

## A Culture of Improvement

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By Mike Bentley

### Round 7

**1. People who used this name-brand product received a namesake *News* magazine which was later spun-off to become *Signature*. A movie titled for this product was premiered in Winsted, Connecticut where the citizens of the town were all given this product as part of a social experiment. That 1963 film titled for this product starred Telly Savalas as gym owner and mobster Foots Pularados, who receives one of these from his doppelganger Ernie, played by Danny Kaye. Alfred Bloomingdale, one of three men present when this product was dreamed up, launched his own unsuccessful rival on the West Coast. An early competitor of this product was Carte Blanche, a product of the Hilton hotel chain. It's not true that the genesis of this product was Frank McNamara having accidentally (\*) worn the wrong suit. In 1981, this product was acquired by Citibank. For 10 points, name this first credit card, originally only accepted at New York City restaurants.**

ANSWER: Diners Club credit card [prompt on credit card] <2>

**2. A video at Gabi Ashkenazi's retirement party bragged of his role in developing this thing, which shared some DNA with something called Tilded ("till-duhed"). The true purpose of this thing was first publicly identified by Ralph Langner. The Equation Group probably had a hand in creating this thing, as did Unit 8200. This thing was made harder to detect by coordinating it with (\*) power surges which were masked to look like defective Turkish equipment. This thing was tested on a mock-up built at a Department of Energy building and was approved by Keith Alexander. PLCs manufactured by Siemens were particularly affected by this thing, which sped up some machines to run at 1,410 cycles per second. This thing targeted a facility at Natanz and was co-developed by Israel. It was probably spread by USB keys. For 10 points, name this cyberweapon targeting the Iranian nuclear program.**

ANSWER: Stuxnet [or Flame] <2>

**3. John Beckman contrasted this man with Thomas Morton, blaming him for changing American culture to accepting a purely passive form of fun. This publisher of the *Herald of Freedom* was thrice arrested for libel. He introduced the birth control law overturned in *Griswold v. Connecticut*. This man claimed he had been duped after an autopsy revealed that Joice Heth was not the (\*) 161-year-old nurse of George Washington. He toured the lecture circuit delivering the speech, "The Science of Money Making and the Philosophy of Humbug". A hat owned by Ulysses S. Grant was once displayed in a New York museum he bought from the Scudder family. This man made an extremely tall woman named Anna Swan famous. He also widely promoted the 26-inch-tall "General Tom Thumb". For 10 points, name this man who, with James A. Bailey, founded a travelling circus company.**

ANSWER: P. T. Barnum [or Phineas Taylor Barnum] <1>

**4. In 1962, there was something like an 85% drop in the nation's supply of this food after the Local 338 went on strike. A machine for mass-producing this food was patented by Daniel Thompson in 1960. It's not a drink, but Sisters Arum, Dawoon and Soo Kang appeared on an episode of *Shark Tank* hawking their restricted-use dating app partially named for this food. Like the (\*) pretzel and the croissant, this food was allegedly invented during the 1683 Ottoman siege of Vienna. Frozen ones were sold by Harry Lender. One variant of this food is boiled in honey-infused water and then roasted in a wood-fired oven and is named for the city of Montreal. The water of New York City is allegedly the secret ingredient in authentic varieties of this food. For 10 points, name this food, a Jewish staple often served with lox.**

ANSWER: bagels [note: Wikipedia helpfully explains that "The quality of a bagel may be evaluated by considering the experience it provides as it is eaten and its nutritional content."] <1>

5. The founders of an "Asana-meets-Slack" startup that shared its name with this one wisely changed its first letter to "M" after being mocked by VentureBeat for being such dumbasses. This company's founder once declared, "I don't want to live in a world where someone makes the world a better place better than we do." Its XYZ "moonshot factory" made a bionic arm that monkeys could use to masturbate. Its founder employs a guru named Deepak who once spent a summer without sitting down. This company once botched the (\*) 4K broadcast of a UFC fight between Molina and Bulgakov with a technology called Nucleus. Its improper use of a non-compete clause sunk its lawsuit over control of a video compression algorithm. This company's CEO, Galvin Belson, once tried to buy Pied Piper. For 10 points, name this Google-like company on HBO's *Silicon Valley*.

