**Video transcript**

There’s a symbol so tied to America we all own a piece of it.

**Man:** “America’s lived its life in Jeans”.

Blue jeans! Levi’s blue jeans!VID

**Woman:** Blue jeans sort of become a metaphor for America itself. Especially Levi’s.

**Woman 2:** And although Levi’s is not a Dior or a Chanel, its importance in the history of fashion is probably at least as great.

But one historian needs to follow the thread of this riveting story to find out just how Levi’s

became woven into the fabric of America!

**Journalist:** The year is 1853, the American West is still wild, transcontinental railroads are

merely an idea and the 49ers are heading to California’s gold mines, to find their fortune. Levi Strauss comes to San Francisco too, aiming to set up the West Coast branch of his family’s New York dry goods business and hoping to catch in on the Gold Rush! Mining is backbreaking work, and it wears on clothing. A tailor named Jacob Davis sees the need for industrial strength pants.

**Woman (Lynn Downing, expert, historian):** So Jacob is trying to think of a way to make the pants stronger when he looked at a horse blanket that he had in his shop and the points of strain on this horse blanket, were reinforced with metal rivets, so he thought: “Well, I’ll put some metal rivets in these pants and see if they hold up”. Well, they did!

**Journalist:** Davis knows that he is onto something. He approaches his supplier Levi Strauss

with an idea.

**Bob Haas (Levi Strauss):** And, he suggested to Levi that this would be a great invention to

patent, but he didn’t have the 68 dollars to file the patent papers so he said: “if you’ll put up the money, I’ll let you be my half partner in this and we’ll take out the patent together.”

**Journalist:** Levi says yes, and on May 20th, 1873, less than a decade after the Civil War ended, Jacob Davis and Levi Strauss jointly are granted the patent for the world’s first jeans.