

#GAVRILO PRINCIP

The Spark that Ignited World War I

It was a single act of violence, the assassination of Archduke Franz Ferdinand of Austria-Hungary, that served as the immediate trigger



The outbreak of World War I in 1914 was the result of a complex web of political tensions, alliances, and longstanding rivalries between Europe's great powers. However, it was a single act of violence, the assassination of Archduke Franz Ferdinand of Austria-Hungary, that served as the immediate trigger. The man behind that act was Gavrilo Princip, a 19-year-old Bosnian Serb nationalist. While Princip did not cause the war on his own, his actions played a pivotal role in pushing Europe into one of the deadliest conflicts in human history.

Who Was Gavrilo Princip?

Gavrilo Princip was born in 1894 in what was then the Austro-Hungarian Empire (present-day Bosnia and Herzegovina). He came from a poor, rural Serb family and grew up under foreign rule, which fed his nationalist beliefs. Influenced by the rising tide of Slavic nationalism, he became involved with a secret organization known as



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The Assassination of Franz Ferdinand

On June 28, 1914, Archduke Franz Ferdinand and his wife, Sophie, were visiting Sarajevo, the capital of Bosnia. A group of assassins, including Princip, had been positioned along their route. After a failed bomb attempt earlier in the day, fate gave

Princip another chance when the Archduke's car took a wrong turn and stopped near the café where Princip happened to be. Seizing the opportunity, Princip stepped forward and shot both Franz Ferdinand and Sophie, killing them almost instantly.

The Aftermath: A Chain Reaction

The assassination shocked the world and set off a chain reaction among Europe's interconnected alliance systems: 1. Austria-Hungary blamed Serbia for the assassination and issued an ultimatum. 2. When Serbia's response failed to meet all demands, Austria-Hungary declared war on Serbia on July 28,

- 1914.
- Russia mobilized to support Serbia.
- Germany, allied with Austria-Hungary, declared war on Russia.
- France and Britain, allied with Russia, were soon drawn in.
- By early August, all major European powers were at war.

Was Gavrilo Princip Responsible for World War I?

While Gavrilo Princip's actions were the immediate cause of the war, historians agree that the roots of World War I lay much deeper: • **Nationalism:** Ethnic groups across Europe were demanding independence. • **Imperialism:** Rivalries over colonies had intensi-

- fied tensions.
- **Militarism:** European powers were heavily armed and ready for war.
- **Alliances:** A rigid system of alliances turned a regional conflict into a global war. In this context, Princip was the match that lit the powder keg, but not the one who built it.



A Painting Of Jehangir's Turkey

Toreen was possibly confused by the Swedish name for turkeys, Kalkon, deriving from Calicut (Kozhikode). In several north European languages, this Kerala port is assumed to be the source of many exotic products, so, quite likely, these weird-looking birds as well. This may have been a trading tactic on the part of the Portuguese to keep their real origins unclear. Their own word for the birds, Galinha de Peru, acknowledged its American origins, Peru being at one point a general term for all the Spanish American possessions. But other languages often assume an Indian origin, like the French d'Inde, which became Dindon. The Turkish name for the birds is similar to Hindi, meaning Indian. The British went out on a limb of their own by assuming they came from Turkey.



A painting of a North American Turkey.

• Kshema Jatuhkarna

The emperor Jehangir was fascinated by a turkey. In his memoir *Tuzk-e-Jahangiri*, he wrote: "Its head and neck and the part under the throat are every minute of a different colour. When it is in heat, it is quite red, one

might say it had adorned itself with coral, and after a while, it becomes white in the same places, and looks like cotton." This is standard behaviour for a male Meleagris gallopavo, the North American turkey. The skin on its head can switch between blushing red, mottled blue and livid white because of collagen fibres interspersed with blood cells that lie just beneath the skin. As the blood vessels contract or expand according to the male turkey's mood, they alter how light reflects off the skin, causing the colour to change.

Jehangir ordered that a painting be made of the bird "so that the amazement that arose from hearing of them might be increased." This was made by Ustad Mansur, the leading painter at his court, and it is an extraordinary image. Partly, it is the accuracy with which the turkey is depicted, both strange and beautiful within a golden floral border. But partly, too, it is for how the image freezes a moment in the complex, centuries-long process known as the Columbian Exchange, the global transfer of plants and animals

between New and Old Worlds after Christopher Columbus made contact with the Americas in 1492. Historians have shown that others probably reached the Americas before Columbus, but his voyages were documented and took American products back to Europe. In that sense, it is appropriate that the Exchange is named after him. Turkeys were among the first products he brought back, along with tobacco, pineapples and chillies (and several Taino natives). Their colour changing heads, swaggering gait, distinctive feathers and tail and, above all, their size, larger than other poultry, but still small enough to transport easily on ships, made them living symbols of the weirdness and wonders of the New World. Turkeys had already been domesticated by American tribes, so were easier to transport than wild animals. This was an important consideration in the days of long sea voyages when space and fresh water were both in short supply on ships. Birds and small animals, like monkeys, were easiest to transport and a trade soon developed in exotic animals. The Portuguese quickly realised this opportunity. Their king, John II, had declined to support Columbus, preferring to focus on the eastern route, around Africa, to Asia. But on Columbus's return from that first voyage, bad weather forced him to land in Lisbon first, so, the Portuguese were the first to learn of his discovery and the products he got back.

