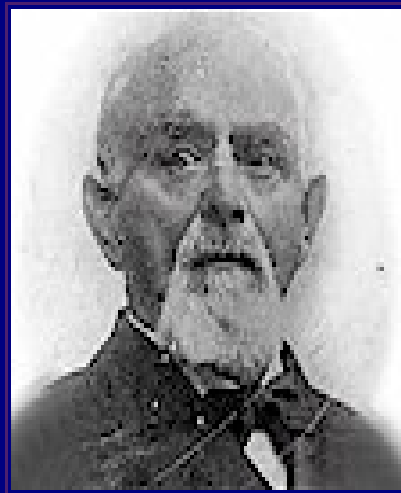
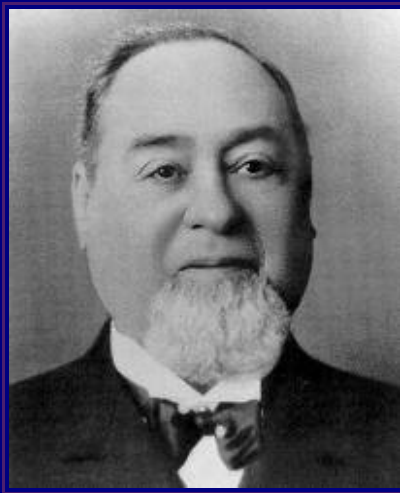


Jeans forever!

Levi Strauss & Jacob Davis - a story of success



Jürgen Jost

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"I do not think large fortunes cause happiness to their owners, for immediately those who possess them become slaves to their wealth..."

Levi Strauss, 12th October, 1895

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Levi's[®], 501[®], Dockers[®], Denizen[®], Signiture[®], the Tab Device, the

Arcuate Stitching Design, the Button Design, and the Two Horse Brand Design are registered trademarks of Levi Strauss & Co, San Francisco.

Introduction

San Francisco, 29th September, 1902. Although it was a Monday morning, numerous shops in the city were closed. Hundreds of people, however, gathered at 621 Leavenworth Street: relatives, nieces and nephews, friends, employees and former employees as well as a large number of business people. They had come together in memory of a man who had built up an outstanding career in California as a merchant and capitalist. He had been the President of the Chamber of Commerce, chairman of several banks and philanthropist who supported various scholarships for young entrepreneurs. He had been a citizen of high reputation. His name was linked with a fashion brand that had become famous in America's west: a pair of trousers called "Levi's® Jeans". Levi Strauss, the founder of Levi Strauss & Co had died on Friday, 26th September, 1902 at his home aged 73. But who was that man? Where did he come from? How did he manage to be so successful? And why were jeans invented in San Francisco? This reader will present to you one of the most fascinating careers in the world of business. The product that Levi Strauss had helped to invent, has become a cult object and will be an ever lasting garment worldwide.

merchant: a person whose job is to buy and sell products in large amounts, especially by trading with other countries. 20

philanthropist: a person who helps the poor, especially by giving them money.

scholarship: an amount of money given by a school, college, university or other organization to pay for the studies of a person with great ability but little money.

entrepreneur: someone who starts their own business, especially when this involves seeing a new opportunity. 25

SWALLOW POISON AT LAKE CITY Mrs. Miller of San Francisco Acts Strangely. Arrested for Refusing to Pay for Ride in Cab. When Taken in Custody by the Police She Attempts Suicide.

INSURGENTS FIRE UPON WHITE FLAG Give the Colombian Peace Envoy a Surprise. Gunboat and Launch Receive a Fusillade From Shore. American Gunners Aboard Aim So Well That Rebels Are Quickly Routed.

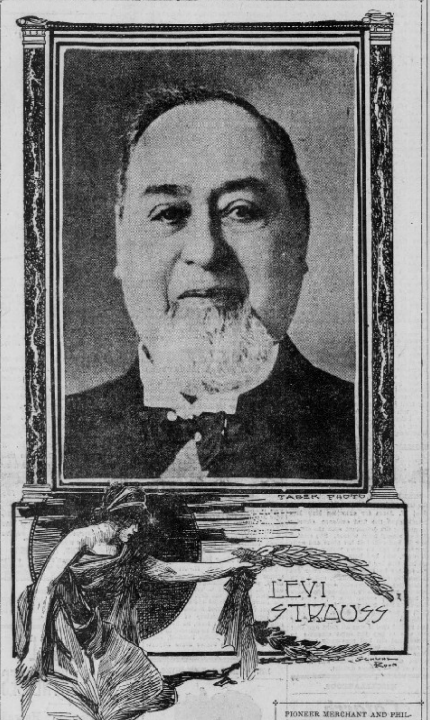
LEVI STRAUSS, MERCHANT AND PHILANTHROPIST, DIES PEACEFULLY AT HIS HOME His Life Devoted Not Only to Fostering the Highest Commercial Conditions, But to the Moral, Social and Educational Welfare and Development of the Young Men and Women of the State

LURID FURY OF ERECT ERUPTIONS Call Correspondent Sends Story of Disaster. Awful but Sublime Is the Most Dazzling Spectacle. Graphic Descriptions of the Latest Acts of Pele and Soufriere.

BOB EVANS WILL QUELL THE BOXERS Rear Admiral Sails Up Yangtze-Kiang. American Missionaries to Receive Needed Protection. Situation in the Province of Szechuan Is Reported Very Acute.

Special Telegram to the Call. CHICAGO, Sept. 27.—(Radio) That when an arrest on a charge of failure to pay a balance, a habitually drunken woman, supposed to be Mrs. M. J. Miller of San Francisco, broke away from a policeman in a corner of the city that she attempted to commit suicide. The policeman took her to a hospital where she was treated for several days. She was then taken to the San Francisco hospital, where after several hours she recovered consciousness. At first she refused to say anything of her identity, but finally after much questioning told her name. She refused to say anything of her name, which she had with her, and she was taken to the police station where she was held.

Special Telegram to the Call. PANAMA, Colombia, Sept. 27.—The Government gunboat Chamula left here this morning on board the steamer, accompanied by a commander on board headed to the insurgent forces. The steamer was accompanied by General Serrano, Governor of Panama, and General Serrano, Governor of Panama. The Government commander had been instructed to deliver General Serrano's communication to General Serrano in person at Panama, where the steamer would be met by General Serrano. The steamer was accompanied by a commander on board headed to the insurgent forces. The steamer was accompanied by General Serrano, Governor of Panama, and General Serrano, Governor of Panama.



LEVI STRAUSS

Special Telegram to the Call. KERNAN A REBEL. Now she came to be in Chicago, or what her husband was to do, she remained a mystery. Her motive for refusing to pay for the ride in the cab, was not clear. It is believed that she had been taken to the police station where she was held. She was then taken to the police station where she was held. She was then taken to the police station where she was held.

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Special Telegram to the Call. NEW YORK, Sept. 27.—A Call correspondent from San Francisco, writing under date of September 11, gives the following account of the eruption of Pele and Soufriere. The eruption of Pele and Soufriere was constant and increasing. The eruption of Pele and Soufriere was constant and increasing. The eruption of Pele and Soufriere was constant and increasing.

Special Telegram to the Call. CALIF. BUREAU, LOS ANGELES, Sept. 27.—Rear Admiral Evans will sail up the Yangtze-Kiang. Rear Admiral Evans will sail up the Yangtze-Kiang. Rear Admiral Evans will sail up the Yangtze-Kiang.

SUBVERTING OF EARTH ALARMS THE MEXICANS. MEXICO CITY, Sept. 27.—(Radio) from San Francisco, Sept. 27.—The Government gunboat Chamula left here this morning on board the steamer, accompanied by a commander on board headed to the insurgent forces. The steamer was accompanied by General Serrano, Governor of Panama, and General Serrano, Governor of Panama.

GENERAL JEMEAZ DIES IN A MEXICAN BATTLE. KININGTON, Jamaica, Sept. 27.—The Government gunboat Chamula left here this morning on board the steamer, accompanied by a commander on board headed to the insurgent forces. The steamer was accompanied by General Serrano, Governor of Panama, and General Serrano, Governor of Panama.

DEATH has claimed Levi Strauss, another of the members of the Golden Gate. Levi Strauss was born in the town of Trobach, Bavaria, Germany, on January 3, 1829. He was a merchant and philanthropist. He was a member of the Golden Gate. Levi Strauss was born in the town of Trobach, Bavaria, Germany, on January 3, 1829. He was a merchant and philanthropist. He was a member of the Golden Gate.

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APACHE WILL ATTEMPT TO LEAVE RESERVATION. SANTA FE, N. M., Sept. 27.—(Radio) Apache Indians from the Phoenix reservation in Northern Arizona, are reported to be on their way to the San Francisco reservation. The Apache Indians from the Phoenix reservation in Northern Arizona, are reported to be on their way to the San Francisco reservation.

REVOLUTIONARY HAZARD AGAINST THE VILLAGES. VIENNA, Sept. 27.—The News Press publishes a dispatch from Bulgaria concerning the inhabitants of the villages in the village of Mladost. The inhabitants of the villages in the village of Mladost are reported to be on their way to the San Francisco reservation.

TRAIN LEAVES THE TRACK AND MANY ARE KILLED. PORTLAND, Sept. 27.—(Radio) from San Francisco, Sept. 27.—A train carrying passengers and freight left here this morning on board the steamer, accompanied by a commander on board headed to the insurgent forces. The steamer was accompanied by General Serrano, Governor of Panama, and General Serrano, Governor of Panama.

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fig. 2: the death of Levi Strauss



fig.3: the birthplace of Löb Strauß, Buttenheim, Bavaria

In spring 1983 a woman from Milwaukee, Wisconsin, USA sent an enquiry to the mayor of Buttenheim, Germany. For a "German Fest" she needed information about the birthplace of Levi Strauss. Until then the roots of the Strauss family had been guessed to be in Franconian Bad Windsheim. This was wrong. The birth certificate of the Buttenheim Jewish Community and the emigration statement at the Bamberg state archives proved that Löb Strauß had been born in Buttenheim. The town council of Buttenheim found out that the house where Strauss had spent his childhood, still existed. The fascinating life story of Löb Strauß began in the little Bavarian town of Buttenheim.

5

10

A. Sum up the introduction in no more than 50 words.


B. Questions on the text

1. Why was 29th September, 1902 a special day for San Francisco?

2. Why did hundreds of people take part in Levi's funeral?
3. Have a closer look at Levi's photo in **The San Francisco Call**. Why is it an impressive photo? Would you expect it in a German newspaper?
4. Which famous fashion brand was named after Levi Strauss? 5
5. How did the people of Buttenheim find out about the most famous citizen of their town?

C. Explain the meaning of the following words:

- a) relatives
- b) a birth certificate 10
- c) reputation

D.  Surf the Internet. Around 1850 twelve newspapers were published in San Francisco. What papers are there today? Report to your class.

