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IN THE MOOD FOR MUNSINGWEAR: MINNESOTA'S CLAIM TO UNDERWEAR FAME (HARDBACK)



Minnesota Historical Society Press, U.S., United States, 2011. Hardback. Book Condition: New. 254 x 208 mm. Language: English. Brand New Book. At a time when polite society wouldn't dream of hanging women's and men's underwear on the same clothesline, a Minnesota manufacturer dared to advertise the unmentionable. Don't Say Underwear, crowed the ads, Say Munsingwear! Consumers of the 1890s responded. The company's wildly popular itchless union suits represented a truly revolutionary advance. When fashion and central...

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- Authored by Susan Marks
- Released at 2011



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