



# Levi Strauss: The Blue Jeans Man

By Elizabeth Van Steenwyk

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Traces the life of the immigrant Jewish peddler who went on to found Levi Strauss & Co., the world's first and largest manufacturer of denim jeans.

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## **Levi Strauss: The Blue Jeans Man By Elizabeth Van Steenwyk Bibliography**

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## **Editorial Review**

From School Library Journal

Grade 5-9 The life of Levi Strauss, who founded the company that first manufactured denim jeans, is traced from his immigration to the U. S., his beginnings as a street peddler in New York, and his success in San Francisco. Strauss is portrayed as a hardworking and shrewd businessman. Van Steenwyk provides running commentary on how Strauss' Jewish faith impacted on his business dealings and the manner in which he conducted his life, yet she does not sufficiently point out the difficulties that Jews in America faced at that time. Her presentation is dry, lacking drama, and too many extraneous details bog the story down. Rambling and non-sequitor sentences will confuse readers and detract from the point being made. Although period black-and-white photographic reproductions and engravings enhance the text (especially of interest are the early advertisements for Levi jeans), this is not as good a choice as the books in the "Jewish Biography" series (Lodestar). A less than satisfying book with limited subject appeal. Susan Nemeth McCarthy, Arlington County Public Library, Va.

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## **Users Review**

**From reader reviews:**

**Judith Cole:**

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**Katherin Buerger:**

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**Terrie Delgadillo:**

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