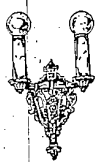


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TESTING CLOTH USED
FOR CAR TRIMMING
 Determining the life of upholstery long before it is used to trim the car is a problem which the Ford Motor Company has solved by the development of a number of unique and conclusive tests. Before Ford upholstery cloth is released for production, samples are eaten by chemicals, pulled apart and even worn out in an especially constructed rubbing machine.

Some of the cloth used in Ford cars is manufactured right in the Ford plant where it may be held to the required specifications. Most of the upholstery, however, is supplied by outside sources and must prove its fitness before being used.

Color and structure of the cloth are first scrutinized. Then, samples are sent to the laboratory for chemical and physical tests. In the test for tensile strength, samples from the running direction or warp of the cloth, and from the cross direction or the wool of the cloth are pulled to pieces by means of a standard testing machine. In this connection, it is interesting to note that although the Ford specifications are unusually rigid, upholstery now being used shows practically twice the required strength.

Wool content is determined by use of chemicals. The sample is given the chemical bath which dissolves all the wool. The remaining cotton must not only show the correct percentage, but must show a perfect pattern and distribution of cotton fabric as well.

Another test, is similar to that which the material will receive in actual usage. A cushion is trimmed with sample upholstery and placed in a machine together with a cushion trimmed with material of known quality so that the faces of the two cushions touch. Then the machine rubs the two cushions back and forth at the rate of 120 times per minute, until one or the other is worn out. If the sample wears out first, it is immediately discarded. But if it stands up as long as the cushion trimmed with the known material it has proved itself to equal Ford standards of quality. In selecting upholstery cloth

for Ford cars, the Ford Motor Company is forced to be more critical than many other automobile manufacturers. Ford cars, because of the longevity and adaptability to business, social and professional life are expected to be almost constantly in use, and the materials of which they are built are selected in anticipation of hard wear as well as for their beauty.

TEMPLE THEATRE—DETROIT

Miss Frankie Heath, offering song stories, and Ernest R. Ball and girls split the headline spot on an all comedy bill at B. F. Keith's Temple Theatre starting Sunday afternoon. Miss Heath is a singing comedienne of magnetic personality. Mr. Ball is assisted by a company of talented girls. He is the composer of "Mother Machree," "Love Me and the World Is Mine," "Till the Sands of the Desert Grow Cold," "Let the Rest of the World Go By," and other international song hits. Others billed are: William and Joe Mandel, late of Ziegfeld Follies in a hilarious offering; Joe Browning in "A Timely Sermon;" Glenn and Jenkins, in their great laughing skit, "Working for the Railroad;" Harry Lang and Bernice Haley, a reasonable pair in "Who Is Your Boss?" "Parisian Art," a series of classic studies posed by Beau-

lah Stewart and May Day; Three Nitos in "Comedy Eccentricities," an dthe weekly screen subjects.

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 Wife—My husband is so fool. You must not go by appearances.—The Bits.

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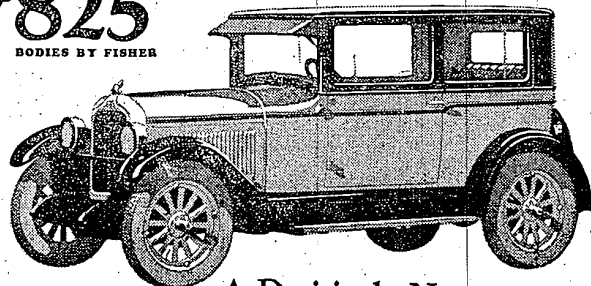
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