

TEXAS TECHNOLOGICAL COLLEGE

AN INDUSTRIAL COMPLEX
FOR
LEVI STRAUSS AND COMPLANY

BY

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PREFACE

Since Levi Strauss and Company had its beginning in San Francisco, California, in 1850, it has grown to become the nation's largest manufacturer of brand name western wear, jeans, and wash-and-wear slacks. During its one hundred and fourteen years of existence, the company has more than fulfilled the expectations of Levi Strauss, its founder. It has expanded from one small clothing shop on San Francisco's California Street to fifteen manufacturing plants in eight states and a major interest in a modern plant in Canada. The company now employs more than six thousand persons. Also, the sales gain in 1964 alone was greater than the company's total annual sales only twelve short years ago.

Based on the assumption that Levi Strauss and Company will continue to expand, it is conceivable that the building of new plants and warehouses would be uppermost in the minds of the executives. Therefore, a complex is proposed for Wichita Falls, Texas, to replace the existing inadequate manufacturing plant and to relocate the home office in a more central location to its existing plants.

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HISTORY

The modern industrial system we know today had its beginning almost two hundred years ago. New innovations in the structural fields led to larger and better built structures to house the operations of several factories. Through the years, this old factory system was developed into a modern industrial system which permeates our whole lives.

One of the members of this substantial industrial system is Levi Strauss and Company. In 1850 a twenty-year-old man sailed from Manhattan to San Francisco, California, to seek a fortune in the gold fields. With him he carried a roll of canvas in his baggage. His first intention was to sell the roll of canvas to a tentmaker to finance a grubstake; but when he reached shore, an old miner gave him a better idea. "Pants don't wear worth a hoot up in the diggins'. Can't get a pair strong enough to last no time."¹

Levi immediately went into the clothing business rather than pursuing his previous idea of seeking a fortune. A tailor cut a pair of pants from the canvas roll, and soon the old miner was strolling around the streets of San Francisco

¹Roy Alexander, ed., "Iron Bottoms," Time, LV (February 27, 1950), p. 86

boasting about the strength of Levi's pants.² One satisfied customer led to another, and Levi Strauss soon found a steady stream of men who wanted a pair of Levis.

With his shop established on San Francisco's California Street, Strauss began a business which has grown to be the largest manufacturer of brand name western wear, jeans, and wash-and-wear slacks. During the company's growth, many changes have come in the garment; but the style has remained the same since its beginning.

The influence and habits of an old Virginia City miner gave Levi Strauss still another idea about improving his garment. The copper rivet was used in the hip pockets to prevent the pockets from tearing off. Alkali, the Virginia City miner, stuffed rock specimens into his pockets and would not quit until they were ripped off the pants. A persistent old tailor sewed his pockets back on the pants for the last time and riveted them on with American black-iron square nails. Strauss patented the idea in 1873; and until it expired, Levis were the only overalls to have copper riveted strength.³

Levi Strauss died a bachelor in 1902 leaving the company to his nephews. After marrying Levi Strauss' granddaughter, Walter A. Haas became president of the company in 1928. By the end of World War II, the demand was so great for the garment

²Alexander, "Iron Bottoms," p. 87.

³Everyone Knows His First Name, (San Francisco, 1964), p. 3.

that Haas built four new plants in addition to the four new he already had.

Through the years, Levi Strauss and Company's accomplishments are varied and great, but the most evident was the President's "E" for export flag in honor of its significant contributions to the nation's export expansion.

Due to the ideas and innovations of a prospective gold miner, a company was started in the middle 1800's which has become one of the nation's largest manufacturing concerns.

PURPOSE

It is the aim of the designer to state the purpose and scope of the proposed facilities for the Levi Strauss and Company complex. This complex has been proposed to include a manufacturing plant, distribution center, office building, and cafeteria to serve approximately six hundred employees. Presently, the location of the plants and distribution centers are at varying distances from the home office. With existing plants located in all parts of the United States and the existing home office located on the West Coast, it is the purpose of the designer to centralize the office facilities at a strategic point to serve the existing plants and couple it with a manufacturing plant and distribution center. This centralization of the home office is proposed to provide an easier access and a more efficient distribution to existing plants.

Although raw materials, materials in process, the finished products are the basis of any plants existence, it is only natural to say that the staff of employees should receive every conceivable facility and convenience.⁴ "It is evident . . . that anything that will make a plant a more desirable choice as a place of work, and anything that will add a per cent or a fraction of one to the efficiency of the men at work will readily justify its cost within a wide margin . . ."⁵

⁴Roland Wank, "The Plant As a Place to Work," Buildings for Industry, (New York, 1957), p. 23.

⁵Ibid.

Frank Lloyd Wright once said in regard to the most important factors in building factory are the human values involved.

If the employees are proud of their environment, happy to be where they are, and have pride in their environment, then all comes out for the good where the product is concerned.

Therefore, the designer has purposed to employ the almost static process of production and develop a pleasant as well as functional area around this process.

REQUIREMENTS

During the process of programming and designing the physical facilities of an industrial facility, many preliminary considerations must be made. Such considerations as site selection and analysis of functional spaces may well effect the success or failure of the project.

Site Selection

The actual selection of a physical site requires much consideration; however, the selection will be based on the amount of area that is needed, physical characteristics of the area, and relationship to the city.

