

# The Amoskeag Manufacturing Company

Threads Denim

For Levi Strauss



# Weaving a pattern for Success

Four known core values are at the heart of Levi Strauss & Co.:

- ❖ Empathy
  - ❖ Originality
  - ❖ Integrity
  - ❖ Courage



*These four values are linked, similar to the weaving of cotton. As we look to our future together, we see a future of how our core values will work together with Levi Strauss, creating a pattern interwoven with combined success.*

# *Amoskeag Manufacturing Company*

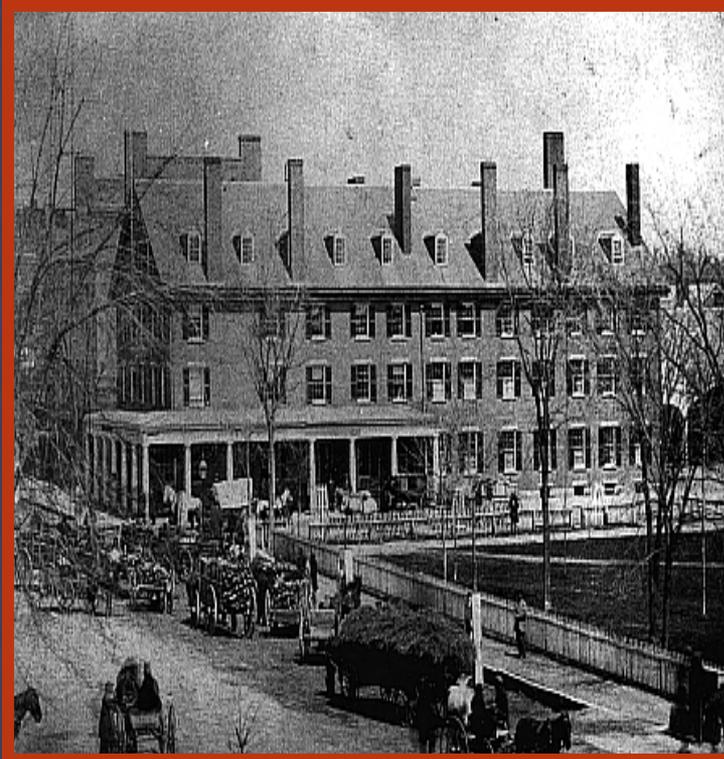
*located in Manchester, NH*



*The company for all your denim needs.*

# Manchester

*A great place to work and live.*



- Occupied by Indians for thousands of years
- First Europeans settled in 1722
- Manchester was incorporated as the first city in New Hampshire in 1846
- Current population is 23,509
- Incorporated as a town Sept. 3, 1751 by King George III
- Opened first mills in 1838



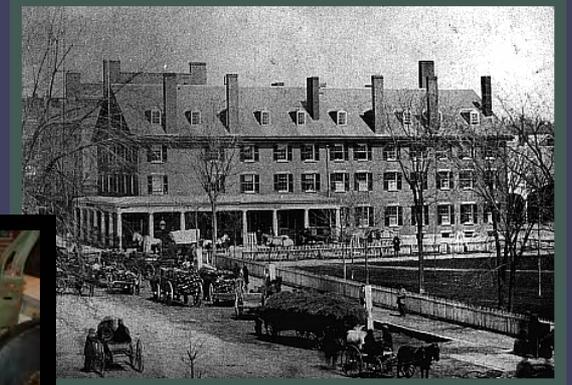
# Life in Manchester

## *jobs & housing*

The mills provide an abundance of jobs.



There is plenty of housing for individuals and families.



# Life in Manchester

## *education*



Manchester is proud to provide education to approximately 2,400 students (*tracking during spring 1867*).

The high school provides classrooms, an assembly hall, library, museum and science laboratories.

# Life in Manchester

## *shopping and entertainment*



### Elm Street

provides plenty  
of entertainment  
and shopping for  
all your living  
wants and needs.



