

Establishing an Ideal

THE process by which Leather Substitutes are made is intensely interesting.

Come with us into our factories.

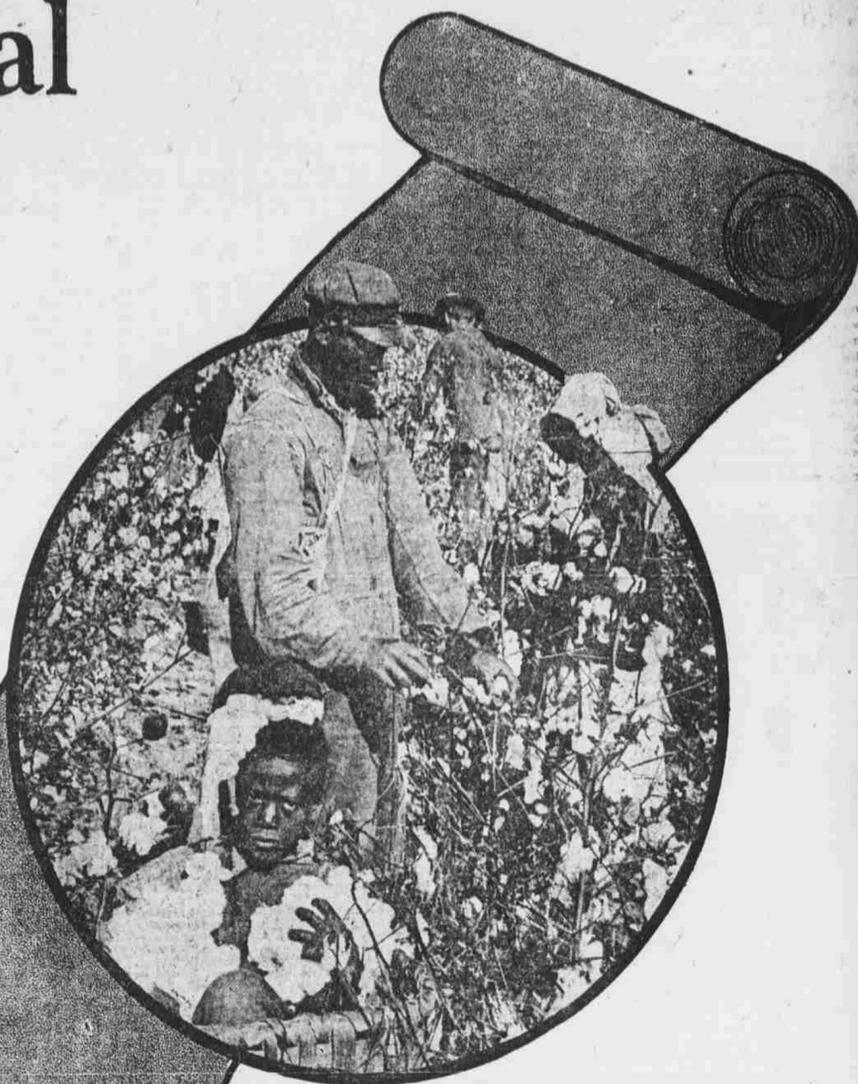
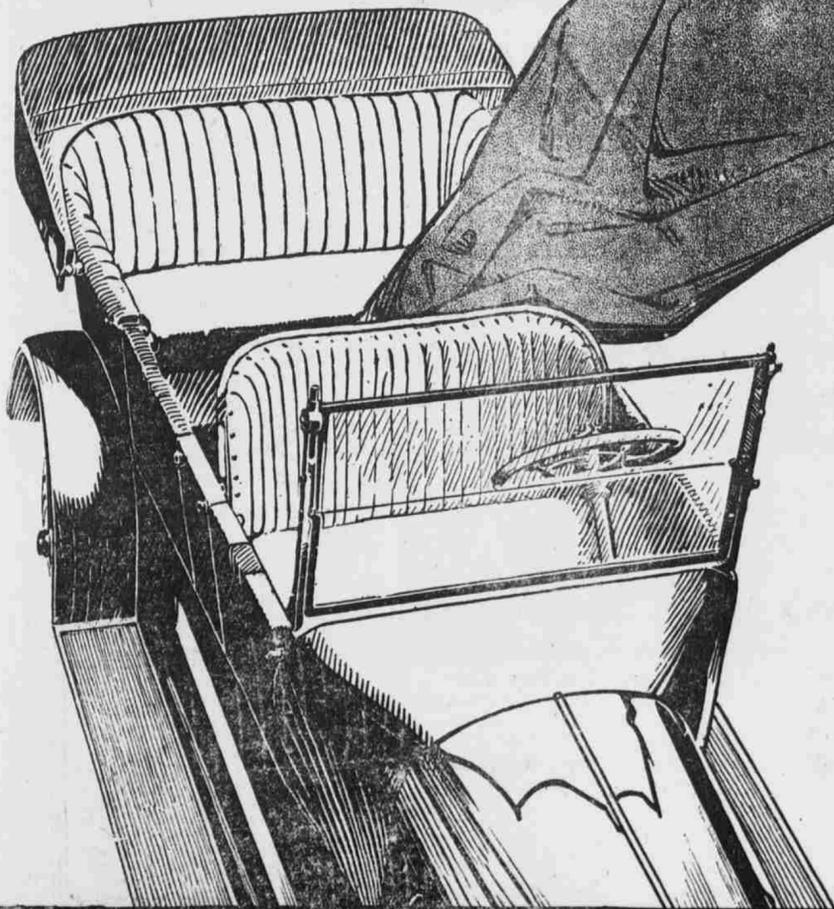
In these long rolls of sturdy fabric is woven the snowy cotton of our sunny southland.

In vats the fabric is dyed in many colors with fast American dyes.

Napping machines finish the underside of the fabric with a downy nap, giving great softness and pliability.

Impregnating machines apply successive filmy layers of a plastic cotton compound on which the character and durability of the finished material depends.

This compound with the pigments and dyes incorporated in it, is a wonder of chemistry, perfected by years of research and experience. It makes the fabric ready for the embossing machines.



With embossing machines the beautiful grains shown in the finished product are firmly fixed under great pressure.

Now the product is given the bright, medium or dull lustre desired. Spanish effects are obtained by expert finishers, skilled in producing the beautiful color tones so much admired.

Rigid inspection is a part of each process and the final inspection insures a uniformly perfect product.

Many millions are invested to make this perfect product. The Automobile Industry is one of its largest users and endorses the Leather Substitute by annual purchase of millions of yards.

The Leather Substitute Industry is over thirty years old and from the most meager beginning has come up through the years with a steady tread. It tells the story of a victory won through establishing an ideal.

THE DURATEX COMPANY, Newark, N. J.
 DU PONT FABRIKOID COMPANY, Wilmington, Del.
 O'BANNON CORPORATION, New York, N. Y.
 TEXTILEATHER COMPANY, Inc., New York, N. Y.
 ZAPON LEATHER CLOTH COMPANY, New York, N. Y.