

Aim: How Can We Use the History of Levi Jeans to Create Modern Day Advertisements?

Do Now: Review and Complete All Task(s) below:

TASK A: Examine the advertisement and respond to the following questions:

Learning Objectives, SWBAT:

- Reinforce Literacy
- Examine Primary Sources
- Respond to DBQ
- Make Real World Connections
- Use online sources to exchange information for specific purpose(s)
- Demonstrate proficiency using application program(s)

LOCOMOTIVE ENGINEERS' MONTHLY JOURNAL.

LEVI STRAUSS & CO'S
Celebrated Copper Riveted
OVERALLS AND SPRING BOTTOM PANTS
The only kind made by white labor



NONE GENUINE WITHOUT OUR TRADE MARK.
EVERY PAIR GUARANTEED.
FOR SALE EVERYWHERE.

1. What is this an advertisement for?
2. What publication is this advertisement from?
3. What type of garment is advertised?
4. What type of labor did this company employ?
5. What is the meaning behind the trademark?



TASK B: Read and the following questions about Levis Jeans

Blue Jeans

How and where did jeans originate? They were invented **out of necessity** during the California Gold Rush in 1853. They were invented by a 24-year-old German immigrant who had gone from New York to San Francisco with a large supply of a heavy, rough **canvas** material.

He **intended** to sell this canvas for use as tents and wagon covers. But the gold **miners** told him, "We don't need tents! We need pants, pants that are made of a strong material."

So instead of tents, pants were soon made from the canvas. The miners liked the pants, but complained that they were too **rough** on the skin. Then a softer kind of cloth was substituted. This **cotton** cloth was imported from France, and it was called *serge de Nimes*. (Nimes is a city in France.) The **fabric** later became known as **denim** -- pronounced "de NEEM," and meaning *from Nimes*.

The original color of the pants was brown, but indigo dye was being developed at this time, and the brown color was soon replaced with the now-familiar deep blue. These denim pants were **nicknamed** *blue jeans*.



Although jeans were originally **designed** for heavy physical **labor**, the image of jeans changed **dramatically** in the 1950s. In those years, many western movies were being made with **glamorous** stars like John Wayne and Gary Cooper as cowboys wearing jeans. Jeans **acquired** a glamorous **image**, too. Over the next **decades**, jeans were being worn everywhere, and were even featured in the fashion shows of the designers in Paris.

But, **apart from** the "glamour," jeans became very popular for work, play, and dress because they are comfortable and **durable**. These **versatile** pants are worn by men, women, and children, young and old, all over the world.

The name of the inventor of those first jeans? It was Levi Strauss, and it was by his first name that the original blue jeans were known: *Levi's*.

out of necessity = because of necessity
the California Gold Rush = a time in the mid-1800s when thousands of people rushed to California to find gold
canvas = strong cloth used to make bags, tents, shoes etc:
indigo dye = a dark blue substance that is used to change the color of something
apart from = as well as, in addition to

Answer the questions according to the information in the reading. Circle a. or b. In item 9, circle all the choices that are correct.

1. Which statement is true?
a. A young man came to California with hundreds of pairs of jeans to sell.
b. A young man came to California with a large supply of canvas to sell.

2. What did the young man do with the material he had?
a. He made pants.
b. He made tents.

3. Did the miners like the pants at first?
a. Yes, but the pants were too thin.
b. Yes, but the pants were too rough.

4. How were the pants improved?
a. They were made with a softer material.
b. They were washed many times.

5. What color were the original pants?
a. blue
b. brown

6. Which statement is true?
a. Jeans were originally made for miners.
b. Jeans were originally made for cowboys.

7. What has happened to the image of jeans since they were invented?
a. Jeans have become historic.
b. Jeans have become more glamorous.

8. How were the first jeans known?
a. by the first name of their inventor
b. by the last name of their inventor

9. Which words describe the jeans of today?
a. versatile
b. durable
c. comfortable
d. popular
e. thick



TASK C: You have been hired to design the latest advertisement for Levi's Jeans new product line celebrating their long history of success. Search the internet for advertisement examples. Using the software program of your choice or a paper create an advertisement. Each ad should include formatted text and graphics that aim to sell the products and celebrate the company. Include

Name of Company

Name of product(s)

Price

Features

Logo

Slogan

EXIT QUESTION: How does knowing the history of the company help designers and advertisers?

CLOSING TASK(S): Clean Workstation and Follow Log Off Procedures

The Birth of the Blues

or how the original
Shrink-to-Fit jean was
born - & all that jazz



1 Here is the man (Levi Strauss) who in 1850 made the first jeans (pairs of Levi's) from tough canvas tenting. He dyed them indigo blue. Gave them a button fly. And so, the original shrink-to-fit blue Levi's jean, with the unique button fly was born.



3 Here is Alkali Doc, a miner whose pockets kept ripping under the strain of "nuggets bigger'n your thumb". Levi soon had the problem sewn up, with copper rivets. That is how the original shrink-to-fit blue jeans came to have the original copper riveted pockets.

5 Here is the leather patch with Levi's name and historic "two horse" suit. Today it goes on the right hip of every pair of original shrink-to-fit blue jeans with the button fly and copper riveted pockets.



2 Here are Levi's first customers - San Francisco gold miners who needed tough work pants like they needed a hot bath after a month in the diggings. They got them with the original shrink-to-fit blue jeans with the unique button fly.



4 Here is the incredible torture test that Levi devised to show just how tough the original shrink-to-fit blue jeans with copper riveted pockets really were. Wild horses couldn't tear them apart.

6 Levi's are made shrink-to-fit because originally they were made of tenting that shrunk (in the wash or rain). Check the guide to make sure that your Blue Levi's will shrink to fit... 'cause the more you wash them, the more they wear you!

Fitting Guide For Original Blue Levi's

GENTLEMEN: for a perfect fit in Original Blue Levi's® (501's) -

If your waist is 27 to 34, add 2 inches.

Over 34, add 3 inches.

If your inseam is 28 to 31, add 2 inches.

If your inseam is over 31, add 3 inches.

In either case, if you wear boots, add another inch to inseam.

LADIES: you can wear Blue Levi's®, too. Measure hips at widest point.

If hips are	Men's	Women's
32	28	28
33	29	29
34	30	30
35	31	31
36	32	32
37	33	33
38	34	34
39	35	35

Follow men's direction for inseam.

The original Shrink-to-Fit blue jeans

Levi's

