

Support Is On The Way!

In 1876, Samuel Cooper founded S.T. Cooper & Sons, the predecessor of Jockey International, Inc. Cooper started his hosiery business in St. Joseph, MI, to help lumberjacks who were suffering from their poor quality socks...laying Jockey's foundation for "Satisfying the Human Need for Comfort."

By 1878, Cooper & Sons was producing nearly 2,500 pairs of seamless stockings each day. Over the next 25 years, Cooper's sons (Charles, Henry and Willis) became skilled in the business. In 1897, they introduced the Black Cat brand of hosiery for men, women & children, and in 1898, the brothers moved the company into an ambitious new direction...Men's Underwear.

In 1900, the brothers incorporated as the Cooper Underwear Company and began producing White Cat underwear. The new Cooper Underwear Company mill was completed in 1902. This location still serves as the longtime headquarters of Jockey International, Inc.

In 1912, the patented Cooper union suit, branded as the Kenosha Klosed Krotch, rose to the top of the underwear market and was sold faster than it could be produced. Cooper hired Joseph C. Leyendecker, illustrator for *The Saturday Evening Post*, to create the "Man on the Bag" image... a staple of the company's brand identity and a classic American advertising image. In 1929, the Cooper Underwear Company officially changed its name to Cooper's, Inc. That year, Coopers' developed the Singleton, a new-style union suit with short legs and a sleeveless top and packaged them in cellophane bags – a first in the underwear trade and a huge selling point in modern self-service apparel stores.

In 1934, Arthur Kneibler received a post card from the French Riviera showing a man in a bikini style swimsuit. This simple postcard inspired the creation of the one and only Jockey® brief.

In 1935, Cooper's began selling the Jockey® short on a larger scale. The day of its debut, Chicago's popular Marshall Field & Company sold out its stock of 600 packages by noon and sold 12,000 more in the following weeks. The Jockey® short became a national sensation. The Jockey® Y-Front® brief was invented later that year and became Cooper's most sought after item.

To better symbolize the pride in the brand, Cooper's commissioned well known sculptor and painter, Frank Hoffman, to produce the Jockey Boy.

1946 ushered in endorsements from star athletes... one of the first being Babe Ruth. In 1947, the Jockey® brand name was stitched into the waistband of the underwear for the first time. Cooper's advertised in the first issue of *Sports Illustrated* magazine in 1954.

In 1958, Cooper's introduced Jockey® Skants® briefs, the company's first foray into fashion underwear. Cooper's also purchased its first TV advertising, read live by Jack Parr on the Tonight Show.

In 1971, Coopers, Inc. changed its name to Jockey Menswear, Inc.®, and then changed its name to Jockey International, Inc. in 1972.

Today Jockey International, Inc. is active in more than 120 countries. [<https://www.jockey.com/ourcompany/ourhistory>]

