

• Just as Ford has pioneered the manufacturing of automobiles, so THE SHELTON LOOMS pioneers in the creation of modern fabrics for automobile upholstery. As a result, mohair velvet by THE SHELTON LOOMS is now generally accepted as the style and service leader for car interiors. In the early nineteen twenties only the most expensive and luxurious limousines had pile fabric upholstery. Today, because the advantages of mohair velvet are so apparent, it is used in cars of every price range. Car manufacturers have learned that no other upholstery fabric can be found which can be as easily cleaned, is as durable, which gives such long service, and which is as considerate of clothing. The car-buying public has learned this, too. THE SHELTON LOOMS, purveyor of mohair velvet to the Ford Motor Company, invites you to visit its exhibit in the Ford Building at the World's Fair this summer.





A pastoral scene in Texas picturing a herd of Angora goats, whose silky, lustrous fleeces are destined to be woven into durable and beautiful mohair velvet.

Mr. Henry Ford, with Mr. Rufus Dawes, looks on with deep interest as the loom is installed in the exhibit of The Shelton Looms.



A close-up of the loom, showing an attendant with microphone explaining its operation to the interested spectators. The two large beams at the top of the loom carry the mohair pile yarns. A third beam, hidden from view at the lower back of the loom, carries the backing yarns. Together, these three beams contain about 6,400 ends (or individual threads of yarn). The two shuttles travel back and forth more than 100 times per minute with the filling yarns.

## FROM ANGORA

IT SEEMS A FAR CRY—FROM THE LONG, white, silky-haired Angora goat to the subtle-toned, luxurious mohair velvet upholstery in the Ford V-8—and it is. Between the natural source (the Angora goat) and the finished and beautiful result (the upholstery) lie many interesting steps in the manufacturing process.

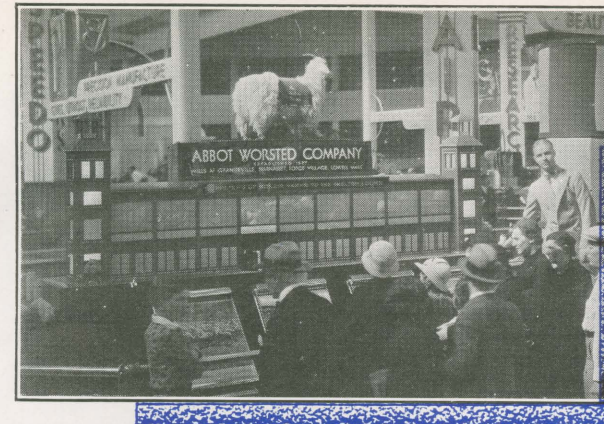
THE SHELTON LOOMS EXHIBIT IN THE Ford Building at the World's Fair this summer demonstrates in a graphic and dramatic way the transition from Angora goat to mohair velvet.

THERE YOU WILL SEE A STUFFED Angora goat, one of the breed that supplies the yarn for mohair; a model mill, showing the steps that are necessary before the raw fleece is converted into mohair yarn; a quilling machine which winds the backing yarn on little cylinders or quills which later are inserted into the shuttles; and, most interesting of all, you will see a modern loom in continuous operation, weaving mohair velvet for the Ford V-8.



A night view of the magnificent Ford Building at the World's Fair where The Shelton Looms exhibit is held. The striking lighting effects add greatly to the beauty of the World's Fair this year.

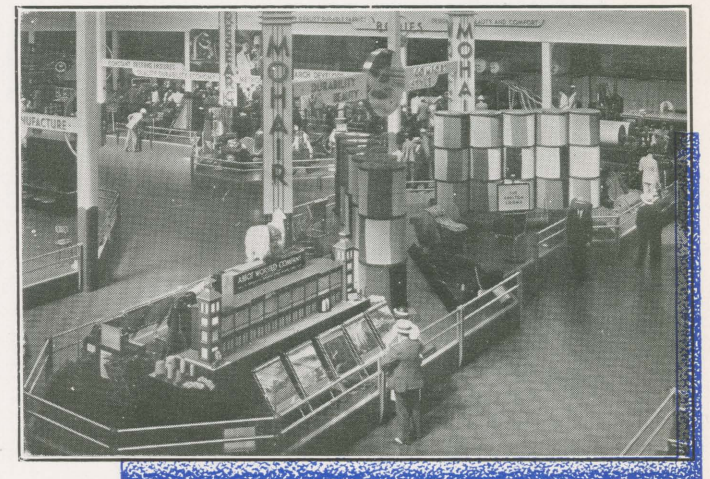
A close-up of the model mohair spinning mill showing the Angora goat mounted above it.



