

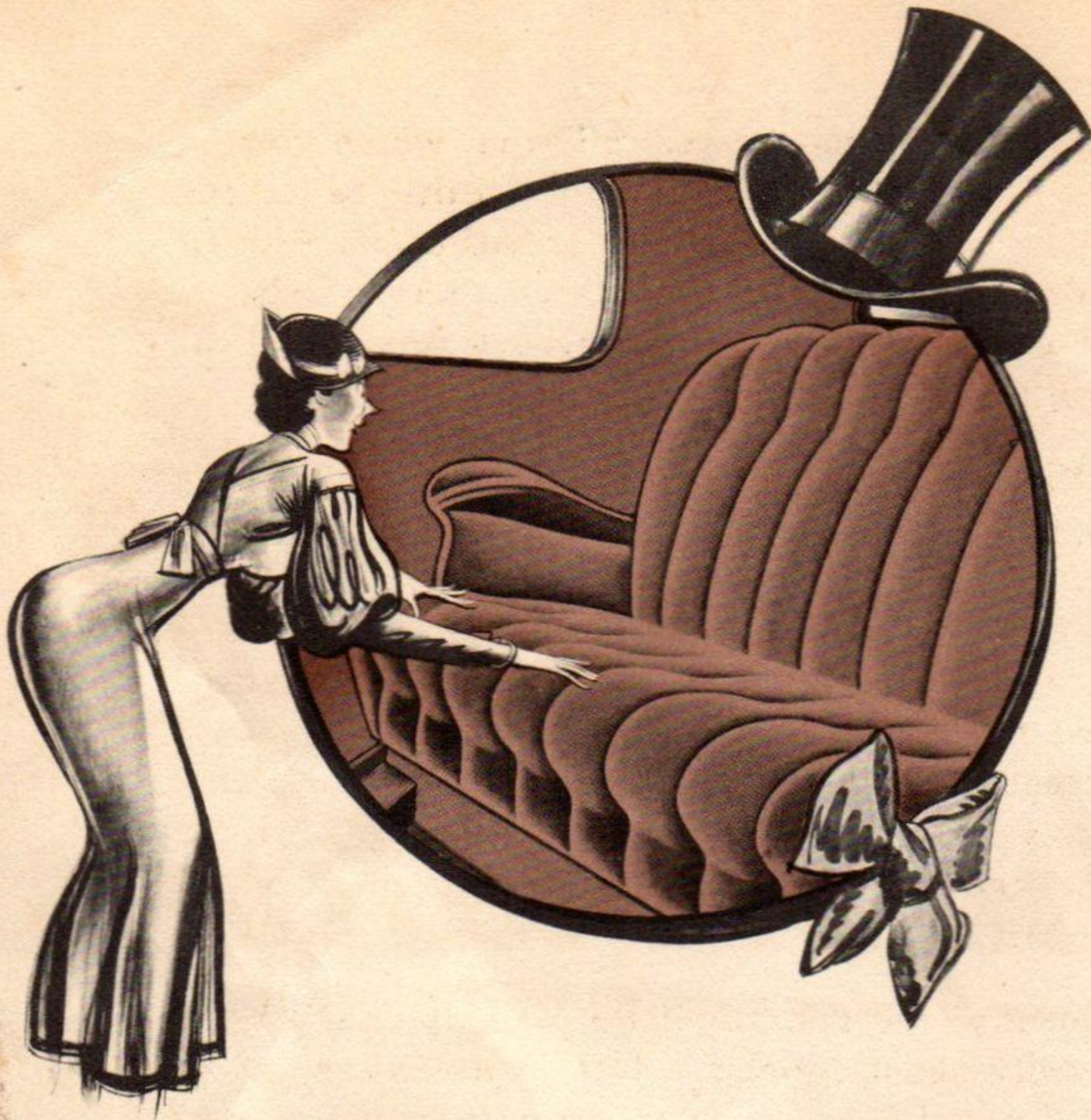


Inside

Information

Inside Information

A handy reference booklet of facts about automobile upholstery, with special reference to Modern Mohair Velvets and the value of their "Third Dimension."



Automobile salesmen have discovered for themselves that when they open the doors of an automobile and say to a prospect, "Now, let's have a look at the inside," it is good business for them to do a thorough selling job on that part of the car. There are many reasons for this. In the first place, the inside is one of the most important parts of a car. It represents no small investment by your company in materials and labor. In the second place, it is the part of the car with which motorists have an opportunity to get better acquainted than any other. This is only natural, because whenever an automobile is used the interior becomes a home on wheels. In the third place, the inside

of an automobile, or more specifically that which goes on the inside—the upholstery—offers a wealth of selling ammunition, especially when the upholstery is Mohair Velvet. Beauty, comfort, luxury, style, serviceability—these and a host of other features that sell cars are salient qualities of this type of trim.

When the automobile salesman talks about fabrics he is talking about something the prospect knows and understands. This is particularly true of Mrs. Prospect. She considers *fabrics*—and Mohair Velvet upholstery is one of the most widely used of all fabrics—her special province. She knows fabrics; shops for them all her life; spends a large percentage of her allowance or income for them. This fact is vitally important to the salesman, because 85% of all automobile sales depend upon the desires and fancies of Mrs. Prospect.

Consequently, the salesman who can talk intelligently and pointedly about Mohair Velvet upholstery when he opens the doors of a car has an opportunity to make a very favorable impression. More than that—if he sells his prospects thoroughly on its quality, fashionability, and utility, he cannot help but make real progress towards the completed sale.

That is why it will be well worth your while to read this booklet carefully and to keep it handy for future reference. No salesman ever lost a sale because he knew too much about his car. By the same token, the salesman who can show his prospects definitely *why* the Mohair Velvet in his automobile offers extra value, *why* it will wear well, *why* it is comfortable, *why* its fresh appearance can easily be maintained, has a decided advantage over his competitors.

Living-room comfort on wheels



A motor car without upholstery would have the comfort and decorative quality of an old-fashioned buckboard wagon. When that car is artistically trimmed with Mohair Velvet upholstery, it becomes an attractive, comfortable living-room on wheels.

Mohair Velvet upholstery is one of the most expensive items in the car body. Fabrics of this type, made of selected raw materials and skilfully woven, cost real money; and for a five-passenger body, it takes as much as fifteen square yards of material, exclusive of the headlining. You can readily see how much value this represents when you stop to consider that it takes only four yards or so for a suit of clothes.

This comparison is often a good one to use when making a sale. It helps to impress your prospects, in terms they can understand, with the value that is built into the car. Mrs. Prospect who, as we have said above, spends a good deal of time shopping for fabrics, will appreciate the point; tend to regard it as an indication of the actual money value which the car represents as a whole.

