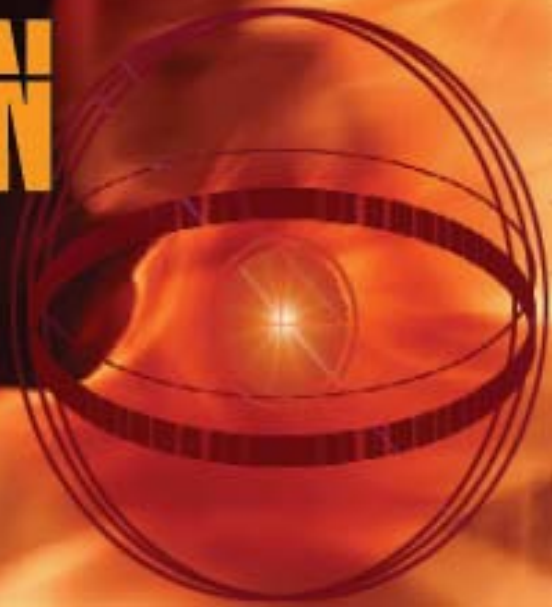


INTER:MISSION



Davis' Jeans? Strauss took the spotlight in denim venture.

Jacob Davis, a Russian immigrant and tailor, formulated the idea for the riveted seam after encountering a customer who kept ripping the pockets of the denim pants Davis made for him. He decided to affix copper rivets at the points of strain, such as the pocket corners and the base of the button fly. Davis couldn't afford to obtain a patent for the invention nor to produce the garment, so he approached Levi Strauss, his denim wholesaler. Levi changed the name from canvas trousers to "jeans" and later renamed them "Levi's." Although denim pants had been around as work attire for many years, it was the first use of rivets that created what we now call jeans.



Left: An early Rice Krispies cereal box.

Right: The cereal brothers today.

The words Snap! Crackle! Pop!® first appeared on boxes of Kellogg's Rice Krispies® cereal in 1932 and the characters appeared in 1933 to personify the sounds of the food. These famous characters are actually brothers: Snap! (the eldest) is the leader and manages the cereal careers of the threesome; Crackle! (the middle child) prides himself on playing practical jokes on Snap! and the youngest, Pop!, loves eating the cereal he promotes and spends most of his time doing so.

www.missionidentity.com