

Complete the following passage by putting the verbs into the past simple:

Estee Lauder was born Ester Mentzer in New York in 1908. Her parents \_\_\_\_\_, (be) both immigrants, and she 2 \_\_\_\_\_ (get) her first experience of business by helping her father Max in his hardware shop. But it was her uncle, John Schotz, who 3 \_\_\_\_\_ (introduce) Ester to the world of cosmetics. He was a chemist and 4 \_\_\_\_\_ (set) up a small laboratory behind the family home where he 5 \_\_\_\_\_ (make) face creams. Ester 6 \_\_\_\_\_ (sell) these creams door-to-door, at parties, clubs and lunches and 7 \_\_\_\_\_ (carry) on developing her business during the depression of the 1920s and 1930s. She 8 \_\_\_\_\_ (marry) Joseph Lauter on January 15 1930, and they 9 \_\_\_\_\_ (have) their first child, Leonard, in March 1933. At the end of World War II, she 10 \_\_\_\_\_ (found) the company Estee Lauder Inc, and her big break 11 \_\_\_\_\_ (come) in 1948, when the famous department store Saks in Fifth Avenue New York 12 \_\_\_\_\_ (give) her some counter space. She 13 \_\_\_\_\_ (develop) a whole new style of selling, with in-store demonstrations and free samples, and new outlets soon 14 \_\_\_\_\_ (open). As her company 15 \_\_\_\_\_ (grow), Estee 16 \_\_\_\_\_ (keep) a close eye on the business, 17 \_\_\_\_\_ (go) to every new store and often 18 \_\_\_\_\_ (train) the salesgirls herself. Over the next few decades, the company 19 \_\_\_\_\_ (bring) out a huge range of perfumes, make-up and toiletries. By the time her son Leonard 20 \_\_\_\_\_ (take) over as CEO in 1982, the company was one of the biggest cosmetics companies in the world - and even today, it still accounts for almost 50% of cosmetics sales in American department stores

Make questions from the prompts and complete each answer by using *in*, *on*, or *at*.

See the example.

1 When/Estee Lauder/born? When was Estee Lauder born?

She was born in 1908.

2 When/she/marry Joseph Lauter? \_\_\_\_\_

She married him \_\_\_\_\_ January 15, 1930.

3 When/they/have/first child? \_\_\_\_\_

They had their first child \_\_\_\_\_ March 1933.

4 When/she/set up/company? \_\_\_\_\_

She set up the company \_\_\_\_\_ the end of World War II.

5 When/she/get/first big break? \_\_\_\_\_

She got her first big break \_\_\_\_\_ 1948.

6 When/Leonard/take over/CEO? \_\_\_\_\_

He took over as CEO \_\_\_\_\_ 1982.