The Winners.

Hank Aaron
Atlanta's chief hr. With right hand measures eight
feet nine. Horsethief Mike is a hit to the home run
with the left.

24 HR Home Run.
Twice he hit 400.
His 15 grand total 1948.

Clown Sportswear
In style with success, this is the winner. Blanket Cotton Sportswear
with Celanese Fortrel polyester. Top
performing Fortrel cotton provides
action stretch, ease of care. And
victor sees the future. Favorite
pockets, wide lapel, right arm,
left side, right side. Light blue, brown, white,
gold. Real comfort, gray or
burgundy. About $7.50.

Celanese Fortrel polyester
for the trend in unisex wear.
PERMANENT ID:
9145

DATE:
1971

IMAGE DESCRIPTION:
Advertisement for Celanese Fortrel brand polyester featuring African American baseball player Hank Aaron. In the image, Aaron wears "street" clothes but holds a baseball glove in his right hand. The copy connects Celanese polyester's quality to Aaron's superior athleticism.

INSCRIPTION:
Sports Illustrated, 1971 (Verso, top right corner)

FORMAT:
Printed Matter

DIMENSIONS:
Width: 21 cm, Height: 28 cm