1. Childhood and adolescence (1829 - 1848)

Buttenheim, 20 km southeast of Bamberg, is a small town in the Franconian part of Bavaria (3,435 inhabitants in 2012). The history of the Strauß family can be traced back to Levi's grandfather Jacob Strauß, a cattle trader, who lived with his wife Maila in 134 High Street. The couple had two sons: Lippmann, who was born on 12th March, 1774 and Hirsch, who was born on 16th November 1780. First Hirsch lived with his wife Madel in Buttenheim Palace, then in 33 Market Street. On 26th February, 1829 Löb was born as the youngest son of Hirsch Strauß and his second wife Rebecca. His first wife Madel had died at the age of 44 and left behind 5 children: Jakob (*1812), Rösla (*1813), Jonathan (*1815), Lippmann (*1817) and Maila (*1821). Vögela (*1823) and her brother Löb were the youngest children. Löb's father was a dry goods peddler just as many other Franconian Jews were who lived in the country. He walked from village to village and sold haberdashery just as needles, threads, buttons, but also dishes and tools. These things were needed by families who lived in the country. Hirsch earned just enough to take care of a family of nine.



fig. 4: The Strauß' home: living-room and kitchen for nine people

On 10th June, 1846 Hirsch Strauß died of tuberculosis (aged 65).

He was buried in the Jewish graveyard in Buttenheim. It is situated 2 km away from the town. In 1819 it had been donated by Jizchak Reis, the head of the Buttenheim Jewish Community. Burials took place until 1938. The size is about 2150 m², where 280 gravestones can still be seen today.

5



fig. 5: the grave of Hirsch Strauß, Buttenheim, Bavaria

peddler: a person travelling to different places to sell small goods, usually by going from house to house

haberdashery [hæbə'dæʃəri]: cloth, pins, thread, etc. used for sewing

10

Infobox No. 1: In a Jewish graveyard

A Jewish graveyard is a place where members of the Jewish faith are buried. In Hebrew it is called "house of eternity". Early Jewish graveyards were built outside of the city. Graves are side-by-side, each of the dead has got a single grave. A Jewish grave will never be removed.

5

The burial usually takes place one day after the death. Before their burial the dead were washed at the Taharah House and dressed in a shroud. The bride and the groom had given the shrouds to each other as a present during the wedding ceremony.

10

It is traditional to bury the dead with their feet in the direction of Jerusalem. The gravestones usually have inscriptions in Hebrew and the regional language. Flowers are unknown. When visiting a grave it is usual to deposit a small stone on the gravestone.

shroud [ʃraʊd]: a cloth that is used to wrap a dead body before it is buried.

15

Hirsch's death got the family into financial difficulties. For Rebecca, Maila, Vögela and Löb living conditions in Buttenheim had become harder. Therefore Rebecca had to give up her share in the house in 33 Market Street. She and her three children moved in with Lippmann Strauß, her brother-in-law. He lived in the High Street in Buttenheim. Löb attended the primary school and the religious school in Buttenheim. Although the town was very small, there was a synagogue, a hostel for travelling Jews and a ritual bath.

20

We do not know any further details about Löb's early years. Most of his personal papers were destroyed in the San Francisco earthquake of 1906.

We may assume, however, that Löb learned a lot about commercial things from his father. Maybe Hirsch took his son with him when he went from door to door selling his goods. 5

Three months after Rebecca and her children had moved in, Lippmann died at the age of 72 (15th September, 1846). But he left Rebecca his house.



fig. 6: Levi Strauss, 1859

10

By selling this house and her share in the house in Market Street, Rebecca was able to raise the money for emigrating to America. In 1847 she decided to follow her stepsons Lippmann and Jonathan, who had left Bavaria in 1837. They had settled in New York.

Another reason for emigrating were the anti-Jewish laws in Bavaria at that time. By the end of the Middle Ages Jews had been banned from the German "Reichsstädte", the imperial cities. In 1813 the Bavarian Emperor Maximilian I. had issued the "Judenedikt" or "Jewish Edict". It was a law made to "integrate" Jews into the Bavarian population. This did not only have advantages for the Jewish population. In reality it meant that Jews were not allowed to immigrate into the Kingdom of Bavaria any more. In the first decade of the 19th century more and more Jews had poured into Bavaria. In communities where Jews were living, the number of Jewish families was reduced. The Bavarian authorities decided that only the eldest son was allowed to get married and have children, if the others wanted to get married they had to leave. Jews had to pay extra taxes and were disparaged by the local farmers. There was no free choice of profession, most forms of trading were forbidden, Jews were excluded from the guilds. Therefore Jews were mostly traders and peddlers. Being a peddler, however, meant a low income and no social recognition. This "push-effect" forced a number of Jews in Buttenheim, Bavaria and Germany to emigrate to America.

On the other hand it was the "pull-effect" that caused many Jews to go to America. Franconians, who had left Bavaria years before, sent enthusiastic letters home from America which praised living conditions and religious freedom in the New World to the skies.

Only emigration made life possible without any restrictions and with an

disparage: to criticize someone or something in a way that shows you do not respect or value them

guild: an organization of people who do the same job or have the same interests

unlimited choice of jobs. Many Jewish citizens in the upper Franconian area regarded America as the country for a better future.

In 1837 the two eldest sons Jonathan and Lippmann had left Germany and settled in New York where they founded a textile wholesaler's, this means they took up the same profession that their father had had in Buttenheim. In America they had changed their names to Jonas and Louis.

5

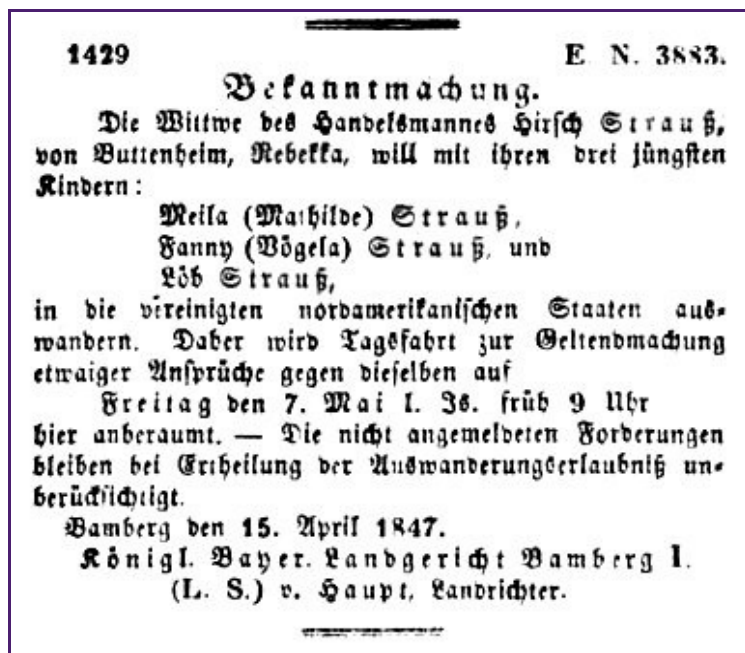


fig. 7: the announcement of emigration, 1847

Rebecca and her three children Löö, Vögela and Meila applied to the courts in Bamberg for permission to emigrate on 4th June, 1847.

10

Emigrants had to prove that they had sufficient financial means not only to pay for the crossing but also to survive the first months there. Finally applicants had to deposit a sum of money in the fund for the poor. This

was an insurance in case the emigrant came back to his hometown. After five years this money would be paid back, if the emigrant could prove a successful start in America. A birth certificate and a reputation certificate, which included financial circumstances, had to be applied for. Young men had to prove that they had done military service. After that the application for emigration had to be published in the newspaper (see figure 7) so that debtors could collect debts outstanding. The whole procedure could take four to six weeks. With each administrative act the emigrant had to pay a fee. It amounted to a weaver's* weekly wages. The passage itself cost a servant's yearly salary.

After everything had been settled, the permission for emigration was granted. The court then issued the necessary papers and the emigrant could buy the passage tickets at a ship's agency in Bamberg. Rebecca and her children got the permission for emigration on 14th June, 1847.

weaver: person whose job is weaving cloth and other materials

www.levi-strauss-museum.de
www.gda.bayern.de/bamberg/
www.hdbg.de/auswanderung

A. Summarize Chapter 1 in no more than 80 words.

B. Questions on the text

1. Where and when was L**ö**b Strau**ß** born?
2. How many children did Hirsch and Rebecca have before L**ö**b was born?

3. What was the Strauß family home like?
4. What did Hirsch do to earn the family income?
5. What was Jewish life in Buttenheim like in the early 19th century?
6. What are the characteristics of a Jewish graveyard?
7. Why did Rebecca and her children want to emigrate to America? 5
8. In what way was the "Judenedikt" of 1813 an anti-Jewish law?
9. How did Rebecca manage to raise the money in order to emigrate?
10. Describe the emigration process in Bavaria in the 1840s.
11. Explain the difference between the push-effect and the pull-effect.

C. Explain the meaning of the following words: 10

- a) graveyard
- b) living conditions
- c) wholesaler
- d) debts

D1.   Google® the Internet. 15

Levi died in 1902. How important is Levi for his hometown Buttenheim today? Report to your class.

D2.   Google® the Internet.

2. In Germany you can find about 2,000 Jewish graveyards. Is there a Jewish graveyard in or near your hometown? Report to your class. 20

E. Writing

Louis and Jonathan had left their hometown in 1837 and had emigrated

to New York. Imagine you were Louis or Jonathan. Write a letter to their stepmother Rebecca in Buttenheim. What was the crossing like? What did they do first when they arrived in New York harbour? Why was life in New York so different from life in Buttenheim? etc. Write about 100 – 120 words.

5

2. The passage from Bremerhaven to New York (1848)

After the necessary papers had been issued by the Bavarian authorities in 1847, the Strauß family did not set off for their long passage to New York right away. Rebecca had some problems selling the estate in Buttenheim. Only in the summer of 1848, when Löb was 19 years old, Rebecca and her children left their hometown. 5

Travelling from Buttenheim to Bremen in the 1840s meant travelling by stagecoach or cart or even going on foot. The Strauß family probably went by stagecoach. 600 km lay ahead. Estimated time was about ten days depending on weather conditions and other unforeseen incidents. 10



fig. 8: travelling from Buttenheim to Bremerhaven in 1848

The distance between Bremen and Bremerhaven was another 60 km, which the Strauß family had to do on a small boat on the river Weser.

Finally they reached their destination: the emigration port of Bremerhaven. The Bavarian authorities favoured Bremerhaven, therefore 90 per cent of the Franconian emigrants left the country from there. 5

Between 1832 and 1851 about 360,000 Germans emigrated to America via Bremerhaven. We do not know when exactly Rebecca and her children left Germany, because passenger lists from 1848 do no longer exist. The local authorities in Bremen stopped storing them on 25th February, 1875. According to the latest research done by Hans Schaub*, 10

they must have left Buttenheim between April and October 1848.

