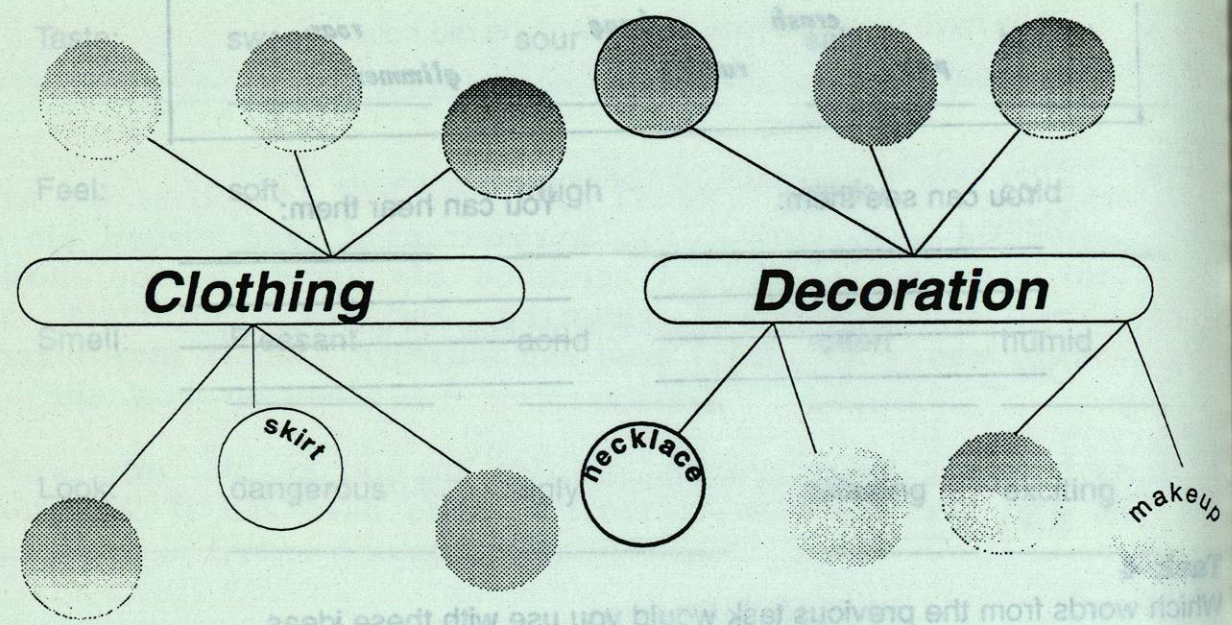


**Time to read!** (2)

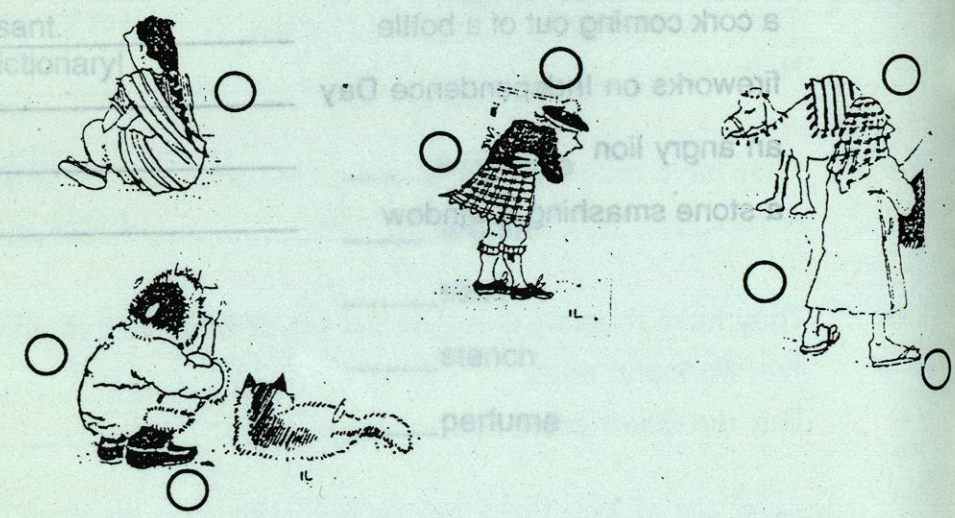
Can you complete the "bubbles"?



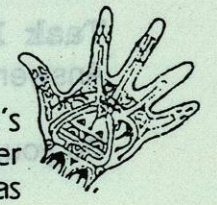
**Task 2**

Match the word with the corresponding picture

- 1 sari
- 2 fur coat
- 3 head-dress
- 4 kilt
- 5 sandals
- 6 robe
- 7 beret
- 8 boots



The Beginnings of Costume



From the beginning the subject of costume has received a full share of the world's interest and attention. Dress now is so much a matter of course that we scarcely ever think of its beginnings in the remote past. And yet the impulse toward adornment was just as marked and vital in our primitive ancestor in his paint, tattoo, and human bones, as it is today expressed in Jeans, rings and diamond studs indeed tattoos are again in fashion. Looking back through eons of time we find that man, in that dim, distant age, lived in caves and under rocky cliffs. He was concerned mainly with the securing of food and the preservation of his life. Dress did not exist. However, the impulse toward dress grew out this early life which was dedicated to the hunt and the chase. Evidence is unmistakable that costume as we know it today emerged after a long and tedious process of evolution. The beginnings of dress. Was in the form of body decoration. The painting, cutting, and tattooing of the skin are forms of body decoration, which were the first steps toward modern dress.