Two types of automobile upholstery

Automobile upholstery fabrics are divided into two general classes:

- (1) Mohair Velvets.
- (2) Flat Fabrics, such as broadcloths, Bedford cords, or whipcords.

In flat fabrics, the method of construction is just what the name implies; two sets of threads, one running lengthwise and the other crosswise, are interlaced at right angles to each other, to form a flat surfaced fabric. For comparison, it is handy to think of these fabrics as having two dimensions—length and breadth.

In Mohair Velvets, the lengthwise and crosswise threads mentioned above form the base of the material. To them a third set of threads is added; these are woven upright, at right angles to the other two. They give the material a "Third Dimension"—*depth as well as length and breadth*. This "Third Dimension," which forms the surface of the finished fabric, is known as the "pile."

Mohair Velvets are usually woven two pieces at a time, face to face. They are held together by the interweaving of the upright fibres.



Side View of Flat Fabric

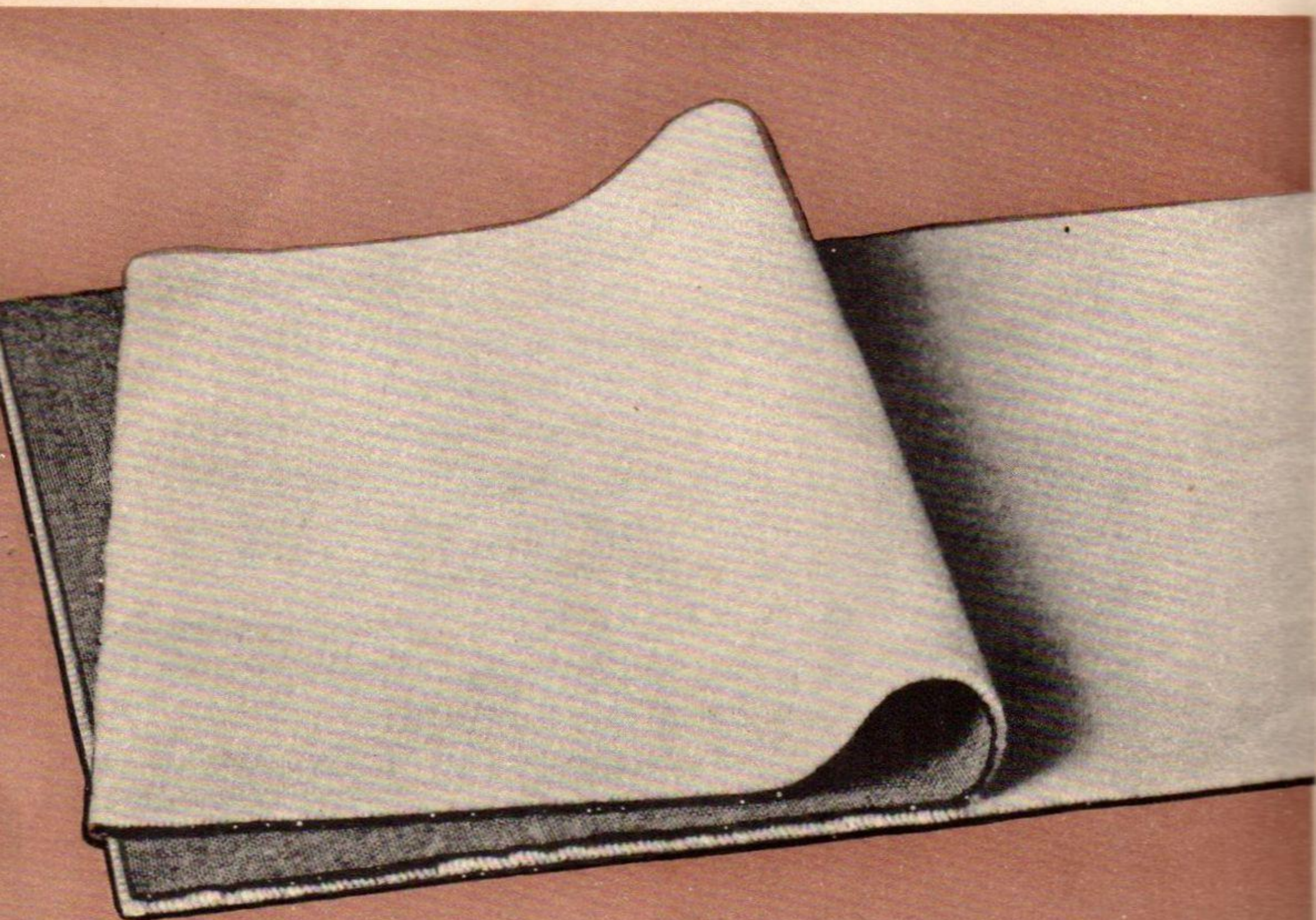


Side View of Modern Mohair Velvet, showing "Third Dimension"

Then these vertical fibres are cut across the middle. The result is two pieces of fabric, each with a soft, lustrous pile surface.

Mohair Velvets are made of the finest of textile fibres, carefully selected for quality. Mohair comes from the Angora goat. It is the most durable, the smoothest and most lustrous of all upholstery fibres.