What the Portuguese probably did introduce were sweet potatoes, a tropical American crop which grows easily in Goa. Their Portuguese name, batata, was appropriated by potatoes, and even in importance were sidelined by the temperate crop, India is the world's second largest producer of potatoes. After China, but this comes with a cost of cold storage and reliance on intense winter production in relatively limited parts of the country. The argument can be made that India should have promoted sweet potatoes, rather than potatoes, because they grow more widely, have a superior nutrition profile and produce a valuable secondary crop in their protein-rich leaves (potato leaves have been put on hold. It was seen as likely to



Ustad Mansur, the leading painter at Jahangir's court.

#FOOD

Opposite Trajectory

One hundred and twenty years later, Jehangir obtained his turkey from them. In 1612, he ordered Mugharrab Khan, a trusted courtier, to go to the port of Goa and buy for the private use of the government certain rarities procurable there. Goa barely features in the narratives of the great Mughals, but it was clearly known as an entry point for exotics, many of them from the New World. The Portuguese acquired a reputation as the catalysts of the Columbian Exchange, credited with spreading products like chillies, tomatoes, potatoes and cashews across the world.

The process was complex. The standard narrative presents a trajectory across the Atlantic and then Indian Ocean, for products from the New World, with certain places, such as the Portuguese enclaves of Goa, Malacca and Macao, being gateway points. But historians have started paying increasing attention to the opposite trajectory across the Pacific that was taken by the so-called Manila galleons, fleets of Spanish ships that sailed between Acapulco in Mexico and Manila in the Philippines from around 1565 to 1815. This was the link that made the world's trading network truly global.

Brian R. Dott, in his book *The Chile Pepper in China*, argues that this direct connection with Mexico, a central point for chille biodiversity, explains their rapid spread through East Asia. Analysing the names for chillies in the region, he finds 57 terms that broadly divide into three categories, which, he suggests, indicates the three routes they took from the Philippines, through South East China, North East China and Formosa (Taiwan). The Portuguese may well have played a role here, taking chillies west through South East Asia and then India. But another route might have overlapped from Southern China to North East India, which would explain the prevalence of potent chillies like *bhut jolokia* in that region.

Another crop that probably took this route was the papaya. We rarely think much about the antecedents and importance of this mild-tasting fruit, but in 2022, India produced around 5.3 million tonnes of it, far more than the next biggest producer, the Dominican Republic, with 1.3 million tonnes. That represents 38% of world production, which is quite something for a fruit that originated in Mexico (which grows 1.1 million tonnes). Why India took so enthusiastically to papayas is a mystery, but one key fact in the general dissemination



Spanish conquest of Mexico.

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Unclear Origins

Turkeys have also taken their time in India. Jehangir admitted his turkey, but there is no evidence he ate it. In Europe, their size and impressive appearance quickly made them a valued addition for feasts, like Christmas, where they displaced other poultry like geese. But Europeans in India looking for a Christmas turkey were disappointed, like the Swedish botanist and priest Olof Toreen, who noted in his diary of his trip to India in 1750 that he "only found them in one place, and to the best of my remembrance, I was told they were foreign in this country." Toreen was possibly confused by the Swedish name for turkeys, Kalkon, deriving from

Calicut (Kozhikode). In several north European languages, this Kerala port is assumed to be the source of many exotic products, so, quite likely, these weird-looking birds as well. This may have been a trading tactic on the part of the Portuguese to keep their real origins unclear. Their own word for the birds, Galinha de Peru, acknowledged its American origins, Peru being at one point a general term for all the Spanish American possessions. But other languages often assume an Indian origin, like the French d'Inde, which became Dindon. The Turkish name for the birds is similar to Hindi, meaning Indian. The British went out on a



It is commonly asserted that the Portuguese brought potatoes to India through Goa, but this seems unlikely.

limb of their own by assuming they came from Turkey. By the early 19th century, turkey raising for the

Livestock Census

Turkey raising remained very small in India for decades, mainly sustained by the old British clubs that would serve them for Christmas, and occasionally through the year. Americans in India often got them from US Embassy commissaries, part of a vast global shipment of turkeys that leaves the US every November. But in recent years, a surprising new market for turkeys has grown in the North East. The last Livestock Census, whose results were released in 2019, showed Assam with 34% of all turkeys in India, a startling increase from the 9.9% in the 2012 Census. The total number of turkeys in India was still a modest 4.23 lakh in the census, compared to 80.78 crore chickens, but it showed an odd enthusiasm for the bird in Assam. The next Livestock Census is currently underway, and it will be interesting to see if these numbers have held up.

