

MindSweep 2016

Part II – Social Sciences & Living

PLEASE OPEN THIS BOOKLET ONLY WHEN YOUR PROCTOR SAYS “START”.

PLEASE FAMILIARISE YOURSELF WITH THESE DETAILS BEFORE THE START.

This BOOKLET contains 100 questions, divided into 2 topics. It comprises Part II of the contest. Your cumulative score across the topics will determine your ranking.

Rules:

1. You have **75 minutes** to answer as many of these questions as possible.
2. Each section **ends with five 2-pointers**. The **maximum total score in each section is 55**.
3. Papers will be swapped with another player for marking at the end of 75 minutes.
4. Unless stated in the question, last names will suffice. However, if you give the wrong first name, your answer will be incorrect!
5. Phonetically correct answers will be accepted.
6. After the topics have been marked, you will get your paper back and you have 5 minutes to check you agree with the marking. Disputes must be referred to the coordinator in this time. Please indicate which answer(s) you are querying with a large “?” question mark.
7. At the end of marking, your checker should copy your scores into the table on this sheet. If you agree with their marking, sign next to the score(s) to confirm this. Your complete script should then be handed in (it will be returned to you later). Once this has been done, no further discussions will be entered into about your score. The score signed for will be considered to be correct.
8. The overall highest scoring player from all participating venues will be **the KQA MindSweep Champion 2016**.
9. In the event of any unprecedented occurrence or unforeseen circumstances arising in the course of the quiz, your proctor’s decision shall be final and binding. KQA will adjudicate if the proctor refers the matter to us.
10. Your commencing to answer the questions indicates your acceptance of these rules.

Thank you.

Arul Mani, Dibyendu Das, Varun Rajiv and Hrishikesh Varma, KQA

Contestant’s Name ⇒		
#	Topic	Points
1	Social Sciences	
2	Living	
	Total	

1. This name comes from the Arabic for 'nobility of faith/religion', and appears in the name of an Indian classical musician and a 13th century ruler. However, it is perhaps more familiar to us because of a genial character well known for rubbing things the right way. What name?	1.
2. Sir Arthur Evans was excavating the Bronze age ruins of the palace at Knossos - considered by many to be Europe's oldest city- when the convoluted, entangled layout reminded him of a famous story from myth. Inspired thus, what did he name this civilization?	2.
3. Harry Stack Sullivan was a psychiatrist who argues that our interpersonal relations are responsible for both our anxieties and our development. In this context, he spoke of key individuals who directly socialize the person to whom they are important. What two-word term did he coin for this pivotal relationship?	3.
4. What traditional Middle Eastern pursuit required the use of artifacts like Meflaga (a curved knife), Fetam (nose clips, made from goat or gazelle horns), and Al Bayyin(a textile bag)?	4.
5. He was commissioned to write a history of Florence, and produced an eight-volume work that began with the fall of the Western Roman empire, and ended with the death of Lorenzo Medici. <i>The Florentine Chronicles</i> , as they were called, were released five years after his death in 1527. Who?	5.
6. The principal river in this location is the <i>Anyder</i> , literally 'no water'. This name is in interesting parallel to the name of the place where it flows. What is this place-name, first heard of in 1516?	6.
7. Queen Zenobia's name has been used by many writers including William Golding, Nathaniel Hawthorne, P G Wodehouse and Robert Heinlein. Which kingdom did Queen Zenobia rule, a place-name very much in the news now?	7.
8. What two-word phrase, denoting an infamous practice from the 1940s , has been blithely borrowed by surfers for situations where a big wave rolls over, enclosing a temporary horizontal tunnel of air with the surfer inside?	8.
9. The death of Paul Royle in 2015, an Australian pilot, leaves Dick Churchill as the only remaining survivor of an event that took place in March 1944, near the town of Sagan (now Zagan) in Poland. Which event?	9.
10. The Conde de la Maza, Del Tajo y La Reina, the Jandilla, the Fuente Ymbro, the Jose Escolar, the Victoriano del Rio, the Miura and the Garcigrande are some of the ranches that supply participants for which fabled annual seven-day, 875-metre event?	10.
11. Originally appearing as morale-boosting posters during WWII, most of them were eventually destroyed. However, in early 2005, a bookseller from Barter Books stumbled across a copy with a further 15 copies showing up later. Which 5-word term has made a resurgence as a result?	11.
12. The target of this campaign was an object sculpted by Marion Walgate in 1934. Subsequently, the campaign took broader tones and even reached the campus of a British university in 2016. Which 3-word campaign?	12.