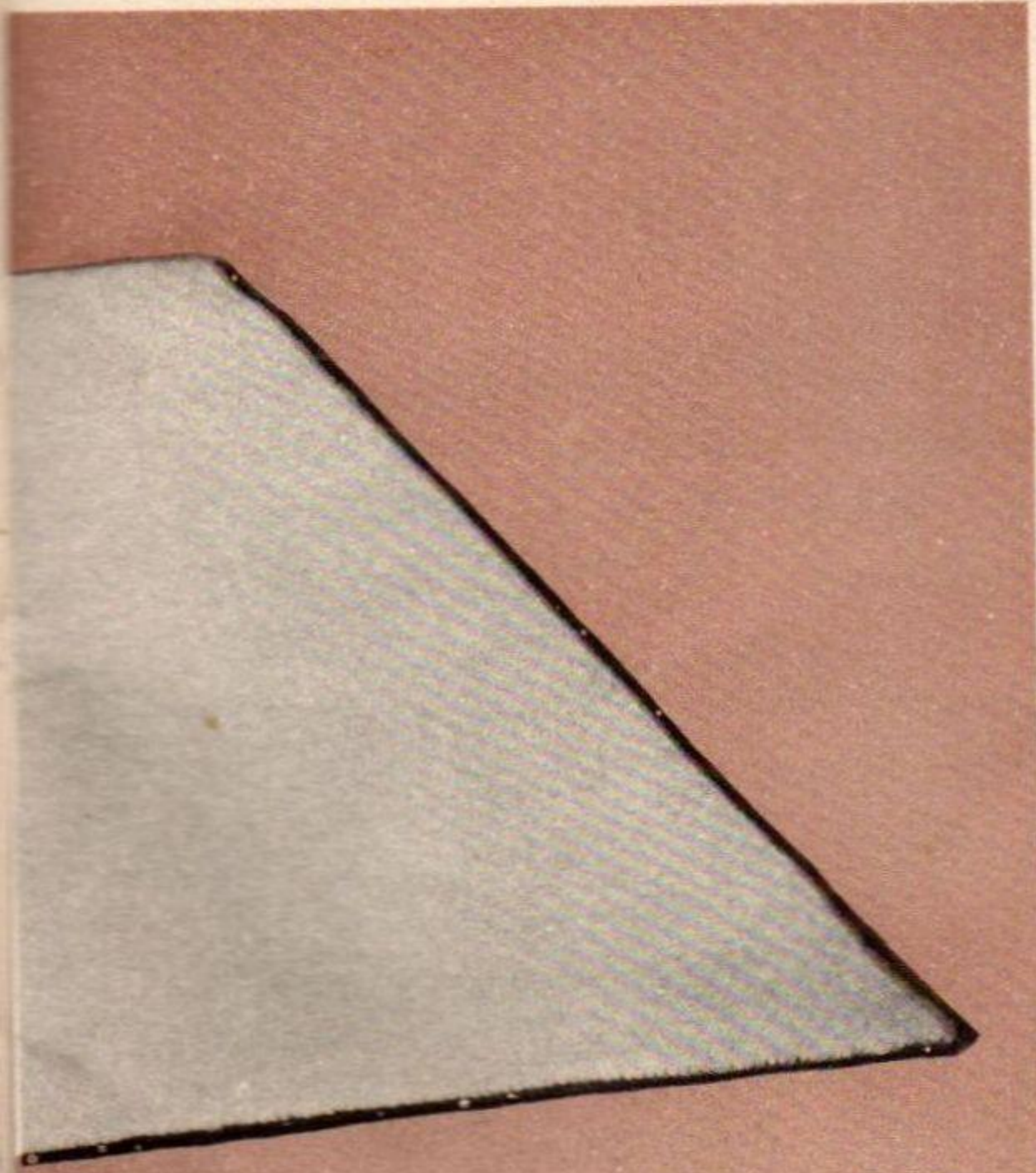
The construction of Mohair Velvets has been explained here in detail, because it will be seen later how this "Third Dimension" contributes many practical advantages.





Cross-section view showing how two pieces of Mohair Velvet are woven face to face and then split in two.

Cross-section of a single piece of modern, low-pile Mohair Velvet, after being split.



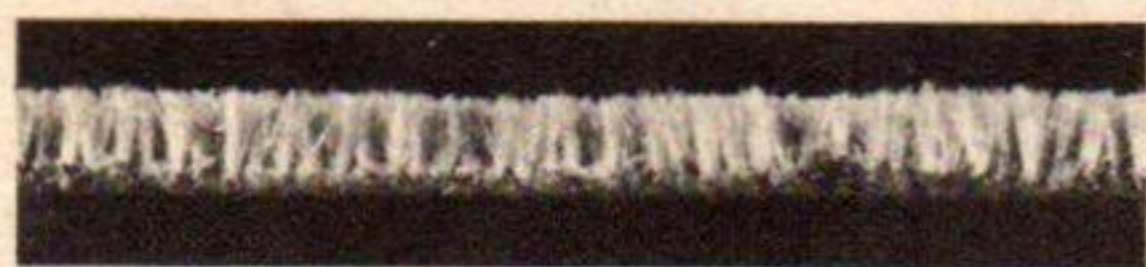
Surface view of two pieces of Mohair Velvet, woven face to face, and then split half way.



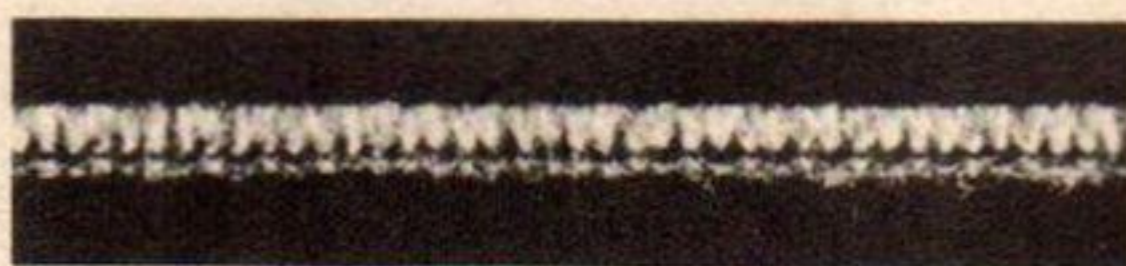
What is "Modern Mohair Velvet"?

There was a day when practically all pile fabrics used for automobile upholstery were known as "plush." These fabrics had a very *high* pile. The word "plush," when used to describe automobile upholstery, refers to this old-fashioned out of date material; it is not used to describe the modern, low-pile fabrics which have been developed.

Modern Mohair Velvets have a *short* pile, made up of thousands of fine fibres, woven very closely together. This gives them increased comfort and greater tailoring facility—makes them the ideal upholstery for dressy interiors, which are so much in demand today. The difference between old style "plush" and Modern Mohair Velvet is very important and should be demonstrated to the prospect who is examining a car upholstered with Modern Mohair Velvet.