Due to the fact that the proposed facility requires a vast amount of area, the location choice is automatically restricted to a suburban, rather than an urban location. Some of the reasons for a suburban location would be cost of land, tax structure and usable land on the site. Also, the location of the site outside the city immediately lends itself to adequate space for required buildings as well as accessibility from regional areas and within the city.

Secondly, the physical characteristics of the land must be considered. Since the operation of the plant is best accomplished on one level, a site which provides a relatively flat lay of land without any water interruptions or major rock formations is necessary.

The previously mentioned considerations are perhaps the most important, however, certain other considerations must be

made before final selection of the site is determined. Some of these may be right of ways, easements, area for expansion, zoning, setbacks, and power and water facilities.

In addition to the above requirements for the site, the designer must consider the needs for parking and service. The proposed complex requires parking for a total of seven hundred employees which would result in approximately five hundred twenty-five parking spaces. Also, adequate service drives are needed for the plant, distribution center, and cafeteria.

Once the designer has determined a suitable site, he must begin to incorporate the design of the building or buildings with the design of the site. The requirements being ease of access for both employee cars and service trucks with ample drives and parking spaces.

Space Analysis

Distribution of space for various functions is an important consideration during each step of the planning process. This distribution of space, however, is dependent largely on three factors:

- (1.) Amount of space required for a particular processing operation,
- (2.) Relation of particular spaces to other spaces, and
- (3.) Relation of particular spaces to service and parking.

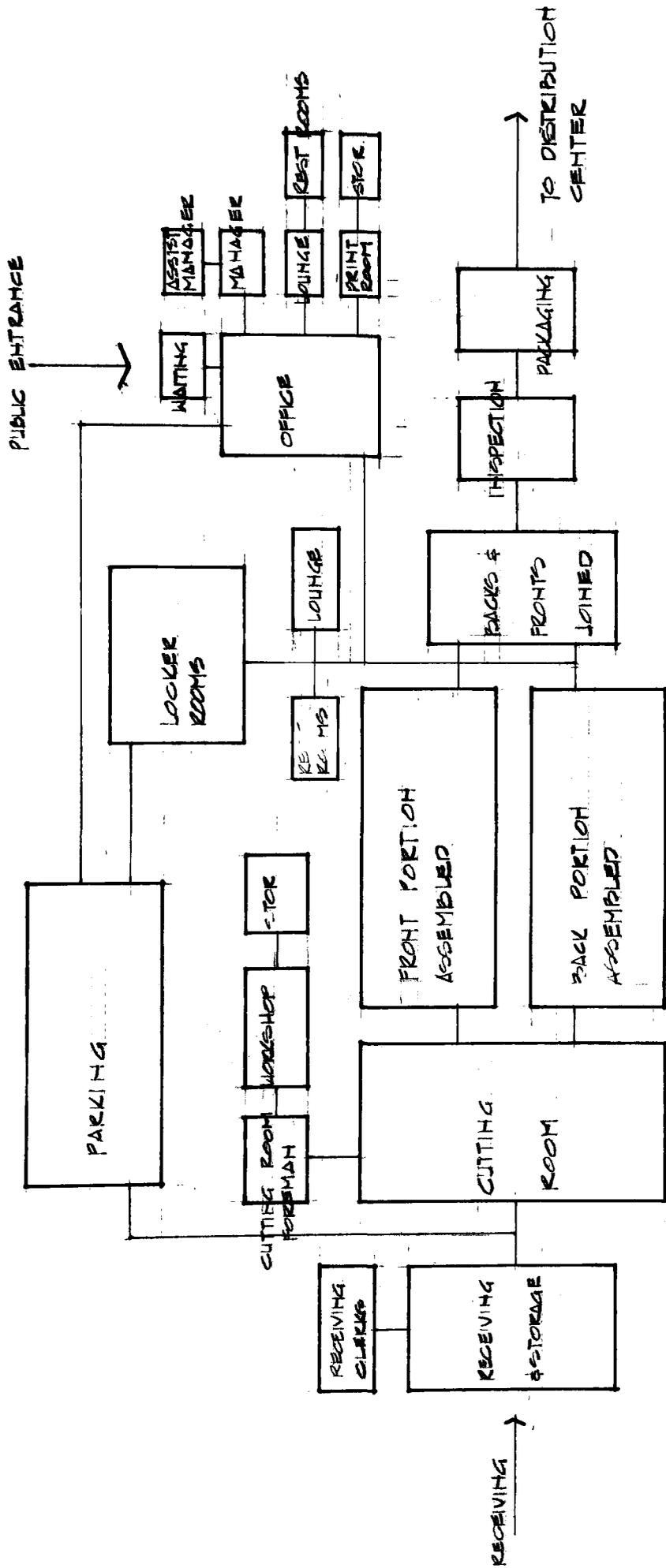
The most logical approach to the solution of the problem is by careful determination of the space requirements and location within the building where each will operate

self-sufficiently or in relation to another functional space.

These locations of particular spaces could be established by lines of flow in production or by general experience of the best lines of flow of both product and public movement.