# A View of the Amoskeag Manufacturing Company

*A leader in manufacturing denim.*



*Medal received by the  
Amoskeag manufacturing  
excellence in manufacturing.*



# Threading Denim for Levi Strauss

*The production process*



# Making denim cloth



After delivery by train the cotton bales are picked apart in a process called *bale breaking*

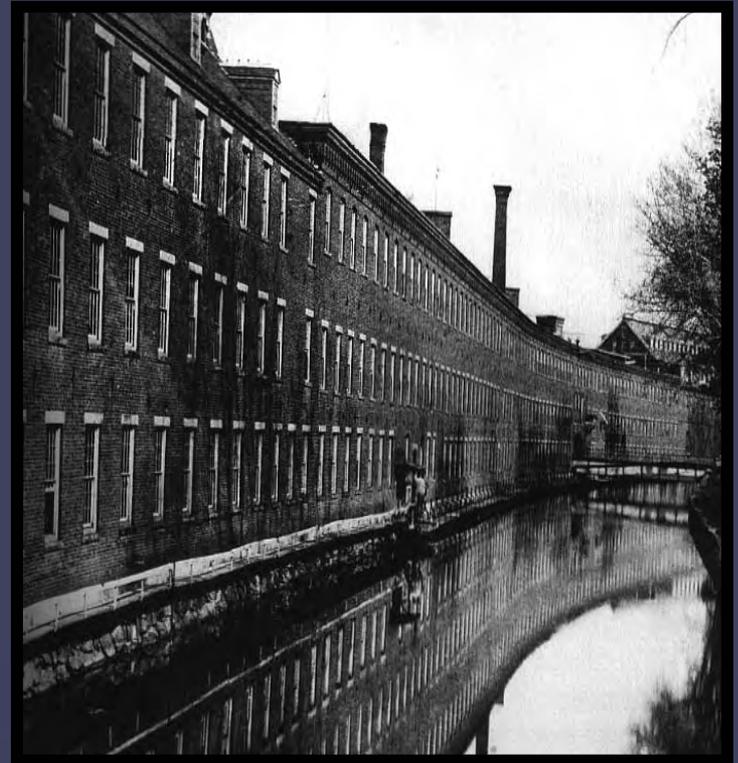
- **CARDING** - completes the cleaning process
- **SPINNING** - produces the complete yarn
- **DYING** - the yarn is colored
- **DRESSING** - the final preparation and treatment
- **WEAVING** - the production of the denim cloth



# Amoskeag Manufacturing Company

*A leader in manufacturing denim.*

- **AMC begun in January 1810**
- **Over 3500 employees**
- **Millyard covers 1 1/2 miles**
- **Over 9,600,000 lbs. of cotton annually**
- **22,500,000 yards produced in 1856**



