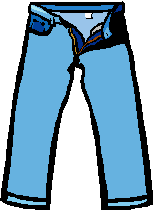
**READING COMPREHENSION PRACTICE**

**FUENTE:www.5minuteenglish.com/sep17.htm**

**Levi's Blue Jeans**



**Do you enjoy wearing Levi's blue jeans? Blue jeans have become popular all over the world, but do you know how they got started? Read on to find out...**

Levi Strauss was born in Germany in the mid 1800's and emigrated to the United States as a young man. He lived in New York City and learned the dry-goods business for several years. In 1853 he took his knowledge and his dreams to San Francisco (California., USA.) His dream to succeed came true over the next 20 years as he became a very successful businessman.

Many of Levi Strauss' customers were cowboys and miners. They needed clothing that was strong and durable. Strauss found a special fabric from France that was comfortable and lasted a long time. It was called "serge *de Nim*es," which was later shortened to the word *denim*.

Another man named Jacob Davis bought large amounts of the denim fabric from Levi Strauss. He was a tailor who made pants for hard-working men. One of his customers was continually tearing the pockets off his pants. So Jacob Davis decided to put rivets on certain parts of the pants to make them stronger. The customer loved the new pants so much that he told all his friends, and soon Jacob Davis was busy making lots of pants with rivets.

Jacob Davis soon realized that using rivets was a great business idea, and he didn't want anybody to steal that idea. He decided that he would need to get a patent. But being a poor tailor, he didn't have enough [money](http://www.5minuteenglish.com/sep17.htm) to pay for the patent. After thinking it over, he went to the businessman Levi Strauss and told him his idea. He said, "If you agree to pay for the patent, we will share the profits from the riveted pants." Levi Strauss did agree, and the new riveted pant business was called *Levi Strauss and Company*. Today Levi's jeans are more popular than ever, and Levi's name continues to live on.

ÍTEMS ESCRITOS DE BASE ESTRUCTURADA; REACTIVOS DE FALSO Y VERDADERO:

LEE EL TEXTO “Levi´s Blue Jeans” Y DESPUÉS LEE LAS SIGUIENTES ORACIONES Y ENCIERRA EN UN CÍRCULO VERDADERO (V) O FALSO (F).

1. Levi Strauss was born in America. T F
2. Levi Strauss´ customers wore fancy clothing. T F
3. “Serge de Nimes” was called denim. T F
4. Jacob Davis and Levi Strauss became business partners. T F

ÍTEMS ESCRITOS; DE BASE SEMIESTRUCTURADA:

LEE EL TEXTO “Levi´s Blue Jeans” Y DESPUÉS HAZ UNA LISTA DE AL MENOS 4 ELEMENTOS QUE HAYAN CONTRIBUIDO AL ÉXITO DE LOS JEANS LEVI´S.

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