1. Manufacturing Plant

- a. Receiving and storage room: All incoming shipments of piece goods are received in this area for unpacking, checking, in, and storage. Spaces directly related to this area are the cutting room and receiving clerks' offices.
- b. Cutting room: All goods are processed for production in this area. This room should provide ample space for seven cutting tables, each one hundred feet long and three feet six inches wide. Denim is laid on the tables by means of spreading machines and is cut fifty-four pairs high or one hundred eight plys high. The garment pieces are stamped, cut out and separated for marking as to lot number and size of the pant. Spaces which are directly related to the cutting room are the sewing room, foreman's office, equipment storage, and work shop.
- c. Sewing room: Following stamping of the pieces, the product begins its flow through the sewing room and twenty-seven different operations before



FUNCTIONAL RELATIONSHIP SCHEMATIC
 MANUFACTURING PLANT & OFFICE

completion. Two lines of flow are followed, the front portion assembled and the back portion assembled, until they are joined and continue through the remaining operations before packaging. Directly related to the sewing room is the inspection, labeling, and packaging area.

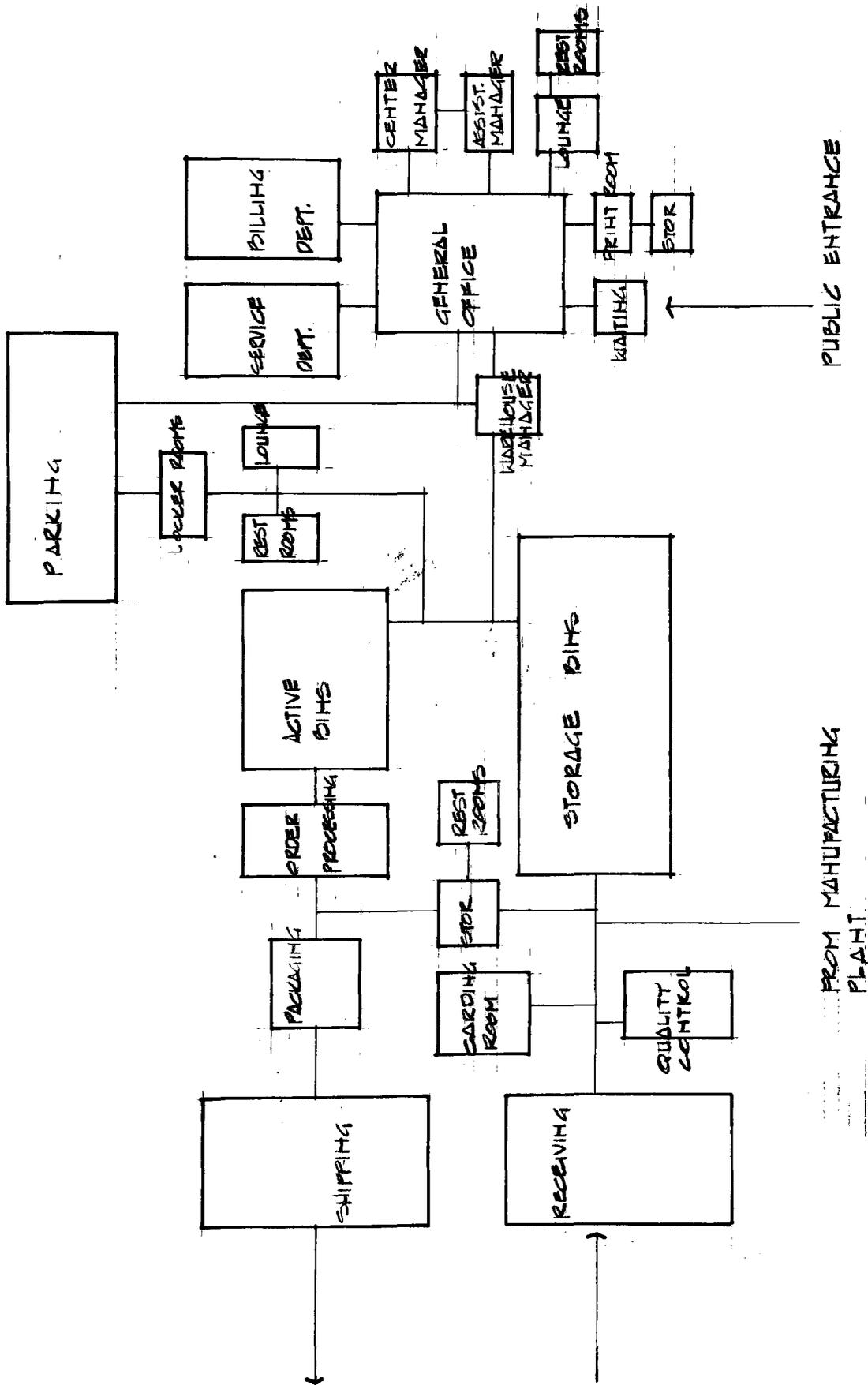
d. Offices:

These spaces are to include offices for a manager and an assistant manager and secretaries for both. Also included should be a general office space for ten secretaries. Directly related to the offices are storage rooms, print rooms, a conference room, rest rooms, and lounges. The plant office should be accessible to visitors and employees without passing through the production area, yet directly related to the plant.

- e. Additional spaces: In addition to the spaces mentioned above, rest rooms, locker rooms, and lounges should be located in direct relationship to each space.

