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In the Mood for Munsingwear: Minnesota's Claim to Underwear Fame (Hardback)

By Susan Marks

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 heating changed the market, Munsingwear offered silk and nylon stockings, stretchy-seat briefs for men, and the essential Foundettes, the Spanx of its generation. Erotic ads showed underwear-clad women (or men) in provocative poses with promising captions: Half-pint pants, Next Best to Nothing. And by the 1940s and 50s, Munsingwear was selling risque lingerie in its famous Hollywood Vassar line, including bullet bras, lacey merry widows, chiffon peignoirs, and silk sleepwear. Beyond these playful and suggestive ad campaigns, author Susan Marks also provides a fascinating view of the company's labor relations, from sweatshop conditions in the 1880s to the changed world of the 1920s, when Munsingwear provided free medical care, a library, teams and clubs, and Americanization classes. Richly illustrated, In...



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Reviews

I just started off looking over this ebook. It is actually loaded with wisdom and knowledge. It's been developed in a remarkably simple way in fact it is simply after I finished reading through this book where basically modified me, modify the way I believe.

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This book is really gripping and fascinating. I really could comprehend almost everything using this published e-book. I am just very easily can get a delight of reading a published publication.

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