



San Francisco Museum and Historical Society  
P.O. Box 420470, San Francisco, CA 94142

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## For Immediate Release

### **Presentation on the Life and Work of Levi Strauss**

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On Tuesday, May 9 in the Roosevelt Middle School Auditorium at Geary and Arguello, former Levi Strauss & Co. archivist will give a presentation titled, “LEVI STRAUSS: The Man Who Gave Blue Jeans to the World.”

While the name “Levi Strauss” is synonymous with San Francisco, myths surrounding his life and the invention of jeans have obscured the truth about Strauss’s life and business. Lynn Downey, the former historian and archivist for the Levi Strauss & Co., will talk about how Strauss arrived in Gold Rush San Francisco, set up a wholesale business, and eventually patented the invention of riveted denim pants. Strauss helped create modern San Francisco through business and philanthropy.

Lynn Downey has written *Levi Strauss: The Man Who Gave Blue Jeans to the World*, the definitive book about this influential San Franciscan. Books will be available for sale and signing.

The San Francisco Museum and Historical Society (SFMHS) holds monthly presentations, exploring the history of San Francisco people, places, and events. For more information, visit [sfnhistory.org](http://sfnhistory.org) or call (415) 537-1105, ext. 0.

Don’t miss next months program (June 13) on the early years of the San Francisco International Film Festival given by MIGUEL PENDAS.

*Doors open at 7 p.m. with refreshments; the monthly presentation begins at 7:30. Free for SFMHS members; \$10 admission fee for nonmembers (\$5 for students, K–12 teachers, seniors 62+, and disabled). Part of admission fee can be applied to membership cost within 30 days. Free parking in schoolyard (enter on Palm Avenue). Muni: 38 Geary; 1 California.*

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