Put on airs":*** pretend, flaunt, try to impress

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hound dogs and hunting guns. His stores carried boots, fishing tackle, dresses, shirts, kitchen ***utensils***, beds, sofas, tables, toys, and artificial plants. Whatever a wife or husband needed to furnish a home was available from Sam Walton's stores.




He eventually operated 1,960 stores and provided employment for more than 400,000 people, including senior citizens, teenagers, and young adults represented by Asians, African-Americans, Caucasians, Hispanics, and American Indians. He focused initially on rural communities, but branched out into urban neighborhoods and inner cities. While doing so, Sam Walton enabled millions of people to enjoy a better standard of living. Sam made it possible for the "average" person to afford "fancy" clothes, nice furniture, and high-performing equipment.

Sam Walton was a firm believer and ***practitioner*** of free-market capitalism. He bought items in bulk, and sold them at prices that would generate profit, but still be affordable by customers with limited incomes. Walmart developed an employee associates program that encouraged personnel to have a life-long relationship with Walmart. Sam died at the age of 74, after living a fulfilling and purposeful life. America was blessed by a man guided by ***homespun*** philosophy, integrity, and free enterprise. He helped make America a great nation.

## VOCABULARY

***Utensils:*** tools, implements
***Practitioner:*** one who practices
***Homespun:*** down-to-earth, practical

## *LIFE PRINCIPLE:*

*"High expectations are the key to everything."*
-Sam Walton, entrepreneur

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# *Pillars of Culture*

## *Communicators of Culture*




### Chapter 5, Section 2
### Topics 6-10



Milton Friedman

He was Jewish, five feet tall, and wore glasses when he graduated from high school in 1926 at the age of 15. He entered Rutgers University in New Jersey and graduated with a degree in mathematics and economics. The ***temporal lobe*** of his brain functioned like a computer on steroids; he calculated numbers, ***statistics***, and equations at lightning speed. Milton Friedman (Freed•man) was different than people who invented machines, in that he processed information and ideas about the way money is earned, saved, spent, and invested.

That mental ***capacity*** was desperately needed when a terrible economic depression hit America. After World War I (1914-1918), the nation was just getting comfortable learning how to use electric stoves, telephones, elevators, cars, trucks, and tractors. People had become accustomed to hearing taxi horns, street-car bells, and the whirl of electric motors on vacuum cleaners, elevators, and factory equipment. Then, manufacturing of appliances, fancy clothes, and automobiles ground to a halt as the ***stock market*** crashed in 1929 and people became unemployed. Almost half of the population was hungry and begging for work. Students dropped out of school because they needed to find food, clothing, and shelter. In ***desperation***, people filled churches to seek Divine ***intervention***, provisions, and guidance.

Before the economic failure of businesses in the Great Depression (1929-'39), money flowed through the pockets of farmers, merchants, ***industrialists***, and government agents who ***extracted*** taxes on wages and profits earned by employees and employers. Tax money and ***investor*** profits kept the economy humming. The stock market was seen as a means to get rich quickly, so people ***speculated*** on investments that seemed to promise financial profits that would enable them to live ***affluent*** lifestyles: fancy cars, fur coats, expensive restaurants, and beach homes. People spent money foolishly, assuming their wealth would last forever. Consequently, in 1929, the economy spiraled to a halt.



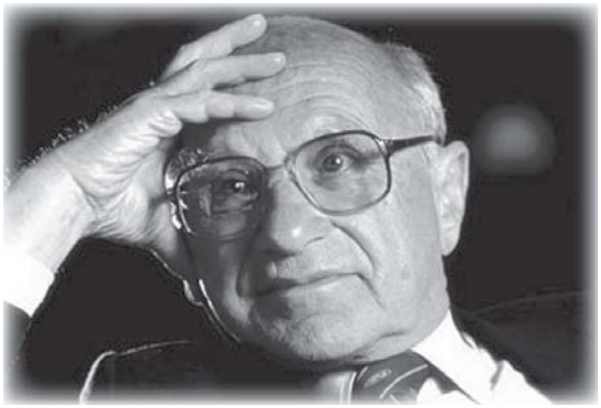

***Temporal lobe:*** part of brain where ideas are born and stored
***Statistics:*** number
***Capacity:*** ability
***Stock market:*** system in which people invest in businesses
***Desperation:*** panic, fear
***Intervention:*** involve to provide relief
***Industrialists:*** factory owners
***Extracted:*** took from
***Investor:*** person who buys stock in support of businesses
***Speculated:*** made risky trades
***Affluent:*** wealthy

