

## A Culture of Improvement

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By Mike Bentley

### Round 4

**1. In 1998, a site devoted to South Park-themed things of this type could be found at members.aol.com/ikillkenny. An expansion to a popular collection of these things called "More After Dark" featured "Boris, the lovable kitten". The estate of Irving Berlin weighed in on a lawsuit involving fair use in a parody of one of these things which used a character created by cartoonist Berkeley Breathed ("Breth-Ed"). That case, *Berkeley Systems v. DeLrina*, established that (\*) software wasn't afforded the same parody protections as literature. These programs lend their name to a program once hosted by Leo Laporte on TechTV. Popular examples of these things included a maze-solving routine included with Windows 95 and "Flying Toasters". For 10 points, name these programs which prevented monitor burn-in.**

ANSWER: screensavers [prompt on games; prompt on computer games] <1>

**2. A private equity firm controlled by this man owns Gas Station TV. In his first business venture, he hired a bunch of friends to hand-deliver pizza on bikes. He was once arrested for running an illegal bookmaking operation at Michigan State. This dude hired Bernie Kosar to promote legislation that would allow him and Penn National Gaming to operate casinos. This man's holding company has purchased One Woodward Avenue and the First National Building as part of a plan to revitalize downtown (\*) Detroit. This founder of the mortgage company Rock Financial was fined one hundred thousand dollars for writing a document that opens, "You simply don't deserve this kind of cowardly betrayal". That document was written in Comic Sans. One of his businesses was sold for over five hundred million dollars in 1999 and became Quicken Loans. For 10 points, name this owner of the Cleveland Cavaliers.**

ANSWER: Dan Gilbert [or Daniel Gilbert] <2>

**3. A product made by this company in the 1930s called the Metallic used steel cords to support heavier loads than previous models. This company once sponsored a contest that challenged aviators to make a difficult landing on the Puy de Dome ("pwee de dom") mountain. It fired inspector Gault Millau for writing a tell-all book in 2003. This company used the letter "X" to market its first product to make use of radial technology. The nickname for this company's mascot comes from Horace's line, "Nunc est (\*) bibendum". Beginning in 1935, it took over the failing automaker Citroen. Its brands include Kleber and Uniroyal. This company's Bib Gourmand recommends certain low-price establishments. The Allied invasion of France in World War II made use of the Guide Rouge maps published by this company. For 10 points, name this French tire company which also awards stars to restaurants.**

ANSWER: Michelin [or Michelin Guide; or Compagnie Générale des Établissements Michelin] <1>

**4. The Brehmer and Smyth companies made devices of this type for the publishing industry. Barthelemy Thimmonier, who used these devices to fulfill a large order from the French army, was almost killed by a mob angry that these things were taking their jobs. David Hounshell claims that "the first important patent pooling arrangement in American history" was for these devices and involved firms such as Grover & Baker and Wheeler & Wilson. Industrial ones often have a walking foot. These machines increased the demand for printed paper (\*) patterns. Elias Howe arguably invented these devices. These machines were improved by placing a hole in the point rather than the eye of the needle. For 10 points, name these devices manufactured by Isaac Singer's company that sped up the making of clothes.**

ANSWER: sewing machine [or industrial sewing machine] <1>

**5. A manufacturing process invented by this man had separate teams devoted to painting in either red or white and essentially swapped the variables in the assembly line process of Henry Ford. This man sold his eponymous company to International Telephone and Telegraph in 1968. For his first major project, he successfully got legislators to overturn a law banning the use of concrete slabs. To reduce costs, this one-time Seabee in the Navy purchased a sawmill in Oregon and also manufactured his own nails. Daisy Myers was dubbed by the press the (\*) "Rosa Parks of the North" in a place named for this man. Products sold by this man's company might come in the "Cape Cod" trim and include a washing machine and TV. A community in Bucks County, Pennsylvania is now named for him. For 10 points, name this builder of eponymous postwar suburbs.**

ANSWER: William J. Baird "Bill" Levitt <2>

**6. A longtime engineer at this company formulated a law about the frequency of leading digits in certain series of numbers now known as Benford's Law. Future Home Depot and 3M CEOs Robert Nardelli and James McNerney lost a contest to become CEO of this company in 2000. Its chairman, Owen Young, once defended its "House of Magic" research lab as "the balance sheet itself". This company achieved a duopoly under its first President, Charles A. (\*) Coffin. The X-Ray tube was one of the inventions created at this company's lab in Schenectady, and it runs a celebrated manager training school in Crotonville, New York. In 1930, RCA was spun-off from this company. Until it was purchased by Comcast, NBC-Universal was owned by this company. An early research coup for this company was the tungsten-filament lamp. For 10 points, name this company which grew out of Thomas Edison's work on lightbulbs.**