Turkey production has been revolutionised in recent decades by a move away from the seasonal market, to a year-round market based less on whole turkeys than processed products like turkey ham, turkey sausages and extruded turkey meat. Much of this has been led by Israel, which saw in turkeys an easy way to raise a lot of meat from limited space. Turkeys, like most poultry, are acceptable under kosher rules, but also take less space than cattle. The unfortunate result has been the creation of intensive turkey farms, with all the cruelties and health issues seen with broiler chickens. Poultry World, an industry website, recently stated that an unexpected result of the Gaza conflict is that a bill in the Knesset to improve living conditions of chicken and turkeys has been put on hold. It was seen as likely to



cause too many problems for poultry farmers as they strive to ensure food security for Israel. Meanwhile, on the Gaza side, the website quoted Marwan al-Helou, head of the Poultry Breeders and Animal Husbandry Syndicate of Gaza, "with a chilling estimate that nearly 90% of the poultry industry in the enclave have been reduced to rubble as a direct result of the hostilities."

Humans generally benefited from the Columbian Exchange, though, the slaves and indentured labourers who toiled on Caribbean sugar plantations (an Old World crop taken to the New World) or workers on rubber plantations in Malaysia (New World to Old World) might disagree. Does it make sense to ask if turkeys benefited as well? From the strict viewpoint of numbers, perhaps the answer might be yes, 620 million are domestically raised every year across the world. But these are increasingly subject to the cramped conditions and intensive growth and slaughter of the wider poultry industry. Jehangir's resplendent turkey, strutting down the centuries, might question the real value of that exchange.

rajeshsharma1049@gmail.com

Housekeeper and Cook (1888), they write that "turkeys are very easy to rear in India, at least Northern India, owing to the dryness of the climate." They recommend feeding them dahi and plenty of chopped greens. During World War II, most turkeys were commandeered to feed the Allied troops stationed in India, much to the irritation of the wife of John Lall, the commissioner of Agra district, who insisted on a turkey for Christmas. Their master cook, Ramzan, came to the rescue: "He laid breasts of chicken under the shrunken skin of the lean bird until it looked for all the world like Mae West. The roast turkey was a culinary triumph."

#USES

How 'Wrong' Was 'Right'

How "Wrong" Uses made Listerine, Play-Doh, and WD-40 Household Legends

Sometimes, the most iconic products aren't just popular because they do what they're supposed to, they become beloved because people find clever, unusual ways to use them. Listerine, Play-Doh, and WD-40 are perfect examples of how "wrong" or unintended uses helped propel these products into everyday fame.



Listerine: From Surgical Antiseptic to Breath Freshener

Listerine was originally developed in the late 19th century as a surgical antiseptic and later marketed as a floor cleaner and a remedy for gonorrhea. Despite its strong, medicinal taste, it wasn't initially a hit as a mouthwash. People found it harsh and unpleasant for everyday oral hygiene.

But clever advertising in the 1920s shifted the focus: Listerine was promoted as a

cure for 'halitosis,' a fancy term for bad breath. This was a bit of a marketing pivot because it wasn't originally designed specifically for freshening breath. People began using it as a mouthwash to combat bad breath, turning an antiseptic into a household oral hygiene staple. What was once considered "wrong" or unintended use became Listerine's claim to fame.

Play-Doh: From Wallpaper Cleaner to Kid's Favorite Toy



Play-Doh's origin story is a classic case of serendipity. Created in the 1930s as a wallpaper cleaner to remove soot and dirt from walls (remember coal-fired homes?), it was later repurposed by a teacher who realized kids loved using it to mold shapes and play.

The original intended use was practical and adult-focused, but when children started using it as a modeling clay, the company embraced this "wrong" use. This accidental discovery transformed Play-Doh into one of the most beloved creative toys in the world, inspiring generations of budding artists and builders.

WD-40: The Miracle Product with a Million Uses

WD-40 was developed in 1953 as a water-displacing spray to prevent rust on aerospace parts. Its name stands for "Water Displacement, 40th formula," reflecting the many attempts to perfect it. While intended as a corrosion inhibitor, users quickly discovered it could fix all sorts of household problems, from squeaky door hinges to stuck zippers.

