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# ANGORA MAGIC



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# ANGORA MAGIC

THE STORY OF MOHAIR

COMPILED AND DISTRIBUTED BY

*The Shelton Looms*

WORLD'S LARGEST MANUFACTURERS  
OF DIVERSIFIED PILE FABRICS

Owned and operated by

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One Park Avenue New York



In this age of mass production, with the insistent demand for price merchandise at the sacrifice of quality, the beauty of old time craftsmanship and value is still prevalent in the wide variety of pile fabrics made by

*The Shelton Looms*

#### MOHAIR VELVET

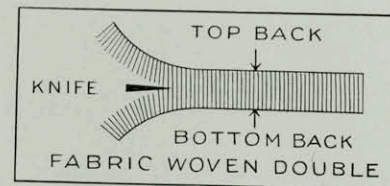
The most important furniture covering is Mohair Velvet. In spite of conditions, trends, and styles, Mohair Velvet remains the *Queen of Upholstery Fabrics*.

#### THE NAME "MOHAIR"

The name "Mohair" is the commercial and technical name for the fleece of the Angora goat, and is derived from the Arabic word "muhayar," meaning "choice" or "selected."

#### DEFINITION OF "VELVET", AND ITS WEAVING

"Velvet" is technically known as a short pile fabric. It is made with a short, soft, thick pile face, and a plain back. The pile, consisting of the upright fibers showing on the face of the goods, is usually produced by weaving two pieces of fabric at the same time, held together by the fibers that produce the pile. In the weaving process, there are two backs of fabric, one above the other, the open space in between being filled



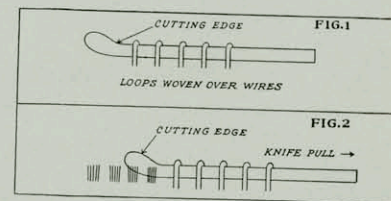
with the fibers that are held in place by the top and bottom backs. As this double, or two-back fabric, emanates from the loom, a sharp knife,

moving back and forth across the loom midway between the top and bottom backs—cuts the pile fibers apart, producing two pieces of velvet.

Velvet may also be made one piece at a time, in which case the pile is woven in

loops over wires that have a cutting edge at one end (Figure 1). After the wire is filled, it is withdrawn, the loops being cut by the end,

so that the pile stands upright (Figure 2). In weaving frieze velvet, the pile is woven over wires *without* cutting edges. After the wire is filled, it is withdrawn, leaving the pile in loops but uncut.



About seven to eight thousand threads of mohair yarn must be arranged, each in its proper place and each properly con-



trolled, to weave a piece of mohair velvet of the average quality and width. For this reason, precision in the weaving of mohair velvet is as essential as in the production of the most intricate pieces of machinery.

The thickness of mohair velvet varies according to the height of the pile. The average thickness of VELTONE or SHEL-TONE Mohair Velvet is approximately  $\frac{1}{6}$  of an inch.

From the above it is easily understood that Mohair Velvet is the weaving of the fleece of the Angora goat by the methods outlined above.

#### THE SOURCE OF MOHAIR

Originally, Angora goats roamed the hills of Asia Minor, especially in the Turkish province of "Angora." From this romantic spot, the breeding of Angora goat was taken up by other countries. Finally, in 1849, the first herd was introduced into the United States.

Since that time, the American farmer, by cross-breeding, has developed the hardy type of Angora goat that supplies fleece for Mohair Velvet. These goats are raised in every state of the Union, Arizona, Texas; Oregon and Kentucky supplying the largest quantities. This industry of Angora goat raising runs into millions of dollars.

Genuine Mohair Velvet is composed entirely of Angora goat hairs or fibers. *There is no wool in mohair.* Wool and worsted fibers are distinctly different from those of the Angora goat, as wool and worsted fibers come from the fleece of the ordinary sheep or goat. Even though the animals themselves may closely resemble each other, there is a distinct difference in the construction and physical make-up of the two hairs. This distinction between wool and mohair should be clearly understood, and used correctly when describing furniture coverings.

Natural mohair fibers are white in color, very lustrous, and grow in ringlets. The luster is due to the structure of the fiber, which does not show visible scales like wool.

One of the chief advantages of mohair, as compared with other fibers, is that its natural luster is not dulled nor destroyed during the many processes of manufacture. Mohair retains its luster regardless of all the rugged wear it is given, and sunshine and storm have no effect on its brilliancy.

