

The Invention of Levi's® Jeans



Levi Strauss was born in Germany in 1829. He came to New York City when he was 18. The Gold Rush brought Strauss to California in 1853. There, he sold goods to the many miners who were looking for gold. One of his most popular products was the pants that we now know as Levi's jeans.

When Levi Strauss first came up with the idea for

blue jeans, he did not know that they would still be worn today. Strauss's idea was just for a pair of work pants called "waist-high overalls."

The pants were sturdy. Even the pockets were made so that they would not rip off. In 1886, Strauss added a brown leather label on the back of the jeans. This label can still be found on a pair of Levi's jeans today!

1820

1840

1860

1880

1900

1829

Levi Strauss is born in Germany

1847

Strauss travels to the U.S.A.

1853

Strauss goes to California to join the Gold Rush; miners like the work pants he sells

1886

Strauss adds the familiar brown leather label to the back of his jeans

1902

Strauss dies

1. What did Strauss do in California?

- (A) mine gold
- (B) sell things to gold miners
- (C) open restaurants

Underline the sentence that supports your answer.

3. Paragraph 3 explains _____.

- (A) why Strauss's pants were special
- (B) how Levi's jeans got their name
- (C) how Strauss invented pockets

2. When did Strauss leave Germany and come to the United States?

- (A) 1829
- (B) 1840
- (C) 1847

Circle the place where you found the answer.

4. What did Strauss call his work pants?

- (A) miners' friends
- (B) waist-high overalls
- (C) leather workers

5. Why do you think gold miners liked the pants that Levi Strauss sold?
