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.

Released by
SIDNEY BLUMENTHAL & CO. INC.
One Park Avenue New York

NEW FABRICS by The Shelton Looms owned and operated by SIDNEY BLUMENTHAL & CO. INC., One Park Avenue, New York
July 4, 1910

Henry Ford visits a modern Ford.

With several thousand employees for the Ford V-8, the Ford plant in Detroit is a modern factory. Ford, who built the first mass-produced automobile, has recently visited the plant. The Ford V-8 is the latest model, and is said to be one of the most advanced in the world. The plant is located near the Detroit River, and is one of the largest in the United States. The Ford V-8 is now being manufactured in large quantities. Ford's visits to the plant are a encouragement to the workers, who are proud to be a part of the modern Ford.