

4

EASY TO CLEAN



• Mohair Velvet is the easiest of all automobile fabrics to keep clean. Dust and dirt remain loose between the upright surface fibres. They are not ground into the fabric, and can easily be whisked or vacuumed out. Spots and stains are broken up by the erect fibres, and do not spread. They can readily be removed once and for all. They won't come back, and there's no danger of leaving unsightly cleaning rings. *Mohair Velvet upholstery is the only automobile upholstery that can be safely washed with soap and water.* The surface, if it ever gets pressed down from long, hard use, can quickly be freshened by steaming with a damp cloth and a hot flatiron.



WHY IT IS IMPORTANT
that you have high quality upholstery
IN YOUR CAR

• Upholstery can make or mar the appearance of a car's interior. It is the most personal item inside an automobile—you see it constantly, you touch it daily, you sit on it whenever you use the car.

• If the upholstery in your car does not look beautiful, if it does not wear well, if it can't be cleaned easily, you aren't getting the utmost of satisfaction out of your car. That is why we have been so careful in selecting high quality Modern Mohair Velvet—the best looking, the most durable, the most practical of all upholstery fabrics for this year's cars—and that is why we take pride in offering you Modern Mohair Velvet *at no extra charge.*



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CHEVROLET

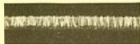
OFFERS YOU
MODERN MOHAIR VELVET
UPHOLSTERY



AT NO EXTRA CHARGE

FOUR REASONS WHY Chevrolet offers you Modern Mohair Velvet upholstery at no extra charge

1 NEW



Side view of old-style "plush"

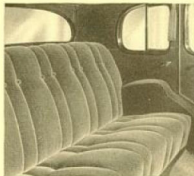


Side view of Modern Mohair Velvet

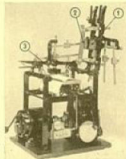
• Modern Mohair Velvet upholstery is distinctly different from old-style "plush". There has been as much development in the styling and refining of Mohair Velvet upholstery in the past several years as there has been in other parts of the car. Today's fabrics are woven much denser—the pile surface is much lower. This makes for greater comfort—no sticking, no tickling—and today's fabrics are much cooler in warm weather. Ride in a car trimmed with Modern Mohair Velvet and see and feel

2 BEAUTIFUL

• For centuries, velvets, in one form or another, have been the preferred fabric of people of means and people who know textiles. Their richness and beauty have never been equaled, because it takes a pile surface to produce the lustre and depth of color that characterize velvets. Today, for these reasons, Modern Mohair Velvet dresses the interior of a car as no other upholstery does or can.



3 DURABLE



1. Before fabric is installed
2. Fabric installed
3. Fabric lowered against canvas—ready for abrasion

Fabric wear-tester

• Modern Mohair Velvet is the most durable automobile upholstery known. This is because each of the thousands of upright fibres that make up its surface has to be worn down from tip to base before the upholstery even begins to show any signs of wear. This rarely happens in the life of a car. Actual use proves this; so do the most severe abrasive tests conducted by independent