Waiting time for the sailing ship to depart could be up to four weeks, if the ship was delayed or had to be unloaded first. So the emigrants needed accommodation. There were a number of cheap, specialised lodgings. Up to 7,000 emigrants at a time were looking for a place for the night. Illnesses and a lack of hygiene caused further problems, which could use up a large part of the emigrants' financial means. There were even special shops for the emigrants' everyday necessities like mattresses, blankets and metal kitchenware. 5

The passage to New York on cargo ships could last between four and thirteen weeks. These cargo ships had brought tobacco, rice and cotton from the New World to Bremerhaven. In order to do some additional business on their way back to America, the ship owners built so called 'tween decks to accommodate emigrants. The ships were 30-40 m long and 10 m wide. They could carry between 200-250 emigrants. For this reason space on board was limited, each passenger had about 14 square feet. There were wooden bunk beds, the space between the beds was filled with luggage: wooden boxes. 10 15



fig. 9: A wooden box for the emigrant's personal belongings

Each passenger was allowed only one box, in which he had to store his personal belongings, e.g.

✓ metal kitchenware

✓ a drinking cup

✓ a water bottle

✓ a washtub

✓ a bowl

✓ cutlery

✓ a chamber pot

5

10

✓ bedding

Living conditions on the cargo ships were terrible. Illnesses and deaths occurred regularly, the meals were monotonous. The list of provisions from one of the ships sailing in 1848 underlines this fact*:

Sunday:	meat or bacon and pudding with potatoes	5
Monday:	meat or bacon and beans or peas with potatoes	
Tuesday:	meat or bacon and beans or peas with potatoes	
Wednesday:	bacon and sauerkraut with potatoes	
Thursday:	meat or bacon and peas or beans with potatoes	
Friday:	meat and rice soup or groats soup with potatoes	10
Saturday:	rice or barley with plums	

Each passenger was allowed the following provisions per week:

- 3 pounds of brown bread
 - 2 pounds of white bread
 - 3/8 pounds of butter
 - 2½ pounds of meat
 - 1 pound of salted or ¾ pound of smoked bacon
- 15

Passengers got coffee every morning and tea or coffee in the afternoon. There were sufficient vegetables and drinking water.

Shipping accidents or sinking could also put an end to the emigrants' hopes. Medical care on board was hardly given.

Infobox No. 2: The German Emigration Center, Bremerhaven

In the place where Rebecca Strauss and her children left Bremerhaven, you will find the German Emigration Center (Deutsches Auswandererhaus) today. It is an outstanding museum of international reputation, which presents 300 years of emigration from Germany as well as immigration to Germany.

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The exhibition shows the personal experiences of emigrants. What was their motivation to leave their home countries? How did their lives go on in America?

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The DAH was awarded "European Museum of the Year 2007".



fig. 10: the German Emigration Center, Bremerhaven

www.dah-bremerhaven.de

A. Give a summary of Chapter 2.

B. Questions on the text

1. Why did the Strauß family not leave Buttenheim immediately?
2. How did emigrants travel from Buttenheim to Bremen and Bremerhaven?
3. Why were there so many cheap lodgings in Bremerhaven?
4. What kind of ships did the emigrants travel on?
5. Describe the living conditions on the cargo ships.
6. For what reasons could the passage to New York fail?

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7. Why is the German Emigration Center a prize-winning museum?

C. Explain the meaning of the following words:

a) estate

b) destination



c) to favour

d) accommodation

e) necessities

f) provisions

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D.   Browse the Internet. What events does the German Emigration Center offer in the next four weeks? Report to your class.

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E. Writing a character description

Rebecca Strauss managed to emigrate to America with her three children LÖb, Vögela and Maila. What was she like? What do you think of her? Write a description of Rebecca's character in no more than 100 words.

15

3. Jewish life in New York (1848 – 1853)

Eleven years after Jonathan and Lippmann had arrived in New York, Rebecca and her three children followed them between April and October of 1848. On the one hand, the passage had been very hard. It took them about six weeks. On the other hand, arriving in an unknown country was easier for Rebecca and her children than for other immigrants, because they were welcomed by Jonathan and Lippmann at Castle Garden in New York harbour. Castle Garden was situated in the south-west of downtown Manhattan. Most important, however, was the fact that they could stay with them. Jonathan and Lippmann had adopted the names Jonas and Louis. They were living in Division Street 203½ on the Lower East Side of Manhattan, also called "Kleindeutschland" or "Little Germany". At that time about 80,000 Germans, many of them Jews, lived in downtown Manhattan in the district between Bowery, Norfolk, Division and Rivington Street. This made the start in an unknown country easier, because the Jews helped each other in many ways. For example, a Yiddish newspaper was published for Jews living in Kleindeutschland.

Jonas and Louis, Löb's stepbrothers, had set up a company called "J. Strauss Brother & Co." There Löb spent the following years learning to be a merchant. Just like their father they sold haberdashery and cloth, combs, needles, threads etc. Of course, Löb had to improve his English

Yiddish: a language spoken by some Jewish people, which is related to German

within a short period of time. Meanwhile Löb Strauß had changed his name to Levi Strauss. The idea behind it was to Americanize his name in order to become an American. Furthermore for Americans Levi was easier to pronounce than Löb.

Some sources say that Levi spent a few years as a dry goods peddler in Louisville, Kentucky. In January 1853, however, he was back in New York for a very simple reason. It was the 5th year after his arrival. After a 5-year-period of time immigrants had the right to become an American citizen. On 25th January, 1853 he applied for the American citizenship to the Superior Court in New York. After only one week Levi came back to the Court, swore by the American constitution and became an American citizen on 31st January, 1853. His stepbrother Louis attended the ceremony as witness.

A. Recapitulate Chapter 3 in no more than 50 words.

B. Questions on the text 15

1. Why was the passage to America hard for the Strauss family?
2. Why did Rebecca and her children stay in New York?
3. What kind of business had Louis and Jonas set up in New York?
4. What was life like in The Jewish Quarter?
5. Why did Löb change his name to Levi? 20
6. How did immigrants become American citizens at that time?
7. When and where did Levi become an American citizen?

C. Explain the meaning of the following words:

- a) merchant
- b) citizenship
- c) constitution
- d) witness

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D1.  Google® the Internet.

How many Jewish people live in New York today? Is there still a Jewish Quarter in downtown Manhattan? Report to your class.

D2.  Google® the Internet.

In January 1853 Levi became an American citizen. How can you become an American today? Report to your class. 10

4. Going west (1850 - 1853)

In the 1840s immigrants aimed at going to America and later heading off towards California. In 1848 news spread from the west to the east coast that gold had been found in California. The gold rush motivated a lot of immigrants to go west because of excellent economic prospects.

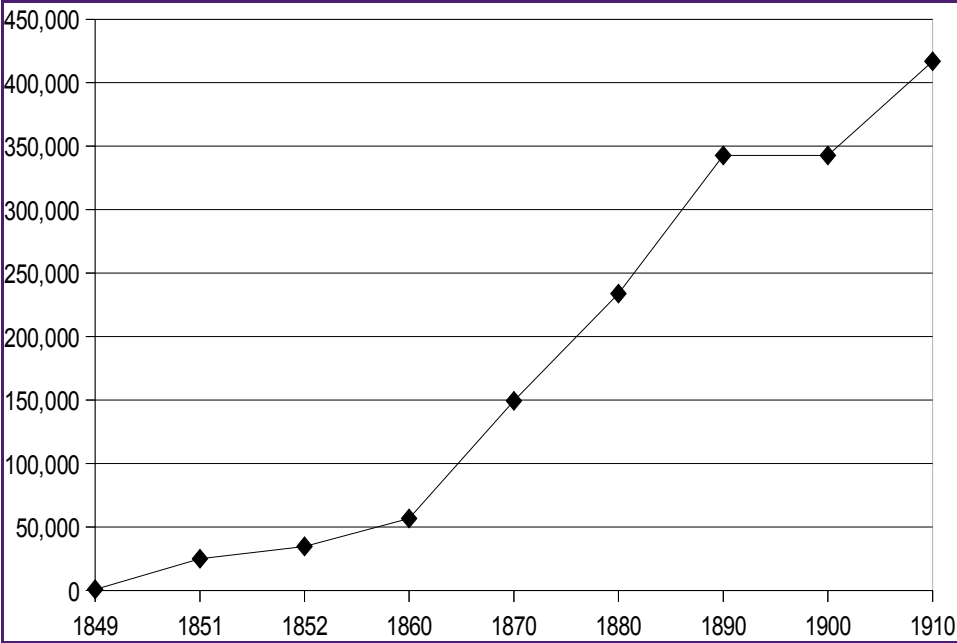


fig. 11: The growth of the San Franciscan population

The transport of goods was still a problem. Although the Bay of San Francisco was ideal for shipping, the transport by ship round Cape Horn was difficult. Neither the Panama Canal did exist (finished in 1914), nor the railway line from New York to San Francisco (completed in 1869).

Therefore shipping was the most important means of transport. The port of San Francisco was the best place for establishing a new business.

Jonas and Louis had the idea of participating in the economic boom and sending their stepbrother to the west coast in order to set up a branch of their company there. As Levi was the youngest child and unmarried, it was logical that he was chosen to set off for the long and hard journey to California. Levi started his journey to San Francisco on the 6th February, 1853, just one week after he had become an American citizen. He was a free man in a free country. 5

He had three options of travelling to San Francisco:

1. The overland route on a horse-drawn carriage. It was hard and dangerous, not only because 4,500 km lay ahead, but there were robberies and the Rocky Mountains had to be crossed. 10
2. Sailing round Cape Horn in South America which could last six months.
3. Taking the mail steamship to Panama.

Levi decided to travel via Panama, which was the most expensive and the most dangerous route. 15



fig. 12: Levi's options to travel to San Francisco

He entered the United States Mail Steamship with a servant, who went with him. So obviously he could afford this kind of travelling. This steamship took them from New York to Panama. Then they continued the journey by boat on the Chagres River in Panama and crossed the isthmus on mules. It was the shortest, but not the safest way. They had to cross the jungles of Panama watching out for alligators and being on the alert for mosquitos. There was the danger of breaking your neck. Holdups, unbearable heat and a malaria-contaminated area because of mosquitos caused further problems. 5

After crossing the jungles unharmed Levi entered another steamship on the Pacific Ocean and finally arrived in booming San Francisco on 6th March, 1853. 10


A. Summarize Chapter 4 in no more than 60 words.

B. Questions on the text

1. Why did so many immigrants intend to travel west in the 1840s? 15
2. Why does a rapid growth in population mean excellent economic prospects for young entrepreneurs?
3. Why was the transport of goods to San Francisco a big problem?
4. Why did the Strauss family choose Levi to go west?
5. What were Levi's options of travelling? 20
6. Why was crossing the isthmus in Panama a dangerous plan?

C. Explain the meaning of the following words:

- a) prospects
- b) means of transport
- c) option

D.  Surf the Internet. Going to San Francisco in 1853 was not easy for Levi. Show different ways of travelling to San Francisco today. Start in 5 your hometown. Report to your class.