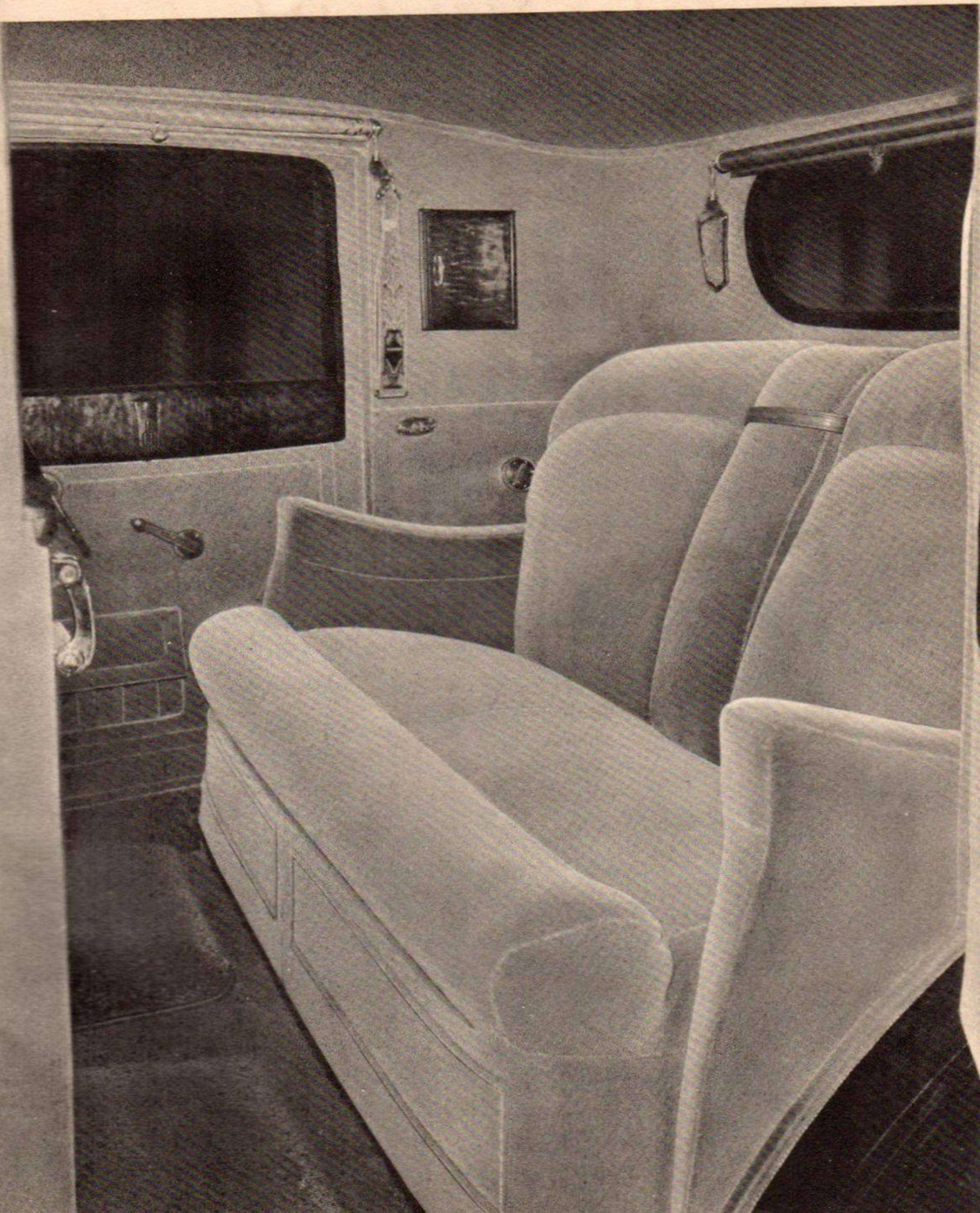


Side View of Old Style "Plush"



Side View of Modern Mohair Velvet

A fashionable example of a modern tailored interior, done in Modern Mohair Velvet



The value of the "third dimension"

It was mentioned earlier that the pile, which is Mohair Velvet's vital "Third Dimension," offers many practical advantages—qualities a prospective owner looks for in an automobile—features that help sell cars. These advantages are described here in detail under separate headings:

Style . . .

- The type of fabric known as velvet has been good style for centuries. It is a recognized style leader today—the aristocrat of fabrics—*the full dress of motordom*. Modern Mohair Velvet, with the new tailoring facility afforded by its low pile, sets the standard for meticulous tailoring and dressy appearance in automobile interiors.

Beauty . . .

The manner in which the pile fibres respond to light accounts for the depth and richness of Mohair Velvet's coloring; the luxurious sheen and lustre of its surface. These fibres are translucent. Light penetrates and is softly diffused; it filters through into the shadows at the base of the pile. The colors are never harsh because they come from the heart of the fabric, rather than from the surface.

Comfort . . .

One glance at a fine Mohair Velvet gives you the impression that it would be very pleasant to touch. It is soft and inviting—the sort of thing one associates with the word “luxury” in fabrics. The Mohair pile fibres are *elastic*. They form a springy, shock-absorbing cushion that makes riding easier, less tiring.

Cooler in warm weather . . .

The “Third Dimension” of Modern Mohair Velvet also contributes greater coolness in warm weather. The low-pile surface of this type of fabric allows ventilation. At the same time, it holds the rider in position, prevents slipping and heat-producing friction. Mohair fibres are conductors of heat; allowing heat from the body to pass out into the air. That is why they are used so extensively for summer suits.

Durability . . .

Mohair Velvets are *the longest wearing of all upholstery fabrics*, demonstrated both by actual experience and by the reports of independent, fabric-testing laboratories. The reasons are two: First, mohair fibres are the most durable upholstery fibres known. Second, the pile surface or “Third Dimension” of Modern Mohair Velvets means extra defiance to wear. Every one of the thousands of durable fibres that make up the surface resists wear down its length, from tip to base. The wear is vertical rather than horizontal.

Report of automobile upholstery wear tests made by Better Fabrics Testing Bureau, Inc.

Better Fabrics Testing Bureau, Inc. 225 West Thirty Fourth Street New York City

Chickering 4-3838

Collins & Aikman Corporation
200 Madison Avenue
New York City

Attention: Mr. Schmitt

Date

March 23, 1933

Laboratory Number

T5340

Identification and marks
R-We-3.23

Eight samples of upholstery fabric identified as below:

Specifications of order

"Test fabrics for abrasive wearing qualities."

R E P O R T

RESISTANCE TO ABRASIVE WEAR

Mohair Velvet Upholstery Fabrics:

Fabric B	158,635 strokes
Fabric G	158,635 strokes
Fabric F	122,717 strokes
Fabric J	122,717 strokes

Other Upholstery Fabrics:

Fabric Q	59,065 strokes
Fabric S	33,903 strokes
Fabric T	28,691 strokes
Fabric P	26,485 strokes

METHODS OF TEST

Fabric specimens cut 11" x 1 3/4" were submitted to abrasion tests on a Wyzenbeck Precision Wear Test Meter, using 2 1/2 pound tension and 2 1/2 pound pressure. The samples were abraded against an 8 ounce duck fabric which was changed at intervals of 10,000 strokes.

The abraded fabrics are returned for inspection.

