

the **Outrigger**



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CANOE LOGO
Date Unknown



**FIRST KNOWN
OCC LOGO**
1916



**BATHING SUIT
LOGO**
1917



**WINGED "O"
JACKET LOGO**
1967



CURRENT OCC LOGO
1964



LOGO 1919
1919



**BOARD OF
DIRECTORS JACKET
LOGO 1967**



**BEACH SERVICES
LOGO**
1935



MEDAL INSIGNIA
1964



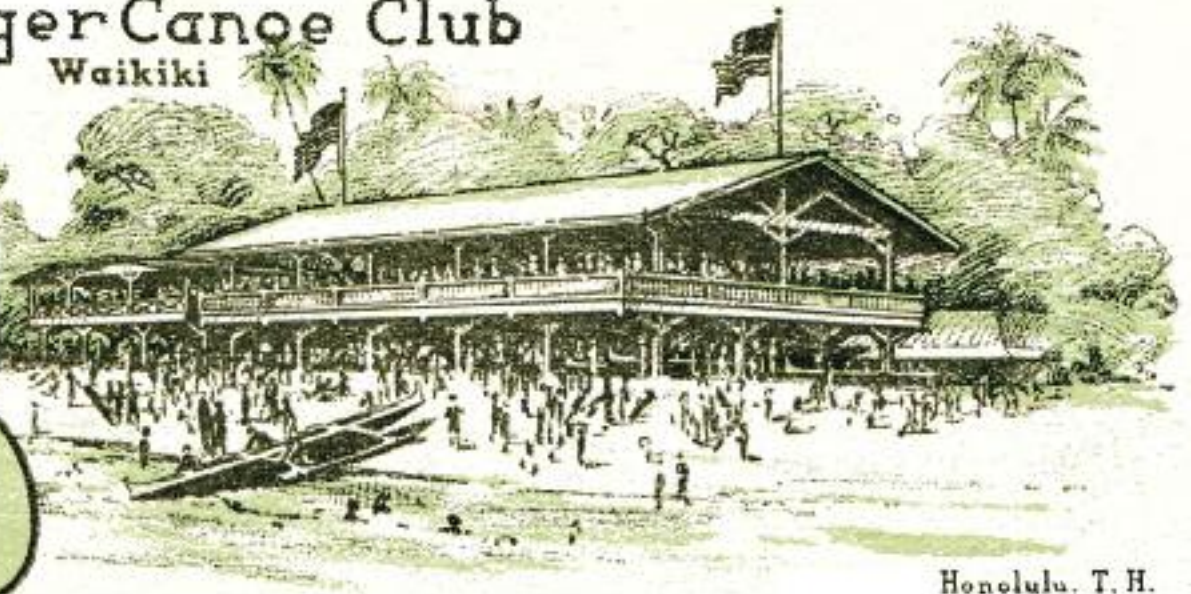
OCC LOGO
1942

Outrigger Canoe Club

Waikiki



OCC 1919



Honolulu, T. H.

Inside the Outrigger Emblem

Story by Ron Haworth | Graphics by John Lacy

The Outrigger Canoe Club emblem did not have an immaculate conception... although it was destined to become widely recognized and admired in the realm of water sports and volleyball ... and very little has been written to establish the why and when Outrigger's graphic design was conceived. Our founder Alexander Hume Ford envisioned the need in 1908 to perpetuate the Hawaiian sport of surfing but not the coat of arms to forever portray the accomplishment.



Club Entry Sign 1910

When our Club was a thatched roof dance pavilion over a lagoon an entrance sign read HAWAIIAN OUTRIGGER CANOE CLUB - FOR MEMBERS ONLY. But how were the few members identified once past those portals and on the beach or surfing without a Club emblem?



OCC Letterhead February 18, 1913

How did years later the nearly 300 members acknowledged by Mr. Ford at the January 1913 Annual Meeting show Outrigger affiliation?

Perhaps a first tentative step to remedy this identity vacuum can be found in a Board reference on August 1915 which had evidently tasked an Emblem Committee to design a Club symbol. Of particular concurring significance in March of this same year the Board also requested a standard issue bathing suit design be submitted in the Club's red and white colors. This is the first confirmation found of official Outrigger livery.

Emblems, Medals and Badges

Then two years later the Board ordered a thousand of the approved emblems at a cost of \$15 plus \$40 more for a die to stamp them. It then recommended Mrs. J.D. Jay, matron of the Women's Dressing Room, be paid a sum not to exceed five cents each to attach them to members and guests bathing suits.

Further that year it was proposed to award medals and badges for inter-club sports similar to those given by the Hawaiian A.A.U. It was felt an appropriate design would be an outrigger canoe on that patch in place of a swimmer.



A child wears an OCC bathing suit circa 1917.



Josephine Garner in her early 1920s OCC bathing suit.

Finally, in 1917...Outrigger Canoe Club members gained instant eye recognition. Frank Sinatra would have crooned ... "when Outrigger was nine it was a very good year" our Club emblem was forefront on Waikiki Beach and our own beloved gold Olympian Duke Kahanamoku became a world recognizable member... "it was vintage time when Outrigger was nine" ...The Board, sensing a public relation opportunity, then wisely directed:

"Each member or guest will be required to wear the Club Emblem on the breast of his or her bathing suit. These emblems will be provided by the Club."

