

MALLS & MAINSTREETS

Jockey from page 4B

worked for him.

Wool is out

With the advent of central heating in the 1920s, houses wanted the need for full-length, wool underwear diminished. Hot and cold running water came to working-class homes. In 1928 Hygiene Magazine printed a revolutionary article that insisted underwear be well-ventilated not warm. Lighter-weight undergarments that covered less of the body became the rule. Also, soldiers returning from World War I preferred the short-sleeve undershirts and boxer shorts that were standard military issue.

Cooper's quickly began to manufacture its own boxer, *The Nain-sook*, a sleeveless short-legged union suit made of Indian cotton, woven not knit, was also introduced in 1930. Cooper's called its version the *Singleton*.

Men pictured in underwear ads of the day wore masks or turned their face away from the camera so their identity would not be known. They were modestly pictured from the front and rear to show the underwear's stretchability in various positions. The *Singleton*, whether knit rayon or knit cotton jersey with fly closing were sold in men's and boys' sizes.

Less to come

In the 1930s, men's topsless bathing suits were making their way onto private U.S. beaches from Europe. These form-fitting bathing suits influenced Cooper's executive Arthur Kneibler, who came up with a close-fitting knit garment with an elastic waistband in 1934.

Cooper's named the underwear, "The Jockey Brief" to suggest athletic freedom of movement. The Jockey brief became the standard, but the original design did not have a fly. Cooper's added the patented Y-front and advertised the new masculinized undergarment as providing "rest-

ful buoyancy which could stay closed without buttons."

The Jockey brief was introduced in Chicago in January 1935 by a display in the front window of the Davis Store on State Street. The display featured the photograph of a man wearing Jockey briefs instead of an illustration. Despite a snowstorm, hundreds of people came out to see the window display, and 12,000 briefs were sold within a week!

The success was repeated around the country. To ensure continued attention to the Jockey brief, "The Squirmers" ad campaign was launched in the late 1930s. The Squirmers was portrayed in a variety of social situations as the victim of his underwear. The Squirmers suffered no harm until he switched to Jockey underwear.

By the 1950s, Jockey was promoting novelty print underwear packaged for Valentine's Day and Christmas. This marked the first time underwear was sold as a gift item.

Jockey trademark

Late 18th, early 19th century manufacturers began to develop trademarks, symbols that made their products easily recognizable to customers. In 1940, Cooper's commissioned Frank Hoffman, sculptor of horses and riders, to create the Jockey boy statue for in-store displays of Jockey underwear. The logo also appeared on packages and — with a few minor changes — remains today.

Rubber rationing during World War II took away Jockey's elasticized waistband, so through a major national ad campaign, Jockey announced "Jockey has gone to war." The war-model brief had an adjustable waistband that needed to be buttoned.

In 1944, a synthetic rubber, neoprene, was approved for civilian use. Conversion kits were sold to consumers with instructions on how to add stretch to their World

War II Jockey.

In 1950, nylon tricot became the miracle fabric for underwear. In 1960, the company introduced *Shants*, a nylon tricot bikini-brief that featured a no-fly design that was thinner and more daring than any other previous Jockey creation.

Cooper's became Jockey International in 1972. During 1976, Jockey developed colorful fashion underwear for men. Sales sagged, according to Jockey historians, because the customer was hesitant to give up the traditional white — despite a colorful advertising campaign.

Yves St. Laurent was hired to design new patterns and styles for Jockey, and two famous ad campaigns were launched to promote new products. Remember these slogans? "Shants — what the well dressed man is wearing this year," and "Jockey fashion underwear. Millions of American men would feel naked without it!"

Most of Jockey's advertising was done in magazines because until 1990 television stations did not allow people to appear in their underwear.

Since the '30s, Jockey hired famous sports figures to appear in their advertisements, such as Red Grange, Yogi Berra, Tommy Armour and Babe Ruth. These men were photographed in their sports uniforms with a heading that stated they had on Jockey products underneath. In 1975, a group of athletes clad only in the Jockey briefs, appeared in national magazines. Under the heading "Take away their uniforms and who are they? — Jim Palmer, Steven Carlton, JoJo White and Pete Rose." Palmer became Jockey's official spokesman, the "Man on the Bag" for modern times.