ANSWER: General Electric [or GE] <1>

**7. "Lonely Goatherd" puppeteer Bill Baird did a marionette show for NBC during this event. The all-Air Force backup on this first successful H-type mission liked to prank its crew by slipping in *Playboy* centerfolds into mission checklists. The video feed for this mission was destroyed when the cameraman aimed the camera directly at the sun, forcing CBS to air a live at 6:00 AM broadcast of actors in a Long Island studio pretending they were on this mission. The destination of this mission was the (\*) Ocean of Storms. News of this mission was kicked off the front page when the first photos of the My Lai massacre were published. Alan Bean was the lunar-module pilot on this mission where Pete Conrad yelled "Whoopie!" and noted that his step "was a long one for me" in reference to his immediate predecessor's famous speech. For 10 points, name this second manned mission to land on the moon.**

ANSWER: Apollo 12 moon landing <1>

**8. Pittsburgh native Hugh J. Ward supposedly standardized the American form of this activity. Rachel Dixey argues that the rise in popularity of this activity was due to a need to replace cinema as the default "going out" activity for working class British women in the 1960s. Antecedents of this activity include housey-housey and tombola, both popular in the British military. A 1960 Act of Parliament allowed dancehalls to be converted to house this activity, so long as women were members of the building's private club. Jimmy has a meltdown while conducting this game in a (\*) senior citizen home in the Season 1 finale of *Better Call Saul*. The British version of this game differs from the American one by using 90 rather than 75 balls. Players get 3 cards in the U-Pick 'Em variant. For 10 points, name this game of chance where one attempts to match five numbers in a row.**

ANSWER: Bingo <1>

**9. Type of work and author required. One work in this genre quips, "Whenever someone tells me 'coding is the new literacy' because 'computers are everything today' I ask them how fuel injection works." Another of these works asserts that, "If you haven't been hacked by the Chinese you got to ask yourself, does the shit you're doing really even matter?" Yet another states, "You've got 99 developers and a woman ain't one". The creator of these things was identified by Josh Dickson using poorly redacted screenshots. One of these works states, "Blessed is he who, in the name of profit, shepherds the user through the funnel", echoing a quote from Jules Winnfield, a character played by their sort-of namesake. They were written by venture capitalist Parker Thompson. For 15 points, name these sayings of less than 140 characters by a user whose name derives from the actor who played Mace Windu in the *Star Wars* prequels.**

ANSWER: tweets by Startup L. Jackson <4>

**10. A popular brand of these products in the 1930s were named after "gobs", a slang term for some members of the military. These products became much more customized in the 1960s thanks to the development of the Plastisol transfer process. Margaret Wanjiku, who sells some of these products in Kenya, was interviewed in an episode on the "afterlife" of these things made for a bat mitzvah, part of a (\*) *Planet Money* series on making them. They were legendarily invented to prevent Queen Victoria from becoming disgusted at the tattoos on the bodies of British sailors. The "uniting" power of these products is celebrated in the slogan for CustomInk. These products became an icon of 1950s rebellion when Marlon Brando wore one in *A Streetcar Named Desire*. For 10 points, name this ubiquitous type of clothing, which might be tie-dyed or screen printed.**

ANSWER: t-shirts [or tee shirts; or tank tops; or wife beaters; or a-shirts] <1>

**11. A huge percentage of this city's workers are employed by the privately owned MMK. Bitterly cold winds rip through the superblocks of this non-German city designed by Ernst May. In February, 2016 Leonardo DiCaprio reposted on Instagram a picture of how badly polluted this city was, not knowing the picture was 22 years old. Hundreds of employees of Cleveland's Arthur G. McKee Company helped build this closed city, and the Freyn Engineering Company was hired to design a railroad that would connect it to Kuznetsk, a thousand miles away. This city was modeled on Gary, Indiana. The Koppers Corporation helped build its (\*) coke ovens. Migrating birds avoided flying near this city's nearby mountain, which had so much iron ore it caused compasses to malfunction. By 1936, this city was producing some 3.7 million tons of iron and steel. For 10 points, name this Soviet "city of metal".**

