

LEVI'S® 501™ JEANS

SUCCESSFULLY UNIMPROVED

FOR OVER 125 YEARS.



One day a man named Levi Strauss created the world's first blue denim jeans.

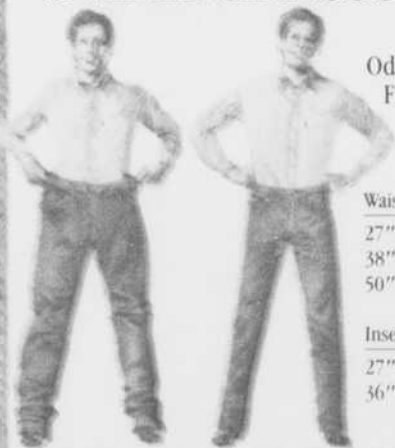
Then something *really* remarkable happened:

For over 125 years, we didn't improve them.

The authentic, original Levi's 501™ jeans you buy today are virtually identical to that very first pair.

Which means they're still rugged, comfortable, classic... and a bit odd.

Still guaranteed to shrink and fade.



Odd and Unusual Fitting Guide:

Waist	Add
27"-36".....	1"
38"-48".....	2"
50"-Up.....	3"

Inseam	Add
27"-34".....	3"
36"-Up.....	4"

1. Before 2. After

Just pick out a pair that's 1 to 3 inches too big in the waist. (Trust us on this.) And 3 or 4 inches too long in the legs.

After 3 washings, our exclusive 'XX' all-cotton denim will "Shrink-To-Fit™"

A few more washings, and the fabric "breaks in" to become softer, lighter in color and even more comfortable.

They fit like no other jeans you'll ever own.

With continued wearings, 501's™ actually adapt to your body proportions, forming a uniquely personal relationship between man and jeans.

Yet overall, 501's™ remain as tough as nails. Which is why an old pair is more valuable to its owner than a new pair.

What's more:

a) Our front pockets are still riveted at the corners.

b) We still give you a real watch pocket, whether you need one or not. You never know.

c) You get a 5-button fly. No need to go switching to something that might just be a temporary fad, like zippers.

d) We still use only heavyweight 14-ounce denim that's so strong two horses couldn't tear it apart. Hence, the Levi's two-horse patch on every pair.

Classic style never goes out of style.

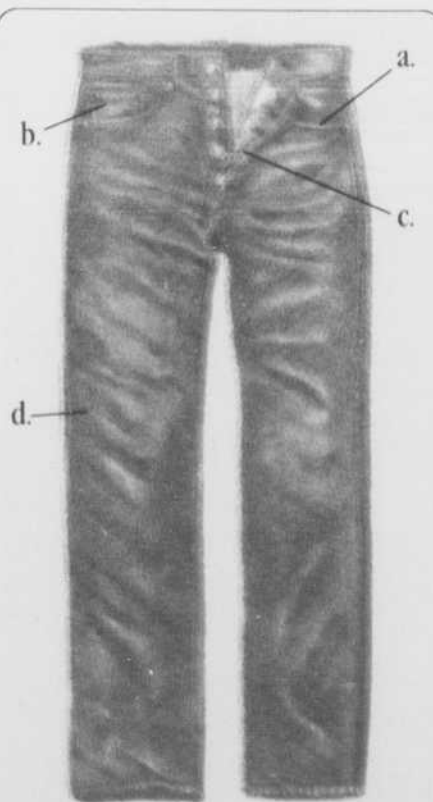
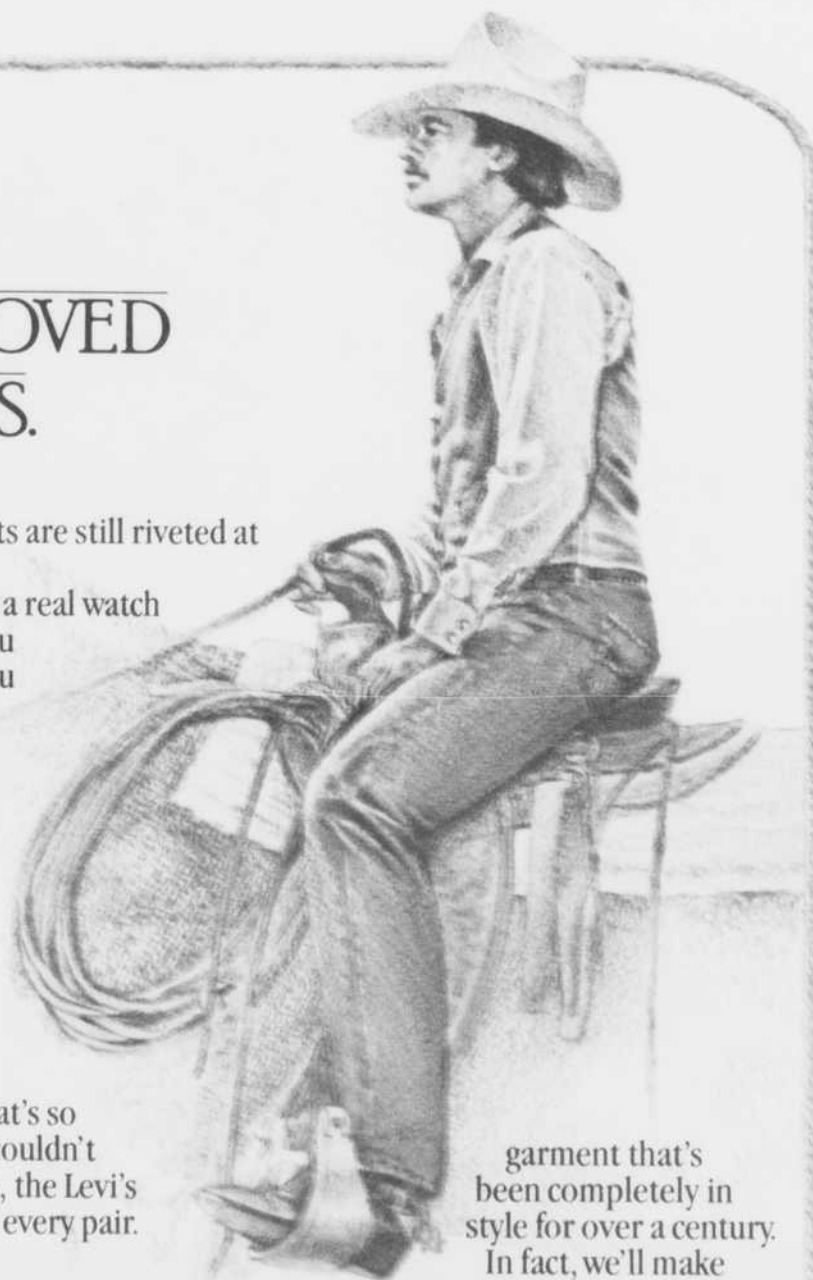
And the result of all this?

Levi's 501's™ are probably the only

garment that's been completely in style for over a century.

In fact, we'll make you a promise.

You keep buying original Levi's 501™ blue denim jeans, and we'll keep adding no improvements.



501™

Levi's
JEANSWEAR

QUALITY NEVER GOES OUT OF STYLE®

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