

Who is Arthur Eddington?



Arthur Stanley Eddington 1882 to 1944

An introduction to the Shirt Club.

And an invitation to join in the fun.

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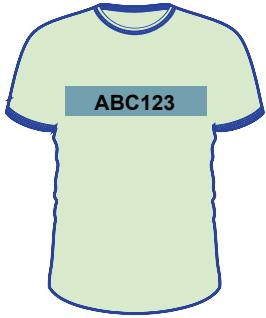
Who is Arthur Eddington

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.



The Cowboy and the Golfer

In the eighteenth century a cowboy would ride his horse into to town and see three signs:

- One saying "Hotel".
- One saying "Barber Shop".
- One saying "Saloon".

These were three very effective images, they told the cowboy where to find the three things he needed. But things are different now. In the information age the average person will be confronted with hundreds of images a day. And the human brain has a way of sorting all inputs from all senses. It is an evolutionary thing. It takes inputs that it deems to be unimportant and sets them aside so that the brain is free to receive new inputs that may be important to survival.

It makes one wonder if the current practice of paying millions of dollars to sponsor professional athletes who appear on television wearing a shirt with a company logo is really fruitful. I like golf and have watched hundreds of tournaments on T.V. but I have never woken up on a Monday morning and got a new bank, hired a new accountant or even switched the brand of golf balls I like to play.

What if the sponsor put a circle and a 6 digit alphanumeric number on the player's shirt instead of or in addition to their company logo. The brain would not file this number into its subconscious.

This number would invoke an action. The viewer knows it represents a message and they are curious. People are curious and people like to play with smart phones so they will most certainly enter the sponsor's number into the Shirt Club app to see what will appear.

What will appear? The sponsor can deliver a message, a video, an offer, a call to action and this message can be changed every day or every hour. The sponsor is now in effect showing commercials during the golf tournament; commercials that are free. This story is true for football, baseball, basketball and many other things. New ways of doing things are not always better but I think in this case Shirt Club messaging simply is.



Joe's Pizzeria and the Girls Volleyball Team

Sponsoring superstar professional athletes is one thing. But wouldn't it be nice if all athletes could generate revenue? Well guess what, the Shirt Club can make this happen. It's easy.

A high school purchases a "managed message" from the Shirt Club. Then has the number relating to their managed message printed on all sports uniforms they purchase. The Shirt Club then makes it easy for the school to generate revenue on each and every sporting event that students participate in.

Example: the girls volleyball team has a game. There are not a lot of fans in the stands (maybe 50) but enough that Joe's Pizzeria will pay \$100.00 to be the sponsor of the game. During the game fans in the stand search the number on the uniform and see an ad for Joe's Pizzeria. Joe can as well offer a coupon for a slice after the game. It's easy.

Then if you think of all the different teams, boys and girls and all of the different games and events during the course of a school year you will begin to understand that the school's athletic department can generate a good amount of revenue with very little effort. The Shirt Club software platform makes this happen.

So if your company supplies sports uniforms to schools call them and tell them you have something new. They will thank you.

Then call us at the Shirt Club (705-325-9820) and we will create a managed message just for you. It's easy.



Call the NBA

In the summer of 2020 the NBA allowed players to wear messages on their jerseys (Social Justice Messages) . A wonderful thing I think.

Then the NFL and other sports leagues tried to figure out ways to allow their players to deliver social justice messages on their uniforms. In Week 14 of the NFL season players were allowed to wear decorated cleats promoting their favourite charities, again a wonderful thing.

Giving professional athletes the opportunity to express themselves is a great idea. Someone needs to call the NBA and tell them that Shirt Club has the perfect tool to do this. What is the tool? It is called the "Controlled Dynamic Form".

What is a "Dynamic Form"?

- Go to: www.shirtclub.net
- Register
- Go to: Manage Your Shirt

Here you will see the form that is provided to all Shirt Club members. "Controlled" means that we create a form that is designed by the NBA, NFL, MLB, etc. with categories of information they choose and control for players to use.

So players carry a number on their jerseys rather than a message. Viewers search the player's number with the Shirt Club app and receive a much more glorified message than anyone could possibly print on a jersey, like an actual link to that player's favorite charity, his stats, a picture of his family. It is up to the league to decide what information they allow players to share. Shirt Club provides the tool.

