

SCIENCE COMES TO AN ANCIENT ART

Introducing PHOTOMETRIC[®] to our Customers

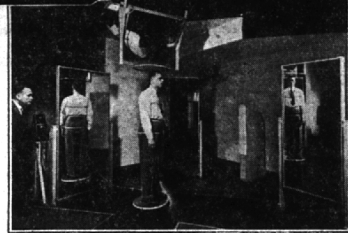
Now available...in the interest of better fitting clothes...this New Science
for instantly recording all measurements of the human form by Precision Contour Photography

- Takes the guesswork out of fitting
- Does away with tedious try-ons
- Eliminates basic alterations

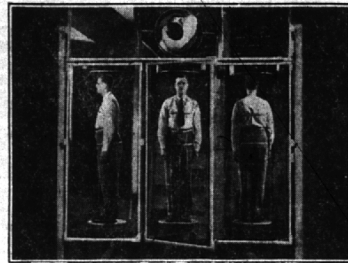
HERE'S HOW PHOTOMETRIC WORKS:



1 You Select Your Fabric. We offer you literally hundreds of colors, patterns and textures in some of the world's finest Imported Materials and the Famous Fortsmann Fabrics, to answer any of your wardrobe needs.



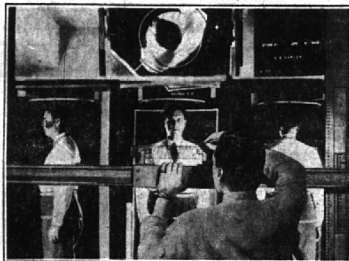
2 Your PhotoMetric Model Is Created. This ingenious method, employing the PhotoMetric camera, especially designed by the EASTMAN KODAK COMPANY, records in 1/10,000 of a second your precisely scaled photographic model.



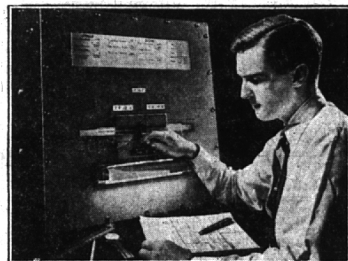
3 What the PhotoMetric Camera Sees... A 4-way optically perfect reflection of you which is recorded on one negative. The four images are so correlated as to provide infallible measurements for the tailoring of your suit.



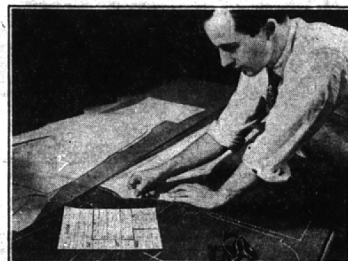
4 PhotoMetric Eliminates Costly Guesswork. Projected to perfect scale on a translucent, calibrated screen in the workrooms, every detail of your build and posture is "blueprinted" with engineering precision.



5 Pre-Determined Balance Does Away with Try-Ons. PhotoMetric contour measurements readily provide the center of balance for the garment and its point of suspension from your neckline and shoulder angles. This insures a clean fit about the neck and shoulders without try-ons or alterations.



6 PhotoMetric Calculator Proportions Your Suit. Your own measurement and posture data are proportioned to your choice of suit model with mathematical infallibility by the PhotoMetric Calculator which provides the working "blueprint" from which the cutter works.



7 Why a PhotoMetric Suit Is Really Your Own. When the pattern instructions reach the cutter, every line and curve has already been pre-calculated. From cutting of the fabric to the last stitch, your PhotoMetric suit has been engineered, styled and constructed for your individual body contours.



8 Delivered—A Suit That's A Personal Possession. Your new suit is personally yours because it has been created for you without need for try-ons or basic alterations. It was intended for you from the beginning, and PhotoMetrically fitted to you—the only man on earth with your individual set of proportions.

Prices Range from

\$70⁰⁰ to \$130⁰⁰

* PhotoMetric is the trade mark of The PhotoMetric Corporation for a method and apparatus for fitting of clothes by photography.

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Years of Intensive Research
and the assistance of EASTMAN KODAK COMPANY in the development of PhotoMetric equipment...are behind this amazing application of precision photography, which you have read about in LIFE, TIME, FORTUNE—and your daily newspaper—and have seen demonstrated in newsreels.

Around The Cracker Barrel - - -

In last Tuesday's Good Morning column, Malcolm Bingay was writing about Henry Ford. Particularly he told of Mr. Ford's belief that the rendering of service was the end of all business, and the making of money was only a by-product. The word "service" has been so vastly over-used, and so abused, that it often has an unpleasant connotation. Too often we've been stung by mis-service catalogued as service.