E. Writing a diary entry

Imagine young Levi kept a diary at that time. What might have been the entry on 6th March, 1853, the day of his arrival in San Francisco? He stepped off the steamship at 9.30 am. Write about 100 words. 10

5. The creation of San Francisco in the 1840s

After the Mexican-American War, San Francisco became part of the United States in 1846. It was a small, sleepy little town, far away from the rest of the USA. There was not much there. Jews, however, were present in San Francisco from the very beginning. Many of the Jews that had fled discrimination and poverty in the old world, came to San Francisco to begin a new life. First Jewish services were held in 1849. A year before gold had been discovered in the American River 150 miles inland. San Francisco became the starting point for gold diggers from all over the world. It was the gateway to the gold mines. Everybody started there, so the town grew rapidly. Gold diggers came from South America, South Africa, Central America, Australia and Asia. Russians came south from Alaska. The gold rush had started. From the start people from all over the world came to San Francisco, among them thousands of Jews. In the summer of 1849 San Francisco's harbour became a place where 4,000 pioneers and adventurers arrived each month. There were hardly any women. Nine out of ten people were male. Therefore prostitution grew and gambling casinos were built. San Francisco was still the Wild West, murders and robberies occurred every day.

Some Jews found out that selling goods to the gold miners would be more lucrative than the digging for gold itself, because most pioneers' adventures failed as there were too many of them. So these Jews took up the same occupation they had done in Germany. They opened dry goods stores, some of them chains of dry goods stores. So did young Levi. At the age of 24 he founded a branch of his stepbrothers' wholesaler company in New York. Not only cloth and haberdashery were offered there, but additionally toothbrushes, braces, combs, needles, threads, underwear, buttons and blankets as well as working pants that

were needed for gold diggers, miners and pioneers in the wild west. Goods were scarce and the demand was high. Therefore the prices were much higher than in New York. Soon Levi's company had customers in the whole west of the USA.

During the gold rush there was not one religious group that dominated San Francisco. It was a classless, multi-cultural society. There was no state authority. Political institutions, schools and churches did not exist. People took the law into their own hands. In March 1849 there were camps for different nationalities. Spanish-speaking gold diggers, for example, were chased away by Americans or they were simply hanged.

Jews, however, were standing close together from the very beginning before synagogues and graveyards were erected. They founded so called "mutual aid societies" like the "Eureka Benevolent Society", which was founded in 1850 by August Helbing. The idea was to support Jews who had immigrated from Bavaria.

In 1851 thousands of Jews lived in San Francisco. Soon they wanted to have their own congregation. As the Jews had immigrated from different parts of the world, they could not agree on a common liturgy. This led to the fact that two congregations were formed in the same week of April 1851: one was called "Sherab Israel" and the other one "Emanu-El". The first one was more conservative and the other one more liberal. Up to the present day there has been a rivalry between them.* (Fred Rosenbaum, historian).

One basic Jewish value, however, both congregations had in common: caring for the poor, the religious obligation that is called "tzedakah" in the

Hebrew language.

Infobox No. 3: San Francisco today

After New York it is San Francisco which is the most densely populated city of the United States. 825,000 San Franciscans live in an area of 122 km². "Frisco" or "San Fran" as it is also called, is the fourth biggest city of California. It lies at the tip of the hilly San Francisco peninsula, the Pacific Ocean in the west, the Strait of the Golden Gate in the north and San Francisco Bay in the east. Together with the cities of Oakland, Berkeley and San José it forms the Bay Area, that is why people also name it "The City by the Bay".

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Three international airports are located in the Bay Area: the biggest and most important is, of course, San Francisco International Airport, one of the top 12 in the United States. It lies 23 km south of the city. Flights to Asia, Europe and Latin America depart and arrive here. Minor airports in the Bay Area are Oakland International Airport and San José International Airport. Both offer excellent public transport facilities into downtown San Francisco.

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The city's name is of Spanish origin. It was named after St. Francis of Assisi, because the first mission was founded by Spanish speaking Franciscan monks in 1776. Until 1846 San Francisco belonged to Mexico.

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www.sfgov.org


A. Sum up Chapter 5 in no more than 60 words.

B. Questions on the text

1. What kind of town was San Francisco before the gold rush started in 1848?
2. Why was San Francisco the starting point for gold diggers?
3. Why were so many Jews among the thousands of people who poured into San Francisco around 1850? 5
4. Where did the gold diggers come from?
5. Why did so many pioneers looking for gold fail?
6. Why was selling goods to the miners more lucrative than digging for gold? 10
7. Why were prices for everyday goods and mining equipment much higher in San Francisco than in New York?
8. Why were there two Jewish congregations in San Francisco?
9. Explain what a "mutual aid society" is.
10. Which basic Jewish value do conservative and liberal Jews have? 15
11. Compare the San Francisco of 1848 with that of today.

C. Explain the meaning of the following words:

- a) wholesaler
- b) mutual aid
- c) congregation 20
- d) peninsula
- e) public transport facilities

D.  Browse the Internet. Find photos and other historical documents that give you an idea of what happened in San Francisco during the Gold

Rush.

E1. Writing

One of the famous gold miners was Hiram Pierce from Troy, New York. He had left his forge, his wife and seven children behind, full of hope to make his fortune in California. In the end he failed. Write a letter for Hiram in which he has to admit his failure to his wife.

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E2. Writing a letter of enquiry

San Francisco is one of the most popular tourist destinations in the US. You are planning a one week trip for a group of 20 students. Write a letter of enquiry to the San Francisco Visitor Information Center (www.sanfrancisco.travel).

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6. Tzedakah – Levi's social commitment (1854 - 1902)

Infobox No. 4: Tzedakah – The Jewish way of giving

"Tzedakah" is a Hebrew word which means "righteousness", but the general meaning is "charity". For every Jew "Tzedakah" refers to the religious obligation to do what is right and just by giving donations to recipients who you do not know.

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The Hebrew Bible lists Eight Levels of Giving:

1. Giving willingly, but inadequately
2. Giving adequately after being asked
3. Giving tzedakah before being asked
4. Giving unwillingly because you feel sad when you see somebody in need
5. Giving tzedakah in public to an unknown recipient
6. Giving tzedakah anonymously to a known recipient
7. Giving tzedakah anonymously to an unknown recipient via a trustworthy person that acts with your money
8. Giving an interest free loan or grant to a person, forming a partnership with a person, finding a job for a person so that he/she no longer has to rely on others.

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In 1864 Levi Strauss had founded a Jewish-German club together with German emigrants. The aim of the Concordia Club was to promote social intercourse, cultivate literary taste and diffuse useful knowledge. The number of club members grew constantly. Therefore the site was often changed. In the club there was a reading hall with magazines and

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newspapers, a library, a billiards room, a dining-room and a room for playing cards. In 1865 Levi Strauss was a member of the executive committee and vice president of the club. The club name changed to Argonaut Club in 1870. Mainly German Jews had been members so far, but now Jews from other countries joined in. In 1891 the club had its own building in San Francisco's Van Ness Avenue with its own ballroom, ladies' parlour, shooting range and a bowling alley. In 1899 Levi and his nephews Abraham, Jacob and Sigmund Stern, Fanny's sons, were members.

Levi had come to booming San Francisco in 1853. Being a very religious Jew, Levi became quickly interested in setting up a Jewish congregation in order to follow Jewish traditions that he had brought from Germany. In 1849 a Jewish congregation consisting of European Jews, mainly German and Polish, had been founded. Soon they had different views, so they split up into two Jewish communities (see chapter 6).

Levi had the financial means to support the setting-up of congregation Emanu-El, which he belonged to. As the congregation was permanently growing, it needed a huge synagogue. The Emanu-El Synagogue was completed in 1867. Levi generously contributed to this building.

congregation: a group of people who have come together in a religious building for worship and prayer.

synagogue: a building in which Jewish people worship and study their religion.

www.emanuelsf.org

Infobox No. 5: The Congregation of Emanu-El today

Congregation Emanu-El has been a part of the San Francisco community since 1850. Before it was founded, the Eureka Benevolent Society had taken care of about 16,000 Jewish inhabitants in town. Emanu-El is the oldest congregation west of the Mississippi with more than 2,100 households in 2014. Today its synagogue is situated at Lake Street and Arguello Boulevard. It is the third site with a magnificent building erected in 1926.

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The Congregation offers a Youth and Family educational program, e.g. trainings in literacy and cultural events like concerts. There are also activities for young families and senior citizens. Furthermore they offer pre-school programs intended to promote a deeper understanding of Jewish tradition, culture, rituals and values.

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fig. 13: the synagogue of Emanu-El today

Giving tzedakah to his Jewish congregation in San Francisco was an

important matter to Levi.

A call for help also came from his birthplace Buttenheim at the end of the 19th century. Some of the gravestones and the Taharah House in the Jewish graveyard needed renovation, which the Jewish community could not afford. The estimated costs were 2.282,71 German Reichsmark. Levi 5 generously donated 1,028 German Reichsmark.

Other social institutions in San Francisco benefitted from Levi's generosity:

The **Eureka Benevolent Society**, founded in 1850, which supports poor and sick Jewish members in San Francisco. 10

The **Pacific Hebrew Orphan Asylum and Home Society**, which helps orphans and children in need.

Because of the fact that Levi Strauss had a head for business, he was a member of different committees of banks, insurances and societies:

- a) Nevada Bank 15
- b) Liverpool, London and Globe Insurance Company
- c) San Francisco Gas and Electric Company
- d) San Francisco Board of Trade
- e) National Fire and Marine Insurance Company
- f) Society for the Prevention of Cruelty to Children 20

In 1896 Levi offered financial support to install electric light at the

University of Berkeley, California. A year later he donated 28 scholarships to this university.

Giving tzedakah was a continuous characteristic of Levi's life. In 1895 he said in a newspaper interview:

"I do not think large fortunes cause happiness to their owners, for immediately those who possess them become slaves to their wealth..."
Levi's philosophy was: Giving to others in need brings happiness to your own life. 5

A. Give a summary of this chapter.

B. Questions on the text: 10

1. Explain the meaning of "tzedakah".
2. What are the eight levels of tzedakah?
3. Why was Levi Strauss interested in setting up a Jewish congregation in San Francisco?
4. Why were there two Jewish congregations in San Francisco? 15

C. Explain the meaning of the following words:

- a) social commitment
- b) generous
- c) literacy
- d) to benefit from 20
- e) orphan

D.  Google® the Internet.

1. What does the educational program of Congregation Emanu-El offer in the next four weeks? Report to your class.

2. Which of the social institutions that Levi supported still exist today? Report to your class.

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3. Give a presentation of the Eureka Benevolent Society.

4. "Tzedakah" is a common Hebrew word. Browse the internet for the meaning of the following Hebrew words:

Kippah, Passover, Shabbat, Shoah, Torah. Report to your class.

E. Writing

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Congregation Emanu-El in San Francisco is one of the biggest Jewish Communities in the US. Write a letter of enquiry to them (www.emanuelsf.org). Organize a Temple tour for a group of 20 students. Ask three questions about the Temple.

After Levi had stepped off the boat in March 1853, he immediately founded the company. Levi's first address was 90 Sacramento Street, right in the harbour. It was usual to have the shop downstairs and private rooms upstairs. Because of the fast expansion Levi changed his apartments five times within Sacramento Street until he finally moved to a location in Powell Street in 1865. There he shared the house with his sister Fanny, her husband David Stern and their four sons. In 1868 Levi's mother Rebecca had also moved from New York to San Francisco. There she died on 6th January, 1869 aged 69. Stepbrother Louis later moved to the same address. Jonas stayed back in New York and organized the purchase and supply of goods, which he shipped to San Francisco. It had become a traditional extended family again just as during the Bittenheim years. In 1880 Levi bought a house in 621 Leavenworth Street where he lived with Fanny and her four sons until his death.

