

# *The* WILD WEST

*People and Events  
That Shaped the  
American West*



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## LEVI STRAUSS

Levi Strauss was a German immigrant who came to the U.S. in the mid-1800s to help his siblings, who owned a store in New York City. Once they heard about the gold discoveries in the West, his family decided to open a second store in the growing city of San Francisco to serve the miners that were settling there. In the 1870s, he met a tailor who was making special pants with metal pins in them to help the pants last longer in the rough conditions that the miners worked in. When the tailor bought his fabric from Strauss' store, he suggested they go into business together. They patented the style of pants and sold them in the Levi Strauss & Co. store in San Francisco, and they quickly became the store's best-selling item. Today, we call this style of pants simply "jeans". They are no longer worn for hard work – they are also a fashion staple around the world!

### IN YOUR OWN WORDS...

Levi Strauss was an immigrant who made one of the most famous American products – blue jeans. List three other famous immigrants you have learned about in school and what they contributed to American culture.

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