Jockey goes Hollywood

Ariane Francis read the first advertisement for Cooper's Underwear on television on *The Home*

Show in 1956. Jockey has been worn in the movies by Tom Cruise in *Risky Business* in 1983, and Kevin Costner in *Bull Durham* in 1988, and in *Lethal Weapon III* in 1992.

Jockey for Her

In the 1950s, Jockey premiered a woman's line, *Jockette Underwear*, "stolen from men, made pretty and practical for you," but sales flopped, and the line disappeared by 1954.

The idea for producing a woman's line of underwear resurfaced in the 1980s. Retailers warned Jockey manufacturers that women would never buy underwear with the Jockey name on the waistband because of the masculine association. However, research showed women wanted a basic, comfortable, cotton undergarment.

The company sought gynecologist support to promote *Jockey for Her*. Many doctors advised their patients to wear cotton underwear because it provided better ventilation than nylon underwear.

Jockey sent 25,000 gynecologist coupons that patients could redeem for a free pair of Jockey's new cotton underwear for women. In the women's division, athletic wear influenced designs for women's underwear. The French-cut style, patterned after the clothes worn by Jane Fonda in her exercise tapes, soon became a best-seller. The company emphasized comfort and freedom of movement in the women's line, just as it had when it introduced the classic men's brief in 1935.

Hudson's from page 4B

80s Lifestyles

Hudson's Morriseo explained that the new Marketplace deli was designed in response to on-the-go lifestyles of the '80s where health conscious, busy shoppers can get fresh, nutritious meals to go or eat in. Unlike the Marketplace departments in other Hudson stores, the Summit Place shop is experimenting with deli meats and cheeses.

"The old restaurant was not doing as well as it used to do," she said. "It was time to change and move ahead. With this new concept, we actually provide more options for our shoppers. There's a deli counter where customers can create individual menus to enjoy there or have packaged to go. There's a cappuccino counter where people can take a break and chat. There's a counter for the Yogurt & Juice Express customers with seating."

The food and candy division is the new star growing in the Dayton-Hudson Corp., with the increase gourmet food sales a national trend, Morriseo said. Ten Hudson stores now have a Marketplace Foods section, yet these departments vary from store to store. All sell fresh salads, light dishes and entrees, soups and a variety of hot and cold beverages. Marketplace Food stores are at Twelve Oaks in Novi, Northland in Southfield, Briarwood in Ann Arbor, Eastland in Harper Woods, Fairview in Dearborn, Oakland in Troy, Westland, Genesee Valley, Grand Rapids and now Summit Place in Waterford.

As for the elimination of books and draperies, Morriseo said the decision to drop those departments was made a year ago and had nothing to do with the renovation plans. However, the furniture department will be eliminated as a result of the remodeling to give more space to better-selling categories such as shoes, women's wear and children's clothing.

The whole idea behind the renovation is to "make the Summit Place store more elegant and customer-friendly with deeper assortments and clearly defined departments," said Morriseo.

Irene and Joyce Montante of West Bloomfield were taking a yogurt break at the new Marketplace Food store last week, also surprised by the new surroundings.

"We usually got our treats from the yogurt counter downstairs, but they moved it up here now," Irene said. "It's nice. Real clean. Just something new to get used to. I'm a longtime Hudson customer though. I've been through lots of changes with them. In the '40s and '50s, when I was raising my six children, my Hudson's bill was always \$300-\$400 a month. I used to shop at the downtown store. Then I followed Hudson's out to Northland. Now I'm shopping here at Summit Place. That's progress, I guess."

Four other Hudson stores will be remodeled in 1994, but not as extensively as the Summit Place store. Westland, Northland, Southland and Eastland will be spruced up.

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2. RUSSIAN LYNX CANADIAN LYNX COAT - 1 ONLY \$9000 \$5499
4. MONTANA CAT LYNX COAT - 1 ONLY \$19,000 \$13,999
5. RUSSIAN SABLE JACKET \$25,000 \$14,499

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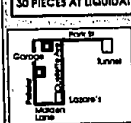
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