ANSWER: Hooli <2>

6. This person's master thesis examines characters that represent the anti-hero archetype such as Ana Lucia from *Lost* and Faith from *Buffy*. In another medium, this critic examined the "blank slate" of a character on a "woeful errand" known as The Scythian. A game about this person prompted the case of *R v Elliott*, which supposedly had profound implications on Canadian free speech laws. On the *Colbert Report*, Stephen Colbert asked this person whether he should "let the (\*) princess die". She first gained attention in a series sponsored by *Bitch* magazine. Her best known series addresses obvious truths such as "Lingerie is not Armor" and examined the many uses of the Damsels in Distress cliché. For 10 points, name this creator of *Tropes vs. Women in Video Games* which attracted a lot of awful harassment from GamerGate idiots.

ANSWER: Anita Sarkeesian <3>

7. Katrine Bosley is the CEO of Editas, a company founded to leverage this technology. Bill Gates is funding Intellia, another company founded to take advantage of it. Early work on this technology was done at Danisco by Philippe Horvath and Rodolphe Barrangou while figuring out how to improve the efficiency of making (\*) yogurt. Eric Lander wrote a controversial paper on the "heroes" of this technology that did not disclose his conflict of interest. It's not coffee, by a company called Caribou is using this technology to fulfill a mushroom contract with DuPont. Feng Zhang paid \$70 to expedite his patent application for this technology, which may ultimately prove decisive in a lawsuit against Jennifer Doudna, another possible inventor who is backed by Berkeley. Cpf1 is one nuclease which can be used in this technology, which along with RNA cuts and guides a new sequence into the genome. For 10 points, name this gene editing technology.

ANSWER: Crispr-Cas9 [or Clustered regularly interspaced short palindromic repeats] <1>

8. This organization spent over two hundred million dollars on a failed digital education portal called Jam. A machine named for this organization included a port for connecting to other devices known as the Tube. The first commercial machine to use an ARM processor was in the "Master" line named for this organization and was manufactured by Acorn Computers. This organization ran the Ceefax service. Tony Hall, the man who took over control of this organization in 2013, backed a low-cost device based on the Code Bug as part of an initiative to "bring coding into every home, business and school". In the 80s, this organization's Computer Literacy Project spawned a namesake (\*) Micro computer, which students used while watching *The Computer Programme*. This organization was once funded through a "Color Supplementary Fee", and its rivals include ITV. For 10 points, name this UK public broadcaster.

ANSWER: BBC [or British Broadcasting Corporation] <1>

9. The Quaker Oats company donated enough oats for a "shower of oats" scene in a film promoting this thing at the Panama-Pacific International Exposition. Woodrow Wilson was given membership ticket #1 for an association named for this thing. Wilson signed into law a bill lobbied for by AASHO that would provide government funding for future projects like this one. Woody Guthrie described how he'd been "walking" this thing in the song "Hard Travelin'". Rubber and cement companies donated to provide paved "seeding miles" along this route. This route ended at a park also honoring its (\*) namesake in San Francisco. A 30-minute silent film chronicled the ten-millionth Model T's journey across this thing. The crappiness of this route on a 1919 Army expedition inspired Dwight Eisenhower to back the Interstate Highway System. For 10 points, name this first transcontinental road in the United States, named for the nation's sixteenth President.

ANSWER: Lincoln Highway [prompt on Route 30] <2>

**10. In one late work by this author, he declared, "Above all, I have been a sentient being, a thinking animal, on this beautiful planet, and that in itself has been an enormous privilege". Photographs of him swimming in Iceland taken by his partner Bill Hayes are included in his collection, *Gratitude*. He wrote of a music teacher who, "Magoo-like ... might pat the heads of ... parking meters, taking these to be heads of children". In a *Times* editorial, he described how "Now I am face to face with (\*) dying ... this particular sort of cancer cannot be halted". One of his books is about giving L-DOPA to survivors of the 1920s sleeping sickness epidemic and was adapted into a Robin Williams film. In one of his case studies, Dr. P tries to lift the head off of his spouse to put it on his own head. For 10 points, name this recently deceased neurologist, the author of "The Man Who Mistook His Wife for a Hat" and *Awakenings*.**

ANSWER: Oliver Sacks <2>

**11. After his Port Washington, Wisconsin law firm burnt down, this man headed west. This man's obsession with "unsupported transit" is explored in a dual biography with an inventor by Edward Ball. During a flood, this man had to take a boat to the swearing-in ceremony for his highest office. This man and his wife, Jane Lathrop, were prominent art patrons. His only son and namesake died on a field trip to excavate the ruins of Athens with Heinrich Schliemann. This man, (\*) Collis Huntington, Charles Crocker and Mark Hopkins formed the Big Four. Currier & Ives made lithographs of this man's horses, animals which were demonstrated to lift all of their feet off the ground in stop-motion photography done by Eadweard Muybridge. He hired Charles Coolidge and Frederick Law Olmstead to design the landscape and buildings for a college he founded. For 10 points, name this railroad tycoon and founder of a Palo Alto university.**