ANSWER: Magnitogorsk <3>

**12. After his death, a company founded by this man published the popular business book, *First, Break All the Rules*. This one-time VP at Young & Rubicam started an ad business with Claude E. Robinson and helped turn RKO Radio Pictures and Walt Disney on to the importance of teenagers. This person wrote the syndicated newspaper column, "America Speaks". This author of "An Objective Method for Determining Reader Interest in the Content of a Newspaper" was inspired to pursue one career while his mother-in-law, Ola Babcock Miller, was (\*) running for Iowa's Secretary of State. He pioneered the use of quota sampling in one field. At Princeton this man founded the American Institute of Public Opinion. He prognosticated that the *Literary Digest's* prediction for the 1936 election would be incorrect. For 10 points, identify this founder of a namesake polling company.**

ANSWER: George Gallup [or George Horace Gallup] <2>

13. The National Health Service's first public inquiry into how a hospital was run occurred following this thing happening in the 1980s at Stanley Royd Hospital. In that same decade, followers of cult leader Bhagwan Shree Rajneesh intentionally caused this to happen in order to keep rural Oregonians from voting in a local election. The cause of this thing was first observed by Karl Eberth in the lymph nodes of a person who had died from typhoid. The four-inch law governing (\*) turtle sales was passed to prevent this disease from spreading. Stewart Parnell was sentenced to 28 years in prison for knowingly shipping a product contaminated with this disease while serving as the owner for the Peanut Corporation of America. The bacterium that causes this disease often spreads through feces. For 10 points, name this type of food poisoning commonly contracted from badly prepared poultry and eggs.

ANSWER: **Salmonella** poisoning [or **Salmonellosis**; or **Salmonella** outbreak; prompt on food poisoning]  
<1>

14. One of these things titled *False Positive* was created by Donna Kossy. A fake one of these things called *l.o.t.d.* contains a salute to Lenora's Diner and was created by Sam Cicciaro in Garth Risk Hallberg's long-ass novel, *City on Fire*. Perhaps the first-ever one of these things was created by Russ Chauvenet and titled *The Comet*. The joke illustration, "this is a chord, this is another, this a third. Now form a band" appeared in one of these things called *Sideburns*. They're not short stories, but the first issues of *Factsheet Five* were devoted to reviewing works in the (\*) sci-fi sub-genre of this medium. One of these things created by Mark Perry derived its title from the Ramones song "Now I Wanna Sniff Some Glue" and was one of countless examples to cover the early punk scene. These things were often hand-made on Xerox machines. For 10 points, name these self-published periodicals.

ANSWER: **zines** [or **fanzines**; or **homemade magazines**; or **DIY magazines**; prompt on just magazines]  
<2>

15. The TPLA runs a website that organizes the misdeeds of people in this profession into categories such as "Imposters". Various characters complain about the fifteen second rule these people must abide by in Ben Lerner's short story, "The Polish Rider". Patrick Karrajah, who was working in this job, was arrested for striking another man with a hammer for some reason. Pando's Sarah Lacy wrote unflattering articles about (\*) assaults by people in this profession, prompting a smear campaign against her by Emil Michael. It was unclear whether Syed Muzaffar was technically working in this profession when he killed a six-year-old in San Francisco because he was in-between gigs. Insurance salesman Jason Dalton had this job when he killed six people in Kalamazoo, Michigan in February 2016. For 10 points, name this profession of people whom you summon via app to take you to the airport.

ANSWER: **Uber** drivers [or **Lyft** drivers; or **Uber** employees; prompt on taxi drivers; prompt on cab drivers]  
<1>

16. This company became the market leader in one business following the success of *Money Honey*. It operated the Aladdin's Castle chain. At one point *Lois and Clark's* Teri Hatcher shilled for one subsidiary of this company whose slogan was "turn on your life". This company's founders Roy Mooney, Joel Linehan and Charles Weldt started it in order to make versions of a French game called bagatelle. Once known as Lion Manufacturing, it rebranded businesses that used to be named for Vic Tanny and Jack LaLanne. This company sold its stake in Six Flags to purchase some (\*) Atlantic City casinos. It's not Midway, but this company was the American distributor of *Pac-Man* cabinets. This company bought Health and Tennis Corporation of America to enter the gym business. For 10 points, name this company, which operates Total Fitness Centers.