Levi founded the company in San Francisco by the name of "Levi Strauss & Co" in 1863. Within the first 10 years after his arrival, his business plans had changed. First he supplied dry goods to the gold diggers and miners. Now he also sold boots, shoes, and textiles for example to the many small tailor's shops in California. He had a big customer base even in Nevada which is 350 km from San Francisco. The company's turnover was constantly growing, so Levi could send back money or gold to New York. In the San Francisco Bulletin of 1857 Levi is listed with a personal property of \$20,000, which is about \$400,000 today. A month later the company lost more than \$76,000 when a steamship wrecked and sank in a hurricane.

14 years after his arrival, in 1867, Levi's company moved to a new,

modern building in 14-16 Battery Street not far from the harbour. It was one of the first buildings with gas light and a goods lift. Unloaded goods could easily be taken from the harbour to Battery Street and be distributed on the four floors of the new building.

The *San Francisco Morning Call* described Levi's office on 25th November, 1892 at page 6: 5

"The chief of one of the largest wholesale importing and manufacturing firms on the coast is Levi Strauss, an old-timer and well-known man in the downtown district.

Mr. Strauss wields an immense influence, not only by his wealth and immense business connections, but also because he is a very popular man. 10

His office is at the rear end of the lower floor of his big warehouse, and to reach it you have to walk past big stacks of dry goods.

You will find a door marked "Private" to your left at the extreme end of the establishment, and all you have to do is to walk right in without ceremony. 15

Inside you find everything is very plain, and not the least attempt at decoration is visible.

It is just a business office, plain and simple, fitted up for 'strictly business' only. 20

There are two desks in that office, which by the way is large enough to accomodate four more.

The desk nearest to the door is not Mr. Strauss', but is occupied by his confidential man. 25

It is the other one, the one that stands in the center of the room, which belongs to the head of the firm exclusively.

An air of mercantile superiority surrounds that desk, and even when it stands there, with its occupant absent, you can see that it is not a lawyer's nor a banker's business layout which is littered all around. 5

Packages of samples, a stray piece of lace or a printed pricelist full of fashion pictures tell the story plainly that you are in a dry goods man's office.

Of course there are letters, and papers, and books, and pigeon-holes full of little bundles and a heap of odds and ends on or around the desk, but the chances are that he whom you came to seek is not anywhere near. 10
In fact, it is more than likely he is not even in the office.

Levi Strauss prefers to do his talking while leaning against a pile of blankets out in the storerooms to conversation at the desk.

He is not a desk man, anyhow, and spends but very little time sitting in an office. 15

When he talks, however, he is a very accomodating man, and you will find him quite an agreeable conversationalist, although he has to entertain a great many callers every day of his life, owing to his business." 20

Levi was not only a generous man, but also a considerate boss to his employees. As Levi Strauss&Co was an extremely successful company, Levi needed reliable and contented employees. He must have had a friendly and considerate tone towards his employees. Mr. Lash, a visitor at LS&Co in 1888 was very impressed by the fact "that everybody in the office called him Levi ... I still remember Levi Strauss as one of the finest, kindest, and friendliest gentlemen I've ever met."* 25

*Downey, Lynn, Levi Strauss & Co, p. 22 (2007)


A. Summarize chapter 7 in no more than 80 words.


B. Questions on the text

1. Why was Levi Strauss & Co a traditional family enterprise?
2. Why did the company move to different places in San Francisco? 5
3. What was the building in Battery Street like?
4. What impression do you get of Levi's office?
5. What kind of boss was Levi?

C. Explain the meaning of the following words:

- a) purchase 10
- b) customer
- c) accomodating
- d) considerate

D1.  Google® the Internet. Where do Levi Strauss & Co. reside today? Collect photos and print out a map of downtown San Francisco. Report to the class. 15

D2.  Google® the Internet. Try to find historical photos of Levi Strauss and his employees. Report to the class.

E. What does working at Levi Strauss & Co mean today? Does the company have guidelines for its employees? Find out about its corporate philosophy. Report to the class. 20

8. Jacob Davis, the inventor of jeans (1830 -1908)

Jacob Youphes was born in Riga, Latvia on 14th March, 1830. At that time Latvia was part of the Russian Empire. In 1850 Jacob emigrated to America and settled in New York City as a tailor. As he was Jewish he changed his name to Jacob Davis, just as Löb Strauß had become Levi Strauss in 1850. From New York City he moved to Augusta, Maine and operated a tailor's shop there. In 1856 he settled in San Francisco, after that in the gold country town of Weaverville. In 1858 he left California and settled on the Canadian west coast living in Cariboo and Victoria, British Columbia, for nine years. There he married Annie Packscher from Germany. It was the year 1865. Jacob and Annie had eight children.

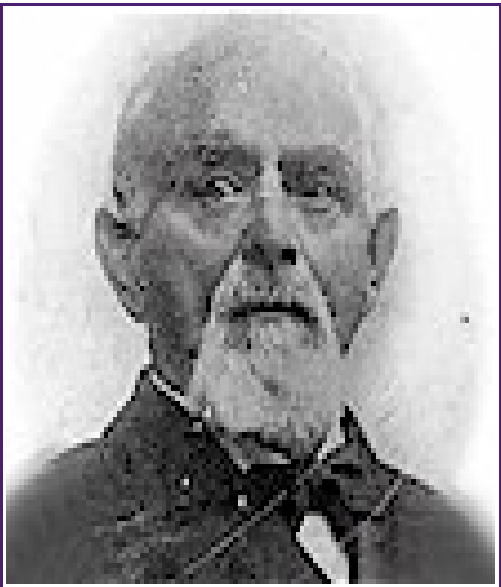


fig. 14: Jacob Davis

In January 1867 Davis came back to San Francisco by ship. A year later he moved to Virginia City, Nevada and opened a cigar store there. Being bankrupt after three months Davis worked as a tailor again. In June 1868 he settled in the small town of Reno, Nevada, where he invested all his money in a brewery. This was a failure and Davis lost everything. Soon after that, in 1869, he opened a tailor's shop on Virginia Street. He made and repaired wagon covers, tents and harnesses¹ for horses. In 1870 he expanded his business and offered work clothing. The material he used was called "duck", a tough kind of cotton. From 1870 Davis bought this

cotton duck cloth from the wholesale house of Levi Strauss & Co.
In the same year a woman customer asked Davis for a pair of cheap pants for her overweight husband, a local miner. She complained that her husband's pants went through very quickly and that the pockets ripped out. She paid 3 dollars in advance and wanted the pants as strong 5
as possible. 3 dollars was a typical miner's pay for one day.
In a statement to the Circuit Court in California Davis told them about this anonymous miner:

"I could not tell the name of the man. He was a large man – sick with dropsy – could not get a pair of pants in the stores to fit him. He lived 10
across the railroad track from my place. He was a poor laboring man. He had a wife. I do not know whether he had any children. She, his wife, said she wanted to send him up to chop some wood but he had no pants to put on. I never spoke to the man – the wife brought his measure to me - the man being sick at the time. I saw him afterwards wearing these 15
pants. I think it was only a few days after I made these pants for that man when he disappeared."

Davis had not only developed different sewing techniques to make pants stronger. In his shop he had copper rivets which he used to fix straps to horse blankets. Suddenly he had an idea. Why not fasten the pants with 20
these rivets? The points of strain were the pocket corners and the base of the fly. The result was the invention of a new kind of sturdy trousers. In January 1871 Davis presented the waist overall to his customer, who was enthusiastic about the new kind of trousers. These pants quickly became an enormous success. 25



fig. 15: the copper rivet

In the next one and a half years Davis made and sold two hundred pairs of riveted pants. First he riveted duck pants, later also denim pants. Soon other tailors began to copy them. For this reason Davis intended to apply for a patent. As he did not have the money (68 dollars), he wrote a letter to his cloth supplier Levi Strauss in 1872. He told him about his success with the riveted pants and asked Levi to support the rivet idea. Davis

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wanted the idea to be patented. Levi realized that a future market for this kind of pants would open up, so he agreed and supported Davis' plans.



fig. 16: cartoon, Baloo

Letter To Levi Strauss, 1872
Mess. Levi Strauss & Co

Gents,

Inclosed please find Chack for \$350.00 for which please give me credit balince my account and wright me how much thare is left to my credit, deduct \$4. for the Plush and Thread which I have sent back. The reason I send you so much money is because I have no use for it here and you may alowe me Interest as well as the Baink.

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I also send you by Express 2 ps. Overall as you will see one Blue and one made of the 10 oz Duck which I have bought a greate many Peces of you, and have made it up to the Pants, such as the sample the secratt of them Pants is the Rivits that I put in those Pockots and I found the demand so large that I cannot make them fast enough. I charge for the Duck \$3.00 and the Blue \$2.50 a pear. My nabors are getting yealouse of these success and unless I secure it by Patent Papers it will soon become to be a general thing everybody will make them up and thare will be no money in it. tharefor Gentlemen I wish to make you a Proposition that you should take out the Latters Patent in my name as I am the Inventor of it, the expense of it will be about \$68, all complit and for these \$68 I will give you half the right to sell all such Clothing Revited according to the Patent, for all the Pacific States and Teroterous the balance of the United States and of the Pecific Coast I reserve for myself, the investment for you is but a trifle compaired with the improvement in all Coarse Clothing. I use it in all Blankit Clothing such as Coats, Vests and Pents, you will find it a very salable article at a much advenst rate. Should you decline to spent the amount required for the Patent Papers please wright to me and I will take them out at my own expense, under all cercomestance please dont showe the pents to anybody I have allready obtained through Dewey & Co. of the Centific Press 2 Patents and one was rejected, but I am so situated with a large Family that I cannot do anything with it at Present tharefore as I have said if you wish to take out the Papers, Please go to Dewey & Co. of the Centrific Press and have the Papers made out in my name for 17 years they will send them up to me for Signature. Please answer these as soon as possible, these looks like a trifle hardley worth speakeing off But nevertheless I knew you can make up pents the way I do you can sell Duck Pents such as the Sample a \$30 per doz. and they will readyly retail for \$3. a pair excuse these long latter, as I could not describe particulars in a short space, I have nothing more at present.

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I remain yours Truely,

J.W.Davis

A. Sum up this chapter in no more than 70 words.

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B. Questions on the text


1. Where and when was Jacob Youphes born?
2. What jobs did Jacob have before he finally opened a tailor's shop on Virginia Street in Reno?
3. What did Davis originally use copper rivets for?
4. What did a woman customer ask Davis for one day?
5. Why did Davis want to have his riveted pants patented?
6. How did Davis and Levi Strauss get into business?

5

C. Explain the meaning of the following words:

- a) cloth supplier
- b) invention
- c) patent
- d) failure

10

D.  Browse the internet about the US-town of Reno. What size did the miner have that Jacob Davis sewed his first pair of waist overall for?

E1. Writing

15

Rewrite Jacob Davis' letter to Levi Strauss and transform it into modern English. Do not use more than 100 words.

E2. Imagine you were Jacob Davis. Write a letter for him to his cloth supplier Levi Strauss in which he tries to convince him of the rivet idea.