The hairs or fibers vary in length, but the average annual growth is about ten inches; and the quality of hair varies, although it is usually placed between fine and coarse wool in a scale of grading. Each fiber is from 1/600th to 1/800th of an inch in diameter, which is about  $1\frac{3}{4}$  times the diameter of a wool fiber,  $1\frac{1}{2}$  times a linen fiber, and about twice as large as a cotton fiber. As it comes from the animal, mohair is intermixed with an undercoat of lusterless, chalky-white dead hairs, which vary in length from one to three inches, and also in amount, according to the breeding of the animal. "Kemp" is the technical name for this undercoat, which must be removed from the mohair used in the finest fabrics. This entails a loss ranging from 10 to 30 per cent. Upholstery Fabrics by *The Shelton Looms* are characterized by the fine texture secured by using the better grades of yarn which are free from kemp.

The finer Mohair Velvets are made from kid hair. It is well-known that the oftener hair is cut, the coarser it tends to become. That is why the very choice Mohair Velvets are made from the hair of the young kid goats, when sheared for the first or second time. These are, of course, the fundamental grades, although today a great number of various qualities are obtained by blending together different proportions of these hairs.

**TYPES OF WEAVES** Irrespective of the name by which the covering manufacturer may designate his product, all upholstery fabrics are divided into two basic constructions—flat weave fabrics and pile fabrics.

In flat weaves the method used is exactly that as described by the name; the yarn or thread is woven flat to form the



#### DURABILITY OF MOHAIR VELVET

fabric. Consequently, in all flat weaves the wear comes on the side of the yarn fiber, and the greater the area of fiber presented, the more wear takes place. As soon as one of these fibers becomes fuzzy and breaks, it releases other loops which also break, and soon a definite worn place appears.

In pile fabrics, the dominant thread or yarn is woven at right angles to the back of the cloth; therefore, it stands erect. The wear comes on the upright fibers first, and when the Velvet is made of Mohair, the fabric is the most durable of all upholstery covers. In the better grades of Mohair Velvet there are 30,000 to 40,000 of these upright fibers to the square inch. The tensile stress is entirely absorbed by the separate elements.

It is then apparent that a fine, silky, resilient Mohair Velvet is the ideal cloth for long wear. Mohair Velvet will not only stand ordinary usage, but also abnormal use. This is further evidenced by the fact that Mohair Velvet is specified as the furniture covering by hotels, theatres, public buildings, railroads, pullman cars, etc.

#### THE BEAUTY OF MOHAIR VELVET

The sales of upholstered furniture are largely made from appearance. The salesman should make use of this important factor in working with his customer. The furniture covering is the base around which the entire ensemble of the room is to be built. Furniture upholstered in Mohair Velvet meets this demand. A depth and brilliance of color is obtained, and more important, Mohair Velvet retains this color after years of wear. The colors in Mohair Velvet made by *The Shelton Looms* are fast to sunlight and will not wash out in water.

The foremost interior decorators of today find the soft, lustrous fiber of Mohair Velvet a perfect medium for the beautiful, delicate effects demanded by their clients for finer interior ensembles.

#### COMFORT OF MOHAIR VELVET

Many furniture coverings are durable and appealing in appearance, but are harsh and not pleasing to the touch. It should be borne in mind that the primary objects of over-

#### ENSEMBLE SELLING

stuffed furniture should be conducive to comfort, ease and relaxation. The overstuffed easy chair or davenport in which one seeks this relaxation and ease, reaches perfection when covered with Mohair Velvet. Due to the soft resilient nature of the fibers, Mohair Velvet is the ideal upholstery cover for comfort.

Too much emphasis has been placed, during the past few years, on the price element in all departments of home furnishings. To counteract this evil, a new method of approach should be used by the modern salesman, which is known as "the ensemble sale."

This ensemble sale method, we believe, is a most important development in the home furnishing field. It is based upon the idea that the furnishings of the home, in the living room particularly, should harmonize with each other in spirit, color, design and style.

#### GROWTH OF THE ENSEMBLE IDEA

Before this ensemble idea became dominant in the sale of women's wear, each purchase was made with an eye toward its individual fit and inherent appeal. Little was asked from a pair of shoes except that they fit and had resistance to wear. Hand-bags were not considered part of a costume; hats and coats were selected without any thought of blending. Today, the well-dressed woman must have special stockings, hats, shoes and hand-bag for an outfit, each blending and giving one general effect.