ANSWER: Leland Stanford [or Amasa Leland Stanford] <1>

**12. Some of the tasteful signs displayed at this chain include "High on Viagra", "Plastic is Fantastic" and "85% Blond". People who celebrate birthdays at this chain are encouraged by the staff to "Put it in your mouth, put it in your mouth" when the cake is served. This place offers "dinner-theater-of-the-absurd" according to a sympathetic review by *New York Times* food critic Pete Wells, who came late to it because he spent his youth reading rather than partaking in orgasm contests. At a parody of this place, Kitty has some (\*) margaritas made in her mouth on *Arrested Development*. This chain is owned by Grupo Andersons, which also owns Carlos'n Charlie's. A VIP foam party is apparently held every Wednesday at the Cancun franchise of this restaurant. For 10 points, name this restaurant chain catering to Spring Breakers, with an amphibian mascot.**

ANSWER: Senor Frog's <2>

**13. The brothers Job and William Wyatt couldn't capitalize on the machine they invented which reduced the time it took to make these things from minutes to just seven seconds. A British standard for these things was introduced by Joseph Whitworth, with Whitworth's products being the first mass produced standardized items of any type made for the British Navy. A massive one of these things for use in a dividing engine was produced with an innovative new (\*) lathe developed by Henry Maudslay. A Windsor, Ontario Model T factory was the first big user of a type of these things which remain popular in Canada designed by Peter Robertson. Some of these things are more prone to cause cam outs than others. A cruciform design was incorporated into the heads of these things by traveling salesman Henry F. Phillips. For 10 points, name these threaded alternatives to nails.**

ANSWER: screws [or bolts] <1>

**14. In *The Social Media Reader*, Patrick Davison described a meme about these things as being "big like Mt. Rushmore" in contrast to emoticons, which were "big like McDonald's". An Earthlink commercial starring some of these creatures ended with the tagline, "It's your internet, we just connect you to it." A song named for these creatures was heavily sampled for the track "Cognoscenti vs. Intelligentsia" by the Cuban Boys. In 2014, the *Wall Street Journal* ran a headline reading, "Photos of [These Creatures'] (\*) Rear Ends Are Hit in Japan". A website about these things auto-played a 9 second wav file with a pitched-up sample from Disney's *Robin Hood*. Deidre LaCarte created a popular GeoCities page with gifs of four of these creatures. Two of these creatures appear with 1 wheel in a popular meme. For 10 points, name these rodents which danced in an early internet meme.**

ANSWER: hamsters [or hampsters] <1>

**15. Studying under the financier Duverney, this man cornered the drinking water market in Revolutionary-era Paris. He was the first man to publish the complete works of Voltaire. This son of a watchmaker wrote *Memoires* defending his patent for a new escapement that allowed him to make a ring-sized watch for Madame de Pompadour. This dude conducted loud closed-door conversations where he pretended to be a Spanish businessman named Roderigue Hortalez in order to funnel supplies to Silas Deane's countrymen. He was dispatched to London to prevent the cross-dressing double agent Chevalier d'Eon from blabbing about a French invasion and helped Louis XVI funnel money to the Continental Congress. (\*) Giovanni Paisiello wrote a less popular opera based on characters this spy introduced in *Le Sacristain* and *The Guilty Mother*. For 10 points, name this creator of *Almaviva* and the play, *The Barber of Seville*.**

ANSWER: Pierre Beaumarchais [or Pierre-Augustin Caron de Beaumarchais] <2>

**16. Physician John A. Harriss personally financed the first permanent one of these things in New York City. Hans Monderman successfully experimented with removing these things. A fondness for Ireland led Syracuse, New York to invert the common design for these devices well into the 1960s. Salt Lake City police officer Lester F. Wire may have invented these things, with a prototype adapted from a birdhouse. The architect Joseph H. Freedlander designed cast-bronze examples for the (\*) Fifth Avenue Association in New York. Unlike modern examples of these things, the prototype of one designed by Cleveland hair-straightening entrepreneur Garrett Morgan had words printed on it; Morgan is often celebrated during Black History Month. In the 1920s, these devices made redundant some fifty-five hundred New York City police officers. For 10 points, name these safety devices which automatically regulate traffic flow at intersections.**