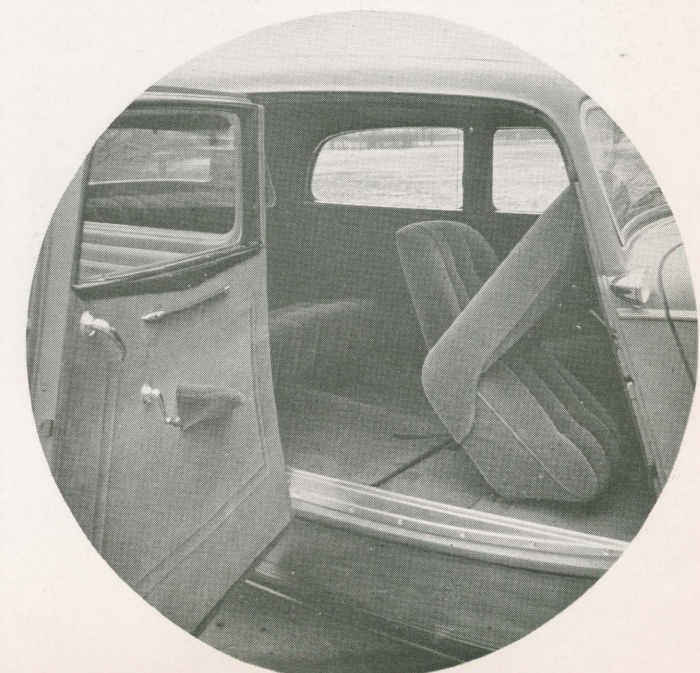
YOU WILL WATCH THE HARNESSSES speed up and down, interlacing the pile yarns with the top and bottom backs of the double fabric while the shuttles fly across carrying the filling yarns. You will see the lightning-swift knife race back and forth across the loom, splitting the double-backed fabric into two separate pieces of mohair velvet. You will hear the attendant give an interesting and informative talk explaining the weaving operations, and you will see illustrated the various exacting and delicate dyeing and finishing processes necessary to complete the story.

ON THIS SAME TYPE OF LOOM ARE woven the many other pile fabrics created by The Shelton Looms — modern upholstery and drapery fabrics, fur fabrics, dress velvets, etc. — all woven double and split apart by a knife into two bolts of fabric. Selections from these various fabrics will be on display as well as several smartly-styled pieces of furniture covered in fabrics by The Shelton Looms.

