

Don't Worry About Style Changes If You're Only Wearing Levi's These Days

Pull Hard, Fellows, They're Levi's



Lewis Hart, left, and Don Crumb dramatize the famous Levi trademark. The crotch, triple sewed and tacked, is the

'Shaving' Levi's Is A Cinch

By Wally Trabing

While U. S. clothing manufacturers maintained a hectic alertness, ready to jump for the upcoming 1954 style changes, the Santa Cruz branch of the San Francisco Levi Strauss and company last week hummed through their 10th anniversary here turning out tough blue denim pants with a style which was new 75 years ago.

Some 100 employees in Santa Cruz turn out over 2000 pairs a day in a huge auditorium of clattering sewing machines at 440 Front street.

Claimed to be the oldest clothing manufacturers on the West Coast, Levi Strauss has generally, through a 104 year old tradition that has grown up with the West, seen its trade name "Levi's" come to be regarded as the common name for work pants.

This reputaton has been gained by the manner in which the pants are put together and from the material that has gone into them.

They are made from extra-heavy denim, sewed with extra strong thread, the same type of thread that's used to put shoes together, and topped off with copper rivets at points of strain. Each pair carries a standing guarantee. "A new pair if they rip."

At the Santa Cruz plant, sizes range from 27 waist up to 42 waist. Frank Wies, manager, said that it takes approximately 30 operations to assemble the 16 pieces which make up a pair of Levi's.

The in-seams and out-seams, belt loops, crotch and back pockets are put together with heavy thread. In

Cutting Up With A Vengeance



Bruce Morse guides a cutting machine through 108 layers of denim which go into the making of over 2000 pairs of Levi's

a day at the Santa Cruz plant. The plant observed its 10th anniversary here last week.

hoped to swap for a grub stake. One of his major items, a supply of canvas for wagon coverings, went begging.

A miner suggested he make badly needed pants from the canvas. He did and Levi's bonanza was on.

the frosh by making them wear Levi work clothes all year. Instead it became a campus-wide fad—the dudes took their Levi's back to the city and production avalanched. In 1948 five million pairs were made.

Manager Wies said that

Lewis Hart, left, and Don Crumb dramatize the famous Levi trademark. The crotch, triple sewed, and tacked, is the object of many strength tests. One case is recorded where a car pulled another out of a ditch using a pair of Levi's as a tow rope.

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'Shaving' Levi's Is A Cinch



Kitty Getzschmann manipulates a king-size electric shaver which cuts thread ends off finished Levi's and sucks them up

the hose to a container. The edge is keen enough to shave the hair off the back of a man's hand.

"A new pair if they rip." At the Santa Cruz plant, sizes range from 27 waist up to 42 waist. Frank Wies, manager, said that it takes approximately 30 operations to assemble the 16 pieces which make up a pair of Levi's. The in-seams and out-seams, belt loops, crotch and back pockets are put together with heavy thread. In addition the belt loops, crotch, and back pockets are tacked with a studding machine that fuses the material together nearly like iron to iron. "We have the strongest back pockets made," said Wies. "They are sewn, tacked and copper riveted."

A testimony of the Levi's strength was reported by one woman who wrote that she had stopped for a car which had run off the road. She and her husband had no rope, but they found an old pair of Levi's in the trunk.

"We tied one leg to our car and one to the front of his. We really had to pull, but the pants held, and out he came," she said.

Unlike many types of work denims which are cut straight up and down like stove pipes, the Levi's are tailored the way the cowboys and gold-miners demanded from Levi Strauss over 100 years ago—low hiped, snug on the seat and crotch and cord sewn.

If the pants were not tight enough to suit the buyer the standard cure in the old days was to "put 'em on, jump in a rain barrel and stay there until they tighten up."

Levi Strauss came west from New York in 1850 to seek his share of gold. Instead of mining gear he took along merchandise which he

carries a standing guarantee. "A new pair if they rip." Levi's denim which go into the making of over 2000 pairs of Levi's

hoped to swap for a grub stake. One of his major items, a supply of canvas for wagon coverings, went begging.

A miner suggested he make badly needed pants from the canvas. He did and Levi's bonanza was on.

Some time later Strauss switched from stiff canvas to denim. One of his wholesale clients was Jacob W. Davis, a tailor of Virginia City, Nevada. One of Davis' customers was a whiskey-drinking prospector who complained that his ore samples were continually ripping out his pockets.

The mending would never hold until in desperation one day he took the miner's pants to a harness maker and had the pockets riveted. That did the job so well it was eventually incorporated into Levi's denim pants. Since then over 80 million Levi's have been made by the San Francisco plant and others spread around the west.

Until recently the making of Levi's was just a steady profitable business. Farmers, cowboys, lumbermen, railroaders and other workers bought over a million pairs a year.

Then something happened. Dude ranchers brought city folk by the thousands out to the ranges and put them in Levi's. A western university devised a hazing plan for

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the frosh by making them wear Levi work clothes all year. Instead it became a campus-wide fad—the dudes took their Levi's back to the city and production avalanched. In 1948 five million pairs were made.

Manager Wies said that he will conduct organized groups through the plant if appointments are made in advance.

Three out of four U.S. auto accidents occur on dry pavement in clear weather.

There's been A Lot o

Some of the cost school program are fant started, but HERE ARE TH

It will cost a pro of \$15,000 (this would give mately \$4,000)—only \$24. mentary school program. If cost will be \$10.92 a year.

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