# The Denim Facility

*Mill #3 – A modern facility*

- Built in 1870
- Five Stories Tall
- 440 Feet Long
- 72 Feet Wide



# The Amoskeag Manufacturing Company

*We have the ability to meet  
your denim needs.*



Power



People



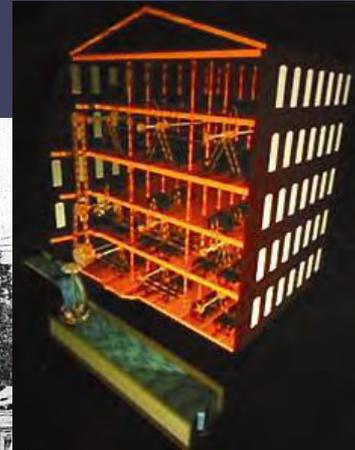
Output



Transportation

# Power

*by Water*



3 water turbines

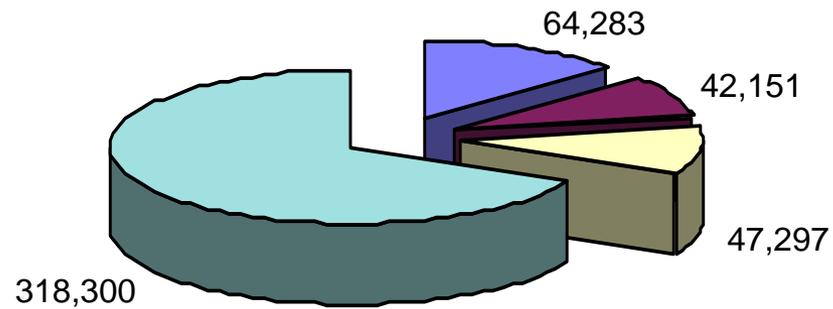
Producing

750 horsepower

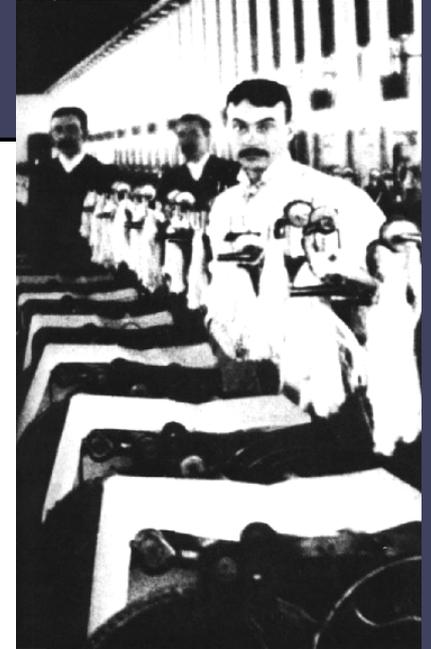
Dam built to provide power

# People

1870 Census Population Figures

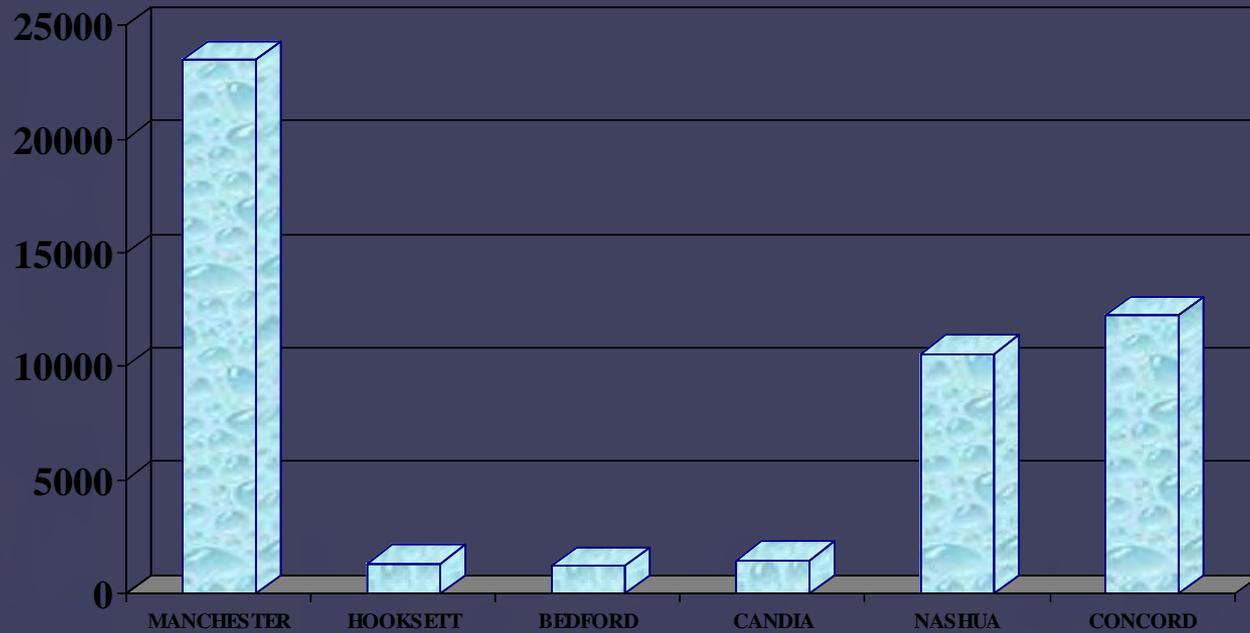


■ Hillsborough ■ Merrimack ■ Rockingham ■ NH State



# People

*Population from 1870 Census*

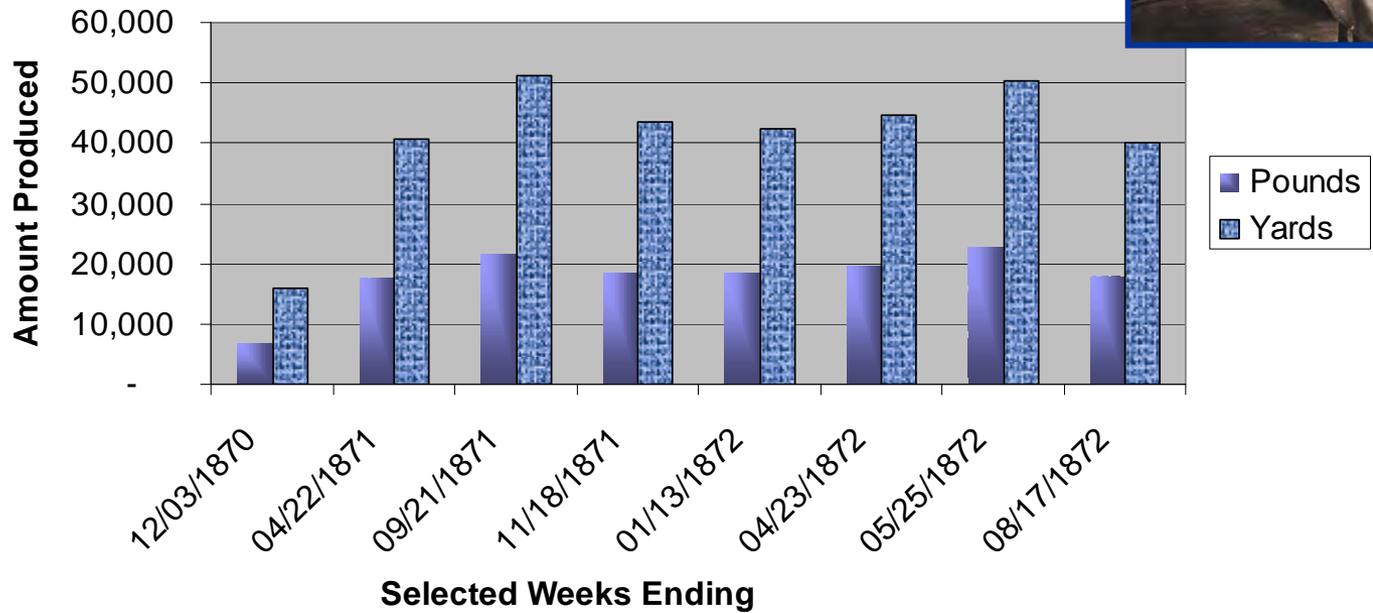


# Output

*Denim output for selected weeks*