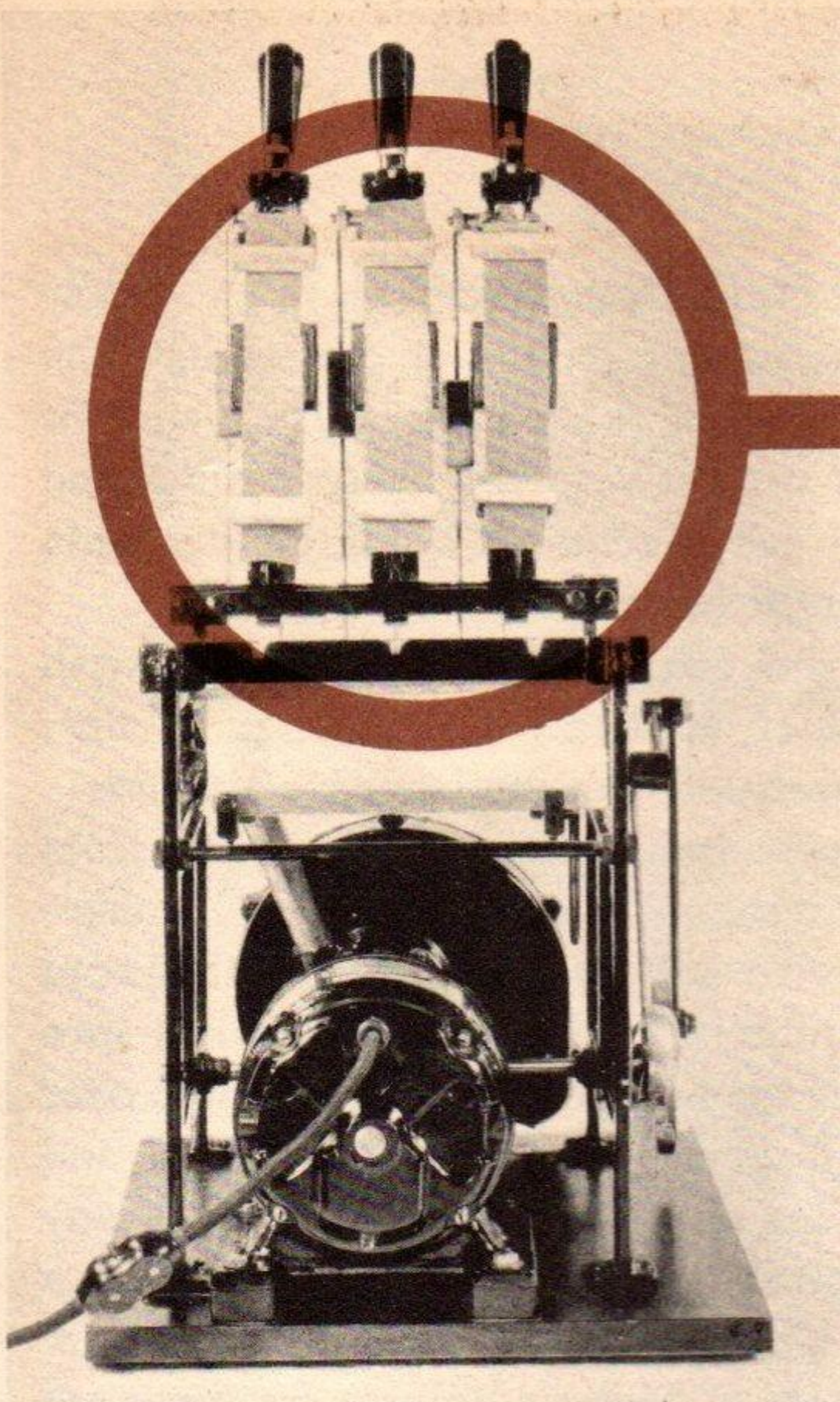
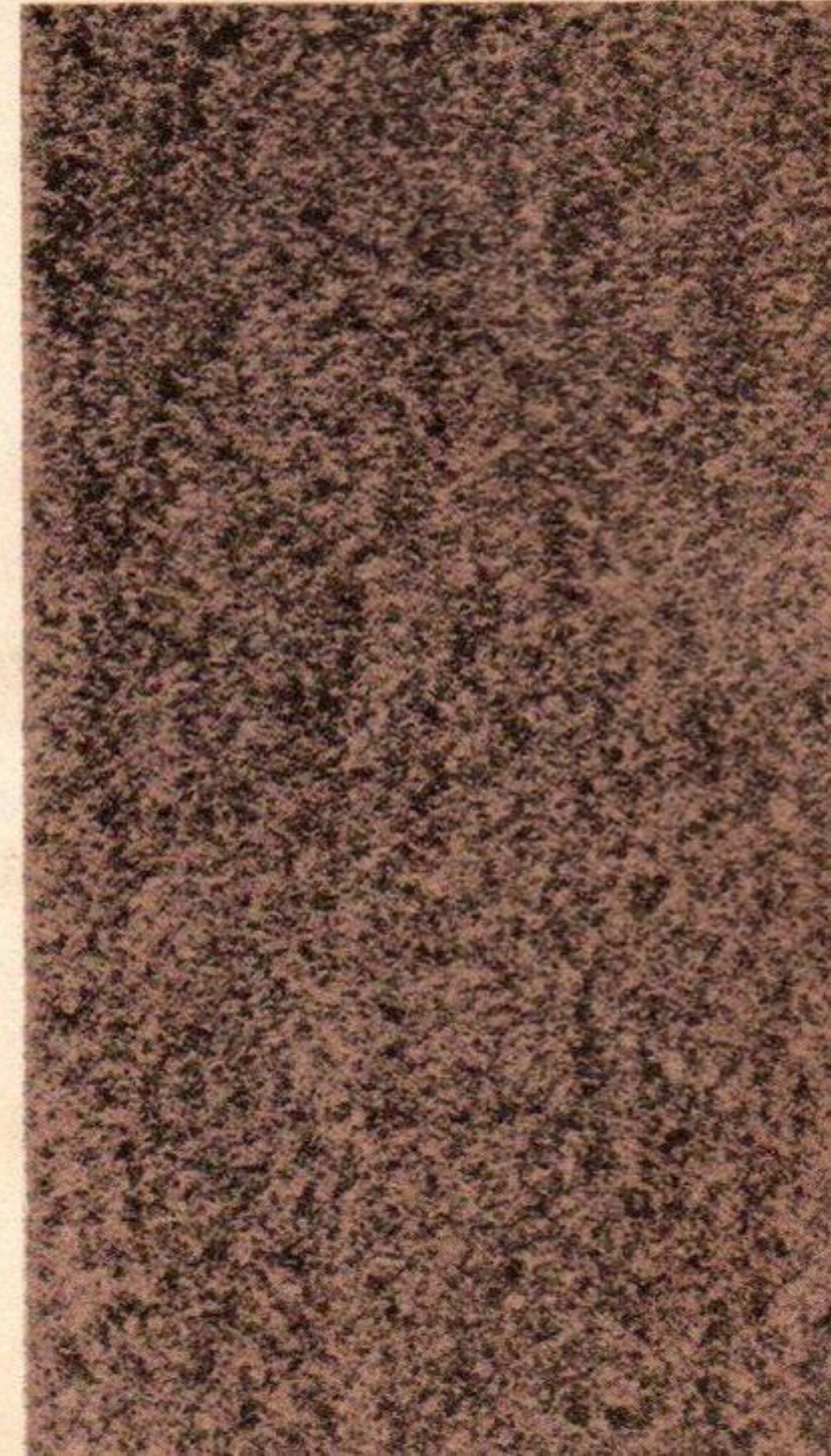
Better Fabrics Testing Bureau, Inc.