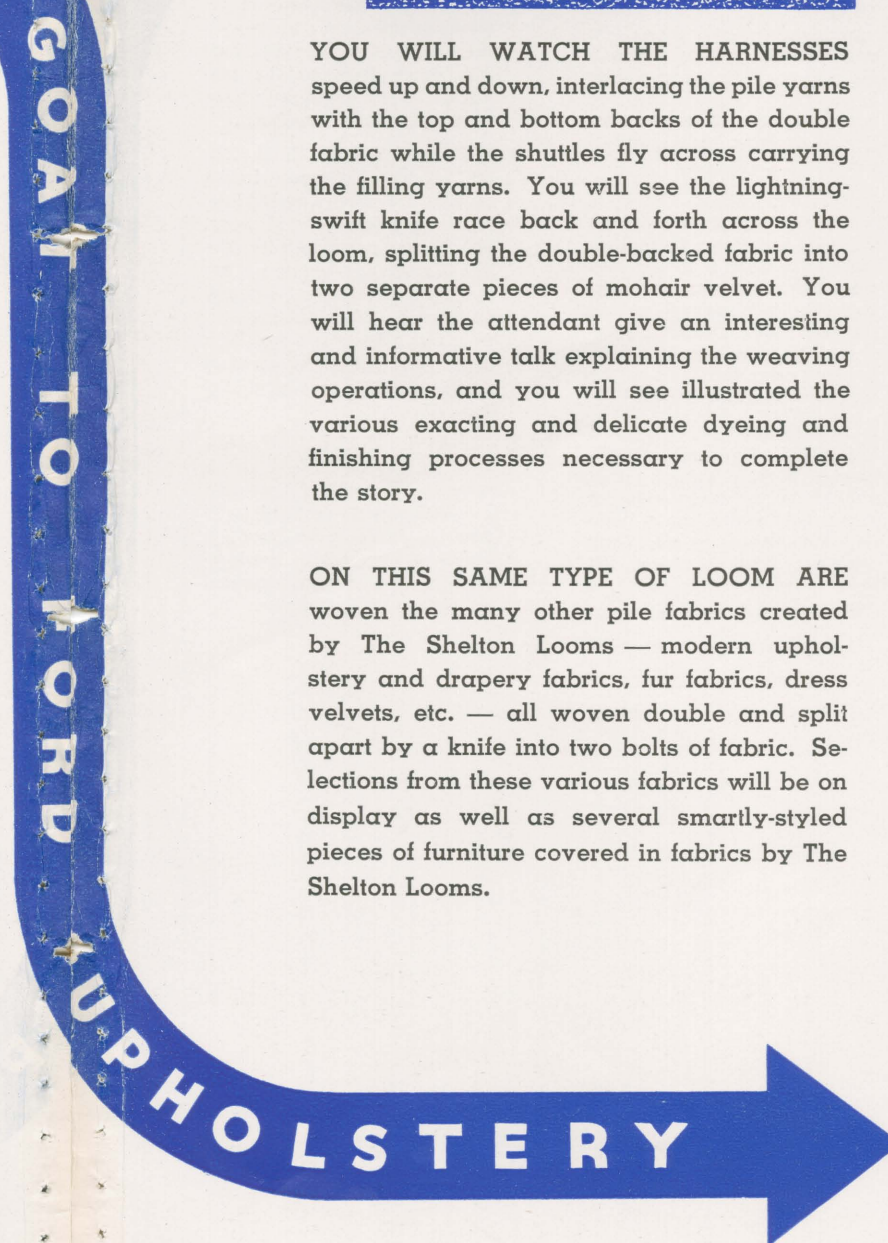
Another view of the loom. The heads of the man and woman in the foreground are level with the harnesses of the loom.



Complete view of The Shelton Looms exhibit at the World's Fair. The two tall towers carry the message: "MOHAIR—DURABILITY, COMFORT, BEAUTY, STYLE." In the far end of the space you can see the loom; in the foreground is a model of the Abbot Worsted Company spinning mill, suppliers of mohair yarn to The Shelton Looms. The round cylinders, grouped on either side of the furniture, are covered in vari-colored "Crystelle," a smart dress fabric featured by The Shelton Looms. These cylinders revolve rapidly, producing an unusual kaleidoscopic effect.

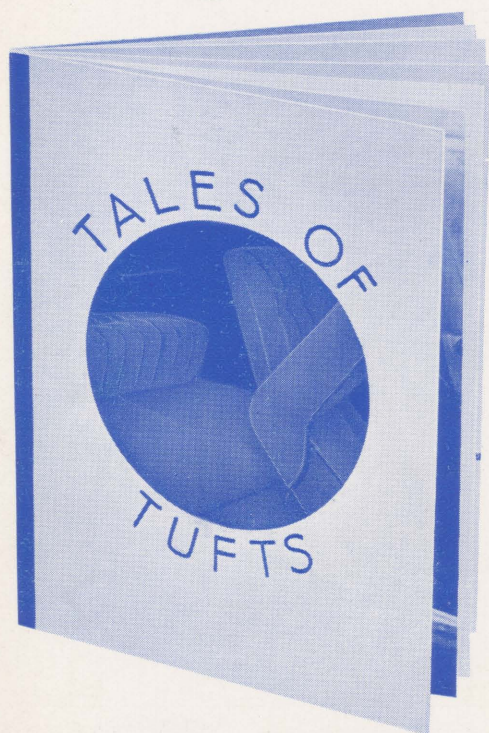


Interior of a new Ford V-8, luxuriously upholstered in mohair velvet by The Shelton Looms, the fabric that is the style and service leader of all upholstery.





# fabric facts



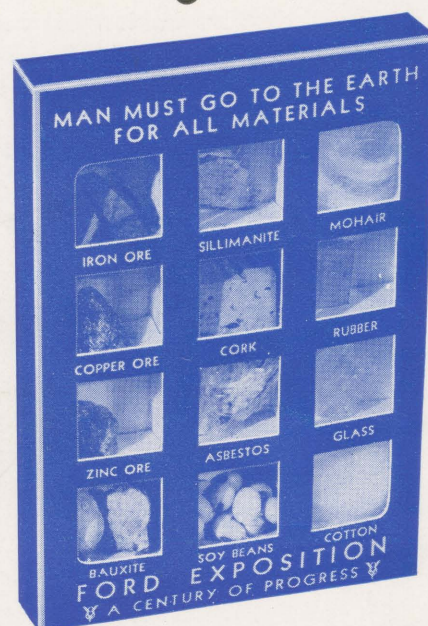
The Shelton Looms presents, in this booklet, an interesting account of the weaving of mohair velvet upholstery for the Ford V-8. It describes the severe tests mohair velvet must meet before it fulfills the specifications Ford has set. It tells the reasons why Ford chooses mohair velvet; and gives instructions for the cleaning and care of mohair velvet upholstery. **TALES OF TUFTS** has been distributed to Ford Dealers and Salesmen all over the country. Upon request, The Shelton Looms will be glad to provide you with a complementary copy.

## FROM MOTHER EARTH COME THE MATERIALS THAT MAKE THE MODERN FORD

The small sample box at the right is given out at the Ford Exposition by the Ford Company for a nominal fee. In it are examples of the many products drawn from the earth that contribute to the manufacture of the modern Ford V-8. In the upper right hand corner you will note a sample of Mohair fleece, supplied by The Shelton Looms, purveyor of mohair velvet to the Ford Motor Company.

# 8 REASONS WHY *Ford* SELECTS MOHAIR

1. **STYLE.** Velvet has always been in the forefront of fashion and is conceded today to be the leading fabric for style in automobile upholstery. The modern short pile Mohair Velvet, with its exceptional tailoring facility, meets the highest standard of fashion for the 1934 motor car interior.
2. **BEAUTY.** The luxurious velvety texture of Mohair with its soft, rich pile permits a beautiful play of light through the fabric and transmits rich coloring and warmth to the interior of the car. Its beauty is evident at a glance.
3. **COMFORT.** Mohair Velvet is just as soft and pleasant to the touch as it appears to the eye. More than that, it is soft and pleasant to ride on. The mohair pile fibers are springy and resilient. They allow the rider to sink back in luxurious comfort and ease the body to the motion of the car.
4. **COOLNESS IN WARM WEATHER.** The erect pile fibers of Mohair Velvet permit ventilation in warm weather and act as conductors of body heat into the outer air. They hold the rider in place and thus prevent slipping and heat-producing friction.
5. **LONG-WEARING QUALITY.** Mohair Velvet is the longest wearing of all upholstery fabrics. This is due to the nature of the fibers and to the fact that the wear is received on the ends of the fibers rather than along their length.
6. **EASY TO CLEAN.** Mohair Velvet is the cleanest type of automobile upholstery because it does not hold surface dirt. Dust sifts down between the pile fibers and can easily be whisk-broomed or vacuumed out.
7. **PREVENTS WEAR ON CLOTHING.** Friction of your clothes against flat woven upholstery produces shininess and wear. This is not possible with Mohair Velvet upholstery for the upright fibers prevent slipping on the seat. They act, instead, as a soft, pliable cushion. Both clothes and upholstery are thus saved from the results of friction.
8. **GREATER TRADE-IN VALUE.** Because Mohair Velvet upholstery shows so little wear and can so easily be restored to its first freshness, the trade-in value of your car is not lessened by the shabby, worn-out upholstery of the interior.



# THE WEAVER

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