13. "Soixante-Huitard" is a French term referring to someone who took part in the civil unrest and student protests of France in 1968. The term was inspired by "quarante-huitard", referring to a year when widespread revolts and protests occurred all over Europe - also the year in which the Communist Manifesto was published. Which year?	13.
14. Operation Braunschweig, launched in the summer of 1942, resulted in a battle that many historians regard the greatest in the war. It was a turning point for the allies, and the heroic resistance that was in evidence inspired Pablo Neruda to write at least two poems to the defenders of a city. Which battle is this?	14.
15. On 16 July this year, something described as the Wuhan Across Yangtze River Activity will be held for the 43rd time. It has an individual component of 1800 m, and a team component of 6000 m. All this is to commemorate a 1966 event, where, according to official sources, 15 kilometres were covered in 65 minutes. What are we talking about?	15.
16. On 18 July every year, individuals contribute 67 minutes of their time to doing good for others. This practice was instituted in 2009, on X's 91's birthday, to mark the 67th anniversary of this person's involvement in public life. Who is X?	16.
17. This 1940s public health measure in the US has sparked off any number of conspiracy theories. One holds that this was done to help the Aluminum industry make profits off the byproducts of the manufacturing process. Another holds that it was done to undo the damage caused by shifting to cane sugar, and so was a way of shielding the sugar industry. What measure, first instituted at Grand Rapids, Michigan, and then in many other cities?	17.
18. They usually had 60 beds and supplies that were transported in 50 large trucks. Each took about 24 hours to set up. This arrangement persisted all the way down to the first Gulf War, after which the changing nature of conflict necessitated lighter, quicker outfits known as Forward Surgical Teams. What was the name for this initiative that was eventually superseded by lighter units like the FST?	18.
19. The two-word hyphenated name X is the ancient Egyptian word for the kingdom of Nubia. Which author, known for his books on race relations in USA, carries X as his first name?	19.
20. At the age of 38 he began an affair with ballerina Lydia Lopokova, a dancer with Diaghilev's "Ballet Russes". They married in 1925. when he was 42 - his best man being the painter Duncan Grant, who was the chief male love of his life. Identify.	20.
21. This phrase is derived from a term used for replacement masts on ships. There are several theories about the use of the word ____ in the phrase. One states it might be from Latin for 'to aid', while another states it might be from French for 'a day'. Which phrase?	21.
22. Are You Now Or Have You Ever Been: The Investigations of Show-Business by the ____ - _____ 1947-1958 is a 1972 play by Eric Bentley about the workings of which body?	22.
23. His real name was William Fisher and he was born in Newcastle-upon-Tyne, a fact that few people know. He assumed the name by which we know him to alert his allies that he had been captured; the name was that of a deceased friend, a Colonel. The actor who played him on-screen won an Oscar for his efforts. Who?	23.

