

B.

TALES OF



TUFTS

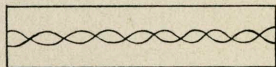


WHAT IS MOHAIR VELVET?

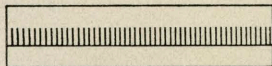
Mohair Velvet is the most beautiful and durable of all upholstery fabrics. Unlike the old-fashioned long-piled "plush", at one time used extensively in cars, the new mohair velvet has a short, thick pile made up of thousands of tiny upright fibers woven closely together at a right angle to the back of the cloth. These fibers give the mohair velvet its rich lustrous appearance and its long-wearing quality.

Advantages Over Flat-Woven Fabrics

You can readily see from the little sketch to the left that in flat cloths, in which the yarn is woven flat to form the fabric, the wear comes on the side of the yarn fiber. As soon as one of these long flat fibers becomes fuzzy and breaks, it releases other yarns which also break, and soon a worn place appears.

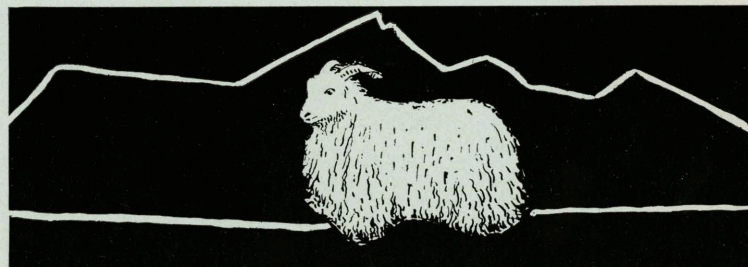


Cross section of a flat-woven fabric which demonstrates how wear is received on the sides of the fibers, rather than on the ends as in pile fabrics.



Cross section of pile fabric showing the up-right fibers of the pile which protect the back of the cloth and absorb wear.

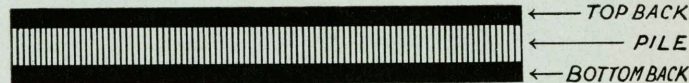
In Mohair Velvet the wear comes on the ends of the erect fibers. As there are thousands of these fibers to the square inch, the wear is distributed and absorbed among them all. For this reason Mohair Velvet upholstery will outlast any flat woven fabric.



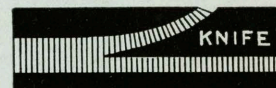
The yarn used in weaving Mohair Velvet comes from the silky fleece of the Angora goat. This kind of goat is a different breed from the sheep which supply our wools and worsted. Government tests have proven its fibers to be two and one half times stronger than wool. Originally, Angora goats roamed the hills of Asia Minor, especially in the Turkish province of Angora. The first herd was introduced into the United States in 1849. "Mohair" is the commercial and technical name for this fleece and is derived from the Arabic word "muhayar", meaning "choice" or "selected". Today the raising of Angora goats is the major industry of many of our western states. The natural luster of Angora fibers gives Mohair Velvets their beauty and richness.

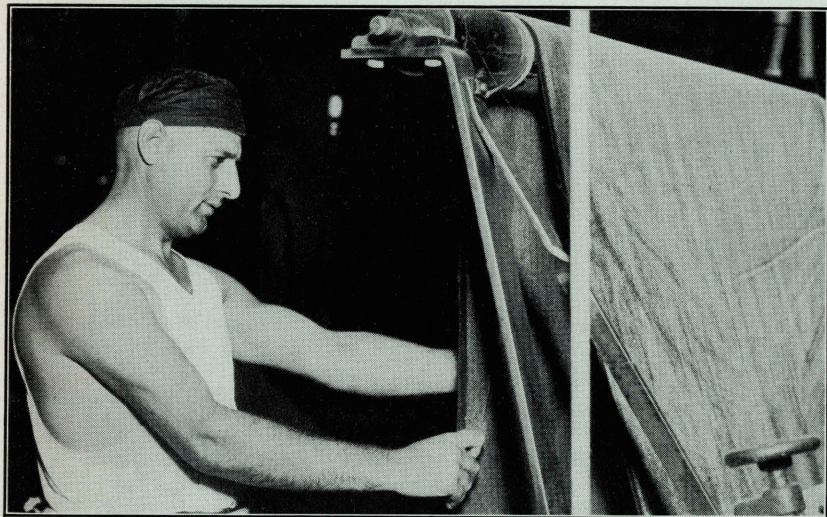
MOHAIR VELVET

is woven double, that is—two pieces are woven face to face with the backing of the pile outside.



It looks like the above before it is split apart by a knife that operates back and forth across the front of the loom. This knife cuts the pile fibers apart, producing two pieces of velvet.



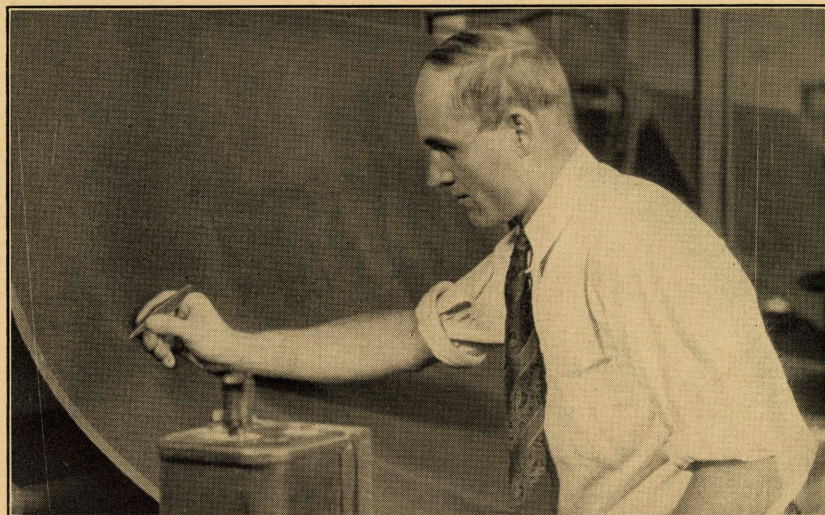


A FINISHER AT WORK. The finishing processes consist of combing the pile as you would comb the human hair, cutting it to uniform length, brushing it so as to get adequate luster, and dyeing it the color and shade desired.

D U R A B

IN UPHOLSTERY IS THE RESULT
EXPERT

AN additional finishing treatment is given all of the Mohair Velvet upholstery used in the 1934 Standard and DeLuxe V-8 model Fords. A thin coat of rubber is applied to the back of the material to insure further wearing qualities and to hold the pile permanently in place.

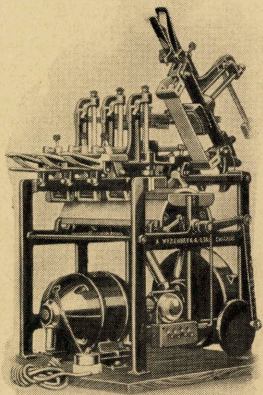


A FABRIC INSPECTOR. The woven fabric is carefully inspected before beginning the various finishing processes. After finishing, it again meets a critical inspection to make sure it comes up to the standard of perfection set by The Shelton Looms.

I L I T Y

OF SKILLFUL FINISHING AND
INSPECTION

THE owner of a 1934 Standard or DeLuxe V-8 model Ford may be sure that the Mohair Velvet upholstery has passed all of the rigid tests that guarantee its performance as a beautiful, long-wearing fabric for a car interior. The next two pages describe in detail two of these interesting tests.



How

WILL IT WEAR

?



The Precision Wear Test Meter, illustrated at the left, tests the wearing ability of a piece of material when subjected to friction. A specimen is placed on a four inch square surface over a piece of rough canvas cloth. An eight pound weight is then lowered on the fabric and is moved backwards and forwards, completing about 10,000 strokes every 90 minutes and causing terrific friction.

Before any Mohair Velvet upholstery is purchased for Ford cars a specimen of the cloth must remain in the Precision Wear Test Meter from thirteen to fifteen hours. This treatment approximates the average amount of friction the upholstery of a car must meet during many years of use. If the piece of upholstery passes this test it meets the standard that Ford has set for the durability of its car interiors. The Mohair Velvet upholstery in the V-8 Standard Coach and DeLuxe models has met this requirement with flying colors.

Is

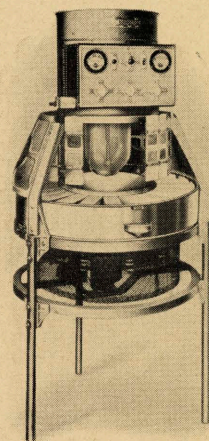
THE COLOR FAST

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The Fade-Ometer tests the color fastness of materials. In the center of the machine is a Violet Carbon Arc, enclosed in a special heat-resisting glass globe. Specimens of material are exposed to this artificial sun in a metal holder arranged in a circle around the light. Ventilation is provided as well as a constant interior temperature. Humidity is furnished by a water reservoir placed below the specimen chamber. Exposure of a piece of material in the Fade-Ometer for four and two-tenths hours corresponds to exposure to the summer sun for six hours between 9 A.M. and 3 P.M.

The Ford Motor Car Company requires that every piece of upholstery in a Ford car must pass a Fade-Ometer test to insure it against fading. The Mohair Velvet upholstery in your car has been dyed its present color by the finest dyes obtainable. It has been exposed to the rays of the artificial sun in the Violet Carbon Arc for the required 24 to 48 hours and has maintained its original color.





REASONS SELECTS

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.

WHY *Ford* MOHAIR

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. Full details about the care of your car upholstery will be found on the following pages.

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.

HOW TO CARE FOR MOHAIR VELVET UPHOLSTERY

TO DUST

The whiskbroom or vacuum cleaner is your weapon against dust. Dust and dirt are not ground into Mohair Velvet upholstery. Instead, as explained on the preceding page, the small dust particles sift down between the upright fibers of the pile and can be easily whisk-broomed or vacuumed out. For a general cleaning, remove the seats from the car, hold them upside down and beat them lightly with an ordinary carpet beater. The dust can then fall away from the pile. Any residue of dust remaining on the stationary frames of the seats within the car can be wiped off with a soft cloth.

TO CLEAN STAINS

Grease or oil spots are broken up by the tips of the fibers in Mohair Velvet. To remove them, apply a small quantity of some good standard cleaning fluid to a fresh cloth and rub it gently in. It is wise to begin well outside of the area of the stain and to work inward, always with a circular motion. Repeat several times using a clean portion of the cloth each time. The spot will quickly disappear without leaving a ring. When thoroughly dry, brush gently with the whisk broom.

TO STEAM PILE

If the pile of the Mohair Velvet becomes flattened in the driver's seat it is a simple matter to steam it back to its original freshness. Place a damp cloth over the place and touch it lightly with a hot flat iron. The steam will penetrate down into the fibers and restore them to their original upright position. This may also be accomplished by wringing out a cloth in very hot water and placing it over the flattened portion of the upholstery. Allow it to remain for about ten minutes. Then, while the upholstery is still damp, brush lightly with the whisk broom. When thoroughly dry, brush it again. If you follow these simple directions your upholstery will always look fresh and new.

The Shelton Looms
owned and operated by
SIDNEY BLUMENTHAL & CO. INC.
manufacturers of
MOHAIR VELVET
Purveyor to Ford Motor Co.

