

### From rags to Riches

When Levi Strauss arrived in the United States from Bavaria, he was seventeen, poor, and knew very little English. Like most immigrants, he was hoping for a better life. So, when gold was discovered in the West in 1849, he joined thousands of others and rushed to California.

Because he planned to open a shop in San Francisco, he took many goods with him, including a large quantity of canvas. He hoped to sell it as material for tents or wagon covers. Business, however, was not very good, and one day, as he sat in a cafe in a small town, he had an idea. He saw a man with a hole in the leg of his trousers and suddenly realized what Californians needed for the rough work they were doing-good, strong trousers!

Back in San Francisco, Strauss found a tailor who said he could make the trousers out of the unsold canvas, and so the first pair of jeans was born. They were a success and every pair was soon sold. With the help of his brothers in New York, Strauss obtained a new material from France called serge de Nîmes, which was also known as denim. He was right in believing that it would make better jeans; so, in 1856, denim replaced canvas as the material for his jeans.

In 1873, something new was added. Miners and railroad workers had been complaining that the pockets were not strong enough to hold heavy tools. Strauss decided to add copper rivets to the corners of the pockets, and this was followed soon after by double stitching on the pockets and the seams of the legs. Later, in 1886, Strauss introduced the famous leather label, which shows two horses trying to pull a pair of jeans apart. The success of his jeans continued, and before long he was a very rich man.

Jeans have come a long way since those days. Their use spread to cowboys and farmers and then to factory hands and mechanics. American soldiers carried them to Europe during World War II. In the 1950s, young people imitating stage and screen idols, such as Elvis Presley and James Dean, adopted them. Jeans became the «new look».

In the late 1960s, jeans came to represent a kind of protest. They became the uniform for those who rebelled against too much formality. It sounds strange, but jeans became fashionable among those who were anti-fashion. Today the idea of protest has disappeared somewhat. A durable pair of jeans, however, becoming more faded and more comfortable with each washing, still remains the first choice for casual wear throughout the world. Even high-fashion designers have created jeans. Do you think Levi Strauss would be surprised?

**1. COMPREHENSION :**

**(15 Pts)**

**A. The following statements are summaries of the different paragraphs of the text. Give the number of the paragraph which each statement relates to. Numbers 1/2/5 are given : (3 Pts)**

- a) Why Levi Strauss first came to the U.S. :Paragraph 1
- b) Need for making better jeans. :Paragraph .....
- c) Jeans as symbols of protest then fashion. :Paragraph .....
- d) New users of jeans. :Paragraph 5
- e) Beginning of Levi Strauss's business. :Paragraph .....
- f) How Levi Strauss happened to think : Paragraph 2  
of making trousers.

**B. Answer the following questions :**

1) What did Levi Strauss intend to do with canvas at the beginning?(2 Pts)

.....  
.....

2) Did Levi Strauss become rich easily? Explain.(3 Pts)

.....  
.....

3) What does the picture on the leather label symbolize ?(2 Pts)

.....  
.....

**C. These statements are false. Correct them: (3 Pts)**

1) Levi Strauss added copper rivets to increase the value of his jeans.

.....  
.....

2) Levi Strauss started new business in France.

.....  
.....

3) Today only unknown designers are interested in the business of jeans.

.....  
.....

**D. Find in the text words which refer to two kinds of cloth jeans are made of: (2 Pts)**

1).....

2).....

## 2. LANGUAGE:(15 Pts)

### A- Use the words in capitals at the end of each sentences to make words which fit in the spaces : (4 Pts)

1- Sara 's dad bought a ..... house by the sea . **SPACE**  
2- Nowadays the ..... of flats is increasing. **SELL**  
3- James is ..... to fulfill his dreams at any cost. **DETERMINE**  
4- ..... of that building are all from abroad. **RESIDE**

### B- Complete the sentences with these phrasal verbs : (4 Pts)

<b>Burn down</b>	<b>make up</b>	<b>speak out</b>	<b>turn down</b>
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1- Sue has to ..... Her mind about where to go next holiday.  
2- Judd is a brave actress she can ..... against the regime .  
3- Why did you ..... that kind of job ?  
4- Imma 's house ..... yesterday, She decided to move house to L.A .

### C- Circle the correct words:(3 Pts)

1- I think I **make / do** a lot of mistakes in my math exam.  
2- I stayed in a **comfortable/crammed** hotel. It has big rooms.  
3- I have to **arrange/make** a meeting with the manager.

### D- Complete the sentences with the right tense.( Present simple or present continuous): (4 Pts)

1- Anna .....(never -eat) meat because she..... (not like) it.  
2- , We all ..... ( know ) that the sun .....( not rise ) in the west.  
3- The school .....(organize) a party for the new students this year.  
4- I.....(think ) your phone ..... ( ring ).  
5- Mrs Brown ..... ( need ) to use the phone right now.

3- Writing : 10 pts

**Topic:**

You have just moved house to an other town , you missed your friends and your neighbours. Write an e-mail to your best friend describing your new house.