

Levi's®



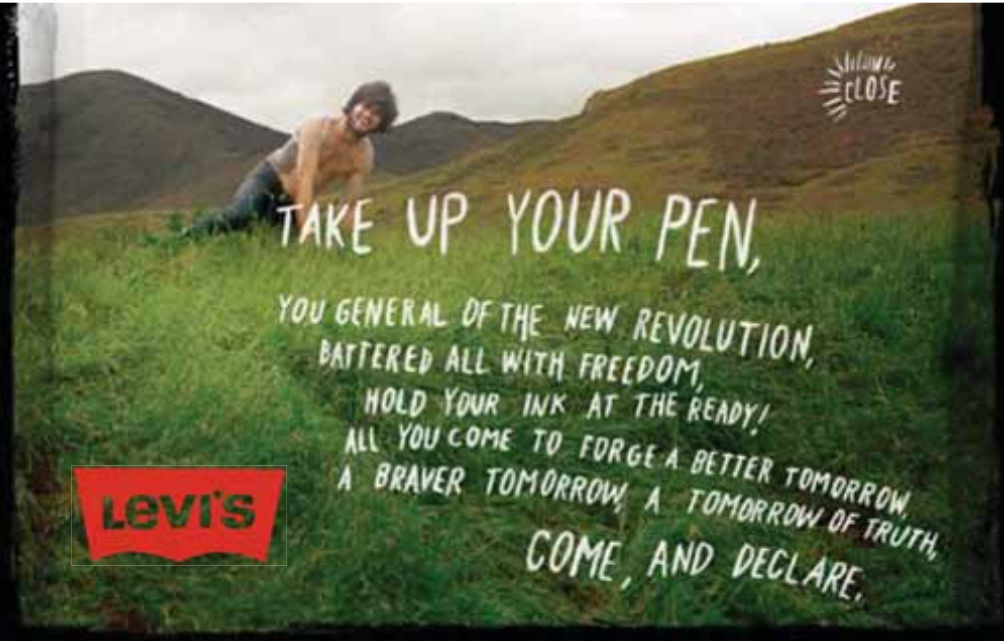
Levi Strauss & Co. has been innovating since 1873, the year we created and patented the world's first blue jeans. And while that patent has long since expired, our commitment to innovation continues. Throughout our long history we've inspired change in the marketplace, the workplace and the world.

I AM THE NEW AMERICAN PIONEER, LOOKING FORWARD, NEVER BACK.
NO LONGER CONTENT TO WAIT FOR BETTER TIMES...
I WILL WORK FOR BETTER TIMES. 'CAUSE NO ONE BUILT
THIS COUNTRY IN SUITS. ALL I NEED IS ALL I GOT.
BRUISES HEAL. STINK IS GOOD. AND APATHY IS DEATH,
SO I STRIKE UP FOR THE NEW WORLD!

A NEWER, MIGHTIER WORLD.
THE ONE I WILL MAKE TO MY LIKING, FOR AFTER
THE DARKNESS COMES THE DAWN.
THERE IS A BETTER TOMORROW.
LOOK ACROSS THE PLAINS AND MOUNTAINS AND SEE AMERICA'S
ETERNAL PROMISE. A PROMISE OF PROGRESS.
GO FORTH WITH ME.
GO FORTH!



GO FORTH





Levi's[®]