24. William Huskisson was a 19th century politician who once tipped to be PM. However, he met an unfortunate end while he was accompanying the PM on a trip to Manchester. It is assumed he was slightly disoriented when the incident happened- people were not used to machines moving laterally at speed. What famous machine was responsible for this unfortunate moment, which also marked the first on a grisly list?	24.
25. In Roman times, this was an additional name, either a nickname or a title that eventually became part of a person's full name. Prominent examples include the nickname Cicero, the title Africanus (as in Scipio Africanus) and the nickname Tacitus, for the historian. What were such names called?	25.
26. A Greek maritime pilot named Ioannis Phokas entered the service of Philip II, and explored parts of North America under the Spanish flag. The history books record a Hispanicised version of his name-- Juan de Fuca. His claim to immortality now rests on what more or less firm foundation?	26.
27. Derived from the Spanish word for a network of ropes, this term is applied to mountain chains in Zagros, Indo-China, the Arctic, and in North and South America. What is this 10-letter word?	27.
28. In 1999, the UK Government set up an organisation named PAULO for training educators and setting standards in the field of such training. The organisation was so named in tribute to a radical thinker, not to a best-selling novelist from the same country. Who?	28.
29. This term for a pragmatic approach to considering politics was coined by the German politician Ludwig von Rochau in an 1853 book where he argues that while might is not right, modern society tends " to overlook the real might of the more powerful and the inevitability of its political influence". What term did he thus coin?	29.
30. A generalized version of this kind of auction is used by Google adwords. In the original form of this auction, bidders submit sealed bids without knowing about other bids. The highest bidder wins but the price paid is that of the second bidder. After which Nobel-winning economist is this kind of auction named?	30.
31. When the Islamic State proclaimed the re-establishment of the caliphate, they did so with a video entitled <i>The End of ____ - ____</i> . Whatever has been blanked out is blamed by many people for the state of the Middle East today, and celebrates its centenary this year. What?	31.
32. This 8-letter word was applied in ancient times to amber, and to a naturally occurring alloy of gold and silver out of which some of the earliest coins in ancient Greece were struck. The amber connection explains how the term travelled into science and became several other familiar words. What is this 8-letter word?	32.
33. Joseph Lelyveld wrote Great Soul, a biography of a 20th Century figure. What title is Lelyveld's title a literal translation of?	33.
34. In AD 69, Rome had four. In AD 193 she had five. And in AD 238, she had a record six. What plurality, always a sign of trouble, are we talking about?	34.

35. The journalist Siddharth Varadarajan describes this capital city as "the ultimate insurance against regime change, a masterpiece of urban planning designed to defeat any putative 'colour revolution' – not by tanks and water cannons, but by geometry and cartography." It is all of 4800 sq. km, with 20-lane highways, built to double as runways in case the regime needs to leave in a hurry. Identify this 10-year-old capital city.	35.
36. In 809 AD which Abbasid ruler fell ill and died at Tus, on the way to Khorasan to resolve unrest?	36.
37. In his memoirs, Lee Kuan Yew dismissed JB Jeyaretnam as a poseur and a dud. This may have something to do with the fact in 1981, JBJ accomplished an unprecedented feat. What parliamentary first in Singapore did he achieve, which Lee was prone to look on as a blot on a perfect record?	37.
38. This scholar's famous 1983 account of nationalism, titled <i>Imagined Communities</i> , was informed by the decades he had spent doing fieldwork in an Asian country. He also authored the Cornell Report, an anonymous debunking of that country's official version of an October 1965 coup. Identify the scholar, or the country.	38.
39. His 1922 work, titled <i>Argonauts of the Western Pacific</i> , was based on keen participant observation of the lives of the yam-growing inhabitants of an island chain in Papua New Guinea, and of their participation in a hard-to-miss currency network known as Kula. Either name this scholar, or name the island chain.	39.
40. After a book of historical sketches, he decided to write about his travels. The new work began by picking a set of quarrels with the approach favoured by Erastosthenes and was completed a little before his death in 24 AD. Identify this writer who has come to be known as a geographer of sorts because the histories he wrote are almost completely lost.	40.
41. (VISUAL) The Cuarto del Rescate or Ransom Room at Cajamarca in South America measures 22 ftx17ft and has a line drawn at about 8 feet from the ground. What famous event in history occurred here during the 1530s?	41.
42. (VISUAL) The French consortium Novarka is partnering with Vinci and Bouygues to build a steel casing arch that is 150 metres long and about 105 metres tall. When this project is completed in 2017, it will be called the New Safe Confinement. Where is it being put up?	42.
43. (VISUAL) The philosopher Socrates' last words were: "Crito, we owe a cock to X. See to it. Don't forget". Nietzsche interprets these words as an ironic thank-you to the god of healing for the hemlock which was about to end the disease that Socrates was suffering from, namely, Life itself. Who was this deity X?	43.
44. (VISUAL) The Palais des Papes was the largest Gothic building of the Middle Ages, and hosted at least six conclaves during its days of prominence in the 1300s. The city was returned to France only in 1791, after the Revolution. In which city, likened to Babylon by one of its key residents, would you find this palace and World Heritage site?	44.
45. (VISUAL) Identify this location in the Baskelaksky range of the Altai Mountains in Siberia that has attracted international attention since the year 2010?	45.