This is the idea that should be applied to house decorations. As pointed out before, a great majority of the upholstered furniture sold today is on appearance; and that the color of the upholstered suite should be the base and the standard around which the color and decorative scheme of the room is to be built.

Therefore, when the customer comes in, a few moments spent in a brief, preliminary talk is essential. The salesman should be able to readily determine whether the customer has in mind replacements, entire new furnishings, or simply



an occasional chair; the general effect of color and style she has in mind, the present effect of the room, the shade of the walls, the color of rugs, drapes and other accessories she plans to use, etc.

By having a ready knowledge of the pieces available, the salesman can select the few suites or pieces which will answer the customer's purpose, in order to carry out the ensemble idea of the room. He should show just those few suitable pieces and point out how the general ensemble will be carried out by using any one of them.

It is also well to bear in mind, that by means of this short interview, before the merchandise is shown, or any attempt made to sell, the salesman can ascertain within what price range his customer cares to make selections, and thus concentrate his time and efforts on that particular class of merchandise. Customers appreciate the additional interior decorative service and individual attention given to them.

#### QUALITY

The quality of the covers produced by *The Shelton Looms* are demonstrated by the fidelity and inspiration; the vision in designing; the consummate care and merited pride and glory in craftsmanship, together with the many years of experience as weavers.

The quality of the frame and filling, and the unseen value of the suite should be explained and demonstrated, so that the customer may realize the apparent difference in prices. This should be done before any mention of price is made.

The price, of course, will always be an important consideration in the customer's mind, but if the ensemble idea is developed properly by the salesman, the cost will not remain the dominant factor. By showing the woman that an intelligent interest is given to her problem, the salesman outweighs the thought in her mind of bargain prices.

#### THE CARE OF MOHAIR VELVET

There is no good reason why moths should be considered a menace to Mohair upholstered furniture. *The Shelton Looms* use a moth-repellent process which is as much a part of manufacturing as the weaving and dyeing. This is done by immersing the entire cloth in a colorless, odorless liquid which permeates every fiber.

It is not sufficient to tell the woman only that the suite should be brushed at regular intervals. She has heard this story a number of times, and has ceased to pay any attention to it. It should be impressed upon her that the upholstery should be brushed thoroughly once every ten days or once a week preferably. Pressure is not essential, only that every inch is covered, particularly the backs, sides and the seams underneath the deck where disturbances occur less frequently. The cushions of the chairs and davenport should be removed at the same time, placed in the fresh air and sunlight and permit the air to circulate freely in the room.

The hair or fiber coming from every animal is different. They all have what is known as a distinct barb or scale. In some fibers, this barb is more highly developed than in others.

In the wool fiber, which comes from the ordinary sheep or goat, this barb is very pronounced, and is the sole reason for the felting or clinging properties of wool. That is, the barbs are of such depth that they interlock with each other, and form one fairly smooth, compact mass. Any dirt or particles of dust falling upon the surface of the wool fiber drop down into these barbs or scales and are ground into the fiber.

The Mohair fiber, while it does have a slight serration, its barb is not of sufficient depth to allow the Mohair fibers to interlock and any dirt which falls upon the surface of Mohair Plush is not ground into the fiber itself. This means that the Mohair covering can be, and always should be, cleaned with a whisk broom.



Slip covers should never, under any circumstances, be used on Mohair.

These simple rules plus the moth-repellent used by Mohair manufacturers, will remove the danger of a moth attack.

#### WASHING MOHAIR VELVET

If it becomes necessary to wash Mohair Velvet, it may be safely done with ordinary soap and water. Always rub with the pile and not against it. Use plenty of suds but have them thick and not watery.

Rinse the suds from the upholstery with a cloth dipped in clean water which has been wrung as dry as possible, and do not saturate the back. After the pile has dried thoroughly, a light brushing will restore it to its original condition, fresh in color and soft in texture.

Grease spots and stains are broken up and distributed by the countless tiny pile fibers, and as this prevents large, solid, unsightly splotches, ordinary cleaning will remove them. Standard volatile cleaning fluids may be used. The cleaning should be done by starting well outside the area of the spot and then working with the pile in a circular motion toward the center. (Ammonia solutions should not be used, as ammonia might destroy the color of any fabric.)