ANSWER: **Bally** Manufacturing Company [or **Bally** Total Fitness Corporation; or **Bally's** Health and Tennis Corporation; accept **Lion** Manufacturing Company before mentioned] <1>

**17. Late in his life, this man made an "Old World journey" with Gustav Rose and Christian Gottfried Ehrenberg through Russia to China. This one-time mine inspector almost invented the battery through a series of experiments where he stuck wires into his own back to induce electric convulsions. He was supposed to accompany Nicolas Baudin on a cancelled circumnavigation. This scientist proposed the idea of the isotherm and discovered the magnetic equator. This explorer brought 42 crates of scientific equipment along with him on a voyage sponsored by (\*) Carlos IV of Spain. He's not Carl Sagan, but he died just days after giving the final installment in his extremely popular "Kosmos" lectures. On his most famous trip, he climbed Mount Chimborazo. He's the namesake of the largest glacier in the world. For 10 points, name this German explorer of Latin America who has a current named after him.**

ANSWER: Alexander von Humboldt <2>

**18. General Instrument's AY-3-8500 chip was nicknamed for putting this program on a chip, something over 75 different companies did. The most popular version of this program was created to satisfy a contract with General Electric and was first tested in an establishment run by Bill Gattis. A challenge to make a single user version of this program with as few TTLs as possible netted a man who had just returned from a (\*) "spiritual journey" in India a handsome bonus when he got his smarter friend to do it for him. Some manufacturers of machines that ran clones of this software paid royalties to Sanders Associates. The Sears Tele-Games was dedicated to running this program. A single-player adaptation of this game was made by Steve Jobs and Steve Wozniak and was called *Breakout*. For 10 points, name this pioneering two-player videogame consisting of a ball and two paddles.**

ANSWER: Pong [or Computer Tennis; or Video Tennis; or Tennis for Two; be nice and accept Breakout before mentioned] <1>

**19. Judge Jack B. Weinstein gained fame for ruling on cases stemming from the use of this stuff. Charles E. Hartz was the lead plaintiff in the first class-action case about the use of this stuff. The Pointman Project developed blood tests to check for New Jersey men who had been exposed to this stuff. Magnum photographer Philip Jones Griffiths published a photobook documenting the "collateral damage" of this stuff. About 5% of this substance was manufactured by Diamond Shamrock. One of the first uses of this stuff was during the (\*) Malayan Emergency. It was distributed by plane in Project Ranch Hand and was the most common of its "rainbow" peers. Exposure to this substance causes PCT, non-Hodgkin's lymphoma, and many other maladies, partly because it contains dioxin. For 10 points, name this defoliant, used to destroy crops and jungles during the Vietnam War.**

ANSWER: Agent Orange [or Herbicide Orange; or 2,4-D dichlorophenoxy; or 2,45-T trichlorophenoxy; prompt on herbicides] <1>

**20. Fred Kaplan wrote a *Slate* article declaring he was one of these people "and proud of it". In 1962, J. Gordon Holt founded a magazine catering to these people which favored reviews filled with words like "whispiness" and "edginess" rather than bench-tests. A crowd-funded device manufactured by Ayre catering to these people was announced on *Letterman* in 2014. These people made a big stink over the Red Book Standard's 44.1 (\*) kilohertz sampling and some wore t-shirts reading "Stop Digital Madness" to protest a new technology being touted by Sony at CES in 1982. David Pogue panned a device catering to these type of people made by Neil Young called the Pono. These people were early proponents of the flac format. In the 1950s, these people were early adopters of new hi-fi technology. For 10 points, name these people prone to buying high-end cables and stereo equipment.**

ANSWER: audiophiles [or golden ears; accept people who buy high-end audio equipment and stuff like that before the end; prompt on things such as music-lovers] <2>

**21. A president of this organization, Edward J. Pfister, resigned after his trip to Moscow was cancelled for political reasons. This organization gives out the Ralph Lowell Award. A 1967 Carnegie Commission report justified the creation of this organization as a replacement for NET ("N-E-T"). While preparing a 2004 report of this organization, Frederick C. Mann communicated with its executive Kenneth Tomlinson through a fax machine at an Indiana greeting card store. Following legislation passed during the Carter administration, this organization set up the (\*) Program Fund. A reauthorization bill for this organization was stalled by Richard Nixon following a kerfuffle over Morton Silverstein's *Banks and the Poor*. The aforementioned Tomlinson Report issued by this organization focused on liberal biases on a certain network's *NOW with Bill Moyers*. For 10 points, name this organization which provides funding for PBS.**

**ANSWER: Corporation for Public Broadcasting [or CPB; do not accept or prompt on "PBS" or "NPR"]**