

Listen to a talk about advertising of hygiene products. Answer each question using NO MORE THAN TWO WORDS AND A NUMBER from the recording.

1. When did American people's attitude toward hygiene start to change?
2. What were found to be the cause of infectious diseases?
3. What did advertisers sell when personal contact was identified as the way diseases spread?
4. What did Joseph Lister, who Listerine was named after, do?
5. What did advertisers target in order to sell mouthwash?