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Milton Friedman's lectures on free enterprise based on ***supply side*** economics at the University of Chicago caught the attention of congressmen, professors, businessmen, and foreign ***dignitaries***. They began to seek Friedman's insights on how to ***stabilize*** the world economy. Friedman advised against government policies based on the teachings of John Maynard Keynes, a European socialist. Friedman believed that a ***free market*** economy based on capitalism was superior to government-controlled economics, as pushed by President Franklin D. Roosevelt's ***New Deal***. Milton's book, *Capitalism and Freedom*, emphasized that investors and merchants who were taxed less would invest profits to build new factories to produce goods and service. His book, *Free To Choose*, was translated into 14 languages. He won the Nobel Peace Prize in Economic Science, as well as the Presidential Medal of Honor, and National Medal of Science.

Milton Friedman also advocated school choice as the best way to improve education and the American economy. He believed that parents ought to be free to select the school considered best for their children, on the basis that "one size" does not fit all children. Friedman gave lectures, testified at legislative hearings, and published articles in support of freedom of choice in education. He believed that quality, private schools would produce skilled workers, entrepreneurs, and inventors needed to maintain the American free enterprise economic system.



Milton Friedman

## VOCABULARY

***Supply side:*** private revenue rather than government spending
***Dignitaries:*** government representatives
***Stabilize:*** make sure, adjust, protect
***Free market:*** unshackled, left alone
***New Deal:*** 1939-'45 FDR program to tax people to support welfare

## *LIFE PRINCIPLE:*

*"A society that puts freedom before equality will get a high degree of both."*
-Milton Friedman, economist

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# Pillars of Culture

## Communicators of Culture




### Chapter 5, Section 2
### Topics 6-10



Norman Rockwell

People who impact culture apply their gifts and talents to affect the way society thinks, acts, and speaks. Norman Rockwell was that kind of person. He was born in 1894, at a time when the United States was becoming familiar with automobiles, playing baseball, talking over electric wires, and learning how to install indoor plumbing. It was a time when country doctors visited patients in homes, fire trucks were pulled by horses, boys swam in ***stock tanks***, families prayed together, and romantic teenagers shared milkshakes through straws from the same glass at drug stores.

Rockwell graduated from high school, then attended art schools to develop his natural gift as an ***illustrator***. His career got off to a great start at age 18, when he published, *Tell Me Why: Stories About Mother Nature*. When he was just 19 years old, he was hired to illustrate *Boys' Life Magazine* for the Boy Scouts of America. Norman depicted boys in scout uniforms tying rope knots, sitting around campfires, or pledging allegiance to the US flag while holding hands over hearts. People began to notice the lanky youth with a flair for drawing pictures that made people smile and nod their heads in agreement with Norman's ***illustrations***.




***Stock tank:*** small ponds that water livestock
***Illustrator:*** artist
***Illustrations:*** drawings, sketches
***Hobo-bag:*** clothes wrapped in cloth and tied to staff
***Bobbers:*** corks, floats
***Pier:*** wooden deck near pond or river