Reports apply specifically to merchandise tested

A Mohair Velvet Before Testing



B Mohair Velvet After Testing



Machine used for tests

A recent report of the Better Fabrics Testing Bureau is reproduced here, showing the results of their wear tests of automobile upholstery. Photograph A shows a piece of Mohair Velvet before testing. Photograph B shows the same piece after 158,635 abrasive rubs. Notice that there is practically no sign of wear, while other types of fabrics tested were worn through completely after comparatively few rubs.

These tests have been exacting and conclusive. You are therefore correct when you tell your prospects that Mohair Velvet represents "the most durable fibres woven into their most durable form."

Cleanliness . . .

In cleaning, too, the "Third Dimension" plays an important part. Dust and dirt are not ground or pressed into the surface of Mohair Velvets nor rubbed off on the hands or clothing. The particles sift between the upright fibres and remain loose. Thus they can be removed quickly by vacuum cleaning, brushing or light beating.

Modern Mohair Velvets can also be safely washed with frothy soap suds and water, applied with a cloth or sponge. This insures a clean, fresh-looking interior at all times.

What happens to grease spots, perspiration, stains from sticky fingers? Again, the "Third Dimension" makes Mohair Velvet difficult to soil. For stains do not spread into solid, unsightly splotches; they are not worked into the fabric. Instead, they are broken up and distributed over the tiny upright fibres where one can get at them and remove them once and for all. This can be done with any good cleaning fluid applied in moderate quantities with a clean cloth.

Facts regarding the care of Mohair Velvets are discussed in detail on page 18.

Easiest on clothing . . .

Independent tests by leading clothing manufacturers show that Mohair Velvet causes less wear on clothing than any other type of upholstery. The letter from B. Kuppenheimer & Co., reproduced here is interesting in this respect. It proves that the "Third Dimension" of Mohair Velvet holds the rider in position and prevents friction and wear, on both the upholstery and the clothes.

EXECUTIVE OFFICES

B. KUPPENHEIMER & CO., INC.
415 SOUTH FRANKLIN STREET
CHICAGO

Collins & Aikman Corporation,
25 Madison Avenue
New York, N. Y.

Gentlemen:

In answer to your inquiry, we are glad to review the circumstances that prompted our recent wear tests.

The number of complaints on improper wear of suits or overcoats received by us in the past two years has charted a course of consistent increase. We have demonstrated to ourselves, and to other factors in the clothing industry, that many of these complaints are directly traceable to the wear and tear encountered in the use of an automobile.

As a result, we have conducted an exhaustive test on the effects of various types of automobile upholstery on men's clothing. The test entailed 100,000 movements on an abrasion machine -- the equivalent of more than one year of intensive wear on a suit or overcoat which is worn every day. The suit and overcoat fabrics tested were medium or average grades, typical of the fabrics worn by the average automobile driver.

Results: Mohair velvet left evidence of virtually no wear upon the suit or overcoat fabric.

It is our conviction that constructive steps could easily be taken by the automotive industry and the various component factors, to equip all motor cars with the type of upholstery which subjects the rider's clothing to the least possible degree of wear. We are acquainting the National Association of Retail Clothiers and all leading producers with the facts contained in this letter.

Very sincerely,

Signed: Ludwig Stein

President
B. KUPPENHEIMER & CO., INC.

Greater resale value . . .

The sum total of these practical advantages contributed by the "Third Dimension" means not only extra value and enduring satisfaction for the owner while he is using the car; it also means greater resale value when he is ready to turn it in. The Mohair Velvet upholstery will probably show very little wear. It will still be good style. It can be cleaned easily. Steaming will refresh the pile and make the fabric look fresh and new. You know how much upholstery counts in determining the resale value of a car. Be sure to emphasize these facts to your prospects when you are showing them the interior of cars trimmed with Mohair Velvets.

Summary of Advantages

Style . . .

Modern Mohair Velvet, with its short, closely-woven pile, sets the style for smart, fashionable interiors. It is the full dress of motordom.

Beauty . . .

Modern Mohair Velvet has a lustrous beauty all its own. It is pleasing to the eye, decorative, rich in color values.

Comfort . . .

Modern Mohair Velvet has a luxurious softness. It is inviting to the touch; restful to ride upon; does not cling to clothes.

Durability . . .

Modern Mohair Velvet is the most durable upholstery known. Its thousands of pile fibres resist wear down their lengths.

Cleanliness . . .

Dust is not ground into Modern Mohair Velvet. It remains loose between the pile fibres and is easily brushed out.

of Modern Mohair Velvet

Ease of removing stains . . .

Spots and stains are broken up by the pile fibres of Modern Mohair Velvet. They are readily removed once and for all.

Easy on clothing . . .

Modern Mohair Velvet causes less wear on clothes than any other upholstery. The pile fibres minimize friction.

Cooler in warm weather . . .

The low pile surface of Modern Mohair Velvet permits ventilation. It prevents slipping and heat-producing friction. Mohair fibres draw bodily heat off into the air.

Freshness renewable . .

Modern Mohair Velvet can be washed with soap and water. Steaming refreshes the pile after long, hard wear.

