

BUSH SALES BUILDING TO BE BUYERS' MECCA

Times Square 30-Story Structure Will Bring Manufacturer and Purchaser Together.

THREE FLOORS FOR A CLUB

Twenty-five Others Devoted to Sample Rooms for Thousands of Articles.

Several tenants have already occupied offices and display rooms in the Bush Terminal Sales Building, the thirty-story building in Forty-second Street between Broadway and Sixth Avenue, which will be thrown open in July as the sales headquarters of several hundred manufacturers and as a meeting place of buyers, for whom the three lower floors will be clubrooms.

The building will be operated on a novel plan. It has been built and furnished and will be tenanted on the principle of making it attractive and valuable to buyers, particularly buyers for department stores and merchandise houses from all parts of the United States and from foreign countries. Twenty-five floors will be devoted to salesrooms for fifteen lines of merchandise of leading interest to the general buyer. In this respect the building is intended to be a sort of national sample room, where it is expected that the ordinary buyer will find under one roof practically every type of article in which he is interested.

The building itself, with its system of display rooms, is not the whole of the plan. Its purpose is a concentration of goods enabling a buyer to see the most complete assortment in the shortest possible time. Other branches of the plan to save time and furnish comprehensive information for the buyer have been worked out in detail. The Bush Terminal Sales Organization will act as resident buyers for out-of-town concerns. They will advertise on a co-operative plan for the manufacturers in the building and will furnish retail stores throughout the country represented in the buyers' organization with a comprehensive information service.

Expect 50,000 in Buyers' Club.

More than 200 manufacturers have already engaged space in the building, and the Buyers' Club has enrolled 20,000 members. It is expected that the manufacturers represented in the building will number between 400 and 500, and that the membership in the Buyers' Club will eventually be more than 50,000.

The degree of success which the undertaking achieves is expected to depend on the extent to which the building and the service prove to be useful to buyers, so that everything in connection with the building and the organization occupying it has been planned with that object. It was stated yesterday that applications had been received for more than twice the floor space in the building, but that about three-quarters of the applications had been denied for the reason that the firms seeking the space would not present anything of special value to the general buyer.

The entire plan is based on what might be termed "news" principles. Every part of the service, except what is intended for personal comfort, is meant to give the buyer information about his business. According to the program, no floor space is to be used for displays not calculated to help the buyer, nor is it intended to permit too many firms in a single line to occupy space, because this would exclude other lines in which the general buyer would be interested. The fifteen general classes of merchandise to which the building is to be devoted will be allowed space, as the plan is outlined, in proportion to their prominence in the field of a general buyer. These classes include men's and women's clothing, shoes, dry goods, and other main lines of merchandise bringing buyers to New York. The assortment is restricted to fifteen classes on the theory that the building will house complete displays of manufacturers in those lines, but will not accommodate more without scattering interest and diluting the usefulness of the space.

Clubrooms for Women.

As the buyer is the man who is being cultivated at the outset rather than the tenant, the privileges of the Buyers' Club of America, occupying the first three floors, are extended to buyers of standing without charge. The first two floors are for the exclusive use of the buyer. It is a rule of the house that he shall be free from solicitation on those two floors. They are furnished in a style fully equal to that of the best hotels in New York City. As about 35 per cent. of the visiting buyers are women, special accommodations for women buyers have been installed. There is a rest room and a tea room for women and a bar and lounging room for men.

One large room is set aside as a library, which is to be, it is promised, the most complete commercial library in the country. Besides trade papers covering all lines represented in the building and newspapers from all parts of the country, there will be an exhaustive collection of books on commercial subjects. One of the special features will be a card index, in which will be catalogued the products of every manufacturer in the building. There will be another file of special offerings of every kind, which will be revised daily. The library will be operated by a staff of librarians, who will be expected to furnish complete information at a moment's notice of every type of goods of a given description offered for sale in the building.

The third floor will be a common ground for buyers and sellers, on which special displays will be made and the newest developments in window trimming on display. On the two lower floors are a number of small conference rooms for the use of buyers who want privacy. There is an auditorium for commercial conventions and meetings. Two floors will be occupied by the Bush organization for operating the buildings and directing the various special services in connection with it.

Extensive Advertising.

The Bush organization will furnish all business houses represented in the Buyers' Club with a card index of all the manufacturers in the building. Announcements of new products and of special offerings of all kinds by the manufacturers will be sent out every week in packages of cards to be filed in the index. The Bush organization will print a page advertisement in THE NEW YORK TIMES once a week or oftener, allowing each manufacturer to state in three or four lines his principal offerings, and advertisements will be placed in trade papers and other newspapers. The card index and the advertising campaign will be carried on among business houses in South America, whose traveling representatives will also be members of the club.

The project was based by Irving T. Bush on practically the same principle on which he began the building of the Bush Terminal in Brooklyn twenty-six years ago, with the exception that the co-operative theory is applied to selling, rather than to manufacturing and transportation. Many of the manufacturers at the Bush Terminal Buildings will be represented in the Forty-second Street selling mart.