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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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