Glancing at golfwear

By JOYCE HAKLAR
Golf / Golfdom fashion editor

For years, shirt manufacturers have used unusual symbols to identify with—but what do the designs represent? The birth of an insignia can be spontaneous or a well-planned project. Most of these symbols have an interesting story connected with them that very few people are aware of.

The Izod crocodile, used on Lacoste shirts, was the nickname of Rene Lacoste, the tennis player, who was very fast afoot. Lacoste adopted the emblem for himself and for his shirts.

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GOLFWEAR
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Tony Lema sportswear for Jockey displays a combination of a winner’s cup and champagne glass, both significant of Tony, for an abstract interpretation that can be either a glass or trophy.

Munsingwear made a survey as to what could identify their mesh knit shirts as being cool—presto! the penguin. They made an agreement with the cigarette people who use the same emblem: if they didn’t sell shirts, Munsingwear wouldn’t sell cigarettes.

Joe DiFini of DiFini Knitwear was having a good round of golf when he drove into the rough. He was ready to take a penalty when the caddie spotted the ball next to a four-leaf clover. DiFini blasted out two feet from the pin for par. From then on, the four-leaf clover was the symbol for his shirts.

Golfcraft opens Eastern plant in Pennsylvania

Golfcraft Inc., recently opened its Eastern factory at 616 Nolan St., Morrisville, Pa. The new plant has 30,000 square feet of floor space and is adequately supplied with latest equipment, especially that for bag manufacture.

Ted Woolley, Golfcraft’s president, recently bought the Trenton Sports Bag Company. Its owner and president, L. H. (Buck) Legoff came along with the deal as vice president of the Coronado Manufacturing Co., a Golfcraft division, and will share direction of the new Eastern operations with James Coyne, formerly of Golfcraft’s Chicago staff.

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