The Mao Era in Objects

Wristwatches: Consumer Frenzy To Buy Domestic Watches



TITLE

Consumer frenzy to buy domestic watches

DATE

N/A

CREATOR

N/A

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N/A

RIGHTS

Courtesy of Shen Yu

DESCRIPTION

When the Shanghai brand wristwatch went on sale in 1958, it created a consumer frenzy, as residents jockeyed to be the first to inspect and acquire this highly desired consumer item. From Shen Yu's collection.