Opinions vary in regard to the origin of clothing, but the most important may be classified: (1) as a protection against the elements; (2) to satisfy the aesthetic sense; (3) as an expression of modesty. Exception has been found to the first theory. Nude natives have been seen in the extreme south of South America they wear very little clothing. Throughout centuries man has justified decorating himself in various ways in order to attract the opposite sex. The owner of a bear's-tooth necklace, for example, was able to attract the object of his affection, not only because the teeth were thought beautiful, but also because possession of such a necklace signified bravery. He would be considered a valiant man and be recognized as a good provider.

There are arguments against modesty as a reason for putting on clothes. Tribes that wear the most clothing are not necessarily the most modest. The costumes of some tribes show the marital status of the individual, such as skirts of coconut leaves worn by Yap women of the Caroline Islands and the longer skirts of the Indian women of Michicatenango, Guatemala.

Modern dress, that is, the fitted garment as we know it today, emerged during the Middle Ages when Frank, Gaul, and Latin mingled. Climatic conditions in western Europe necessitated a more clinging garment which would sustain the warmth of the body. So the men of these parts wrapped their legs in cloth and skins. They were ridiculed by the Romans as "trousered barbarians". As the Romans, however, pushed their conquest farther north they were compelled to adopt the same costume. Though trousers are undoubtedly of oriental origin, it was at this period of the Middle Ages, during the fusion of the races, that trousers became the established type of men's dress, while the skirt remained the conventional dress of women.



**Task 1**

Answer the following questions:

Do you think human beings have always used clothes and decoration?

yes \_\_\_\_\_

no \_\_\_\_\_

If yes, why? \_\_\_\_\_

If not, why? \_\_\_\_\_

Now read the text as quickly as you can and check your ideas.

**Task 2**

Mark the statements T (true) or F (false) according to the information in the text.

Underline the sentence (s) on which you based your answers.

1 For a long time, man paid no attention to the subject of costume.

T

F

2 Fashion is the most important factor regarding dress in modern times.

T

F

3 Primitive man was more concerned with dress than with food.

T

F

4 The interest in fashion grew out of the early periods of primitive man.

T

F

5 The natives in the extreme south of South America used to wear a lot of

T

F

clothing.

6 Trousers were first worn during the Middle Ages.

T

F

7 The Romans' opinion of trousers was very positive at the beginning.

T

F

8 Attracting the opposite sex is the only goal that justifies the decoration we use.

T

F

9 The style of fitted garments started in the 20th century.

T

F

10 Nowadays women wear skirts and men wear trousers. This difference was established during primitive times.

T

F

Make a list of clothing worn in different centuries in a) North America and b) South America.

**Skill: Summarizing.**

Characteristics of summaries

1 Present only main ideas. (omit details, illustrations, etc.).

2 Reduce the original by two-thirds.

3 Use your own words.

4 Do not add any personal opinions.



Follow this 2-step process with the first paragraph of the text "The beginning of Costume".

- A. Underline the sentence which contains the main idea.
- B. Re- write the main idea in your own words using your notebook.

Now follow this process with paragraphs 2, 3 and 4.

### Clearing it up

#### Present perfect passive

#### Task

Look back in your book to pages 169, 170 and 171 to review the form and use of the present perfect passive. Then complete the sentences.

1. Skirts \_\_\_\_\_ (wear) by women for hundreds of years.
2. Body decoration \_\_\_\_\_ (use) to attract the opposite sex since ancient times.
3. Several opinions \_\_\_\_\_ (express) about the origin of clothing.
4. Several doubts \_\_\_\_\_ (raise) about all of these opinions.
5. In the last 50 years, some types of clothing \_\_\_\_\_ (accept) by both men and women.

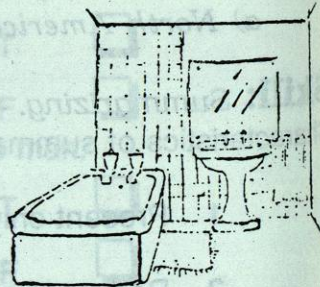
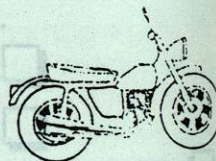
### Words at work

#### Task

Many words in English are made of two parts.  
Match the words from list 1 with the correct word from list 2  
For example: toothpaste

- 1
- tooth
  - foot
  - motor
  - ice
  - post
  - coffee
  - week
  - hair
  - living
  - bed
  - bath

- 2
- bike
  - paste
  - ball
  - brush
  - room
  - end
  - card
  - cream
  - end
  - cut
  - pot



### Time to read!<sup>(3)</sup>

Match the trade-marks to the food types.