Repeat this process several times, using a clean portion of the cloth. Use plenty of cleaning fluid each time so that no circle of diluted grease will be left. If necessary, the upholstery can be washed after this, as described above.

#### CURLING

Sometimes, certain portions of the cover, especially on the arms of the furniture, become matted and curled. This is caused by the perspiration of the hands and arms collecting at the base of the fibers. The dust settles into this and the gummy deposit weighs the fiber down and causes it to curl.

To remedy the condition, brush vigorously with a stiff brush until the deposit is loosened and brushed away. Then,

either wash the Mohair Velvet, as suggested above, or steam it. The Mohair Velvet will then regain its original texture.

The purchase of a portable steamer is highly recommended, as this will pay for itself in a very short time. It is possible to restore to the Mohair Velvet all its original lustre and color by the application of live steam, after any of the above methods are used for cleaning.

No other fabric will wear as well, look as good, and lend itself to the general and decorative value of the home as Mohair Velvet. This being the case, is it not worth while taking an interest in your Mohair Velvet covered furniture and bestowing upon it the care that other furnishings in the home receive?

Any questions or inquiries regarding Mohair Velvet, or any other pile fabrics made by *The Shelton Looms*, will be promptly answered. Additional copies of this booklet may be secured by addressing:

*The Shelton Looms*

Owned and operated by  
Sidney Blumenthal & Co. Inc.  
One Park Avenue New York

*The Shelton Looms* also produces many other interesting and useful pile fabrics. A complete list appears on the last page of this booklet.

Your furniture manufacturer will be glad to show you Mohair Velvets and the other products of *The Shelton Looms*, or give you information about them.

We urge you to show samples of these fabrics on your sales floor. They will pay large dividends in satisfied customers, and a satisfied customer is the best insurance for repeat business, larger and better sales, and the intangible asset known as "Good Will."



The weaving facilities of *The Shelton Looms*, including The Saltex Looms, comprise more than 1,000 double shuttle looms. The Plants are located at Shelton, Conn., Bridgeport, Conn., Uncasville, Conn., South River, N. J., and Rocky Mount, N. C.

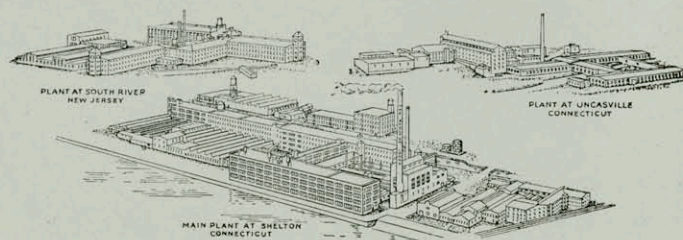
Over 125 buildings, with a total floor space of 30 acres, are needed to house the various processes necessary to complete the various developments from the raw fiber to the finished fabric. These facilities permit a weaving capacity of approximately 75,000 yards a day.

For more than 40 years, *The Shelton Looms* have been supplying pile fabrics to various industries. This experience enables *The Shelton Looms* to create the outstanding pile fabrics of quality, in the current trends of fashion.

Among these fabrics are:

Cut Velours  
Embossed Velours  
Figured Mohairs  
Figured Mohair Friezes  
Figured Rayon Friezes  
Silk Stripe Friezes  
Jacquard Mohairs  
Figured Silk Upholstery Mohairs  
Millinery Velvets  
Drapery Fabrics

Plain Velours  
Plain Mohairs  
Plain Mohair Friezes  
Plain Rayon Friezes  
Cotton Stripe Friezes  
Jacquard Friezes  
Plain Silk Upholstery Velvets  
Transparent Velvets  
Fur Fabrics (Fur Simulations)  
Automobile Upholstery Fabrics  
Rugs



## IMPORTANT SELLING POINTS FOR MOHAIR VELVET

• • •

1. Mohair Velvet is the most durable of all upholstery fabrics.
2. It has beauty and style.
3. Its freshness is easy to maintain.
4. It does not soil easily nor is dirt ground into the fiber.
5. It can be cleansed, if necessary, with standard cleaning fluids.
6. Its comfort is unsurpassed.
7. It has been thoroughly treated with a moth repellent.
8. It can be obtained in any variety of colors for ensemble use.
9. It is used by foremost interior decorators for finer ensembles.