Tell him that you need financial support to have your idea patented. Write about 100 – 120 words.

9. The patenting of the copper rivet (20th May, 1873)

Davis and Strauss applied for the patent on 9th August, 1872. In their letter of application (see figure 18) they described in detail what exactly would be improved by using copper rivets on a pair of trousers. The use of rivets, however, was not new:

5

"I am aware that rivets have been used for securing seams in shoes, as

shown in the patents to Geo. Houghton, No. 64,015, April 23, 1867, and to L.K. Washburn, No. 123,313, January 30, 1872."



fig. 17: patent No. 139,121, The drawing of the new kind of trousers

UNITED STATES PATENT OFFICE.

JACOB W. DAVIS, OF RENO, NEVADA, ASSIGNOR TO HIMSELF AND LEVI STRAUSS & COMPANY, OF SAN FRANCISCO, CALIFORNIA.

IMPROVEMENT IN FASTENING POCKET-OPENINGS.

Specification forming part of Letters Patent No. 139,121, dated May 20, 1873; application filed August 9, 1872.

To all whom it may concern :

Be it known that I, JACOB W. DAVIS, of Reno, county of Washoe and State of Nevada, have invented an Improvement in Fastening Seams; and I do hereby declare the following description and accompanying drawing are sufficient to enable any person skilled in the art or science to which it most nearly appertains to make and use my said invention or improvement without further invention or experiment.

My invention relates to a fastening for pocket-openings, whereby the sewed seams are prevented from ripping or starting from frequent pressure or strain thereon; and it consists in the employment of a metal rivet or eyelet at each edge of the pocket-opening, to prevent the ripping of the seam at those points. The rivet or eyelet is so fastened in the seam as to bind the two parts of cloth which the seam unites together, so that it shall prevent the strain or pressure from coming upon the thread with which the seam is sewed.

In order to more fully illustrate and explain my invention, reference is had to the accompanying drawing, in which my invention is represented as applied to the pockets of a pair of pants.

Figure 1 is a view of my invention as applied to pants.

A is the side seam in a pair of pants, drawers, or other article of wearing apparel, which terminates at the pockets; and *b b* represent the rivets at each edge of the pocket opening. The seams are usually ripped or started by the placing of the hands in the pockets and

the consequent pressure or strain upon them. To strengthen this part I employ a rivet, eyelet, or other equivalent metal stud, *b*, which I pass through a hole at the end of the seam, so as to bind the two parts of cloth together, and then head it down upon both sides so as to firmly unite the two parts. When rivets which already have one head are used, it is only necessary to head the opposite end, and a washer can be interposed, if desired, in the usual way. By this means I avoid a large amount of trouble in mending portions of seams which are subjected to constant strain.

I am aware that rivets have been used for securing seams in shoes, as shown in the patents to Geo. Houghton, No. 61,915, April 23, 1867, and to L. K. Washburn, No. 123,313, January 30, 1872; and hence I do not claim, broadly, fastening of seams by means of rivets.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

As a new article of manufacture, a pair of pantaloons having the pocket-openings secured at each edge by means of rivets, substantially in the manner described and shown, whereby the seams at the points named are prevented from ripping, as set forth.

In witness whereof I hereunto set my hand and seal.

JACOB W. DAVIS. [L. S.]

Witnesses:

JAMES O. HAGEMAN,
W. BERGMAN.

fig. 18: Davis' and Strauss' letter of application to the US Patent Office

Levi invited Davis to plan the manufacturing of riveted pants. Davis and his family came to San Francisco on 26 April, 1873. Shortly after that patent No. 139,121 "Improvement in Fastening Pocket-Openings" was granted. It was 20th May, 1873. Davis was registered as the inventor of jeans. The first pair of blue jeans with the typical copper rivets was born!

Levi, however, had not invented jeans himself. He only supported Jacob Davis' ideas financially and had a head for business to create and establish a new fashion brand.

Davis' former tailor's shop in North Virginia Street, Reno, Nevada was completely destroyed in a city fire on 29th October, 1873.

5

When the manufacturing of jeans started, women were sewing the pants at home, but, as the demand grew, it was necessary to build a manufacturing site. Jacob Davis became the production manager. In the 1880s Levi Strauss & Co had their own production company located at 32 ½ Fremont Street, San Francisco.

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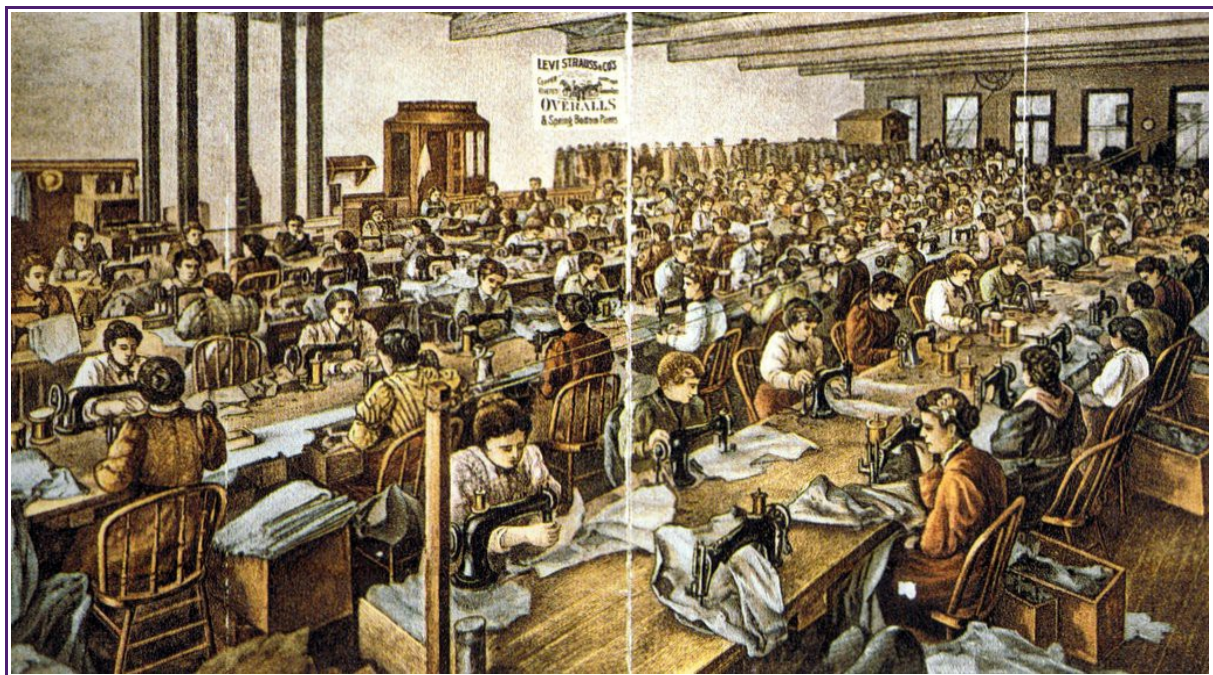


fig. 19: the mass production of jeans

As early as 1879 -or maybe even earlier - the copper rivets on the so called "waist overalls" were stamped with the company's initials and the

patent date "May 1873". Today the rivets are stamped with "L.S.&Co S.F.". Jeans were first called "waist overalls". Later they were named "jeans" derived from the Italian town of Genoa. Soon the name "Levi" was also used by other jeans manufacturers, therefore Levi Strauss & Co had to think about more distinctive features that prevented other jeans manufacturers from copying. The famous 501 jeans was the first to have the Arcuate stitching design on the single back pocket. The Arcuate shows the wings of the Montana eagle. It is one of the oldest trademarks of the American clothing industry.

5



fig. 20: the arcuate stitching on the back pocket

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The Red Tab

The Levi's Red Tab was invented in 1936. It was added at the right back pocket showing the word "LEVI'S" in capital letters. From 1967 the capital letter "E" was replaced by a small "e". The thread of the seam was dyed orange or yellow.

5



fig. 21: The Red Tab

In 1901 a second back pocket was added on the left. The right front pocket included a separate pocket for watches.

These were not the only features that the waist overalls had. The most important trade mark, however, was the Two Horse Brand, a leather patch above the right back pocket. It shows two horses that desperately

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try to rip a pair of jeans. The logo was created in 1886 in order to emphasize the strength of the original riveted clothing. Furthermore it includes the date of patenting, the name of the company, the model number and the size, including the width and the length (measured in inches; 1 inch = 2,54 cm).

5



fig. 20: The Two Horse Brand

In 1874 the City Directory of San Francisco listed Jacob Davis as "manufacturer", in 1903 he was listed as "capitalist".

Davis sold his share in the patent and the manufacturing back to Levi Strauss & Co in 1907, but he managed the factory until his death.

In 1908 Jacob Davis died in San Francisco. His grave can be found in the same cemetery where Levi Strauss was buried: The Home of Peace Cemetery in Colma, south of San Francisco.



fig. 21: grave of Jacob and Annie Davis, Colma, San Francisco


A. Summarize chapter 9 in no more than 80 words.

B. Questions on the text

1. Who was the official inventor of the first pair of jeans?
2. What did Levi Strauss do to support the invention of jeans? Give 3 reasons. 5
3. What were the distinctive features that LS & Co added to prevent other manufacturers from copying?
4. Why was 20th May, 1873 the most important date in the history of Levi's® jeans?
5. How did Jacob Davis become the production manager of Levi Strauss & Co.? 10

C. Explain the meaning of the following words:

- a) improvement
- b) to have a head for business
- c) trademark 15

D.  Browse the Internet. On the 18th September, 2014, the Hamburg court ruled in a trial between Levi's® and NEW YORKER, a German jeans manufacturer. What was the dispute about? Report to the class.

E1. Word search: jeans

In this grid there are 13 jeans words. Find and mark them. They are hidden horizontally, vertically and diagonally. Translate them into 20

German.

V	G	T	R	W	O	K	U	L	S	T	H	R	E	A	D	Z
S	E	A	M	T	O	N	W	N	X	W	B	V	H	J	K	I
E	X	O	L	F	B	R	A	D	W	O	V	S	A	W	U	L
W	C	S	Y	W	Q	E	A	T	Z	H	P	O	L	B	Y	E
I	W	A	C	X	J	H	U	N	B	O	T	P	F	G	G	W
N	O	T	N	E	M	R	O	S	T	R	E	D	T	A	B	M
G	J	O	U	U	T	I	I	Z	L	S	R	H	E	L	P	N
M	U	L	W	B	N	V	E	R	I	E	T	T	W	X	U	B
A	B	K	T	F	E	E	D	V	S	B	R	I	Z	M	E	Y
C	I	Z	O	L	H	T	N	F	G	R	S	A	T	N	U	L
H	P	L	E	A	T	H	E	R	P	A	T	C	H	C	U	P
I	R	L	R	R	O	P	S	V	E	N	F	G	M	P	H	K
N	G	P	K	C	V	F	P	L	O	D	E	N	I	M	Q	A
E	A	G	S	U	R	E	T	Z	L	K	H	N	V	U	P	R
M	S	R	W	A	I	S	T	O	V	E	R	A	L	L	S	A
L	W	E	U	T	S	Q	X	N	U	Z	O	F	B	C	R	X
C	O	P	P	E	R	I	T	J	N	O	P	X	W	E	R	E

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

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E2. Writing

The width and the length of jeans are measured in inches. Write a text about the history of the "inch" in no more than 120 words.

