



## Who is Arthur Eddington

**Arthur Eddington Was an astronomer and physicist who lived and worked at the time when Albert Einstein published his paper on “The Theory of General Relativity”. Arthur is also the centerpiece of a very good story.**

**Rumour had it at the time that only three people in the world understood Einstein’s theory. When a reporter asked Arthur if it was true that only three people in the world understood the theory of General Relativity Eddington allegedly paused for a moment , then replied: “Who is the third person?”**

**We at Shirt Club are not as smart as Albert Einstein or Arthur Eddington but we have a similar problem. We have created something that very few people understand. For this reason we have put together a small collection of stories that we hope might help retailers of clothing and those in the business of decorating garments realize some of the potential of the Shirt Club platform. The stories we hope are entertaining but represent only the tip of the iceberg. The possibilities are endless.**

**We are doing something with shirts and we hope you will join in the fun.**