2. Distribution Center

- a. Offices: These spaces are to include offices for manager, assistant manager, and secretaries for both. General office space for cataloging orders to accommodate fifteen secretaries is also required. Billing department space for order processing and service department space



FUNCTIONAL RELATIONSHIP SCHEMATIC
 DISTRIBUTION CENTER & OFFICE

for communication is also required. This office handles the order processing for the distribution center and should be accessible without entering the warehouse; yet, it should be related to the operational facilities of the warehouse.

- b. Shipping and receiving area: All incoming shipments of finished products from other plants, as well as the adjoining plant, are received here. Ample space is required for four shipping docks and four receiving docks. Also, directly related to receiving is a carding room where the finished product is carded and marked as to its location within the storage area.
 - c. Storage area: A facility for a maximum inventory of three-hundred thousand dozen pairs is needed. Boxes of four dozen pair of trousers are stored in bins four feet wide, forty feet long, and twenty-five feet high. Also, active bins, from which specific orders are filled are located in this area.
 - d. Additional spaces: Rest rooms, lounges, locker rooms, a quality control space, and storage room for hoist trucks are needed in addition to the above mentioned spaces.
3. Home Office
- a. Lobby: Adequate space is required for circulation of all the employees in the home office

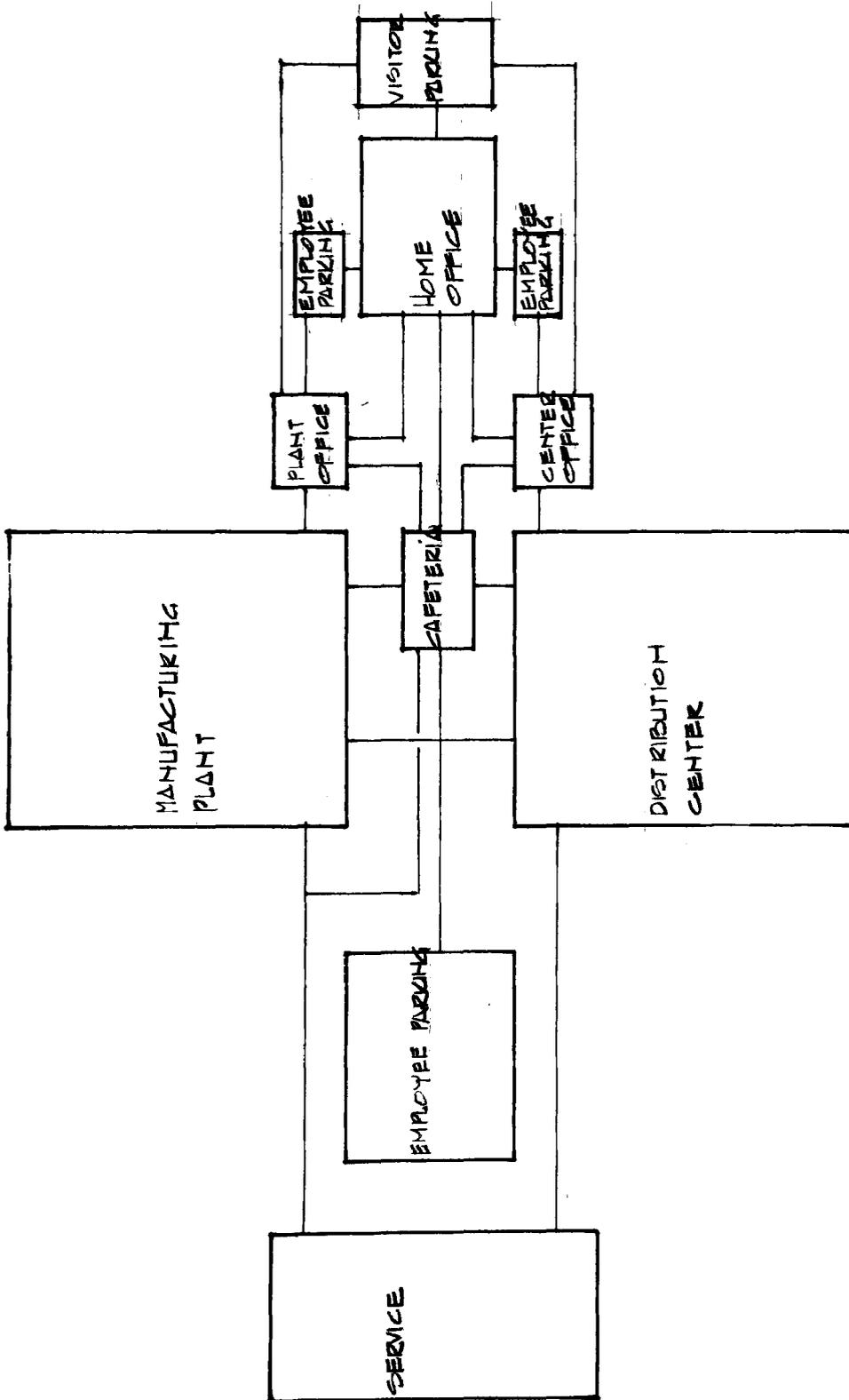
building. Coupled with the lobby should be a display area sufficient in size to accommodate a display of all goods processed by Levi Strauss and Company. Due to the structure of the business system on which the company operates, the various departments may be located on separate floors without hinderance to their function.

b. Additional floors: Due to the organization of the company as mentioned previously the different departments are self-sufficient but are coupled together to form a complete and integrated operation. This being true, they can be separated on different floors without effecting their operation. Spaces which should be provided in each department are as follows:

- (1.) Office space for department manager and assistant managers,
- (2.) General secretarial space,
- (3.) Office supply storage,
- (4.) File storage,
- (5.) Secretary-receptionist and general waiting area,
- (6.) Rest rooms and lounges.