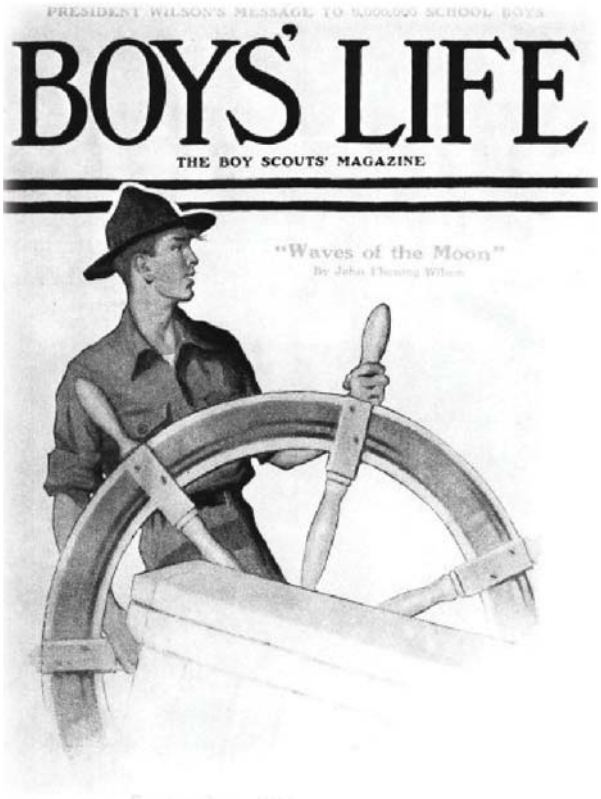
Rockwell observed and illustrated everyday life on calendars, book covers, posters, and magazines. He illustrated covers for the Saturday Evening Post Magazine for 47 years. Rockwell painted clean, human-interest scenes that captivated the imagination of magazine readers: half-naked boys scrambling to escape from a swimming hole marked with a "No swimming" sign, a grandmother praying with a grandson at a restaurant, a boy with dropped drawers getting a shot from a doctor, pre-teen boys squatting around a circle while shooting glass marbles, a romantic boy and girl sitting near each other in moonlight, neighborhood kids playing baseball, a policeman sitting on a café stool beside a small boy with a ***hobo-bag*** tied to a stick, and boys fishing with cane poles and ***bobbers*** while sitting on a ***pier***. Rockwell illustrated husbands

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and wives, secretaries, politicians, farmers, coal miners, firemen, sailors, and soldiers.

During WWI, he served in the army as an illustrator. During WWII, Rockwell was commissioned to paint ***recruitment*** posters of "Rosie the Riveter" (a pretty young woman posed with a headscarf and flexed bicep muscle to illustrate the determination and courage of women who worked in factories when the men enlisted to fight). Norman was patriotic; his painting, "Four Freedoms", illustrated freedom to worship and speak, and freedom from want and fear. His paintings overruled the false argument that America was great because of ***diversity*** and ***tolerance***. Rockwell knew that America's greatness was anchored to her virtues and principles, based on her Christian foundation. In his lifetime (1894-1978), Rockwell painted more than 4000 original pieces of art. Even though some critics claimed that Rockwell wasn't a good artist, he was ***employed*** as an illustrator for his entire adult life. His works appeared on numerous calendars, 40 book covers, and multiple dozens of magazine covers. He was a perfectionist who was overheard to say that he painted life as he imagined it, but did not always live it. He had ***bouts*** of depression and ***despondency***, during which he would spend weeks "fine-tuning" an illustration. During his lifetime, he portrayed four presidents, a Hollywood star, and several foreign dignitaries. He is remembered in museums, on postage stamps, and in art galleries in recognition of his efforts to help make America a great nation.




*Scout at Ship's Wheel*, pictured above, was drawn by Rockwell in 1913 for *Boys' Life*.