E3. Writing

Write a letter of enquiry to the city of Reno, Nevada. What traits of Reno's famous son Jacob Davis can you find in the city today?

5

(www.visitrenotahoe.com).

F. Speaking

A friend of yours has just seen the "prophet Levi cartoon" on your smartphone. He/She, however, does not understand the meaning. Describe the cartoon to him/her and explain what it means.

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10. Levi's heritage (1889 - 1902)

By starting the mass production of jeans, Strauss became an even wealthier man, his name became known throughout the west. In 1890 when Strauss was 60 he changed his firm into a joint stock company. His four nephews (Fanny's sons) became partners. Levi could now withdraw 5 from his "daily duties" and have more free time that he also spent outside San Francisco, on the little island of Monterey.

Suffering from minor heart problems, he became more and more interested in philanthropy. His strong Jewish belief and his wealth enabled him to support various organizations and charities. Levi was 10 said to be a very devout Jewish citizen of San Francisco. He was a foundation member and since 1877 the treasurer of the CHAMBER OF COMMERCE, the bank manager of NEVADA BANK, the manager of the LIVERPOOL, LONDON AND GLOBE INSURANCE COMPANY and the manager of SAN FRANCISCO GAS AND ELECTRIC COMPANY. 15

On Friday night, 26th September, 1902, Levi died in his sleep at his residence at 621 Leavenworth Street. The evening before he had had dinner with his family but did not feel well, so he retired. He was buried at the HOME OF PEACE cemetery in Colma south of San Francisco.

In his last will Levi determined the distribution of his capital. His relatives, 20 charities and employees of his company inherited the amount of

\$ 1,667,500

last will: your written instructions about what should happen to your body and the things that you own after your death

Among them were

Pacific Hebrew Orphan Asylum	\$20,000	
Home for Aged Israelites	\$10,000	5
Roman Catholic Orphan Asylums	\$5,000	
Protestant Orphan Asylum	\$5,000	
Eureka Benevolent Association	\$5,000	
Emanu-El Sisterhood	\$2,500	
Philip Fisher, bookkeeper of LS&Co	\$10,000	10
Albert Hirschfeld, employee of LS&Co	\$5,000	

in: The San Francisco Call, 10th October, 1902

The Sunday Edition of the *San Francisco Call* (28th September 1902) honoured Levi as an important member of the San Franciscan society because of his fairness, loyalty and generous behaviour towards his employees. For nearly 50 years he "has stood in the front ranks of San Francisco's commercial activities – a conspicuous, honored and beloved merchant." He was "universally esteemed and respected" by the members of the Board of Trade. ..."By the death of Mr Strauss the State of California loses one of its foremost and high minded citizens." 15 20

devout: believing strongly in a religion and obeying all its rules and principles*

treasurer: a person who is responsible for an organization's money

generous: willing to give money, help, kindness, etc., especially more than is usual or expected

The following article appeared in the San Francisco Call on 30th September, 1902. It is a very detailed report about Levi's funeral.

The San Francisco Call, 30th September, 1902

HUNDREDS HEAR EULOGY OF DEAD

Many Gather to Pay Respects to Memory of Levi Strauss. 5

Rabbi Voorsanger Delivers Touching Tribute to the Deceased. The remains of the late Levi Strauss, philanthropist and capitalist, were laid at rest in the family vault in the Home of Peace Cemetery. The funeral took place from the family residence, 621 Leavenworth Street. Exactly at 10:30 o'clock Rabbi Voorsanger spoke to the immense number of friends that crowded within the room the bier rested, and on the stairs, along the broad hall and down the steps to the sidewalk. The rabbi extolled the virtues and paid homage to the memory of the deceased. Around the coffin were grouped the bereaved relatives, the nephews and nieces who had loved to call the departed father —Jacob and Mrs. Stern, Sigmund Stern and his wife, Abraham and Mrs. Stern, Mrs. Sam Frank, S. W. Heller, Henry Sahlein, J. Kahn and Mrs Kahn and Mrs. L. Sachs. At the head was Rabbi Voorsanger who, in a voice touched and broken with sorrow, spoke of the deeds of the dead. The sudden call, he said, of their friend, was unexpected, but he, the rabbi, thanked God that the end came suddenly and that Levi Strauss was spared the affliction of lingering on a bed of pain, a condition he, so generous and noble and kindly in life, would never have deserved. 10 15 20

KISS OF PEACE FROM GOD.

The kiss of peace from God which came so quickly to him, said Rabbi Voorsanger, was a message of love which summoned him to his everlasting reward. It was characteristic of the age, said the rabbi, that men who had gained success through sheer effort and unblemished business record were belittled, their virtues were minimized by those who had been less fortunate, while their faults were enlarged by the envious. Those successful ones, he said, were harshly judged by the 25 30

ones living a' purposeless and obscure life. Their departed friend was well grounded and well rounded. He had identified himself with higher thoughts and aims and was therefore an example to all aspiring youths. He repaid God's debt of early youth with gentleness and kindness and high and lofty character and purity of nature. Those were the characteristics which made Levi Strauss universally beloved. If he had done nothing beyond creating the university scholarships he would' have accomplished great results. His aid to education, to the uplifting of the youth of the State, would even outshine his remarkable achievements as a merchant. REMAINS . PLACED IN VAULT. At the conclusion of the eulogy the funeral cortege proceeded to the Home of Peace Cemetery, where the service was conducted by Rabbi Voorsanger at the entrance to the cypress-wreathed Ionic Vault.

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When the remains had been deposited in the vault the family filed past the massive pillars and remained within the great stone structure for some moments, lingering with the departed. The pall bearers were Barney Schweitzer,- WUllom Alvord, Philip J. n.ohor, who had been connected with Mr. Strauss for forty-two years; L. Sachs, Adam Grant, Reuben H. Lloyd, Daniel Bloch, E. L. Heller, I. W. Hellman, Judge Hunt. Sigmund Greenebaum, Eli Marks, Lewis Gerstle and J. B. Reinstein. ... About 100 employes and former employes were beside the bier of their dead friend and formed a procession to the vault.

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Sergeant Owen Gorman, with Corporal Bowlen and Police Officers E. Moloney, Clark and Hutchlins, directed the arrangements outside the residence - until the cortege proceeded to the Townsend-street station, where a train of seven special cars conveyed the mourners to the cemetery. deserved.

25

SEPTEMBER 30, 1902.

HUNDREDS HEAR EULOGY OF DEAD

Many Gather to Pay Re-
spects to Memory of
Levi Strauss.

Rabbi Voorsanger Delivers
Touching Tribute to
the Deceased.

The remains of the late Levi Strauss, philanthropist and capitalist, were laid at rest in the family vault in the Home of Peace Cemetery. The funeral took place from the family residence, 621 Leavenworth street.

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It was characteristic of the age, said the rabbi, that men who had gained success through sheer effort and unblemished business record were belittled, their virtues were minimized by those who had been less fortunate, while their faults were enlarged by the envious. Those successful ones, he said, were harshly judged by the ones living a purposeless and obscure life. Their departed friend was

fig. 23: The San Francisco Call, 30th September, 1902



fig. 24: The Levi Strauss Memorial at the Home of Peace Cemetery, Colma

A. Give a summary of chapter 11 in no more than 80 words.

B. Questions on the text

1. What were Levi's activities after he had withdrawn from his company?
2. Why was Levi's funeral a society event?

C. Explain the meaning of the following words:

5

- a) treasurer
- b) generous
- c) charity

D1. Google® the Internet.

What kind of company did Jacob Davis' grandson found in 1935?

10

D2. Google® the Internet.

Levi and Jacob were both buried at the Jewish cemetery in Colma south of San Francisco. What other cemeteries can you find in the neighbourhood? Report to your class.

D2. Surf the Internet.

15

Which of the institutions at p. 64 that inherited large sums of money from Levi still exist? Report to your class.

D3. Browse the Internet. Among the mourners at Levi's funeral were Barney Schweitzer, Adam Grant, E.L. Heller and W. Hellman. Try to

google further information about these business people of San Francisco. Report to your class.

11 . Levi Strauss & Co today (2011)

Although Levi Strauss & Co have had a long tradition, business could have been better in recent years. Robert Hanson, the brand CEO, is planning more shops and more advertising. He is going to enforce business in the forthcoming months by increasing sales and gaining new customers. 5

The Levi Strauss Company has been restructured and a new management has been installed. After 32 years President John Andersen has been replaced by Charles Berg, a former Procter & Gamble CEO.

Robert Hanson is responsible for the most important brand: Levi's®. He is planning to reinforce business with female customers by setting up more shops and developing a new marketing strategy by advertising in social networks like Facebook and Twitter. Environmental production is going to be emphasized in the future. 10

The period from 2000 - 2010 is regarded as a "lost decade". Levi Strauss & Co missed important trends in the 1990s, did not appeal to young people any more and could not compete with cheap Asian jeans manufacturers. 15

CEO: ABBREVIATION FOR chief executive officer: the person with the most important position in a company 20

to enforce: to make people obey a law, or to make a particular situation happen or be accepted

to emphasize: to show or state that something is very important or worth giving attention to

In the high-priced section Levi's® jeans were copied by companies like Calvin Klein®, Diesel® and Armani®. LS&Co have a lot of best customers, but lost many of them to a younger generation. Bob Dylan, a singer and songwriter in the 1960s, wears Levi's® jeans 505, Steve Jobs† of Apple® used to wear Levi's® 501.

5

In 1997 the company had a turnover of \$7 billion, ten years later it had to face a decline in turnover by 50 per cent. In 2010 Levi Strauss had a turnover of \$4.4 billion and 16,200 employees. The gross profit was \$381 million, the net profit \$ 157 million. LS&Co sell their products in more than 110 countries.

10

Since autumn 2010 LS&Co have been restructured: men's wear, ladies' wear and kids' wear are on sale. The company's own brands are Levi's®, Dockers® and Signiture®. Levi Strauss have more than 2,200 outlet stores in the USA, Europe and Asia. Nearly 500 shops are run on their own.

15

Since 1997 the Levi's Group have had shirts, trousers, jackets and shoes produced by manufacturers in Asia, America and Europe. Until the mid 1990s Levi Strauss & Co had their own production and were therefore more expensive than competitors. Cheap jeans make 50 per cent of the US market. They cost no more than 20 dollars. Most of them are produced in China, India and Bangladesh.

20

Today Levi Strauss & Co offer jeans to suit every purse: their own low price brand Denizen® (20 dollars) as well as top brand "501xx" (350 dollars). These have the original retro-look made of 14 ounces indigo-

coloured ring denim produced on small shuttle looms at Cone Weaving Mills in North Carolina.