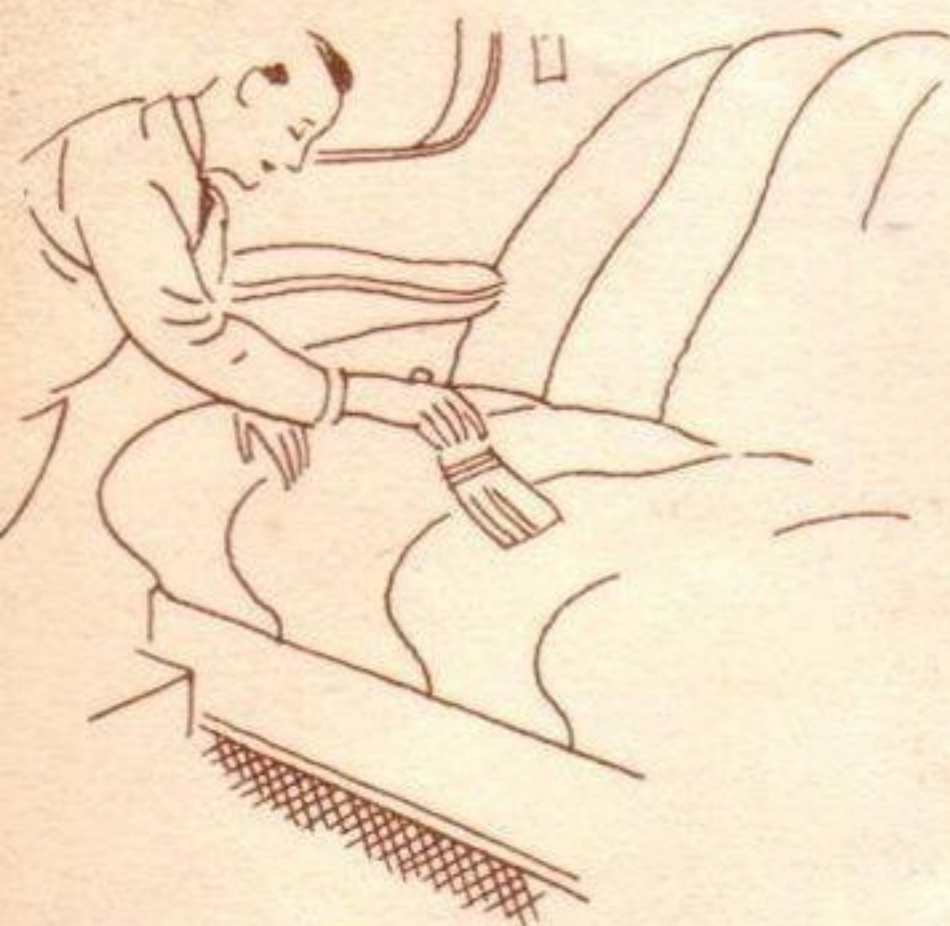
Greater resale value . . .

Durability, ease of cleaning and refreshing, enduring style and beauty insure higher resale value for cars trimmed in Modern Mohair Velvet.

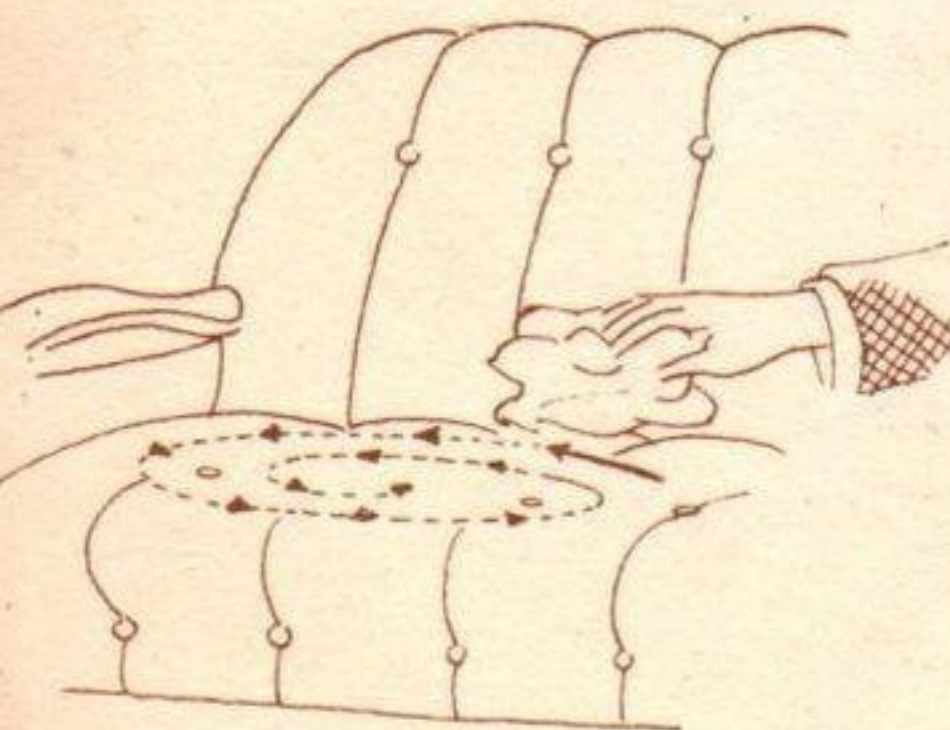
Facts for the salesman and service man on the care of Mohair Velvet

While the care of upholstery is primarily a matter for the service department, it is at the same time valuable for the salesman to know something about suggested methods, so he can discuss them intelligently with prospects who inquire about these points.

Dust . . . Dust and dirt particles that fall on the surface of Mohair Velvet sift down between the thousands of pile fibres, and are not ground into the material. They are easily removed with a whisk-broom, carpet beater, or vacuum cleaner. For general cleaning and dusting, the seats should be taken out of the car. In so doing, dirt along the sides and rear of the seats falls to the bottom and can easily be wiped off. If beaten, the cushion should be held upside-down so that all the dust will fall away from it. Blows should be lightly administered. If a whisk-broom or vacuum cleaner is used, it is not absolutely necessary to take the seats out of the car, but it is preferable.