### Selected Denim Output



# Manufacturing

- 368 Looms Operating
- 4,114 pounds of Heavy Denim produced daily
- 11.18 pounds per loom



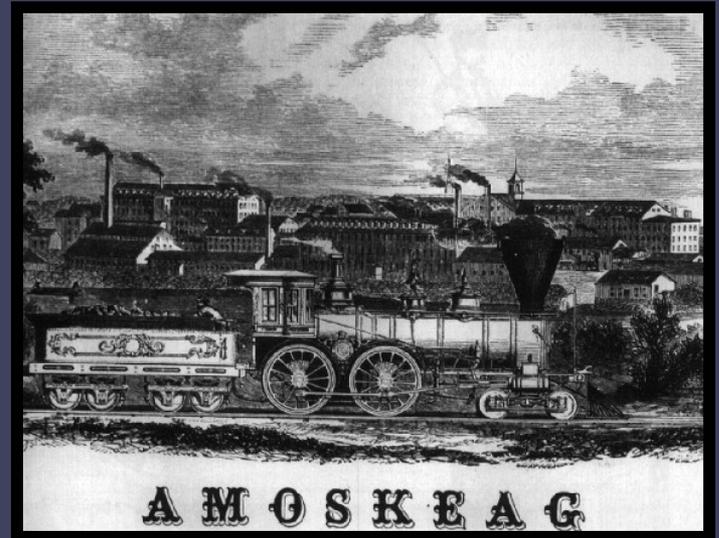
*One day output at the Amoskeag Manufacturing Company*

# Transportation

*We have delivery access to the world*

Manchester connects to the Nation:

- Concord Railroad Corporation chartered on June 27, 1835
- Nashua to Concord line completed in September 1842
- over 800 miles of track in state
- connections to Boston & Lowell
- Grand Trunk System
- the Transcontinental System



Manchester's Union Station -  
built around in 1855

# References

*We supply denim to nearly 100 companies in the United States. Please feel free to contact any of the following companies as a reference:*