For more than a year now we've been asked repeatedly as to when we would handle men's suits. Our answer has been evasive, for we knew a few things about the mathematics of handling suits. You've all had similar experiences. You've gone into a first class store with the intention of buying a brown gabardine suit, let us say. And you've come out with a blue worsted. They didn't have your size, or the color was not what you wanted. You've compromised on something you didn't want, and you've mentally cursed the store for their apparent poor inventory. Or, if you have your suits tailored to measure, you've been harassed by appointments for try-ons. You've wasted time, and you've mentally cursed the tailor for not getting it done with.

Now I haven't been able, until now, to offer you men of Birmingham any suits. The reason was simple. I couldn't afford to stock the variety you should have. For instance, there are eleven standard sizes ranging from 35 to 48. Each size is divided into at least five types: regular, short, long, stout and portly. So it would apparently take 55 suits to offer one type of cloth in one pattern in the eleven sizes. But that's not all. There are three basic styles, conservative, semi-drape and drape, each of which must be both single and double-breasted. So the number 55 must be multiplied by six, making 330 suits in that one fabric style. But as soon as one popular size is sold we would be out of it, so those 330 suits wouldn't be enough. We'd have to have more in popular sizes.

Are you still with me? If we multiplied the above number of suits by the fabrics and styles you might want, we could come up with any answer. A half-million dollars wouldn't give you any sort of a selection, and you still would buy that blue worsted instead of that brown gabardine. And we haven't got the half-million.

But an apparent miracle has happened in the clothing business, and an absolute miracle has happened to the Village Store.

A very few years back a Mr. Henry Booth was walking about his spacious acres, looking at his herd of pure-bred cattle. But his mind wasn't on the things within his vision. He was thinking of fabrics, and suits. This was normal, for Mr. Booth is the largest importer of fine-fabrics in this country, and he is associated with America's finest maker of woollens, Fortsmann. It came to him that the camera actually photographs all it takes in perfectly exact proportions. Why couldn't the camera be used to accurately measure all of a man's dimensions, so that a perfect suit could be made just for him?

With his usual energy Mr. Booth went to work. He soon had Eastman Kodak Company working on the project. He solicited the help of other firms with the scientific background to do the research. After a lengthy period the apparent miracle had happened. A kodak and auxiliary apparatus was developed which actually gave a suit maker every possible dimension needed for making a suit.

But the proof was in the eating. The kodak might take accurately all of the dimensions, but could those dimensions be economically converted into a perfectly fitting suit. Tests were made. The results were phenomenal. More tests were made. Suit after suit fitted perfectly without any but the most minor of alterations. Every test was the same.

A year and a half ago, about the time we opened the Village Store, two fine custom tailoring stores in New York City installed the PhotoMetric apparatus. Men came in out of curiosity. They tried a suit. The suit they bought by this new process fitted better than any they'd ever worn, regardless of price. They came back. They told others. And now, a year and a half later, good stores throughout the land are clamoring for PhotoMetric. And sales are zooming upward.

We've seen a countless number of these suits. Much as we were originally impressed we knew that we couldn't foist off any second-rate deal on our customers. You have come to expect quality and real service. So, we were extremely cautious before we undertook this development here. And you can take it from me that these PhotoMetric suits are fine. They are fine in style and tailoring and fit. The Fortsmann and imported fabrics offered cannot be bettered anywhere. The lower priced fabrics are exceptionally good values.

The kodak shutter opens for 1/10,000 of a second. In that brief time we've got your every needed measurement. You'll get a suit of the style, fabric and fit you've always wanted. You'll see what science can do in clothing you properly. You'll get what you want, and your suit will fit no one else.

These are custom made clothes at their finest. By simplification of measurement taking, by eliminating costly try-ons, by reduction of alterations, these custom made suits are brought to you at a price below comparable suits made in any other way.

It will take just about three weeks to get your suit. We'll deliver it to your home as soon as it arrives, or we'll mail it if you live out of town. It'll be ready to wear upon arrival. A great thrill awaits you. And for probably the first time in your life you'll get just what you want, with a minimum of effort, and at a fair price.

We're ready for business. And by that we mean we are ready to render you service in solving your problem on suits.

ROSS S. CAMPBELL,
Proprietor

205 Pierce Street Telephone 5300
Campbell's Village Store