Today the product range comprises menswear, ladies' wear and children's wear. The Levi Strauss & Co Group does not only produce *Levi's* brands, but also *Dockers* and *Signature*: shirts, trousers, jackets and shoes. Jeans that suit every purse (Denizen, 20 dollars; Levi's 501XX, 350 dollars) are put on the world market.



fig. 26: cartoon, Tonin, Piero


A. Give a summary of Chapter 10 in no more than 50 words.

B. Questions on the text

1. What is Robert Hanson's job at Levi Strauss & Co?
2. Why are the years 2000 – 2010 called "the lost decade"?
3. What is Hanson planning to do in order to enforce business in the forthcoming years?
4. What influence did Asian manufacturers have on LS&Co sales?
5. What other brands did LS&Co put on the market?
6. How did LS&Co change their product range in 2010?

C. Explain the meaning of the following words:

- a) increase
- b) advertising
- c) turnover
- d) to suit every purse

D1.  Browse the Internet. What other garments do LS&Co manufacture? Report to your class.

D2.  Search the Internet for LS&Co's company report last year. Report the most important facts to your class.

E. Writing

You ordered a cheap pair of jeans from EVIL's web catalogue. The jeans are of very low quality.

This is what EVIL's promised:

- the jeans don't shrink
- the colour stays
- they are excellent quality
- if you are not satisfied you get your money back

This is the result after washing:

- ✗ the colour has gone out
- ✗ the jeans have shrunk
- ✗ there are holes in them
- ✗ the zip does not work

Write an e-mail of complaint to www.evils.com.

F. Speaking

The cartoon "jeans" is a cartoon without a caption. Describe it and explain why it can be understood in every culture.

www.levistrauss.com

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- fig. 5: the grave of Hirsch Strauß, Buttenheim, Bavaria, Jost, Jürgen, 2012.
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- fig. 7: the announcement of emigration, 1847, Königlich Bayerisches Intelligenzblatt.
- fig. 8: travelling from Buttenheim to Bremerhaven in 1848, Jost, Jürgen, 2013.
- fig. 9: A wooden box for the emigrant's personal belongings
- fig. 10: the German Emigration Center, Bremerhaven, Jost, Jürgen, 2013.
- fig. 11: the growth of the San Franciscan population, Jost, Jürgen, 2013, based on Census 1940, Population Report, vol. 1, pp. 32-33.
- fig. 12: Levi's options to travel to San Francisco, Jost, Jürgen, 2013.
- fig. 13: the synagogue of Emanu-El today, 2011, reproduction rights obtained from Mike Layefsky, San Francisco, CA.

- fig. 14: Jacob Davis, Levi Strauss & Co., San Francisco, CA.
- fig. 15: the copper rivet, Babinsky, Daniel, 2012.
- fig. 16: cartoon, Baloo, reproduction rights obtained from www.cartoonStock.com
- fig. 17: patent No. 139,121, The drawing of the new kind of trousers, www.google.com/patents/US139121 "Improvement in fastening pocket openings".
- fig. 18: Davis' and Strauss' letter of application to the US Patent Office, www.google.com/patents/US139121.
- fig. 19: the mass production of jeans, Levi Strauss & Co., San Francisco, CA.
- fig. 20: the arcuate stitching on the back pocket, Jost, Jürgen, 2011.
- fig. 21: the Red Tab, Jost, Jürgen, 2011.
- fig. 22: the Two Horse Brand, Jost, Jürgen, 2012.
- fig. 23: grave of Jacob Davis, Colma, San Francisco, CA, with kind permission of Kathleen Clemence, Reno, NV.
- fig. 24: the *San Francisco Call*, 30th September, 1902.
- fig. 25: the Levi Strauss Memorial at the Home of Peace Cemetery, Colma, San Francisco, CA. Reproduction rights requested from Jeffrey A. Mack, San Francisco, CA.
- fig. 26: cartoon, Tonin, Piero, reproduction rights obtained from www.cartoonStock.com.

Vocabulary

fortune	Vermögen
for	denn
possess	besitzen
wealth	Reichtum

Introduction, p. 7

childhood	Kindheit
adolescence	Jugend(zeit)
voyage	Reise, Seereise
inventor	Erfinder(in)
commitment	Engagement, Verpflichtung
numerous	zahlreich
gather	sich versammeln
relative	Verwandte(r)
employee	Angestellter, Arbeitnehmer
as well as	sowie
memory (of)	Gedenken (an)
outstanding	außergewöhnlich, bemerkenswert
merchant	Händler, Kaufmann, Kauffrau
chamber of commerce	Handelskammer
chairman	Vorsitzende(r)
philanthropist	Philanthrop(in)
various	verschieden
scholarship	Stipendium
entrepreneur	Unternehmer(in)
reputation	Ansehen, guter Ruf
brand	Marke
garment	Kleidungsstück
root	Wurzel
prove	beweisen, sich erweisen
town council	Stadtrat

1. Childhood and adolescence (1829 – 1847), p. 11

inhabitant	Einwohner, Bewohner
trace back	zurückverfolgen
cattle trader	Viehhändler
dry goods	Kurzwaren
peddler	Hausierer
haberdashery	Kurzwaren
needle	Nadel
thread	Faden
bury	begraben, bestatten
graveyard	Friedhof
donate	spenden
faith	Glaube
Hebrew	Hebräisch, Hebräer(in)
eternity	Ewigkeit
shroud	Totenhemd
groom	Bräutigam
inscription	Inscription, Widmung (Buch)
deposit	ablegen, abstellen, deponieren
estimate	(ein)schätzen
brother-in-law	Schwager
assume	annehmen
stepson	Stiefsohn
tax	Steuer
disparage sb.	jdn. gering schätzen
guild	Gilde, Innung, Zunft
recognition	Anerkennung
living conditions	Lebensbedingungen
praise to the skies	in den Himmel loben
restriction	Begrenzung, Beschränkung, Einschränkung
wholesaler	Großhändler(in)
permission	Erlaubnis, Genehmigung
sufficient	genug, ausreichend

means	Mittel
circumstances	Umstände
debtor	Schuldner(in)
fee	Gebühr
weaver	Weber(in)
wage	Lohn
servant	Bedienstete(r)
settle	hier: erledigen, beilegen

2. The passage from Bremerhaven to New York (1848), p. 20

estate	(land) Gut
stagecoach	Postkutsche
cart	Wagen, Karren
incident	Vorfall, Begebenheit
destination	Reiseziel
port	Hafen
accommodation	Unterbringung, Unterkunft
lodging	Unterkunft
lack (of)	Mangel (an)
necessity	Notwendigkeit
cargo	Fracht
cutlery	Besteck
chamber pot	Nachtopf
provision	Vorrat
groats soup	Graupensuppe
barley	Gerste
smoked	geräuchert

3. Jewish life in New York (1848 – 1853), p. 28

comb	Kamm
Superior Court	Oberster Gerichtshof
to swear by sth., swore, swore	schwören auf
witness	Zeuge, Zeugin

4. Going west (1850 – 1853), p. 31

aim at	etw. zum Ziel haben
to head off to	sich zu etw. begeben
prospects	Aussichten, Chancen
census	Zählung
establish	gründen
spread, spread, spread	sich ausbreiten, verbreiten
to set up, set, set	errichten, einrichten
branch	Zweigstelle, Filiale
vessel	Schiff
obviously	offensichtlich
isthmus	Isthmus
mule	Maultier
be on the alert for sth.	Vor etw. auf der Hut sein
contaminated	verseucht
unharmmed	unbeschadet

5. The creation of San Francisco in the 1840s, p. 36

creation	Gründung
gateway	Eingangstor
occur	geschehen, sich ereignen
braces	Hosenträger
scarce	knapp, rar
demand	Bedarf, Nachfrage
erect	errichten, einrichten
mutual	gegenseitig, beiderseitig
aid	Hilfe
society	Gesellschaft, Verein, Vereinigung
congregation	(Kirchen)gemeinde
liturgy	Liturgie, Form des Gottesdienstes
rivalry	Rivalität
value	Wert, Bedeutung
in common	gemeinsam
densely	dicht
peninsula	Halbinsel

minor	Kleiner, unbedeutender
monk	Mönch

6. Tzedakah – Levi's social commitment (1854 – 1902), p. 41

righteousness	Rechtschaffenheit
charity	Barmherzigkeit
recipient	Empfänger(in)
inadequate	unangemessen
trustworthy	vertrauenswürdig, zuverlässig
interest free	zinslos
loan	Kredit, Darlehen
grant	Stipendium, Zuschuss
rely on sb./sth.	Sich auf jdn/etw verlassen
promote	fördern, befördern
social intercourse	gesellschaftlicher Verkehr
literary taste	literarische Vorliebe
diffuse	verbreiten
knowledge	Wissen, Kenntnisse
site	Stelle, Platz, Ort, Grundstück
executive committee	Vorstand
ballroom	Ballsaal
parlour	Salon
shooting range	Schießstand
bowling alley	Bowlingbahn
devout	fromm
generous	großzügig, freigebig
literacy	Lese- und Schreibfähigkeit
senior citizen	ältere Menschen, Senioren
benefit from	von etw profitieren, Nutzen ziehen
orphan	Waise
have a head for business	geschäftstüchtig sein
insurance	Versicherung
board of trade	Handelskammer
cruelty to children	Kindesmisshandlung
scholarship	Stipendium
considerate	rücksichtsvoll

contented	zufrieden
inherit from	erben von
joint stock company	Aktiengesellschaft

7. Levi Strauss & Co grow fast (1873 – 1890), p. 47

purchase	Einkauf, Beschaffung
extended family	Großfamilie
customer base	Kundenstamm
accommodate	unterbringen
confidential	vertraulich
stray	herumliegend, herrenlos
lace	Band
considerate	rücksichtsvoll

8. Jacob Davis, the inventor of jeans (1831 – 1908), p. 51

Latvia	Lettland
empire	Imperium
operate	betreiben
tailor shop	Schneiderei
brewery	Brauerei
failure	Misserfolg
wagon covers	Planen für Karren
harness	(bei Tieren) Geschirr
copper rivet	Kupferniete
pants	Hose
go through	durchgehen, kaputtgehen
rip out	ausreißen
in advance	im voraus
strap	Riemen
fasten	befestigen
fly	Hosenschlitz
point of strain	Belastungspunkt
sturdy	fest, robust
cloth supplier	Stofflieferant
manufacturing	Herstellung, Produktion

city directory	Adressbuch
convince of	überzeugen von

9. The patenting of the copper rivet (1873)

stamp	stanzen
distinctive feature	Unterscheidungsmerkmal
arcuate stitching	bogenförmige Stickerei
trademark	Warenzeichen
seam	Saum

10. Levi's heritage (1902)

withdraw, withdrew, withdrawn	sich zurückziehen
enable sb. to do sth.	jdm ermöglichen etw zu tun
treasurer	Schatzmeister
retire	sich zurückziehen
honour	ehren

11. The Levi Strauss Company today (2011), p. 45

CEO	Generaldirektor(in)
enforce	durchsetzen, erzwingen
reinforce	verstärken
emphasize	betonen
turnover	Umsatz
decline	Rückgang
gross profit	Bruttoertrag
competitor	Mitbewerber, Konkurrent
suit every purse	für jeden Geldbeutel passen
shuttle loom	Webstuhl
product range	Produktpalette
comprise	umfassen