

Issued on behalf of  
FOTHERGILL AND HARVEY (SALES) LIMITED, MANCHESTER.  
Manufacturers of "TYGAN"  
With the compliments of  
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#### TYGAN UPHOLSTERY AT THE MOTOR SHOW

The increasing attention paid to the physical properties as well as the design of motor car upholstery fabrics will be in evidence when the Motor Show opens at Earls Court on 21st October, 1953.

Wearability, a pleasing appearance and a low budget is what manufacturers had in mind when selecting TYGAN, a woven monofilament fabric produced by Fothergill and Harvey (Sales) Ltd., of Manchester, for factory-fitted trimmings as well as loose car-seat covers. The new Standard Eight is upholstered with it, and one of the new Humber Hawk Mark V. cars to be shown by Rootes also features TYGAN upholstery, in this case with a felt trimming. Five different brands of loose car-seat covers in TYGAN will be on show by Bristol, Halifax and London manufacturers.

#### Advantages

The factually-minded might like to know that TYGAN is woven from a polyvinylidene chloride monofilament - a plastic thread - produced by B.X. Plastics Ltd. The filament is thermoplastic and the TYGAN fabric made from it in the Lancashire mills of Fothergill and Harvey (Sales) Ltd., is therefore cool in summer and warm in winter. The colours are fadeless since the pigments are an integral part of the yarn.

This synthetic material is resistant to rot, mildew, and moths, as well as grease, oil, alcohol and acids. A wipe with a damp cloth is all that is required to keep it clean.

TYGAN is resistant to abrasion and therefore one of the most durable upholstery fabrics known. It is ideal for family cars that cater for children, animals, picnics and numerous other hazards.

Loose covers made from TYGAN never feel cold or clammy. The ventilated woven fabric allows a cool comfortable ride through hours of arduous driving.

#### Well-dressed Cars

The numerous coloured filaments available can be woven into a multitude of patterns that offer a design potential to every car designer. There are twill weaves and herring-bone weaves, plaids in bright colours and small muted checks, stripes and plain shades that can play their part in the interior decoration of cars. With the new emphasis on small low-priced cars from which certain refinements have been eliminated this is an important point.

"We have specified a TYGAN sea trim", an official of the Standard Motor Company said when the new Standard Eight was launched a few weeks ago, "because this fabric is acceptable to all our requirements. We are relying on the pattern itself for style." A dark red plaid was selected for the green and metallic blue Standard Eight, and a blue plaid for the grey model.

#### Public Favours Maroon

Loose car-seat cover manufacturers report that maroon and various shades of dark red and wine are top favourites with the public. Other colours most commonly used in small or large checks are predominantly blue, green, brown, grey or fawn.

Loose TYGAN car-seat covers are now available for every type of car.

Exports of TYGAN which is, by its very nature, ideal for tropical climates have increased steadily since the fabric was first launched in 1948. Indeed exports have had to take priority over the home market but now that the supply position is easier TYGAN is becoming available in ever increasing quantities.

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Loose TYGAN car-seat covers will be displayed on the following stands at the Earls Court Motor Show:

Regency Covers Ltd.  
381 West Green Road,  
London, N.15.

Stand No. 87.

Imperial Car-seat Covers,  
Broadfields Garage and Engineering Co. Ltd.,  
Standard House,  
Cockfosters Road,  
Barnet.

Stand No. 2701

Rootes Car-seat Covers,  
Devonshire House,  
Piccadilly, W.1.

Stand No. 148

Kumficar Products,  
Welfit Manufacturing (Sales) Ltd.,  
Adelaide Street,  
Halifax.

Stand No. 442

Wilcot (Patent) Co. Ltd.,  
Alexandra Park,  
Fishponds,  
Bristol.

Stand No. 422