4. Cafeteria

This facility is to provide dining facilities for two-hundred forty persons on a one-half hour lunch period schedule. Included within the cafeteria are



FUNCTIONAL RELATIONSHIP SCHEMATIC
TOTAL COMPLEX

three serving lines, two for hot meals and one for short orders. The two divisions are the executive dining area and employee dining area. Kitchen facilities including a preparation area, storage, dry storage, offices, locker rooms, and rest rooms are to be included also. The cafeteria should be easily accessible from all parts of the complex and located to sufficiently facilitate the required service to the building.

Expansion

Within the business organization of Levi Strauss and Company, certain standards or quotas are established for each of the manufacturing plants. Each factory is given a production quota in terms of dozen pairs per day to be produced, which is based on inventory needs planned over a two-hundred forty day production year. Generally, inventories are built up each year to May 1, at which time the peak shipping season begins. Then the inventory declines to a low point on October 1; and thereafter, they are again put on a rebuilding cycle. This progress against the quota is reviewed weekly and monthly.

Due to this established cycle of production, each factory knows what and how much it must produce in a given amount of time. Generally, each plant is kept producing the same style item with changes made as infrequently as possible. Therefore, the number of personnel and process of production is not changed. This has a very definite

effect on the expansion of the complex, and the designer felt that no definite consideration should be given to the expansion of these facilities.

PROPOSED FACILITIES

Statement of the Problem

The architect has been commissioned to design an industrial complex for Levi Strauss and Company consisting of a manufacturing plant, distribution center, and home office.

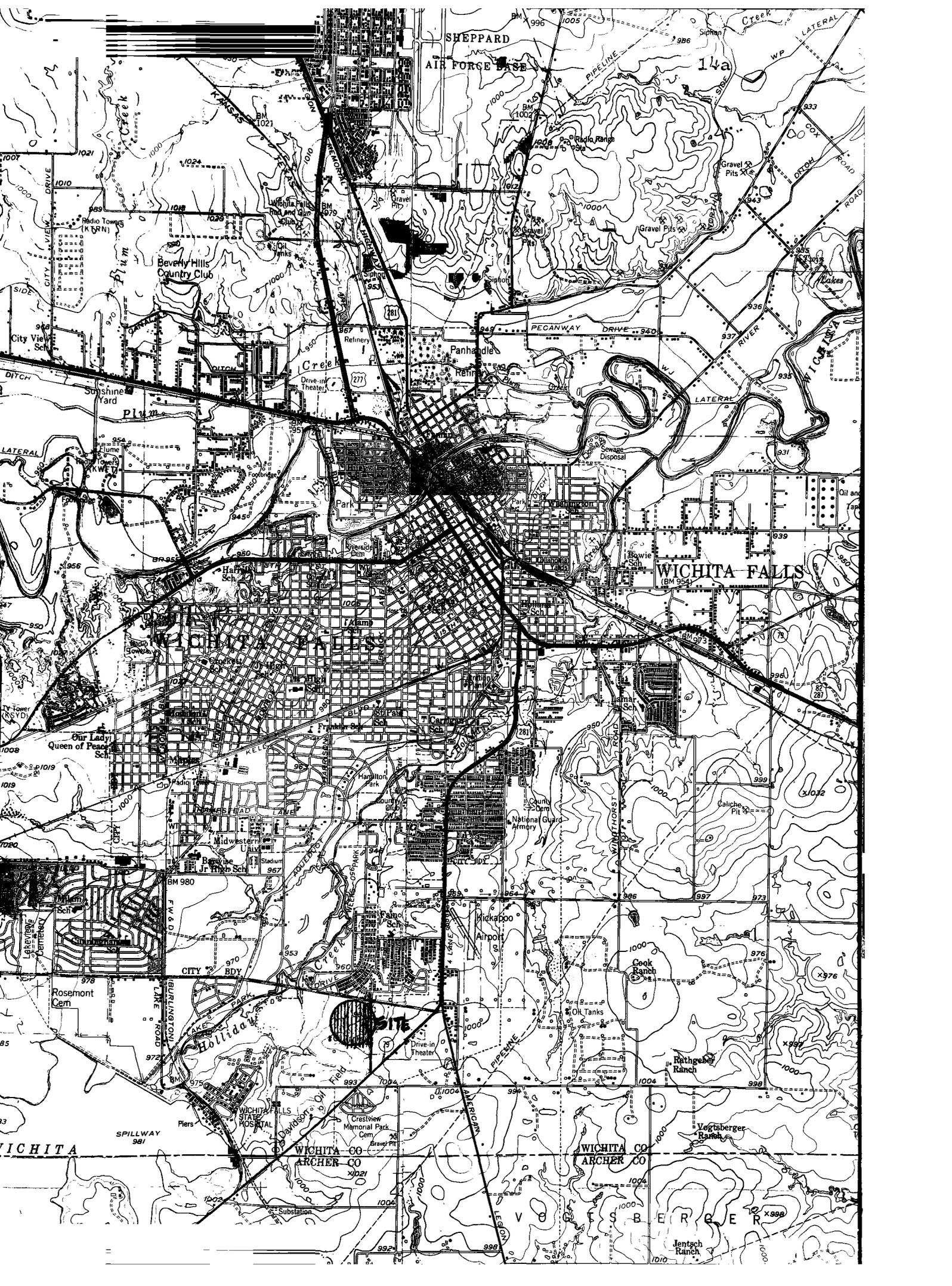
The distribution of personnel and approximate square footages for each portion of the complex are as follows:

<u>Space</u>	<u>Number of Personnel</u>	<u>Approximate Square Feet</u>
Manufacturing Plant	220	44,800
Plant Office	20	7,200
Distribution Center	60	76,800
Distribution Center Office	30	10,900
Home Office	350	97,200
Cafeteria	<u>20</u>	<u>8,560</u>
Totals	700	245,460

In addition to the facilities mentioned above, sufficient locker space, rest rooms, and lounges shall be provided for each portion of the complex.

Solution

1. Site Selection: A site located on the southern portion of Wichita Falls, Texas, has been selected. The area is approximately one-half mile square with a slope



SHEPPARD
AIR FORCE BASE

14a

Beverly Hills
Country Club

WICHITA FALLS
(BM 954)

WICHITA CO
ARCHER CO

WICHITA

WICHITA CO
ARCHER CO

WICHITA CO
ARCHER CO

V O G E S B E R G E R

SPILLWAY
981

WICHITA STATE
HOSPITAL

WICHITA FALLS
HOSPITAL

of four feet from the west to the east. The site is free of water, rock formations, and landscaping which leaves the designer a certain amount of freedom to design the landscaping along with the complex.

Bordering the site on the west is U. S. Highway 281 south to Fort Worth and South Texas. On the north is a future expressway which will eventually connect with U. S. Highway 82 and 287 east to Dallas and East Texas. Southwest Parkway, which connects with U. S. Highway 82 and 287 west to Lubbock and the West Coast, intersects U. S. Highway 281 approximately one-half mile east of the site. The site is accessible from any direction due to the availability of these U. S. Highways adjoining the site.

The site is located inside the city limits with no limitations for expansion to the west. Also, sewage, water, and electricity may be easily obtained from the city.

2. Proposed Facilities: The proposed industrial complex for Levi Strauss shall be located on the site with the main entrance from the expressway north of the site. Employees as well as visitors shall enter from the main entrance. Parking spaces for five-hundred cars shall be provided for visitors and seven hundred employees. Distribution of parking spaces are as follows:

Home Office	250 spaces
Distribution Center	60 spaces
Manufacturing Plant and Office and Distribution Center Office	175 spaces
Visitors.	<u>35</u> spaces
Total	525 spaces

In addition to the parking facilities mentioned above, the following facilities are to be included in the complex:

A. Home Office

(1) General Lobby

- (a) Lobby area
- (b) Display area
- (c) Public rest rooms

(2) Administration Department

- (a) President and secretary (one)
- (b) Vice-president and secretary (one)
- (c) Chairman of the board and secretary (one)
- (d) Chairman of executive committee and secretary (one)
- (e) Executive vice-president and secretary (one)
- (f) Board meeting room (one)
- (g) Conference rooms (three)
- (h) Receptionist
- (i) Waiting area
- (j) Office supply storage
- (k) Print room

- (3) Personnel Department
 - (a) Manager and secretary (one)
 - (b) Assistant manager and secretary (one)
 - (c) General secretaries (two)
 - (d) Testing rooms (five)
 - (e) Interviewing rooms (three)
 - (f) Secretary-receptionist (one)
 - (g) Waiting area
 - (h) Record storage
 - (i) Office supply storage
- (4) Credit Department
 - (a) Manager and secretary (one)
 - (b) Assistant manager and secretary (one)
 - (c) Sectional credit managers (four)
and secretaries (four)
 - (d) Accounts receivable manager and
secretary (one)
 - (e) Assistant accounts receivable
manager and secretary (one)
 - (f) Accounts receivable clerks (four)
 - (g) Office supply storage
 - (h) Conference rooms (two)
 - (i) General clerks (six)
- (5) Distribution and Traffic Department
 - (a) Manager and secretary (one)
 - (b) Assistant manager and secretary (one)
 - (c) Clerk typists (four)
 - (d) Insurance lawyer and secretary (one)

- (e) Tax lawyer and secretary (one)
 - (f) Claims lawyer and secretary (one)
 - (g) General lawyer and secretary (one)
 - (h) Secretary-receptionist
 - (i) Waiting area
 - (j) Office supply storage
- (6) Production Department
- Production Administration
- (a) Manager and secretary (one)
 - (b) Assistant managers (two) and secretary (one)
 - (c) General clerks (three)
- Production Control
- (a) Manager and secretary (one)
 - (b) Assistant manager and secretary (one)
 - (c) General clerks (four)
 - (d) Production planners (four)
 - (e) Secretary-receptionist
 - (f) Waiting area
 - (g) Office supply storage
 - (h) Conference rooms (two)
- (7) Merchandising Department
- (a) Merchandising coordinator and secretary (one)
 - (b) Assistant merchandising coordinator and secretary (one)
 - (c) Merchandise manager (casual line)
 - (d) Merchandise manager (line 7, 8, 9)
Assistant managers (three)
Secretaries (four)
 - (e) Merchandise manager (western wear)

