



OH AIR

# WHAT IS MOHAIR VELVET?

**STYLE LEADER** Mohair Velvet is the style and service leader in automobile upholstery as well as the most beautiful and durable of all upholstery fabrics. The new motor car Mohair has a short, thick pile made up of thousands of tiny, lustrous, upright fibers woven closely together at a right angle to the back of the cloth.

Mohair Velvets are woven double—two pieces are woven face to face with the back of the pile outside. A sharp knife operating simultaneously with the loom splits this double fabric into two separate pieces of velvet.

## SOURCE OF YARN

The yarn used in weaving Mohair Velvet comes from the silky fleece of the Angora goat. The fibers of the Angora goat are proven by government tests to be two and one-half times stronger than wool. Because of the inherent strength of these fibers and because of the weave-construction of the fabric, Mohair Velvet upholstery gives longer wear and service.

## ADVANTAGES OF MOHAIR UPHOLSTERY

In upholstery fabrics other than pile fabrics, the yarns are woven flat to form the cloth; consequently wear comes on the sides of the yarn fibers. As soon as one of these long, flat yarns becomes fuzzy and breaks, the tension is released on all the yarns crossing at right angles. In time, this causes the entire fabric to loosen; other yarns break, and soon a definite worn place appears.

In Mohair Velvet the wear comes on the ends of the erect pile 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.



# REASONS WHY *Ford* SELECTS MOHAIR

## 1. STYLE

The modern short-pile Mohair Velvet, with its exceptional tailoring facility, is conceded to be the highest fashion for car interiors.

## 2. BEAUTY

The luxurious, velvety texture of the mohair pile permits a beautiful play of light through the fabric and transmits rich coloring and warmth to the interior of the car.

## 3. COMFORT

Mohair Velvet is soft and pleasant to the touch. The pile fibers are springy and resilient. They hold the body in position, and ease it to the motion of the car.

## 4. COOLNESS

The Mohair pile fibers permit ventilation in warm weather. They prevent heat-producing friction.

## 5. WEARABILITY

Mohair Velvet is the longest wearing of all upholstery fabrics because the wear is received on the ends of the fibers, not along their length.

## 6. EASY TO KEEP CLEAN

Mohair Velvet is the cleanest type of automobile upholstery. It does not hold surface dirt. Dust sifts down between the pile fibers and can easily be whisk-broomed or vacuumed out.

## 7. SAVES CLOTHING

The upright fibers of Mohair Velvet prevent slipping on the seat. Thus clothes and upholstery are both saved the results of friction.

## 8. GREATER TRADE-IN VALUE

Mohair Velvet shows little wear and can easily be restored to its first freshness.

*The Shelton Looms*

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