#### FOOD TRADE-MARKS

- Church's
- Quick
- Kool Aid
- Nescafe
- Campbell's
- Planter's
- Carl's Jr.
- Knorr
- Icelander
- Jello
- Barcel

#### FOOD TYPES

- Beverages
- Snacks
- Soups
- Dessert
- Fast food

Read the following article as quickly as you can, and tick the most appropriate title from all those listed below.

1 The largest cereal company in the world.

2 John Harvey Kellogg.

3 Corn Flakes for Breakfast.

4 The Market Possibilities of Grains.

5 Breakfast Delights

Now, justify your selection and your rejections.

Why?	Why not?	When?
	_____ too general	1990
	_____ too specific	1980
	_____ unimportant	1970
	_____ irrelevant	1960



**Your title:** \_\_\_\_\_

Before 1900, the idea of eating cornflakes for breakfast would not have occurred to the average American, for the simple reason that dry cereal had not been invented still. The person responsible for this relatively young American tradition was a vegetarian health faddist named John Harvey Kellogg. In the 1890s Kellogg, a physician and Seventh-Day Adventist, was medical superintendent of the Battle Creek Sanitarium, a Michigan clinic that had been founded by his sect in 1860 as the Western Health Reform Institute. For his sickly, carnivorous clientele, Kellogg devised a meatless, low-dairy regimen which he called the "Battle Creek Idea". Included in it were a battery of dried and flaked cereals and what we today call granola.

These innovations would have profited only Kellogg's own patients had it not been for two other men. One was Kellogg's brother Will, who founded what is now the largest cereal company in the world. The other was a salesman named Charles William Post, a Seventh-Day Adventist with his eye on more than spiritual matters. As a patient of Kellogg's in 1891, Post saw the market possibilities of grains, set up his own spa and business, and was soon rivaling his mentor with such products as Postum, Grape-Nuts, and Post Toasties.

Eccentricity attended the two cereal giants throughout their lives. J. H. Kellogg, creator of the best-selling breakfast cereal (Kellogg's Corn Flakes), spoke and wrote tirelessly against such evils of civilization as alcohol and tobacco. Post became a Texas rancher, experimented with rainmaking, and was the most virulent anti-unionist of his day. Perhaps the greatest oddity is the commercial legacy of these two health-food zealots: The companies that grew out of their work are now marketing such "natural" breakfast delights as Super Sugar Crisp, Frosted Rice, and Froot Loops.

**Task 1**

Complete the table according to the text.

When?	Who?	Where?	What?	Why?
1890				
1891				
1900				
90's	Many People		Eat	

**Task 2**

Match the people in the text with their personality characteristics.

Person	Characteristics
John Harvey Kellogg was...	<input type="checkbox"/> a clever entrepreneur
Charles William Post was...	<input type="checkbox"/> an honest doctor
Will Kellogg was...	<input type="checkbox"/> a spiritualist
	<input type="checkbox"/> an astute businessman
	<input type="checkbox"/> a materialist
	<input type="checkbox"/> a vegetarian worried about health problems
	<input type="checkbox"/> a humanist

Find out how many Kellogg's products there are in the market.

Bring advertisements to class... or the products themselves

What other brand names compete with Kellogg's products?

Do you eat any of them?

Which brands do you prefer?



**Skill: Summarizing**

Write these sentences in the correct sequence. Try to join them with some of these "connectors."

Then      after that      next      now

— Charles Post recognized the market possibilities of cereal.

— John Kellogg, a doctor at the Battle Creek Sanitarium, gave his patients dried, flaked cereals as a dietary substitute for meat.

— Americans did not eat cornflakes for breakfast because dry cereal had still not been invented.

— Thousands of people world-wide eat cornflakes for breakfast because they are nutritious and easy to prepare.

Task 1  
Complete the table about the products.

When?	What other brands names compete with Kellogg's products?
1888	
1891	
1900	
1906	

Many People      Eat

**Learning it up**

Kellogg was medical superintendent of... a Michigan clinic that **had been** founded by his sect in 1860.

What happened first:

- Kellogg as a doctor
- The existence of the clinic

Where is the subject?

(in the 2nd sentence)

- The subject is before the action
- The subject is after the action

**Past Perfect Passive**  
**had + been + Past Participle**

Task 1  
Read and answer questions using the Past Perfect \* Passive.

Work with a partner

When you were born:—Hippy fashions—launch

When you were born, had hippy fashions been launched?

Yes/No. Hippy fashions had (not) been launched when I was born.

- 1 Rocky —film
- 2 Fax —use
- 3 Atari —invent
- 4  Moon —visit

You need to know how to use the past perfect see unit 6.