Assistant managers (three)
Secretaries (three)

- (f) Clerk typists (four)
- (g) Conference rooms (two)
- (h) Secretary-receptionist
- (i) Waiting area
- (j) Office supply storage

(8) Control and Treasury Department

Bookkeeping

- (a) Manager and secretary (one)
- (b) Assistant manager and secretary (one)
- (c) Cost managers and secretaries (three)
- (d) Cashier and secretaries (three)
- (e) Accounts payable manager and secretaries (ten)
- (f) General clerks (ten)
- (g) Office supply storage

Systems

- (a) Manager and secretary (one)
- (b) Assistant manager and secretary (one)
- (c) Systems secretaries (three)
- (d) Program secretaries (three)
- (e) Office supply storage

Payroll

- (a) Payroll clerk and secretary (one)
- (b) Assistant Payroll clerks (two)
and secretaries (two)
- (c) General clerks (ten)
- (d) Office supply storage

Two conference rooms are provided for above sections of Control and Treasury Department.

Computer Operations

- (a) Manager and secretary (one)
- (b) Assistant manager and secretary (one)
- (c) General clerks (three)
- (d) Computer space
- (e) Office supply storage

Data Servicing

- (a) Manager and secretary (one)
- (b) Assistant manager and secretary (one)
- (c) General clerks (three)
- (d) Key punch manager
- (e) Key punch operators (four)

Two conference rooms are provided for above sections of Control and Treasury Department.

(9) Sales Control Department

- (a) Manager and secretary (one)
- (b) Assistant Managers (three) and secretaries (four)
- (c) General clerks (four)
- (d) Sales research room
- (e) Office supply storage
- (f) Conference rooms (two)

(10) Advertising Department

- (a) Manager and secretary
- (b) Assistant managers (three) and secretaries (three)
- (c) Clerk typists
- (d) Designer

- (e) Assistant designer
 - (f) Design room
 - (g) Conference rooms (two)
 - (h) Office supply storage
- (11) Market Research Department
- (a) Manager and secretary (one)
 - (b) Assistant managers (three) and secretaries (three)
 - (c) General clerks (four)
 - (d) Office supply storage
- Rest rooms are to be provided on each floor of the home office tower.

B. Manufacturing Plant Office

- (1) Manager and secretary (one)
- (2) Assistant manager and secretary (one)
- (3) Secretary-receptionist
- (4) Waiting area
- (5) Clerk typists (eight)
- (6) Conference room (two)
- (7) Mimeograph and print room
- (8) Office supply storage
- (9) File storage
- (10) Rest rooms and lounge

C. Manufacturing Plant

- (1) Receiving clerks (three) and secretary (one)
- (2) Receiving and storage area
- (3) Cutting room

- (4) Sewing room
- (5) Inspectors space
- (6) Locker rooms
- (7) Rest rooms and lounges

D. Distribution Center Office

- (1) Manager and secretary (one)
- (2) Assistant manager and secretary (one)
- (3) Cataloguing space (fifteen clerks)
- (4) Billing department (six clerks)
- (5) Service department (seven clerks)
- (6) Secretary-receptionist
- (7) Waiting area
- (8) Office supply storage
- (9) Rest rooms and lounge

F. Distribution Center

- (1) Shipping docks (four)
- (2) Receiving docks (four)
- (3) Storage bin area
- (4) Active bin area
- (5) Carding room (three clerks)
- (6) Manager and secretaries (three)
- (7) Quality control area
- (8) Rest rooms
- (9) Locker rooms

G. Cafeteria

- (1) Executive dining space

- (2) Employee dining space
- (3) Vestibule
- (4) Serving lines (three)
- (5) Preparation area
- (6) Dry storage
- (7) Cold storage
- (8) Scullery
- (9) Offices (two)
- (10) Locker rooms
- (11) Rest rooms

DRAWINGS OF PROPOSED COMPLEX

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SOME FACTS ABOUT LEVI STRAUSS & CO.---TODAY

Levi Strauss & Co. is today the nation's largest manufacturer of brand name Western wear, jeans and wash and wear sports slacks.

The headquarters of the company are in San Francisco at 98 Battery Street, a few doors from where Levi Strauss established his first office more than 100 years ago.

The company now operates 13 plants in eight states. Additionally, it owns major interest in a modern plant in Canada. LEVI'S garments are sold throughout the free world, and the company has received the President's "E" for Export Flag in honor of its "significant contributions to the nation's export expansion program."

Last year the company's sales gain alone was greater than the total annual sales of the company only 12 years ago.

Levi Strauss & Co. presently has more than 6,000 employees. President of the company is Walter Haas, Jr.; Executive Vice President is Peter Haas. The brothers are great-grand-nephews of Levi Strauss. The company is family and employee owned.