## VOCABULARY

***Recruitment:*** ask for volunteers
***Diversity:*** differences in ethnicity
***Tolerance:*** acceptance of any belief practiced by others
***Employed:*** earned a wage by working
***Bouts:*** periods, seasons, times
***Despondency:*** sadness, depression, grief
***Sordid:*** mean, negative, offensive, low life

## *LIFE PRINCIPLE:*

*"The view of life I communicate in my pictures excludes the* ***sordid*** *and ugly. I paint life as I would like it to be."*
-Norman Rockwell, artist

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# Pillars of Culture

## Communicators of Culture




### Chapter 5, Section 2
### Topics 6-10



Paul Revere

Art by
John Singleton Copley

A lot of people have ridden horses at break-neck speed. You have probably read about courageous teenage Pony Express riders who galloped across America's heartland to deliver mail through rain, hail, snow, and dust storms, often evading robbers, and sliding exhausted from saddles at the end of their routes. Other riders became famous for their daring rides. One such man was a colonial ***silversmith*** named Paul Revere. In fact, his ride was so famous that it was ***featured*** in a poem by Henry Wadsworth Longfellow. "Paul Revere's Ride" has been ***memorized*** by millions of students, who proudly honored Paul Revere for his ***gallant*** efforts during the American War for Independence. Revere didn't consider himself to be courageous; he simply performed his duty.

Paul Revere was born in 1734 in Massachusetts. His father was a silversmith, who taught Paul to work efficiently with silver. Paul became fatherless at age 20. Later, Paul married Sarah Arne; together they had eight children, but two died young. When Sarah died, Paul married Rachael Walker; they also birthed eight children. Such a large family motivated Paul to be creative in earning money. He became well-known for his elegant engravings of battles and important people. He became a successful entrepreneur by expanding his silver processing business to produce items such as spoons, buckles, spikes, candle holders, miniature cannons, pitchers, and plaques.

Paul Revere was concerned about British efforts to extract money from colonial businessmen in-order-to pay for the French and Indian War that was waged on American soil (1756-1763). When British ***magistrates*** attempted to restrict colonial freedom, Paul Revere joined other Massachusetts patriots, such as John Hancock and Samuel Adams, to resist British tyranny. Paul was among leaders of the famous Boston Tea Party of 1773. He was heavily involved in planning emergency communication systems and resistance efforts when the British became more aggressive in 1775.

### VOCABULARY

***Silversmith:*** one who works with silver
***Featured:*** main topic, emphasized
***Memorized:*** committed to memory
***Gallant:*** regal, noble
***Magistrates:*** government officials

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You may have learned about his role in watching British troop movements in Massachusetts, New York and Pennsylvania in 1776. That volunteer spy role led to the famous midnight ride of Paul Revere. One night, Paul was on duty as a watchman when he was notified that British troops were being loaded on boats. Paul rowed quietly across the Charles River to mount a horse and gallop more than twenty miles through village streets to warn people, "The ***Regulars*** are coming!" Revere's early-warning system awakened patriots who, as prearranged, grabbed their muskets and rushed off to meet the British at Lexington and Concord. Paul Revere not only warned patriots of British plans to capture colonial ammunition and cannons, he also alerted colonists as to who the British were planning to capture and hang.

Paul Revere and two other patriots were captured by the British and held at gunpoint. Revere's quick wit allowed him to persuade the British officer that nearby armed and angry colonials were an ***imminent*** danger to British soldiers. Consequently, Revere was released in time to help John Hancock and Samuel Adams to escape, while British troops retreated to wait for reinforcements. They arrived and met patriots at Lexington and Concord. Those battles were "the shot heard around the world." Paul Revere's midnight ride ignited the patriots to take up arms in the American War for Independence! That ride set in motion a movement that became the United States of America.



Depiction of Paul Revere's Famous Midnight Ride

Illustration by Thomas Addis Emmet

## VOCABULARY

***Regulars:*** British soldiers
***Imminent:*** about to happen

## *LIFE PRINCIPLE:*

*"No matter what you do, you'll never run away from you."*
-Paul Revere, American patriot

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# *Pillars of Culture*

## *Communicators of Culture*




### Chapter 5, Section 2
### Topics 6-10



Thomas Kinkade

An artist can't help but doodle, sketch, and paint scenery, portraits, or objects. Artists have a ***compulsion*** to ***depict*** life on canvas. It is almost as if they can't help themselves. They just have to express their feelings, thoughts, and beliefs for other people to see. That was the case with Thomas Kinkade. He was born in 1958 in California, where he graduated from high school and attended college. There, he studied art. He was asked to illustrate scenery for a film, and while doing so, he began to study light and its effect on buildings, plants, and streams.

