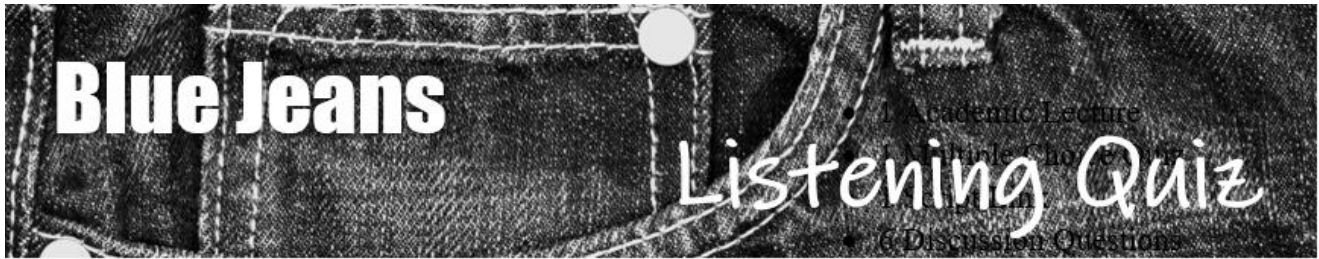


NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



1. Who invented the blue jean in 1873?

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2. Where did Levi Straus open his first dry goods store in 1853?

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3. What type of fabric was used to create the first blue jean?

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4. What was the original name for the blue jean when it was first created?

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5. How were the first blue jeans made more durable?

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6. Why did American cotton mills begin to produce more cotton?

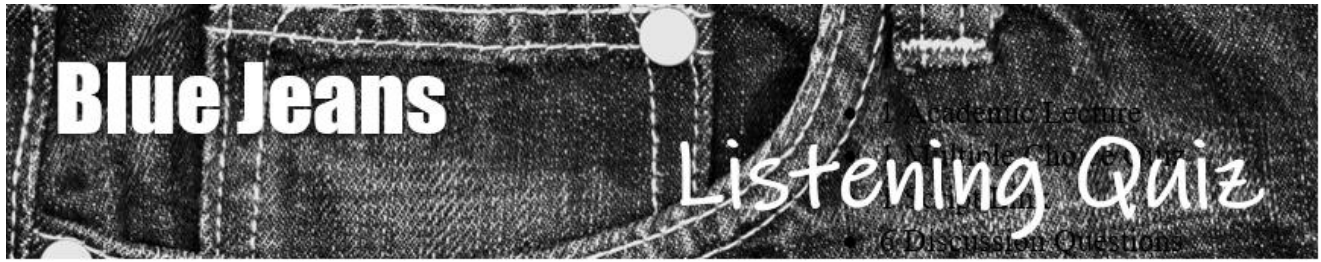
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**Discuss these questions with a friend or classmate.**

1. What information from the lecture did you find the most interesting? Why?
2. Do you like blue jeans? Why? / Why not?
3. Some people like to wear black jeans. What other colors might look good?
4. What do you think about jean jackets?
5. What other kind of clothing would you like to invent? Why?
6. What three questions would you liked to have asked Levi Strauss?

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## Audio Script

The blue jean, also known as denim, is a versatile and durable type of fabric that has been used for centuries in the fashion industry. But it wasn't always the trendy clothing item it is today. In fact, the origins of the blue jean can be traced back to the mid-19th century, when it was first used as a durable workwear for gold miners and cowboys in the American West.

The story of the blue jean begins in 1853, when a man named Levi Strauss, a German immigrant, opened a dry goods store in San Francisco, California. Strauss quickly realized that the rugged, hardworking men of the American West needed a durable and long-lasting type of pants to withstand the harsh conditions of the mines and on the ranch. He teamed up with a tailor named Jacob Davis, and together they began to experiment with different types of fabric and construction methods.

After much experimentation, Strauss and Davis hit upon the idea of using a sturdy cotton twill fabric, which they imported from France. They then added copper rivets to the stress points of the pants, such as the pocket corners and the base of the fly. This made the pants even more durable and resistant to tearing.

The pair began to sell their new invention, which they called "waist overalls," in 1873. The pants were an instant hit with the miners and cowboys of the American West, as well as other working men who needed a durable and long-lasting type of pants. The pants were made in a variety of colors but the most popular was blue, which is why the pants came to be known as "blue jeans."

As the popularity of the blue jean grew, so did the demand for the fabric. The cotton mills in the southern United States, who were facing a decline in demand for their traditional cotton products, began to produce denim in large quantities. Denim then became the fabric of choice for many different types of clothing, including shirts, jackets and overalls.

Over time, the blue jean has evolved from a simple workwear item to a fashion staple. Today, denim is used in a wide variety of styles, from classic straight-legged jeans to trendy skinny jeans and everything in between. The blue jean has become a symbol of American culture, and it is worn by people of all ages, backgrounds and styles around the world.

## ANSWER KEY

1. both A and B
2. San Francisco
3. cotton
4. waist overalls
5. by adding copper rivets to stress points
6. all of the above