

Archives Digitised Collections

Creator(s)

Title

Advertising templates and examples

Date

1980-1985

Description

Sub-item: 2012.0031.01350

Terms and Conditions

This image is in copyright. UMA has published a copy for research purposes only with the permission of the FJ Foundation. For information about ordering a copy or reproducing this image contact the University of Melbourne Archives: archives@archives.unimelb.edu.au.

Preferred Citation

University of Melbourne Archives, Advertising templates and examples, 2012.0031.01350

To call this man a 38 regular would be an insult.

If men were created by off the peg clothing manufacturers they would all doubtless

grow into suit sizes.

Fortunately, most men are individuals and can't be classed as 34's or 42's. It is not vet 1984. And at Fletcher Jones we still believe in treating you as an individual, not a

Carpenters or accountants

It's a simple fact of life that carpenters spend much of their time using their right arms, while accountants spend a lot of time sitting down. Over the years this can affect their shape - a strong right shoulder or a round back. And businessmen, who carry briefcases, may find they have a slightly sloping right shoulder.

If you buy a suit off the peg, you may find that it doesn't fit. There will be tell-tale creases and rumples. Why invest in a suit if

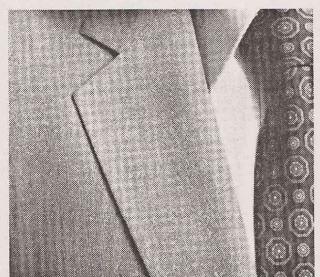
it doesn't fit well?

The famous fit

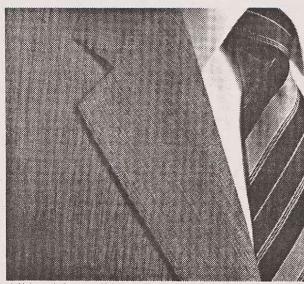
First, an experienced fitter will find the suit that fits you best. Then he will look for the minute creases and details that tell his expert eye where the suit doesn't fit well. A few small adjustments in the right places will make all the difference between looking good, and looking great.

Once he's satisfied that your jacket and trousers will fit he can show you fabrics

and styles.



Light-weight woolblend two piece suit \$198.



Mid-weight woolblend two piece suit \$236.



Choose your cloth

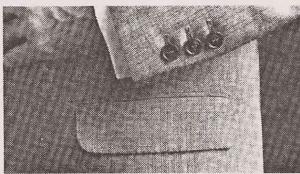
You can choose from a range of quality wool and woolblend fabrics perfectly suited

for spring and summer.

All our fabrics are engineered to maximise the natural advantages of wool fibre, and where necessary, in very lightweight fabrics, man-made fibres are included to ensure good performance in hot or humid weather.

Whichever fabric you choose, it will have been subjected to over 30 performance tests in our laboratory to make sure it will

last and last.



A choice of pocket styles.

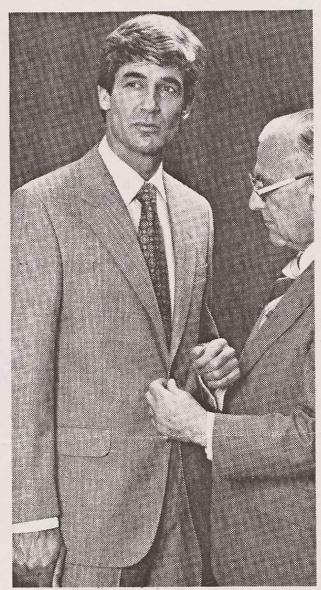
Pick your pocket

We're proud of our pockets - and there are lots of them. You can choose angled or straight side pockets, or a small ticket pocket too. The right hand pocket has two inside compartments.

Then there are the inside pockets. Two breast pockets and a small key or change pocket are standard in our jackets.

All the inside pockets have nylon jetts and are inserted on reinforced cloth pieces for strength and durability.

In the trousers is the famous secret pocket - we'll tell you where it is when you



A final check for a great fit.

A factory like a tailor's shop

Once your suit has been fitted, and you've chosen the cloth and style, it is treated as a personal order. Each part is cut individually, even the linings. Your suit comes to life under the watchful eye of the quality supervisors who reject the slightest flaw.

Buttons are sewn with the most durable threads in the world, vital seams are doublestitched, trouser waistbands have a non-curl interlining - little things that make a big

Fletcher Jones suits are styled with today's fashions in mind, but made with all the care and quality of yesterday. Care that extends for the life of your suit, through our unique after sales service.

Come into Fletcher Jones and discover that you are still an individual.





Fletcher Jones & Staff Pty. Ltd., VIC: 1 Queen Street and 133 Bourke Street, City, Forest Hill. NSW: 379 George Street, City. Chatswood, Paramatta. SA: 35 Hindley Street, City.