*Manhattan Mill*

*New Foundland*

*N.E. Protective Union*

*Norfolk*

*Old Kenasha*

*Prescott Mills*

*Rock River*

# In Summary



*Amoskeag Manufacturing Company is the company for all your denim needs.*

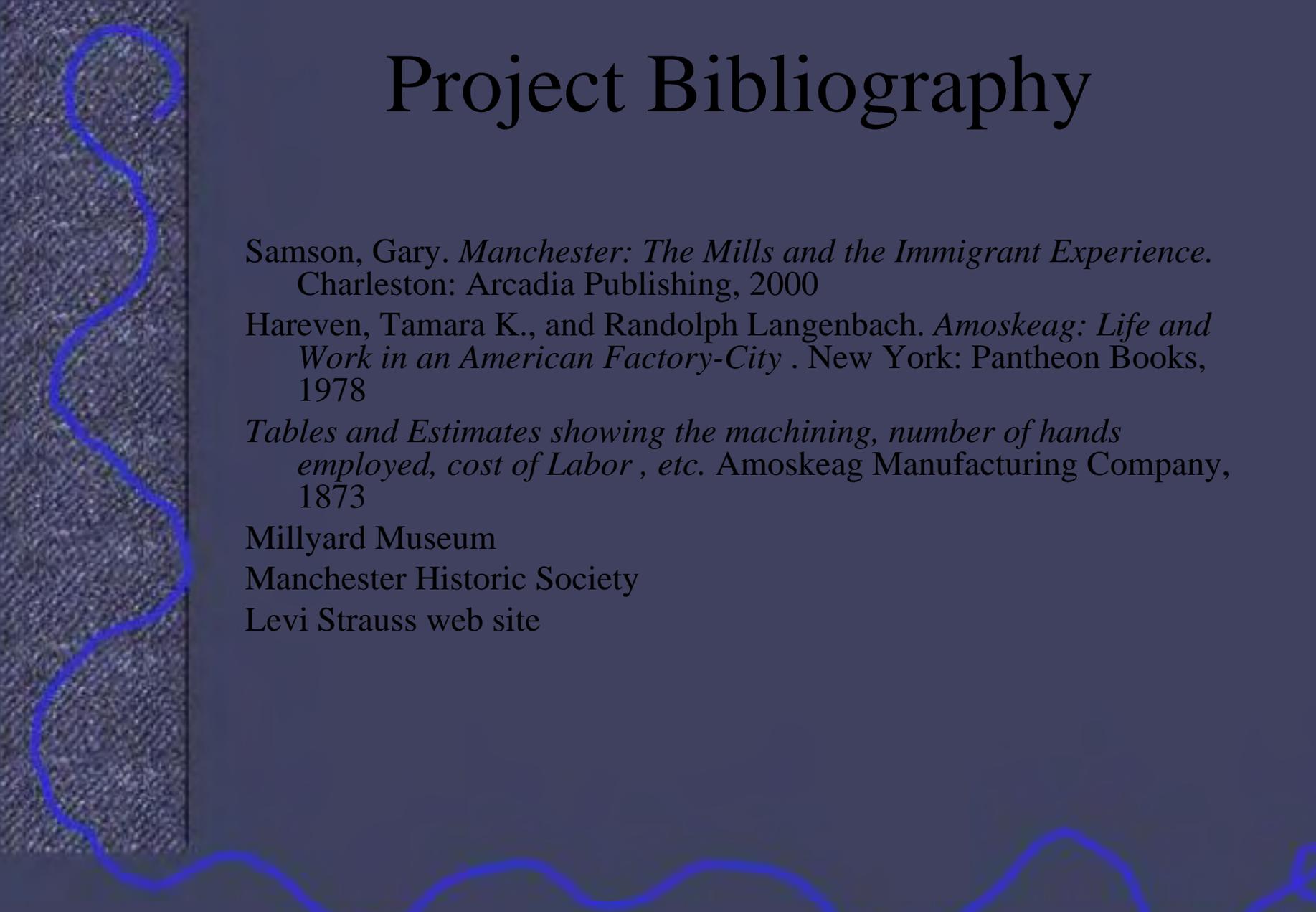
The Power ♦ The People ♦ The Output ♦ The Transportation

# Amoskeag Manufacturing Company And Levi Strauss



A winning combination for supplying  
denim products in the United States.

*The only way to thread success.*



# Project Bibliography

Samson, Gary. *Manchester: The Mills and the Immigrant Experience*.  
Charleston: Arcadia Publishing, 2000

Hareven, Tamara K., and Randolph Langenbach. *Amoskeag: Life and  
Work in an American Factory-City*. New York: Pantheon Books,  
1978

*Tables and Estimates showing the machining, number of hands  
employed, cost of Labor, etc.* Amoskeag Manufacturing Company,  
1873

Millyard Museum

Manchester Historic Society

Levi Strauss web site