



top to hottom:

1912 "KOVERALLS," A ONE-PIECE PLAYSUIT.

IS DESIGNED FOR KIDS. AS SEEN IN THIS

BROCHURE FROM 1915.

1913 THE QUARANTEE "A

NEW PAIR FREE IF THEY RIP" FIRST APPEARS IN CATALOGS AND OTHER

ADVERTISEMENTS, SUCH AS

THIS PIECE FROM 1937.

1918 "FREEDOM-ALLS,"

A COMBINATION WORK/

RECREATION GARMENT FOR WOMEN, 15

INTRODUCED. 1 9

1922 BELT LOOPS

ARE ADDED TO

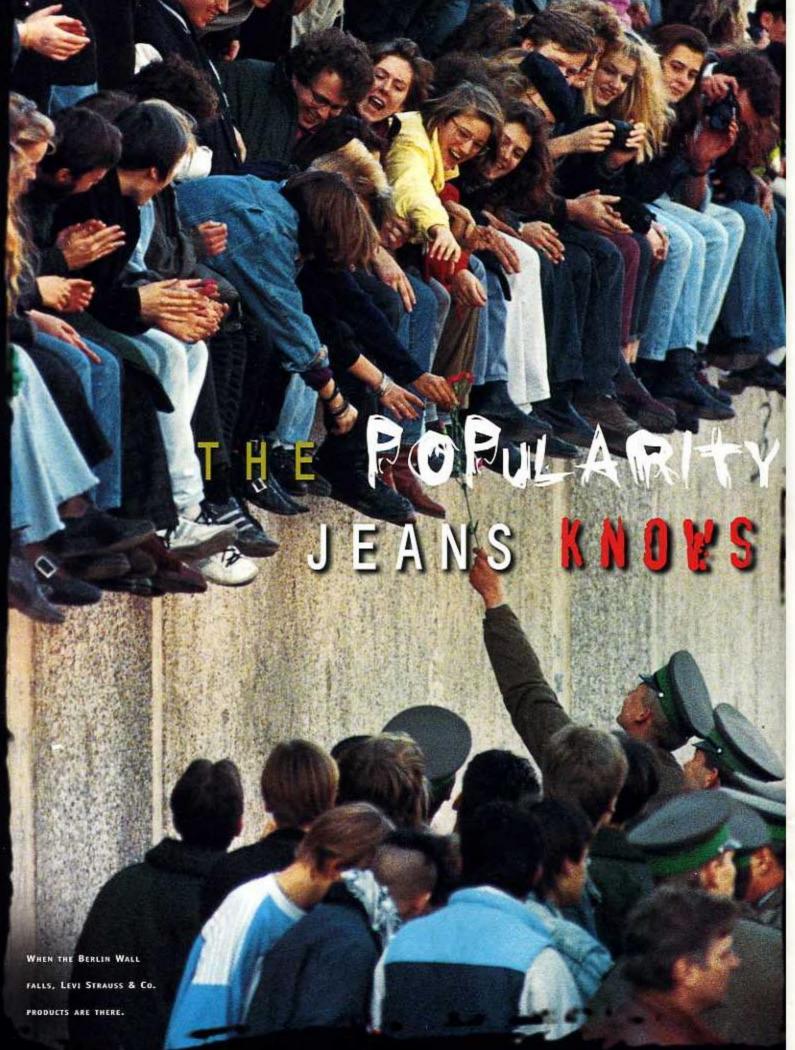
PANTS, BUT

SUSPENDER BUTTONS REMAIN.

1928

1928 THE "LEVI'S"" WORD MARK





OF FEALIS NO BOUNDARIES.

People have worn Levi Strauss & Co. products in the California gold mines, through two World Wars, from building the Golden Gate Bridge to tearing down the Berlin Wall, in small towns, in vast cities, to school, to the office, to the White House, to Red Square to the Blue Danube.

OUR PRODUCTS ARE THE CLOTHING OF CHOICE, manufactured by the employer of choice, in a workplace that is productive, safe, challenging, rewarding and fun. Being the employer of choice is a company-wide goal with great challenges, and even greater rewards.

> It uses the skills, talents and ideas of all of our employees to anticipate - and to lead - change.

EVERY GARMENT WE MAKE is still created with the original values and aspirations Levi Strauss shared with generations of family and employees in the 1850s. These include: teamwork and trust, a diversity in the workforce at all levels, leadership by recognition, ethical management practices, an environment of shared communications and corporate empowerment.