-House and Board Rules 1917

Club pride and identification had become a reality. The winged "O" design which followed was on the starting blocks and in the fast lane.

"...the Committee recommends each member of the Swim Team to be provided with an emblem, the design to be a vertical paddle surmounted by a winged "O". Each member that is selected

to represent the Club in competition will also be given a silk racing suit."

- Board Minutes 1917

Father Time Had an Eye for the Ladies

The women's racing suits were similar to the men's because they were for competition swimming and by then the once fashionable head-to-toe bathing costume women had suffered was waning. The Roaring Twenties era was soon to begin in earnest discretely disrobing the fairer sex and this impractical swimming attire had begun a disappearing sea snail slither odyssey from Waikiki to the French Riviera.

Still... piously raised eyebrows suggested that Waikiki (known as Flapper's Acre) was the most immoral beach in the world because it was not uncommon for women to admit peeling down to only male bathing suits once submerged.

Outrigger's emblem certainly preceded Bridget Bardot's bikini, and while tiny, both were destined to draw the eye of beach admirers.

The Outrigger is fortunate to possess a near century old winged "O" emblem racing suit once belonging to Ms. Lillie Bowmer Mackenzie, who in the early twenties with the coaching of Dad Center, set three world swimming records.

Josephine Hopkins Garner, the first wahine to swim for Outrigger, in her delightful 1990 oral history interview recalled Dad Center designed a silk suit for the girls swimming team in royal blue with an Outrigger emblem on the chest. Other oral histories indicate this racing suit preceded Mackenzie's black racing suit shown on the cover graciously modeled by Lisa Hutchinson.

Old Board minutes found disclose the first emblem on a letterhead was July 29, 1916. It was also on the cover of the 1917 OUTRIGGER HOUSE AND GROUND RULES, thereby, giving it undeniable figurehead authenticity. But this emblem was dark blue.

Three years later in January 1919 and for seven years thereafter, a solid pale green emblem was first evidenced with a reversed paddle but no Club lettered identification. It was part of an attractive letterhead photo of the Outrigger Pavilion erected in 1915 and finally razed in 1938 to make way for the new clubhouse.

What made it somewhat unique was the reversed paddle. However, the Outrigger Canoe Club surfboard sign (circa 1930) fronting the club on Kalakaua Avenue also had a reversed paddle.



OCC Sign 1930s

Pin The Emblem on the *Forecast/Outrigger* Masthead has been fair game for our Club's publications. Post card sized *Forecast* bore emblems at least as far back as September 1941. If we can take away one certainty from the evolution of our Outrigger emblem the basic design was fairly constant but the colors were often changed on whim. And to a degree still are. Club publications have featured a variety of rendering themes

depicting "where the sports of old Hawaii shall always have a home". For reasons unknown they, too, have come and gone like tidal footprints in the sand. Many are found on these pages...a collage of yesteryear nostalgia...a bouquet of Outrigger memories. For nearly two years from January 1968 to December 1969 the *Forecast* emblem vanished. Thankfully it is now back...hopefully to stay.



Shirley Temple wears an OCC shirt during a visit to the Club in 1935.

Slow Forward

Our Club symbol was once again a topic in *Forecast* in July 1942, patriotism and barbed wire perhaps the cause, when the *Forecast* announced... "very handsome emblems for sewing on sports shirts and bathing suits were available for Club identification and also a matter of Club pride." Later that year emblems of silver plate were offered. A blue paddle and red O was popular during the war years as it is on some apparel today.



Forecast Masthead 1948

A Rose Is a Rose by Any Name

When the Beach Shop was renamed Logo Shop in 1994 it signaled the demise of the word "emblem" to describe our Club's family coat of arms. A search in occhist.com uncovered it might have also sparked curiosity because two years later Kenneth Brown, Historical Committee Chair, suggested research into the "history" of the OCC Logo...in essence what was the origination of said logo and who was involved in development and when?



Entry to the Outrigger Canoe Club 1950s

Three months later a final notation has been found in Historical Committee minutes to wit: "The Committee is continuing their research into how the OCC Logo originated."

It was noted the logo was a federally registered trademark and that Outrigger Canoe Club was registered with the State Regulatory Agency on September 4, 1930.



Forecast Masthead 1965

The Past Is Precious If Not Always Precise

The visions and dreams of Alexander Hume Ford were acclaimed achieved in his lifetime when a 1944 *Forecast* proudly hailed: "Today the roster of the Club reads like a Who's Who in Hawaii, and all these contribute to its fame as the CLUB KNOWN 'ROUND THE WORLD.'" ... Indeed!

Of all the varied creations in the ebb and flow of Outrigger Canoe Club emblems one is a 1908 heirloom cameo adorned with a crimson lei of Aloha strung but with one man in mind...a tribute...a mahalo...a toast.

Alexander Hume Ford....this is for you.

