



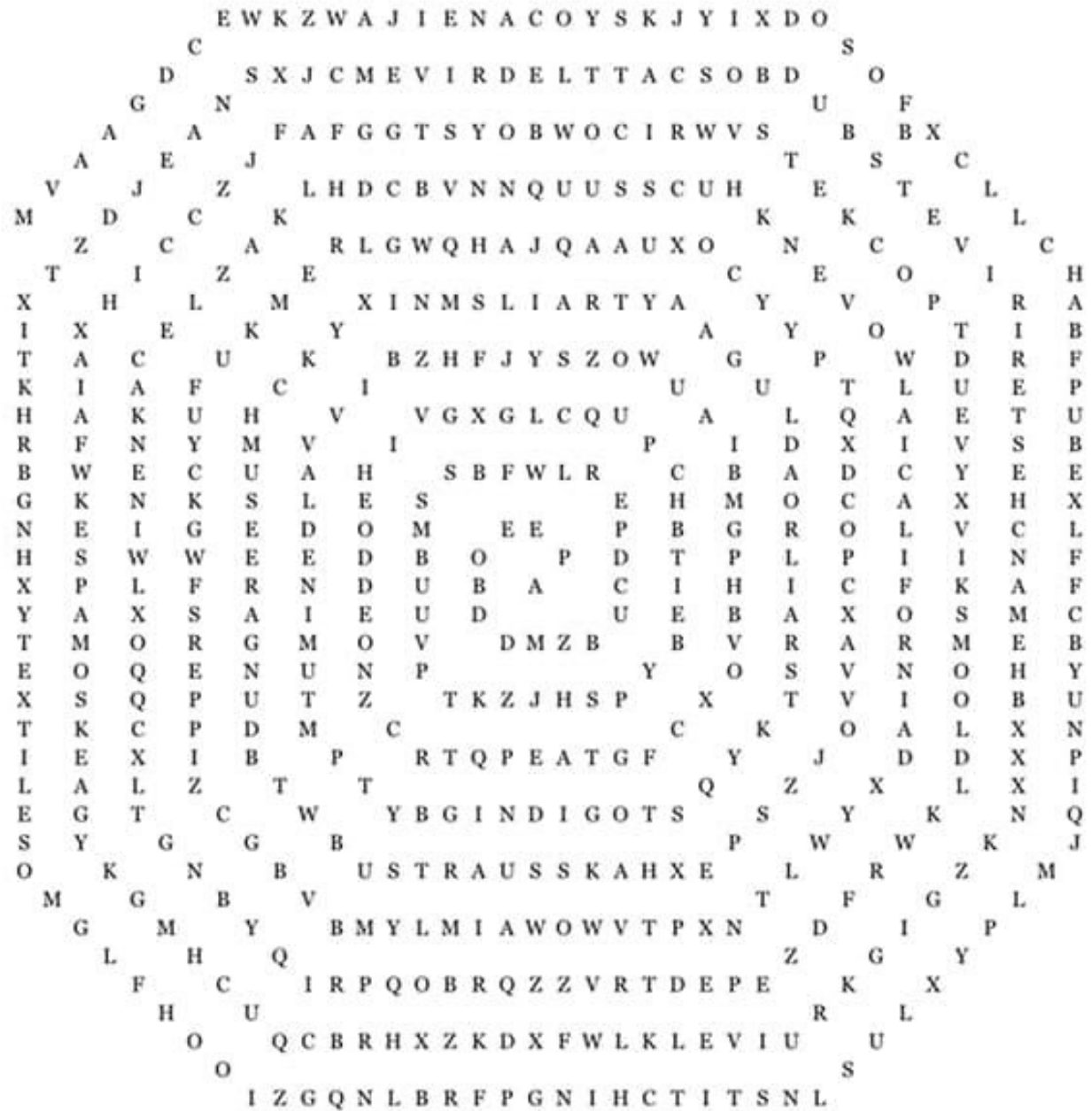
"Levi Strauss is founder the first company for manufacturing of blue jeans. He was born on February 26, 1829 in Buttenheim, Germany as Loeb Strauss. 1847 he went to New York with his two sisters and mother to join his brothers on dry goods wholesale business. In 1850 he changed his name to Levi and in 1853 he became an American citizen. When California Gold Rush began he decided to go west and to open a West Coast branch of the family dry goods business in San Francisco in early March 1853. He opened his dry goods wholesale business as Levi Strauss & Co. and sold clothing, bedding, combs, purses, handkerchiefs and bolts of fabric delivered from his brothers in New York. He became a well-known figure in the city being active in the business and cultural life of San Francisco and supporting the Jewish community, he himself being of German Jewish descent. One of his costumers was Jacob W. Davis, a Reno, Nevada tailor. Strauss got a letter from him in 1872. In that letter Davis told him about the new way he was making pants from duck and denim. To make them stronger Davis used copper rivets to make them stronger. He also wanted to patent the idea of riveting the clothing because he was afraid that someone will steal the idea. Because he did not have enough money for patent application (some \$68) Davis was asking Strauss in the letter, to be his business partner and to share the costs. Strauss agreed and on May 20, 1873 the full US Patent No. 139121 was granted in the name of Jacob W. Davis and Levi Strauss and Company. That was the birthday of the blue jeans."

~cited from historyofbluejeans.com

In 1873, Levi Strauss invented the first pair of jeans for cowboys in California. Until 1915, the Amoskeag Manufacturing Company supplied all the XX denim used for the *Levi's 501*.



# Levi Strauss and AMC denim



## WORD LIST:

AMOSKEAG  
CALIFORNIA  
CATTLE DRIVE  
COWBOYS  
DENIM

DUNGAREES  
INDIGO  
JEANS  
LEVI  
LOOMS

MANCHESTER  
POCKETS  
RAILROAD  
RIVETS  
STITCHING

STRAUSS  
TEXTILES  
TRAILS  
WOVEN  
ZIPPERS