There are four LEVI'S manufacturing plants in Texas, including the pilot plant in Amarillo. The others are located in El Paso, Wichita Falls and Denison. The Amarillo distributing center is the company's fourth. Others are located in San Jose, California; Knoxville, Tennessee; and Antwerp, Belgium.

Amarillo's 130,000 square foot warehouse with 11,000 square foot office building is the most modern of its type in the country and embodies the latest innovations in garment warehousing and distributing.

LEVI STRAUSS & CO. SINCE 1850

Historic Levi's Now at Smithsonian

...lete understanding
...a East and West
...the meeting re-
...at the Smithsonian
...ion in Washington
...when historic pairs
...s took their place
...collection of the re-
...national museum.
...r A. Haas Jr.,
...rand-nephew of
...Strauss and presi-
...of the 114-year-old
...Strauss & Co. of San
...co, made the pres-
...assisted by his
...Walter A. Haas
...airman of the pi-
...garment firm's
...of directors.

...Ewers, director of
...useum of History
...chnology, accepted
...vi's for the Smith-
...The garments and
...round information
...will be accessible
...ars and historians.
...vi's will be exhib-
...appropriate times
...Washington D. C.,
...sibility in traveling
...ons throughout the
...four garments in-
...show the develop-
...close relation-



LEVI-STRAUSS OFFICIALS GIVE SMITHSONIAN INSTITUTION SOME HISTORIC PANTS

From l. to r.: John Ewers of Smithsonian, Walter A. Haas Jr., Richard Howland of Smithsonian, Walter A. Haas Sr.

...ship between the early
...pants, which gained in-
...stant popularity in the
...California gold fields dur-
...ing the 1850's, and Levi's
...present day blue jeans, a
...living tradition of the
...West. Levi's are a re-

...pected symbol of Amer-
...ica throughout the world.
...Levi Strauss & Co. was
...one of the first recipients
...of the President's Export
...Award Citation and "E"
...flag, and is featured in a
...special display in Dulles

...Airport in Washington
...D. C., as a result of being
...chosen by foreign visitors
...as one of the American
...products "we would like
...most to have." Since the
...inception of the Peace
...Corps in early 1961, the

...firm has given each mem-
...ber of the Corps two pairs
...of Levi's jeans upon de-
...parture for overseas as-
...signment. Women mem-
...bers are given the femi-
...nine version of the famed
...western pants.

LEVI'S IN THE

THE

THE WEEK

U.S. I

MANAGEMENT

All in the Family

In a day when U.S. business is typified and dominated by such publicly owned giants as General Motors, profits are also pouring into the coffers of quite a different kind of company: the family-owned firm. Many big and brawny U.S. companies are still family-owned—and have no intention of sharing with outsiders their hard-earned prestige or profits. They tower in fields as varied as mining, retailing, proprietary drugs and investment banking, and turn out such well-known products as S. & H. Green Stamps, Calorie ranges, Johnson's Wax, Mennen toiletries, Ex-Lax and Old Fitzgerald—the last of which has a president with the wonderful name of "Pappy" Van Winkle.

Strauss Pres eventually wrinkle-free. No Press Strauss, who its founder nesses stay owners war There are ownership, have the at plus in the ing or pack products a of sharehol pressures to managers c or, for the without ha- cism. Says Brooklyn's

The Lighter Side:

Levis Make The Smithsonian

BY DICK WEST

WASHINGTON, Nov. 22. — (UPI) — I have heard people say that they like to live in the nation's capital because it gives them a sense of participating in history.

That may make you as a rather ridiculous thing for anyone to say, but I understand what they mean. I get the same feeling myself on occasions.

My sense of historic participation is particularly sharp whenever I am witnessing a presentation ceremony at the Smithsonian Institution.

DURING THE past few years, the Smithsonian has accepted for its collection such history-laden items as a World War II Jeep, a set of Burma Shave signs and the first silk purse ever made from a sow's ear. And I was there.

I was there again when the 114-year-old Levi Strauss & Co. of San Francisco rendered unto the Smithsonian an

historic pair of blue jeans. Or, style than the blue jeans.

at least they as "historic" in press release.

Frankly, I think I was used rather weren't the Marie Antoine guillotine, or wore crossing that Noah would

IN FACT, pair, which was 1935, never did historic. Rather the part played in the West.

The company ed the most brown canvas (1870), which kind that ol made; a pair pants, and a jeans.

Together, the development of trousers, which have been rendered into brown ducks



Levi's Legacy

Levi's are now officially a part of our national heritage. The famed Western pants, popular in the California gold fields during the 1850s and now a symbol of America throughout the world, have joined the collection of the Smithsonian Institution in Washington,

D. C. The presentation was made by Walter Haas Sr. (right) board member of San Francisco old Levi Strauss & Co. accepting for the Smithsonian was John Ewers, director of the Museum of Technology.



TIM

THE WEEKLY NEWS

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Though they declined seeking cor- stuck to priv- that they ca- the Goliaths cially produ- owned Levi's of blue jean- rather, an- gun worldwi- "Sta-Prest" with resin, until they

San Fran- owned Levi Strauss & Co., of blue jeans, has a new rather, an unwrinkle. It gun worldwide marketing "Sta-Prest" pants, which with resin, then baked in until they have a perm-

Strauss President Walter convinced that almost all eventually be so treated to wrinkle-free.