He published a sketch book that brought his name to the attention of other artists. Some were very critical of Kinkade's "sentimentality" expressed in cottages with lights in every window and sunbeams streaming across ***plush*** gardens and sparkling mountain streams. Nonetheless, the general population became aware of Thomas Kinkade, the "Master of Light."

Thomas was impacted by Christian principles that caused him to think about his relationship with God. To Kinkade, the Creator was real and worthy of worship. Thus, the artist often depicted Bible verses in paintings. He wanted to cause people to reflect on the issues of life that really matter. Thus, his paintings were designed to ***elicit*** moods of ***tranquility***, pleasure, and peace-of-mind. He accomplished that objective by painting scenes of rustic cottages ***nestled*** near a stream, and surrounded with lush gardens and ***foliage***. Sunbeams bounced off the cabin, trees, and rocks. Windows were lighted as if to invite travelers to stop and rest a while. Pastel colors created a sense of ***solitude*** and peacefulness.

Kinkade's paintings embraced the values, virtues, and principles that held America intact as a nation. He was patriotic. He loved his country because it allowed people to worship, engage in enterprise, and pursue happiness with hope of better tomorrows. He became very successful as an artist-businessman. He established 350 franchise companies to sell Kinkade paintings and prints. In

### VOCABULARY

***Compulsion:*** inner drive to act
***Depict:*** show, demonstrate
***Plush:*** fancy, eloquent
***Elicit:*** bring forth, draw out
***Tranquility:*** peaceful
***Nestled:*** cozily situated
***Foliage:*** plants, shrubs
***Solitude:*** quiet seclusion

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the process, he earned more than 50 million dollars. Kinkade's marketing skills focused on selling paintings that "sold themselves" based on captivating colors, ***nostalgic*** scenes, and ***enchanting*** lights. Thousands of office buildings, hospitals, doctor's offices, and homes display Kinkade paintings. In fact, his paintings allegedly decorate one out of every 20 American homes.

Tragically, as Kinkade approached his 50th birthday, he began to "mishandle" success. Like too many people who become admired, famous, and wealthy by ***middle age***, perhaps Thomas thought too highly of himself. He became dissatisfied and un-fulfilled in his marriage and business, and turned to alcohol to cope with his emotional ***distresses***. Consequently, he lost his perspective of important things that really matter, including his wife and family. Depression added to his woes, and he died at the age of 54. In-spite-of the untimely ending of his life at an early age, Thomas Kinkade illustrated a portion of America that helped her become a great nation. His life is depicted in books, articles, and movies. People still gaze at Thomas Kinkade paintings of cottages, sunbeams, and sparkling streams. In so doing, they pause to think about their own lives, and where they are going.



An Example of Kinkade's Work (Cropped)

## VOCABULARY

***Nostalgic:*** pleasant memories of bygone times
***Enchanting:*** dreamy, captivating
***Middle age:*** between 35-50 years old
***Distresses:*** upsetting pressures

## *LIFE PRINCIPLE:*

*"Somewhere out there is a unique place for you to help others."*
-Thomas Kinkade, artist

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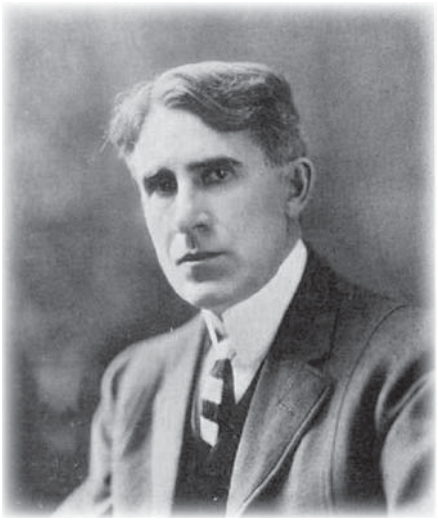