ANSWER: stop lights [or traffic signals; or traffic lights] <1>

**17. This man's namesake effect couldn't save his investment in '90s Google Glass progenitor Virtual Vision. This man put up three hundred million dollars to fund a research company that developed Purple Moon, a failed social network for young girls. This man used the patents from his failed think tank, Interval, to sue AOL, Google and others in 2010. This "Accidental Zillionaire" has funded the Living Computer Museum and a group which released the unpopular Vulcan FlipStart netbook. Oren Etzioni heads this man's Institute for Artificial Intelligence. A museum he funded has a monorail that runs through it and was designed by Frank Gehry. This backer of the (\*) Experience Music Project put up the funding for SpaceShipOne, which won the Ansari X Prize. He owns the Trail Blazers and the Seahawks. For 10 points, name this co-founder of Microsoft.**

ANSWER: Paul Allen [or Paul Gardner Allen] <1>

**18. One invention of this man was mechanized with a piston board built by Pierre Foucault. P. Armand Dufau favored a rival to this man's invention named for the city of Boston. This man's best known creation was widely adopted 26 years after his death at the Universal Exposition of 1878. As a child, this son of a saddler injured himself playing with an awl. This man's best known invention was promoted by his schoolmaster, Alexandre-Rene Pignier. Charles Barbier refused to accept this person's ideas on how to make his (Barbier's) night (\*) writing system more efficient. In response to critics, this man developed a system called raphigraphy which was comprehensible to everyone. He removed the hard to distinguish dashes from his best known system. A system invented by this man can be written to at high-speeds by an NV Interpoint 55 embosser. For 10 points, name this man who invented a tactile system that the blind can use to read.**

ANSWER: Louis **Braille** <1>

**19. Publisher William Hone and architect James Bevens helped publicize the case of an American Marine named James Norris whose intestines burst while in this place. A fictional man from this place is sought by a woman named Maudlin and asks the listener for "Any food, any feeding". Edward Wakefield repeatedly visited this place when preparing an 1815 report on how it should be reformed. The Monro family long controlled this home of (\*) Tom, of ballad fame. After 1770, gawkers had to receive permission from its governor to visit. It was founded in 1247 by Simon FitzMary. The final scene in Hogarth's *A Rake's Progress* is set here. This place lost its monopoly after the founding of St. Luke's Hospital in 1751. For 10 points, name this onetime mental institution, whose name is synonymous with chaos.**

ANSWER: **Bedlam** [or **Bethlem** Royal Hospital] <1>

**20. In reaction to the use of these non-lethal things, the California Division of Forestry started the Firefly Project. These non-lethal things were the key component of a technology which killed the children of pastor Archie Mitchell on a family visit to Gearhart Mountain, Oregon. The feasibility of using these things for a military operation traces back to a paper published in Esperanto by Wasaburo Ooishi. Some of these things were hand-laminated by schoolgirls with a paste made from the konnyaku plant as part of an operation codenamed "paper". Operation (\*) Fu-Go attached weapons to these things in an attempt to set forest fires and avenge the Doolittle Raid. For 10 points, Japan ineffectively attacked the continental United States during World War II with bombs attached to what types of inflatable devices?**

ANSWER: **balloons** [or fire **balloons**; or hydrogen **balloons**; or **balloon** bombs; or hot-air **balloons**; do not accept "weather balloons"] <1>

**21. Australians who believed in this theory crossed Goyder's Line to their own peril. A description of this theory was published in Ferdinand Vandiveer Hayden's *Third Annual Report* for the United States Geological and Geographical Survey of the Territories. The most succinct version of this theory was coined by Charles Dana Wilber. This theory was largely debunked in 1894. University of Nebraska professor Samuel Aughey Jr. used the metaphor of a giant sponge to explain this theory. A man answers "I did" to the question "Who killed the Great American (\*) Desert?" in an ad for the Santa Fe Railroad advocating this theory. The basic idea of this theory was that the namesake objects loosened the soil enough that water would both seep in and evaporate back. For 10 points, name this discredited theory that precipitation in the Great Plains was a result of farming.**

ANSWER: **rain follows the plow** [before the end accept things such as: **farming causes it to rain**; or **plowing causes it to rain**]