46. In 2007, a certain government removed the *Ajami* (Arabic for 'foreign') script from its banknotes, arguing that it was not necessary since most people recognised Roman letters. This served to strengthen the hand of a local menace, and it hasn't looked back since. The first part of this menace's name is a Hausa word that can also be interpreted as "Roman script." **Which country? What menace? (TWO POINTER)** 46.
47. It became the first site to be deleted from the UNESCO's World Heritage Site list in 2007, achieving this distinction on account of the government's decision to shrink the land allotted to this initiative by 90%, and because poaching had decimated the resident population of a key species. **Identify this project, known by the name of the flagship species that it sought to reintroduce, and the country where it is situated. (TWO-POINTER)** 47.
48. He was the leading light among a group of historians who took their name from the scholarly journal they brought out. His masterwork on the Mediterranean was written while he was a POW during World War II--crafted entirely from memory without access to his notes, and some assists from a local library. **Identify this historian, and the group that he is associated with. (TWO-POINTER)** 48.
49. The phrase Speak Truth to Power is sometimes associated with a Palestinian philosopher X who defined it as the intellectual's true function. Evidence suggests that the phrase was already in use among Civil Rights activists in the US, and that its origins as an idea may go right back to the forthright conversations that the founder of a dissenting sect Y chose to have with Oliver Cromwell. **Name the philosopher X, and the sect Y. (TWO-POINTER)** 49.
50. In 1995, he negotiated the longest humanitarian ceasefire in history: the six-month "____ ____ ceasefire" during the Sudanese civil war. The ceasefire gave health workers time to distribute over 200,000 water filters, a simple measure that would prevent the spread of _____. It was for efforts like this that he was awarded the Nobel Prize, and not for any particular initiative undertaken from 1977-81. **What disease? Who is this person? (TWO POINTER)** 50.

VISUALS FOR THIS SECTION

41.



42.



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44.