Brushing



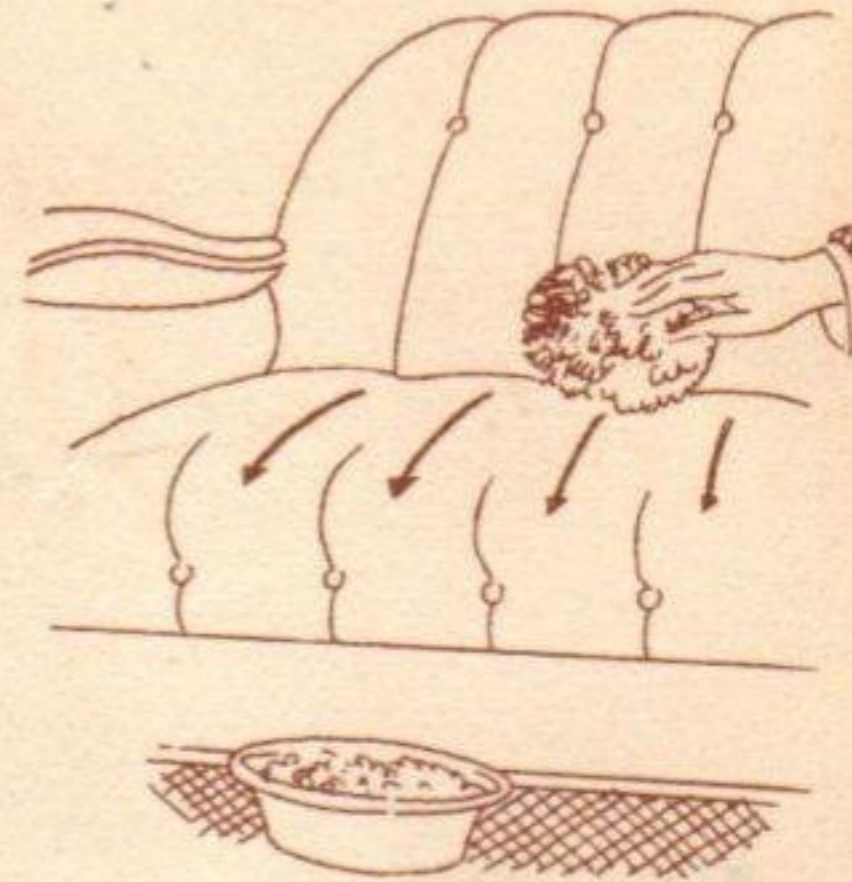
Dry cleaning

Cleaning spots . . . Grease spots can be readily cleaned from Mohair Velvet because they are broken up by the tips of the pile. In removing spots, apply a small quantity of good cleaning fluid to a clean cloth, start well outside the area of the grease spot and work toward the center with a circular motion. Repeating this several times, using a clean part of the cloth each

time, you will remove the spot without leaving a circle of grease and dirt along the edge. Allow to dry thoroughly; then brush with a whisk-broom.

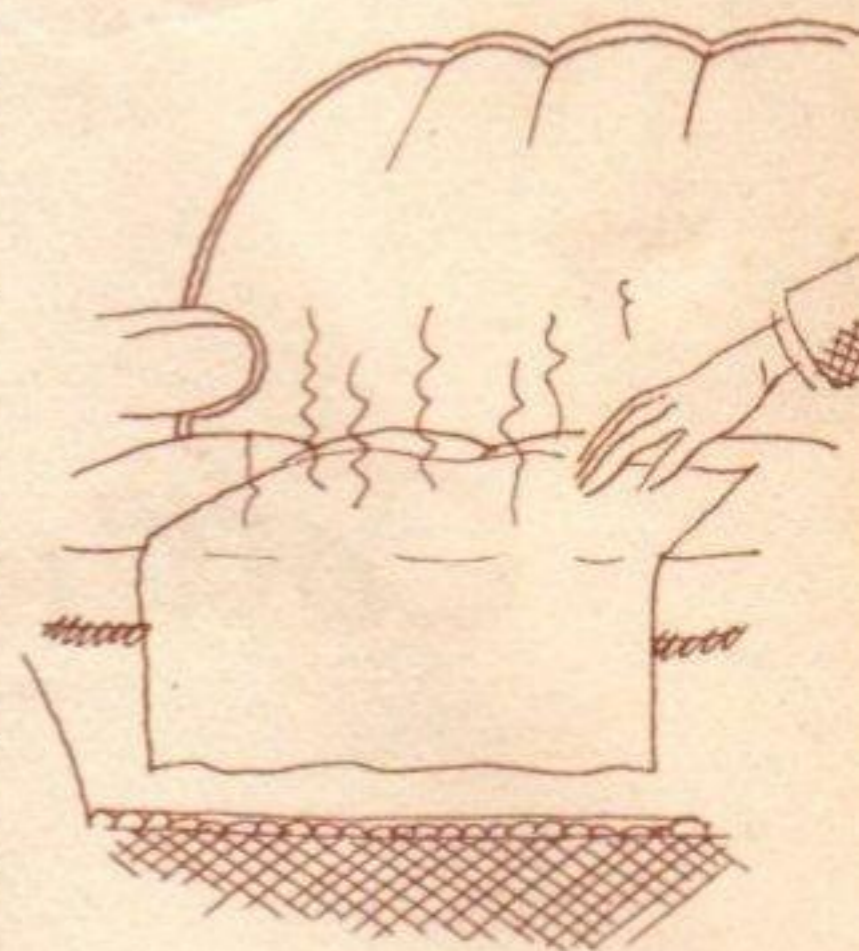
Washing with soap and water

Mohair Velvet can be washed safely with soap and water. Use lukewarm water and a neutral soap. The suds should be good and frothy; not watery. They should be applied in moderate quantities with a damp cloth, sponge, or soft brush. Rub with the pile, not against it. Soap suds should be removed with a clean damp cloth or sponge. Then wipe the surface several times with a dry cloth. While the material is still damp, brush it lightly with a whisk-broom or brush of medium stiffness. Brush with the pile. Doors and windows should then be opened to permit air to circulate freely and dry the upholstery. When dry, again brush with the pile.



Sponging

Steaming the pile . . . Sometimes the surface of Mohair Velvet where the driver sits will become slightly flattened. In such cases it is easy to bring the pile back to its original position. Dry steam is ideal for this purpose. Simply steam the flattened spot liberally. If no dry steam is available, a damp cloth should be spread over the surface and a hot flat-iron touched to it lightly. The steam that is thereby driven down into the fibres will restore them to the erect position. Another method is to take a cloth or heavy towel, wring out of very hot water and spread it over the flattened spot. Leave the cloth in place for ten minutes or so. If the pile has been pressed down heavily, it may be necessary to repeat the process a few times. While still damp, the upholstery should be brushed lightly with a whisk-broom or brush of medium stiffness. When thoroughly dry, the material should again be brushed. Brush with the pile. After this treatment, the upholstery will look fresh and new.



Steaming

It is our sincere hope that this booklet will be definitely helpful to the automobile salesman who realizes the value of a thorough selling job when he opens the car door and says, "Now, let's look at the interior." It is presented with the compliments of Collins & Aikman Corporation, who manufacture both Modern Mohair Velvets and flat fabrics. If you wish further information concerning automobile upholstery, from either a sales or service angle—or if you can use additional copies of this booklet—write to the Merchandise Service Department

Collins & Aikman Corporation

200 Madison Ave., New York City

M A K E R S O F

CA-VEL

*Velvets of Enduring Beauty
and other high-quality
automobile upholsteries*