# Pillars of Culture

## Communicators of Culture




### Chapter 5, Section 2
### Topics 6-10



Zane Grey

Some men graduate from high school, go to college, and become professional dentists, physicians, attorneys, or ***architects***. In doing so, they may achieve some degree of success, but do not necessarily feel fulfilled. In the back of their minds, they have a ***compulsion*** to paint landscapes, sing songs, act in movies, play sports, or write books. That was Zane Grey. He was educated and trained to be a dentist, but his heart was somewhere else. He was often ***startled*** out of day-dreaming about cowboys, rustlers, Indians, and ranchers. He would often stare off into space with a dreamy look while images of mountains, horses, and ladies in distress flooded his imagination.

Finally, after a short ***stint*** of practicing ***dentistry***, Zane took up his pen and wrote a novel. His book was rejected by more than a dozen publishers, who remarked that no one would be interested in reading western novels. How wrong were the publishers! Zane Grey wrote about mountains, sunsets, rivers, ranches, Indians, prospectors, wagon trains, cowboys, rustlers, and gun-slingers in Arizona, New Mexico, Texas, and Colorado during the late 1800s. He described purple mountains, sparkling streams, red sunsets, green meadows, and herds of longhorn cattle, humpback buffalo, and ***wary*** antelope. Grey brought history, folklore, and legends alive with ***vivid*** descriptions of rugged canyons, cruel rustlers, fast-draw cowboys, and beautiful women. His story plots always ***pitted*** villains against heroes and heroines. Many stories revolved around fast-shooting gunmen who respected women and opposed outlaws. A female character of exceptional beauty and intense loyalty was usually rescued by the male hero. Each plot contained ***episodes*** of conflict between good and evil.

Grey believed that his stories would find willing readers. When publishers rejected his first book, Grey published it himself. It was in instant success. Eastern readers were ***fascinated*** and captivated by Grey's fast-moving writing style and vivid descriptions of western states. While readers were "glued" to

### VOCABULARY

***Architects:*** persons who design buildings, dams, bridges
***Compulsion***: need
***Startled:*** jolted
***Stint:*** short time, experience
***Dentistry:*** dental medical career
***Wary:*** cautions, alert
***Vivid:*** clearly expressed
***Pitted:*** placed
***Episodes:*** events, experiences
***Fascinated:*** awed

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Grey's plots, they became acquainted with western legends, outlaws, peace officers, and mountain men. They also learned about places such as the Grand Canyon, Colorado River, Bitterroot Mountains, Pikes Peak, and the Sonoran desert. Grey opened up a whole new world for city dwellers in Saint Louis, Chicago, New York, Atlanta, and Pittsburg. They responded by grabbing up Grey's books as soon as they hit store shelves. In the process, Zane Grey became a millionaire. His ***prolific*** pen sometimes produced several books a year. He would sit in his log cabin near Payson, Arizona, and write on paper tablets; then a male secretary would edit, type, and mail the manuscripts to Grey's publisher.

His most popular book was *Riders of the Purple Sage*. Among his many other books in demand were *Desert Gold* and *Knights of the Range*. Grey's descriptive adjectives and powerful verbs engaged and held readers captive, causing them to stare off into space to imagine ***frothing*** horses, sweaty miners, and frightened women. During the early 1900s, no other author matched Grey's ***wordsmithing*** about gallant men, virtuous women, and cattle rustlers. During development of plots, Grey wove into his ***plots*** the fact that evil actions result in lost dreams, broken relationships, and loss of respect. Grey's books opened to readers the wonders and ***splendor*** of the American west. Zane Grey was a pillar of American media culture. He helped make America great!



Zane Grey

## VOCABULARY

***Prolific:*** productive
***Frothing:*** sweating, foaming
***Wordsmithing:*** writing style, use of words
***Plots:*** story lines
***Splendor:*** magnitude, expanse, beauty

## *LIFE PRINCIPLE:*

*"Work is my salvation. It changes my moods."*
-Zane Grey, author

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