45



1. Which retail king and company founder bore the entirely appropriate middle name Cash?	1.
2. What two-word phrase is the name for the Mayan base-18 and base-20 calendar, and a sporting incident where Dave Barry waited for Jack Dempsey to return to his assigned corner before beginning to do his duty?	2.
3. In the early 1970s, Milos Forman and seven other directors collaborated in creating a documentary titled <i>Visions of Eight</i> about an event that hit global headlines. It had sections titled <i>The Losers</i> , <i>The Women</i> , <i>The Highest</i> , etc., and was dedicated to the memory of eleven people who are inextricably linked to the event. What was the documentary about?	3.
4. About whom did Bono recite these epithets while inducting him posthumously into the Rock and Roll Hall of Fame: "... prophet, soul rebel, herbs-man, wild man, a natural mystic man, lady's man, family man, Rita's man, soccer man, shaman, human, ..." ?	4.
5. The first use of this term associated with personal transportation goes back to MK Joseph's novella <i>The Hole in Zero</i> . The <i>Back to the Future</i> franchise made this term a household name. When Dean Kamen was about to release the Segway in 2004, rumours that it was actually the X circulated for a while. The Guinness Book applies this term to any autonomously powered personal levitator. What term is this?	5.
6. Founded under the name Interactive Home Systems, this company has gone a long way beyond its original aim of cornering the market for digital artwork. It took a name derived from the Latin for 'woven basket', and set out to be 'a Britannica without body text' in the 1990s. Identify this company which sold its image licensing business in 2016 while continuing to be owned by Bill Gates.	6.
7. This suffix does duty in Russian as the word for city or town, but has a specific connection with a verb meaning to enclose, suggesting a walled settlement or a citadel. What four-letter suffix that began appearing in several place names after the Bolshevik revolution in the early 20th century?	7.
8. In the final of the 10,000m during the 1980 Moscow Olympics, he was boxed-in during the last lap. But with about 300m to go, his team mate, Mohamed Kedir stepped aside and he sprinted to victory, giving him the nickname '___ the Shifter'. Who?	8.
9. Chesney Brown, a character on the Manchester-based soap opera <i>Coronation Street</i> , named his dog "Schmeichel" in tribute to the wildly-popular Manchester United goalkeeper of the 1990s. What breed was the dog?	9.
10. In 1981, Marilyn Barnett, a 32-year-old former hairdresser, sued X for a portion of her property, alleging a six year relationship. Barnett claimed that she had set aside her career and served as a secretary, confidante and cook to X. Barnett claimed that this ensured that X could focus all her energies on her career. Although X initially denied it, it forced her to come out as a lesbian. Who?	10.

11. Lara Fawcett did not appreciate the name her parents had given her brother Edward, so she decided to call the infant by a rather ursine name that reminded her of a childhood toy. Who is her brother?	11.
12. Arturo Merzario was driver in the 1970s who had a journeyman career in professional racing. His moment of fame rests on a selfless act that he did in 1976, risking his own life. Had he been even a few seconds late, racing history would have been different. What did he do?	12.
13. Experts began analysing recordings by the late British pianist Joyce Hatto in 2007, and found that more than a hundred such issued in her name had been taken from other artistes. What happened in 2007 to tip these experts off to the fraud that had occurred many years ago?	13.
14. A remake of a 1991 movie starring Keanu Reaves and Patrick Swazye, which extreme sports film was shot in (among other places) Teahupo'o in Tahiti, Walenstadt and Jungfrau in Switzerland, Aiguille de la Grande Sassiere in France, Caineville in Utah and Angel Falls in Venezuela ?	14.
15. The French word for the item of clothing dates back nearly 500 years and referred to men's knee-breeches worn by the high classes of Europe. Cut to the present, it's a popular woman's wear which are knee-length trousers, tailored to resemble a skirt. Which 8-letter item of clothing?	15.
16. Dave Schultz and his brother Mark both won golds in the freestyle wrestling event in 1984 LA Olympics. In 1996, Dave was shot and killed while training in the estate of John E ____, the heir of a famous American family. This was portrayed in a film from not too long ago. Give the family name.	16.
17. In the wake of human rights lawyer Sadiq Khan being elected the first Muslim Mayor of this capital city, what three-word hashtag that evoked a 2016 movie did racists/Islamaphobes use to abuse him?	17.
18. This 99-year-old luxury eyewear manufacturer is famed for its trademark silver arrow, and some of its innovations include the first flexible stem and one of the first spring hinges for eyewear. Name this company whose name is derived from Italian for 'for the sun'.	18.
19. What service , iconic to a particular city, comes in two colours - canary yellow (signifying medallion) and apple green (street hail livery)?	19.
20. What proper noun , in the news for a flub, is a compound word made from two entities that no longer exist? The names of the former entities mean, respectively, "sail, wilderness" and "black coast".	20.
21. While in his 20s, he came to the notice of David Hilbert, who encouraged him to publish his groundbreaking theorem. His close friend Albert Einstein is, apocryphally, said to have considered him to be one of the few men who truly understood Relativity. In his chosen field too, he made all the right moves - he was the foremost exponent in the field for 27 years in the late 1890s and early 1900s. Who?	21.