People began using WD-40 in ways the inventors never anticipated, lubricating bike chains, loosening rusty bolts, removing chewing gum, and even cleaning crayon marks off walls. This unexpected versatility helped WD-40 become a go-to product in garages, workshops, and homes worldwide. Its "wrong" uses are now a major part of its identity.

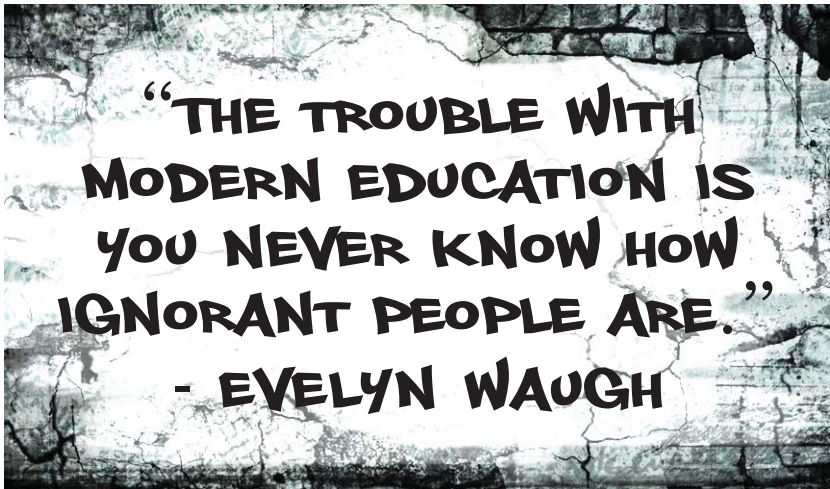


The Power of Adaptation

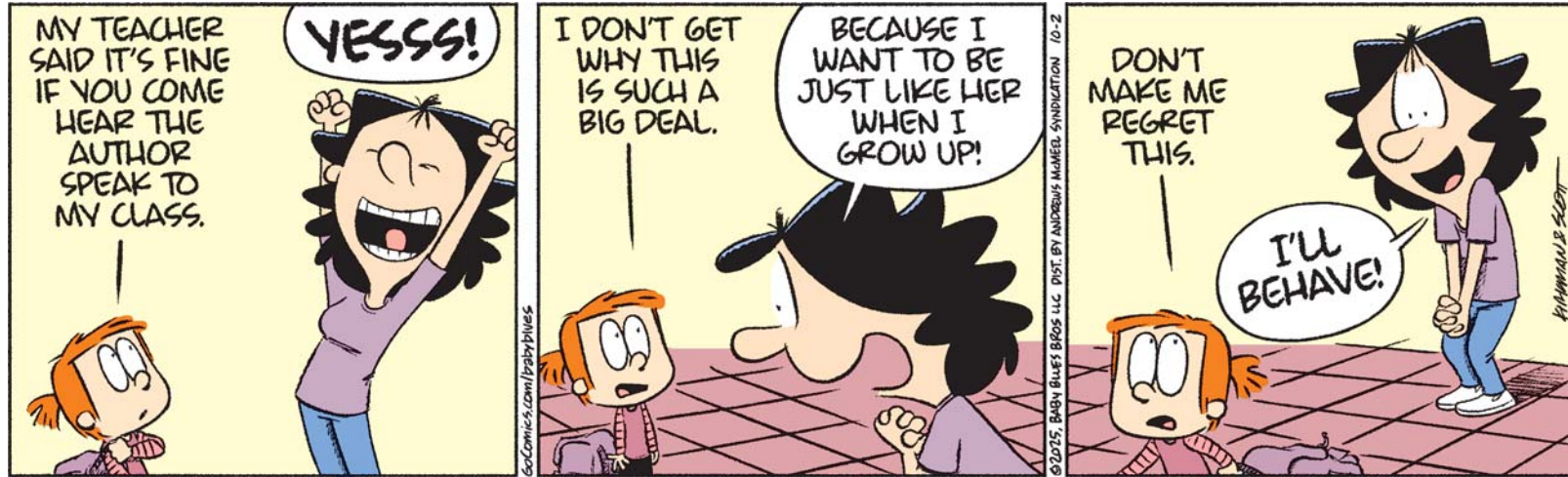


These three products highlight an important lesson: Sometimes, consumer creativity outshines original intentions. When customers experiment and find novel ways to use products, they can create entirely new markets and redefine what a product means. Listerine, Play-Doh, and WD-40 didn't just succeed because of smart marketing or effective formulations, they soared because people looked beyond the label, found new purposes, and made these products indispensable in surprising ways.

THE WALL



BABY BLUES



By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman