

NEWS

ALONG THE FABRIC FASHION FRONT

June 6, 1934

HENRY FORD visits a modern loom
which weaves mohair velvet for the Ford V-8

With hand in his pocket, intent expression on his face, Mr. Ford inspects the loom as it is being installed in The Shelton Looms exhibit at The Ford Exposition of Progress. This loom, one of the most interesting features of The Shelton Looms exhibit in the Ford Building at the World's Fair this summer, will be in continuous operation. On this type loom is woven the mohair velvet used in both the Standard and DeLuxe model Ford V-8's.

The Shelton Looms, largest manufacturer of pile fabrics in the world, is purveyor of mohair velvet to the Ford Motor Company. The Shelton Looms exhibit, designed by Raymond Loewy, occupies a prominent place among the displays of the many manufacturers who are represented in the Ford Exposition of Progress. The entire exposition is housed in a magnificent new structure on the west side of Lief Eriksen Drive, the central boulevard of the exposition grounds. Visitors will be able to view there the dramatic contributions made by the numerous industries, arts, and crafts to the making of the modern Ford.

Elizabeth H. Honness
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SIDNEY BLUMENTHAL & CO. INC.
One Park Avenue New York

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