



The popularity of Che Guevara's image on t-shirts is quite bizarre. According to the company that sells Che Guevara products: *"Che's image has a rock 'n roll edge to it that we are looking for."* Advocates claim that *Che is chic for the sophisticated"*

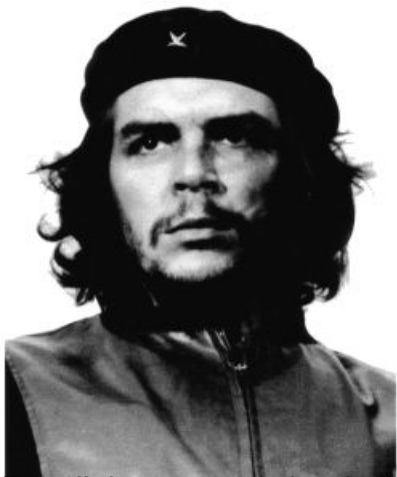
and

*"It's an icon of what's cool."*

However, wearing a t-shirt with an image of Che Guevara with his beret and Communist star, makes



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