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A Look At One Creator Of Sports Logos

By James Brown

The members of every sports team wear an embroidered logo somewhere on their sports gear.

That embroidered logo is a symbol of pride. The makers of those logos are equally proud of their creations.

Who makes those embroidered logos? Does each city with a professional team have its own set of embroidery experts? If one were to look at the logo for the Philadelphia Phillies, one would get that impression. Their logo contains a liberty bell. It looks like a logo designed by a present-day Betsy Ross.

Yet "Ross" was not the last name of the family that did the embroidery for that logo. That family had a different last name. Their name was "Moritz."

Before the depression, the Moritz family had a business focused on the making of embroidered lace. Then during the depression, Carl Moritz, the founder of the company, and two of his sons changed the nature of the company's efforts. They got the employees to start doing the embroidery for the emblems put on sports uniforms.

At the time of its founding, 1885, the Moritz' company was located on Vine Street in Philadelphia. In 1970 the company moved to northern Philadelphia. In 1986 the Moritz' company moved much further north. It moved to the Pocono Mountains in northeastern Pennsylvania.

The Moritz family has been an important part of the embroidery industry for five generations. Carl Moritz, Jr., the grandson of the company's founder, took time off during World War II to serve in the Marine Corps. After three years of service (1943-1946) he got an honorable discharge, and then he returned to Philadelphia to help with the family business.

His son and grandson have also lent their efforts to advancement of the skills required for making embroidered logos. They have made sure that the company has stayed in tune with the times. The youngest Moritz has created a new line of offerings called QDT Products. Those products are computer hardware and software for use in the embroidery industry.

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By using such QDT Products, embroidered logos can be made much more efficiently. Design changes can be readily added to the available software. That makes it easier to train the employees who will make the embroidered logos.

With computers as part of the logo-making process, it is doubtful that sports logos will soon go out of style. They will probably be an important part of professional sports for quite some time.

James Brown writes about

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Known Football Logos In A Town Without An NFL Team

By Dana Bradley

The city of Los Angeles, the second largest city in the U.S., has no professional football team. That fact, however, should not be interpreted as meaning that Los Angeles has no well-recognized football logos. In fact, it has two.

Every fall there is one really big football weekend in Los Angeles. That is the weekend when the USC Trojans play the UCLA Bruins. On that weekend, and during the entire week leading to that weekend, the team logos seem to be everywhere. The rivalry between USC and UCLA has become a widely-reported rivalry.

The rivalry between USC and UCLA seems to underline the importance of sports logos. The fans from each institution, the alumni as well as the students and professors, collect around the stands that sell items with the different logos. Each purchase represents an effort to demonstrate support for a favored team.

Sometimes the logo is part of the "dressing" on a special marker made by some students. When the students create such a marker, then it eventually appears on the TV news. That serves to reinforce the importance of the team logos.

Residents in other parts of the United States get excited about other rivalries. Their excitement leads them to fly flags with different logos. Yet nowhere else in the U.S. does the excitement surrounding two sports logos have the same meaning that it does in Los Angeles.

While the City of Los Angeles has moved closer to having an NFL team, it does not yet have one. It has been without one for more than 10 years. Football fans in the City would love to welcome an NFL team. They eagerly await the decision on the team's stadium.

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At this point, it looks like the coliseum at USC will probably serve as the stadium for a new football team. Yet no one has officially ruled out the other possibilities—the Rose Bowl and the stadium in Anaheim. Once a decision has been made, then the City will prepare to welcome its new team.

No doubt the Los Angeles Times will carry detailed information about the team logo for that transferred or expansion NFL team. Then the citizens of Los Angeles can get set to purchase plenty of items bearing that logo. Seeing that the City has been without a team for so long, the football fans are apt to go overboard in their display of the logo for their new favored football team.

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