

Levi Strauss' Story

Name: _____ Date: _____

Directions: Read through the following story about Levi Strauss. Make a list of the resources found in this story.

Levi Strauss was born in Germany in 1829 and moved to the United States with his family in 1846 after his father died. They lived in New York City where they opened a store selling clothes and other goods.

When Levi heard about the gold rush in California, he moved to San Francisco to open a store and called it Levi Strauss & Company. He bought some very strong fabric called canvas and started making pants that would last longer and be more heavy duty for the gold miners.

A few years later, one of his customers named Jacob Davis asked if Levi could help him make a new style of pants that would be even better for the gold miners. The customer wanted these new pants to have rivets (round copper fasteners) instead of only using thread, especially on the pockets. Levi thought it was great idea and made these new pants out of denim fabric instead of canvas. The first pair of Levi's were made and sold in 1873.

Since 1873, Levi's pants have become known as "jeans" and have been worn by millions of people. Not all jeans are made by the Levi Strauss & Company, but many still consider them to be among the best jeans made. So, the next time you see someone wearing a pair of jeans, you can remember that they were first made by a man named Levi and his partner Jacob.

Human Resources: _____

Natural Resources: _____

Capital Resources: _____

Those Golden Jeans

List other resources that might be used today to make denim jeans.

Human Resources: _____

Natural Resources: _____

Capital Resources: _____