22. When Netscape founder and venture capitalist Marc Andreessen tweeted the words "Anti-colonialism has been economically catastrophic for India for decades..Why stop now?" What rejection was he responding to?	22.
23. Which acacia-chewing animal genus has provided mascots for companies as far removed as Toys R Us and the imaging company imgur?	23.
24. This hyphenated word is an informal term for cross-marketing phenomena such as novelisations of a film's story, or the re-release of a novel with material from the filmed version, or occasionally, collaborations between different characters owned by a firm. What is this hyphenated phrase?	24.
25. The name of which city in North Africa means a pickaxe , which legends say king Idris I used when he created the lines of the city. The city is famous for hosting the World Sacred Music festival.	25.
26. In light of remakes/quasi-sequels to films such as Mad Max and (specifically) Ghostbusters that focus on/replace male protagonists with female ones, what derogatory term – a play on another term that's gained currency over the last decade or so for Hollywood's propensity to attempt to make money using old properties - has gained popularity in some dark and juvenile corners of the Internet?	26.
27. Mel Johnson, Dean Austin, and Terry Murphy are some of the people whose stories are mentioned in Michael Calvin's book <i>The Nowhere Men</i> . It focuses on a group of people who are critical for the future success of a football club, but are often ignored in favour of coaches and players. What group of people?	27.
28. Legend has it that she founded her company because she is afraid of needles. Over the summer in her freshman year, she interned in a lab that was looking for ways to detect SARS in minute traces of blood and mucus. She came back, developed a patent for a patch-worn drug delivery system and dropped out to start her company. Until very recently, her company was valued at \$9 billion. Name her or the company she founded.	28.
29. What word that traces its roots to the Latin word debere ('owe') would connect a fictional British detective, a Ford automobile, a famous 18th century ship and a 20th vehicle named after the ship?	29.
30. James I of Scotland, Louis X and Charles VIII of France all met their deaths as a result of their interest in a now sidelined sport that earnestly claims to be the genuine thing. What sport?	30.
31. Ian Bishop's reply to criticism about a much discussed event from the U-19 Cricket World Cup earlier this year: " <i>Why is it that [someone] plays by a different set of rules..? What is special about him/her? Why do I need to deliver the courtesy of warning [him]? To be gentlemanly? Who decided it was gentlemanly?</i> " What practice was Bishop defending?	31.
32. Kathy Kohner Zuckerman began surfing at the age of 15. The stories she told her father, Frederick Kohner, inspired him to write a novel about the surfing subculture subtitled <i>The Little Girl with Big Ideas</i> , featuring a girl named Franzie. Her nickname, which became the title for the book, and the series that followed, comes from a telescoping of the word 'girl' with another word meaning 'short person'. What was this title?	32.

