

Name _____

From Bullets to Blood: A Case Study

1. What were six materials that women used prior to World War I for sanitary products?

2. How did women get sanitary products? _____

3. How did women find out how to make their sanitary products? _____

4. What event occurred between 1914-1918? _____

5. Why were casualties at an all-time high during World War I? _____

6. What were bandages made out of? _____

7. Why were cotton bandages problematic? _____

8. What product, derived from wood pulp, was developed by Kimberly-Clark? _____

9. What was the advantage to making bandages out of this new material?

10. For what secondary purpose did American nurses during World War I use these new bandages?

11. Why did Kimberly-Clark form the subsidiary, Cellucotton Products Company?

12. What problems did Kimberly-Clark face in selling their new product?
