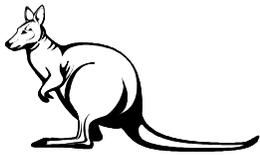
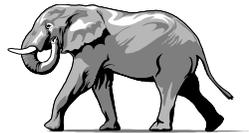


TO SUMMARIZE . . . WOOL FABRICS ARE:



Resilient . . . because each wool fiber is made up of millions of “coiled springs” (protein molecules) that stretch in use, but coil back to their original positions. This is why wrinkles disappear from wool garments when they are “rested” and why wool rugs retain their springy pile for many years.



Wear-resistant . . . because these “coiled spring” molecules stretch easily. They can be flexed and twisted thousands of times without breaking. They “give” rather than resist friction and so can stand up under the stresses and strains of normal wear.



Light-weight . . . because the inherent strength of the wool fiber lends itself to the construction of fabrics that are unequalled in the comfort-to-weight relationship. Even the warmest fabrics are not- oppressively heavy.



Excellent insulation ... because, in the more dense, lofty fabrics, pockets of air are trapped around and among the crimped fibers, so the rapid transfer of temperature is sharply inhibited. Cold, snow, rain and wind are slow to penetrate to the body.



Static-resistant ... because the wool protein absorbs moisture so well, the tendency to collect static electricity is reduced. Wool garments are much less likely to “spark” or cling to the body, and of great importance, less likely to attract lint and dirt.



Comfortable ... because wool is elastic; fitting so well, yet yielding easily to body movement. It absorbs moisture, yet never feels damp and clammy. No other fabric serves so well under such a variety of conditions.



Richly beautiful . . . because the protein core of the wool fiber is strongly reactive, soaking up and combining with a wide variety of dyes, the color spectrum for wool is almost limitless. Wool holds color so well because the color becomes part of the fiber.



Versatile . . . because wool technologists have developed an endless number of combinations of weaves, knits and textures . . . from sheer, lacy knits and light, airy worsted prints to bulky tweeds and deep, lofty overcoating. The seasonal adaptability of wool is matched only by its tailorability.