Someone please call the NBA.



Coffe Tea or Me

I like flight attendants. The majority are very friendly, personable people. Plus they bring me things to make me more comfortable during my flight. What's not to like? But I am aware that I should not engage them in conversation. Why? Because they are busy. They have many people to attend to and do not have time to carry on conversations. So very much in the same way Shirt Club messaging can be used to allow professional athletes to express themselves it can be used to allow flight attendants to tell passengers a bit about themselves.

The tool again is the "controlled dynamic form" and again the airline would dictate and control the flight attendant's expressions. You should not carry on a conversation with the waiter or waitress who serves you at a restaurant for the same reason. They are busy and have many customers to serve. I have told my wife this a hundred times but she just can't stop herself.

We have flight attendants and waiters but if you stop and think about it there are many other situations where employees could express themselves and the reason they should do this is because it is fun.

So if your company supplies uniforms or clothing to businesses (any business) call them and tell them you have something new. They will thank you.

Then call us at the Shirt Club (705-325-9820) and we will create a controlled dynamic form just for you. It's easy.



Boards - Bill and Sandwich

A well placed billboard on a busy highway can be a very effective form of advertising. There is a very common mistake however that billboard advertisers make. They place too much information on their signs; more than a person can take in while travelling down a highway at a speed of 60 miles per hour or more.

But in the future when the Shirt Club messaging system becomes ubiquitous the advertiser can simply place a picture of a t-shirt with a number on the billboard and all travelers on the highway will know to search this number on the Shirt Club app to reveal the secret message being displayed on the billboard. Heck. Three different businesses could place three t-shirts on the sign and share in the cost of the billboard. Shirt Club messaging is efficient and cost effective.

Depending upon your age you may or may not know what a "Sandwich Board" is. Years ago businesses would pay people to walk up and down the streets with two large wooden signs hung over their shoulders to advertise their business. When you think about it every time someone wears a shirt with a Shirt Club message they are wearing a sandwich board.

But the Shirt Club way is much more effective and much more comfortable.



Sadie Hawkins

In high school my wife asked me to the Sadie Hawkins dance. That was in 1970. Good thing she did because I am a very shy guy and who knows, to this day I may never have talked to girl. Would have been nice in the 1970's if I could have worn a t-shirt to school as a freshman with a number relating to my dynamic form. It would have helped me meet people.

Colleges and universities are perfect environments for Shirt Club shirts. Thousands of young people show up at school in September not knowing anyone. Our shirts are the perfect ice breakers. Do you do business with schools? Call them and tell them you have something new. They will thank you.

Then call us at the Shirt Club (705-325-9820) and we will see to it that every freshman is assigned a number when they register for school. It's easy.



Who Cares?

Some guy is trying to do something with shirts. "Who cares"?

**Well my name is Tosh and my dog's name is Henry. You should remember this.
It may help you win a contest some day.
Who cares? You should care.**

The reason being is that my company does not sell or decorate clothing. We are solely committed to creating and managing the Shirt Club network and if we are successful then we will create a new demand for shirts and other clothing products that will require customized printing. That is your business.

**Something else: we are making it easy for you to join in the fun.
Just visit <http://www.shirtclubpartners.com> and register your business.
It's free so no cost or risk involved.
It is a directory that is used to match your business with Shirt Club members around the world looking to buy and decorate clothing in your area.
Once registered we will invite you to join the Shirt Club community and share stories of your Shirt Club projects.**

Our success will translate in to your success. Please help us make Shirt Club a thing.



How to have Fun with Shirts

Step 1: Download the "Shirtclub" app



Step 2:

- Visit www.shirtclub.net
- Read the "About" page
- Register (It's free)
- Manage your shirt
- See how easy it is to purchase a message



Step 3:

- Visit www.shirtclubpartners.com
- Register (It's free)
- We will refer Shirt Club members to your business



Step 4:

- Visit www.shirttok.com
- We are looking for partners around the world to fulfill orders for us.
- Please contact us if interested.



Contact us: info@shirtclub.net

We will help you "Have Fun with Shirts"