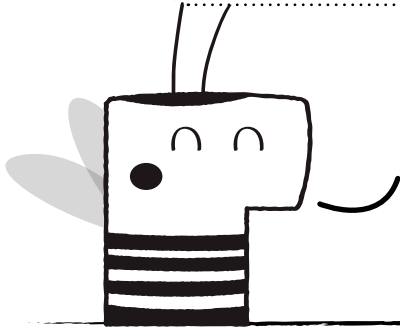


Name: _____

Class: _____



We use tissues more than handkerchieves. The use of tissues didn't become popular until some decades ago.

Nowadays when we ask for a tissue, we usually ask for a "kleenex", the same thing happens when we ask for a "Coca-Cola" instead of a Cola or a "Danone" instead of a yogurt. In all of these examples, we use the name of the most popular brand to identify the product.

The Kimberly-Clark company, founded in 1872 by Haviloah Babcock, Frank C. Shattuck, John A. Kimberly and Charles B. Clark in a small town in Wisconsin, United States. The company was founded to produce and sell high quality writing paper and paper for newspapers.

The Scott company is one of their biggest competitors, they produce toilet paper rolls. In 1890, thanks to their famous toilet paper rolls, they are Number one in sales. Later, in 1907 the Scott company sells for the first time their disposable tissues.

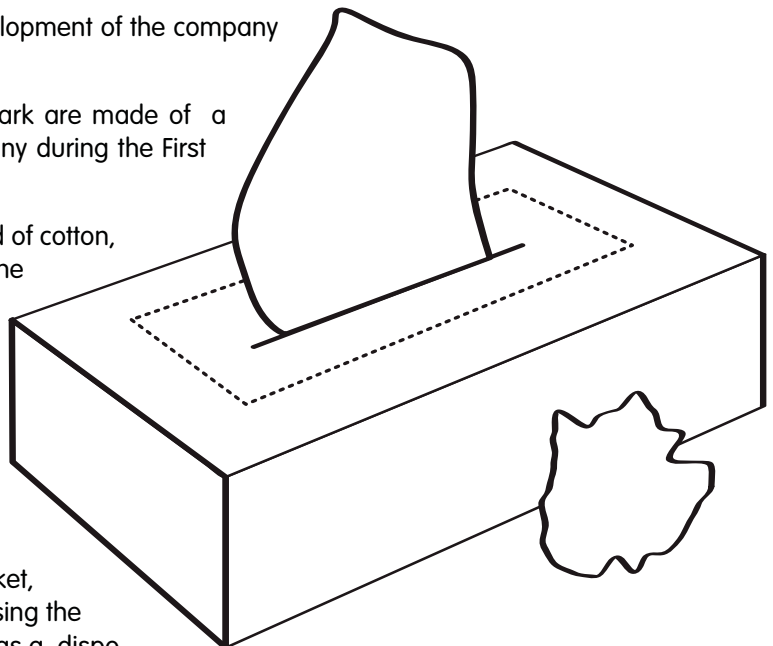
The First World War (1914-1919) was key for the development of the company and for the beginning of the famous Kleenex.

The disposable tissues produced by Kimberly-Clark are made of a material called "cellucotton" invented by this company during the First World War.


Originally, they were used in anti-gas masks, instead of cotton, since they needed the cotton for making clothes. The tissues were also used to clean the wounded soldiers.

The Kimberly-Clark corporation created the first facial tissue in 1924, the product was advertised as a make up remover and cream. The image of the tissues was associated to famous cinema stars of that time.

A few years later, after it appeared on the market, customers sent letters to the company suggesting using the tissues against colds. In the 30's, the use of tissues as a disposable tissue got expanded, so the company came up with the slogan "Don't put a cold in your Pocket".



1 WE ARE CURIOUS 

1. Do a survey in your area about the use of tissues during the childhood of people who are now 20 years, 30 years, 40 years, 50 years, 60 years, 70 years, 80 years and 90 years old. 

Talk about the advantages of using tissues for people who used handkerchieves.

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2. What is the relationship between Kimberly-Clark and Scott Paper nowadays?

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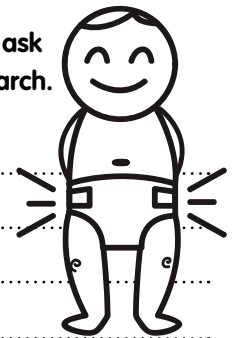
3. According to history: what were tissues used for at the beginnings?

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4. Make a long list of brands we use to talk about product.

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5. Write about the history of nappies. Talk to people who are 60, 70, 80 and 90 years old, ask them about the diapers they used in the past decades. Write an interview about your research.



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