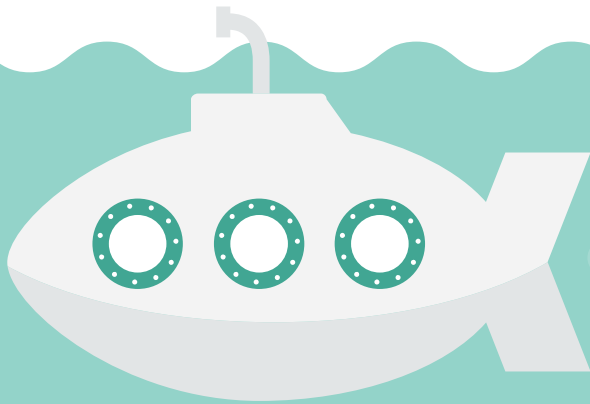


Great Moments in T-Shirt History

HISTORY LESSON

When T-Shirts first surfaced over 100 years ago as standard-issue gear for the U.S. Navy, who could have predicted that they'd become an essential part of our culture in so many ways? From status symbols to walking billboards, these staples of our society have evolved again and again, generation after generation. Here are some historical highlights.

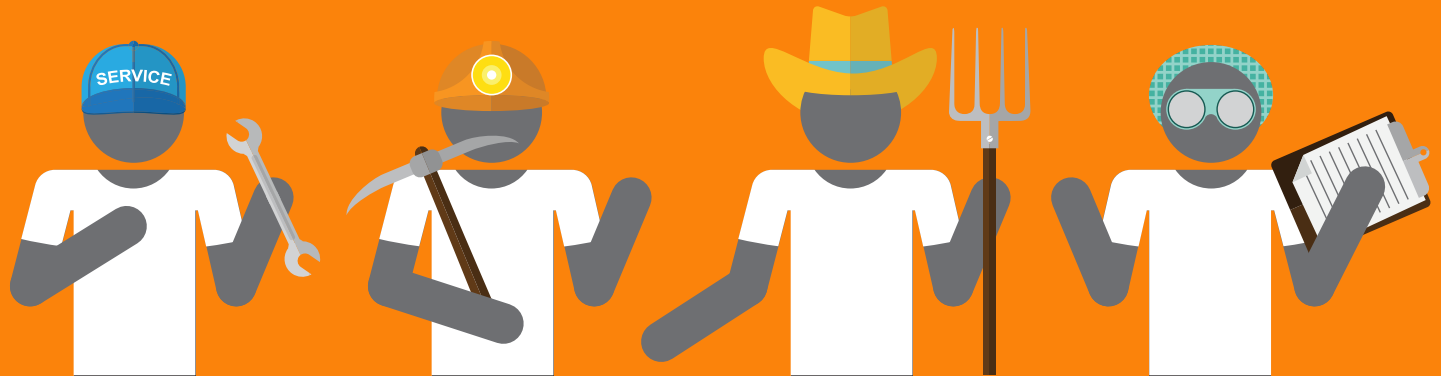


1913

The U.S. Navy supplies T-shirts to submariners working in tight, sweltering conditions as a more comfortable alternative to restrictive gear.

1944

The T-shirt finds acceptance as a uniform for the working man . . . everyone from mechanics and miners to farmers and factory workers.



1951

T-shirts go Hollywood, as mega-stars like James Dean and Marlon Brando are seen wearing them in classic movies.



1962

T-shirts with rock 'n' roll band logos and political messages become popular, thanks to the evolution of the screen printing industry. Plus, tie dye emerges as the fashion statement of choice for the hippie movement.



1977

Here come the gimmick T-shirts! "I 'heart' NY" shirts catch fire and spawn imitators all over the country, while tuxedo tees bring irony to the mix.



1984

T-shirts are elevated to a new level of fashion, thanks to the *Miami Vice* T-shirt and jacket combo.



2009

Meme mania runs wild, spawned by the Internet-fueled popularity of the Three Wolf Moon T-shirt.