33. The resolution of a civil war in 1991 caused this African country to shut down its navy because it was now a landlocked nation. Which country?	33.
34. Its use in American popular culture is usually traced back to Fr. Flanagan, the founder of Boys' Town. He may have first used it as caption for a picture of a boy carrying his younger brother. We also know the phrase as the title of a hit from the 1960s by The Hollies. What six-word title is this?	34.
35. The team nicknamed 'Nadeshiko' after a pink flower symbolizing femininity, became a national sensation in 2011 after becoming the first Asian team to triumph at this quadrennial affair. Which team?	35.
36. Jackie Paper was a little boy who bought his boon companion string and sealing wax during the glory days of their friendship. Which 1963 song, set in the land of Hona Lee, tells the sad story of how all this went to pot?	36.
37. In 2014, Marvel Comics released a large-format deluxe edition of collected X-Men comics titled 'X-Men: The _____ Collection'. It eschewed titles such as 'Gold Collection' or 'Platinum Collection', and instead used which appropriate metal in the title?	37.
38. "Feed the Beast," "Frenzie," and "Buzz Feed" were some of the names considered for this venture that was launched in 2005. The founder finally settled on a mid-twentieth century Hollywood phrase that referred to the industry's peripheries. What venture?	38.
39. In 1986, Philippe Petit starred in an IMAX film called "Niagara: Miracles, Myths & Magic", where he recreated a famous 1859 act which made the performer a household name in America. Whose feat did he emulate?	39.
40. In a landmark judgment earlier this year, the International Criminal Court , while sentencing Jean-Pierre Bemba, a Congolese politician, recognised, for the first time, what as a war crime?	40.
41. (VISUAL) Designed by Jan Ekselius in the 1970s, name this iconic lounge chair that takes its name from the Latin for "and so forth"?	41.
42. (VISUAL) A rumble seat (American English) is an exterior seat which folds into the deck of two-seat pre-World War II automobiles, which when unoccupied by passengers had a secondary use. Though the seat has fallen out of favour due to design advances and safety concerns, the word used to refer to it by the British is still in use to describe something in that general area of a car. What word?	42.
43. (VISUAL) Pronounced with an equal stress on each syllable of the word and as in 'bone' and 'Kenneth', this term is Japanese for 'blur' or 'haze', and is used in photography means the aesthetic quality of the blur in out-of-focus parts of an image. Name it (either four or five letters - slight spelling variation will be accepted).	43.
44. (VISUAL) Nedo Nadi's five in 1920 was a record for 52 years - a fact that hasn't been given the recognition it deserves. We know the two Americans whose achievements, 36 years apart, sunk his record from memory, though. What record are we talking about?	44.
45. (VISUAL) It is the world's largest freshwater fish, and is known to turn herbivorous after the first year of life. The pressures of development in South East Asia (dams, to be specific) threaten to shrink its habitat and possibly drive it into extinction. Identify this species that is venerated across several countries, OR the river where it is found.	45.

46. Two popular culture icons ended their run on the first and last day of 1995, respectively. The first ended exactly 15 years after its debut with a Wizard of Oz gag showing the creator going back home, and the second with the two protagonists going off to explore the world. The creators of both are famously media-shy. Name either both creators or their outputs **(TWO-POINTER)** 46.
47. Documentary film-maker Simone Wendel made *Kings of Kallstadt*, a film that told the story of people from this village in the Rhineland Palatinate in Germany who made it big in the US. Her subjects included X, a family full of beans, and Y, a gentleman who was bent on insisting on his Swedish rather than German origins. This may have come from a prudent family decision to avoid trouble after World War I, and was thus an inherited lie rather than an original one. **Identify the surname X, and the person Y. (TWO-POINTER)** 47.
48. Stephanie Capparell wrote a book about Edward Boyd, who is often called the Jackie Robinson of corporate America. He was recruited in the 1940s by a company desperate for success against a powerful rival. His response was to plan an ad campaign that showed African American doing 'normal' things, thus breaking prevalent stereotyping. Which company did he thus help pull ahead? What term is used today for the approach that Boyd perfected? **(TWO-POINTER)** 48.
49. Which two English towns did a railway line (affectionately known as the Brain Lane) connect from 1845 to 1963? **(TWO-POINTER)** 49.
50. In 1974 a non-profit published a pamphlet called that excoriated an industry for its marketing tactics. In pushing their products over a natural form of nourishment, the document alleged, companies like ___ had led to the malnourishment and deaths of countless "third world babies." In Switzerland, the report was simply titled "___ Kills Babies". **What natural alternative were they talking about? Which company? (TWO POINTER)** 50.

VISUALS FOR SECTION IV

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