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Yes there is something new for small upholstery shops!. [19--?]

American Parlor Frame Company

Sheboygan, Wisconsin: Sheboygan Parlor Frame Co., [19--?]

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Plans

*there IS
something
New
for small
Upholstering Shops!*

S
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Am32

AMERICAN PARLOR FRAME COMPANY

Sheboygan Reference/Basement
S R 674 Am32

American Parlor Frame Company
Yes there is something new for small
upholstering shops!



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AMERICAN PARLOR FRAME CO.

SALES OFFICE AND FACTORY

SHEBOYGAN, WISCONSIN

S
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For the most opportune
"Profit Idea" of the
Year

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page**

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A Revolutionary Step for Small Upholstering Shops

NEW BUSINESS -- NEW PROFITS *for* YOU

You—one of the great army of small upholstering shop owners—the proud owner of a one time profitable custom built furniture business, but now, the victim of mass production in this fast moving age.

You have sat back in amazement reading full page newspaper announcements of installment furniture houses advertising in glaring headlines:

“Miracle Values! Positively the first time in the history of furniture selling!—A value so rare, so absolutely stupendous that it defies description. A beautiful 3-piece Jacquard suite goes on sale at the record shattering low price of \$72.00. It sounds unbelievable, but true.”

So fate decreed, that the custom-built upholstering business turn back to just a “repair shop” because mass production and quantity purchase of spring constructions was not within the scope of the small operator.

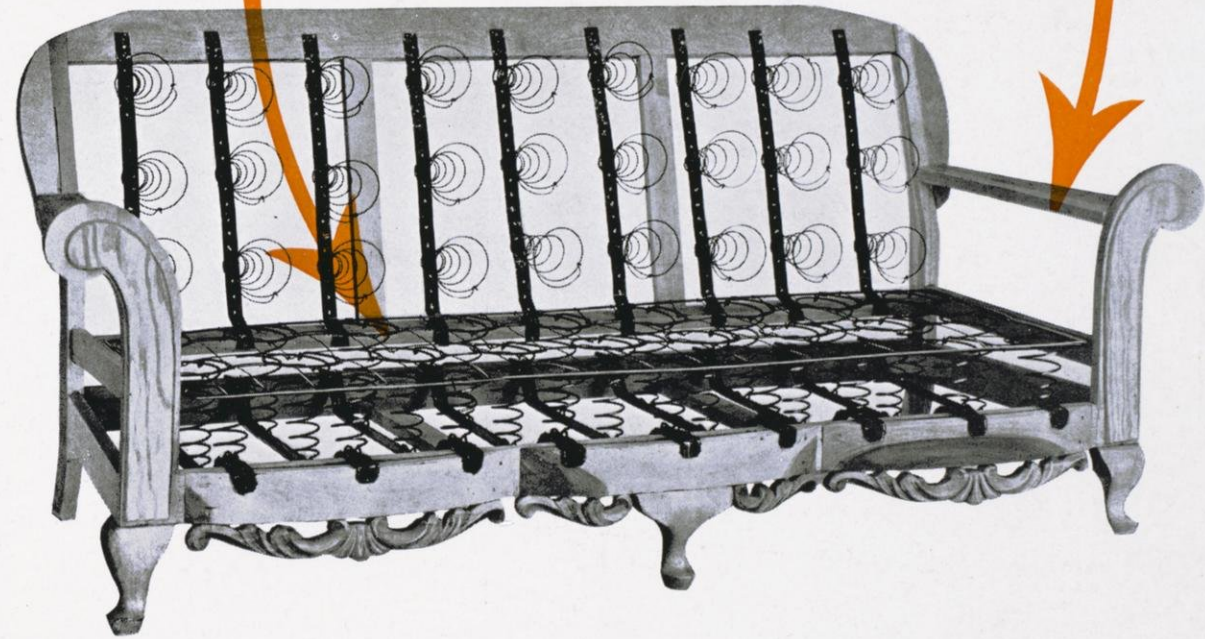
But now! American Parlor Frame Company solves the problem in creating co-operative mass produced Frames and Spring Constructions for small shop owners. It was inevitable—one of the biggest makers of fine parlor frames was destined to take this revolutionary step—a step thousands of small shop owners have waited for!

And now you have it! “Comfy-Rest” spring construction with American’s quarter of a century of experience behind it—mass produced parlor frames with American’s enduring craftsmanship built into it—with years of American’s comfortable service ahead of it—which you can buy in single lots at a “quantity price” that permits you to meet “all competition” at a profit.



Now!
**MASS
PRODUCED**

**COMFY-REST
SPRING
CONSTRUCTIONS** *Plus* **AMERICAN
PARLOR
FRAMES**

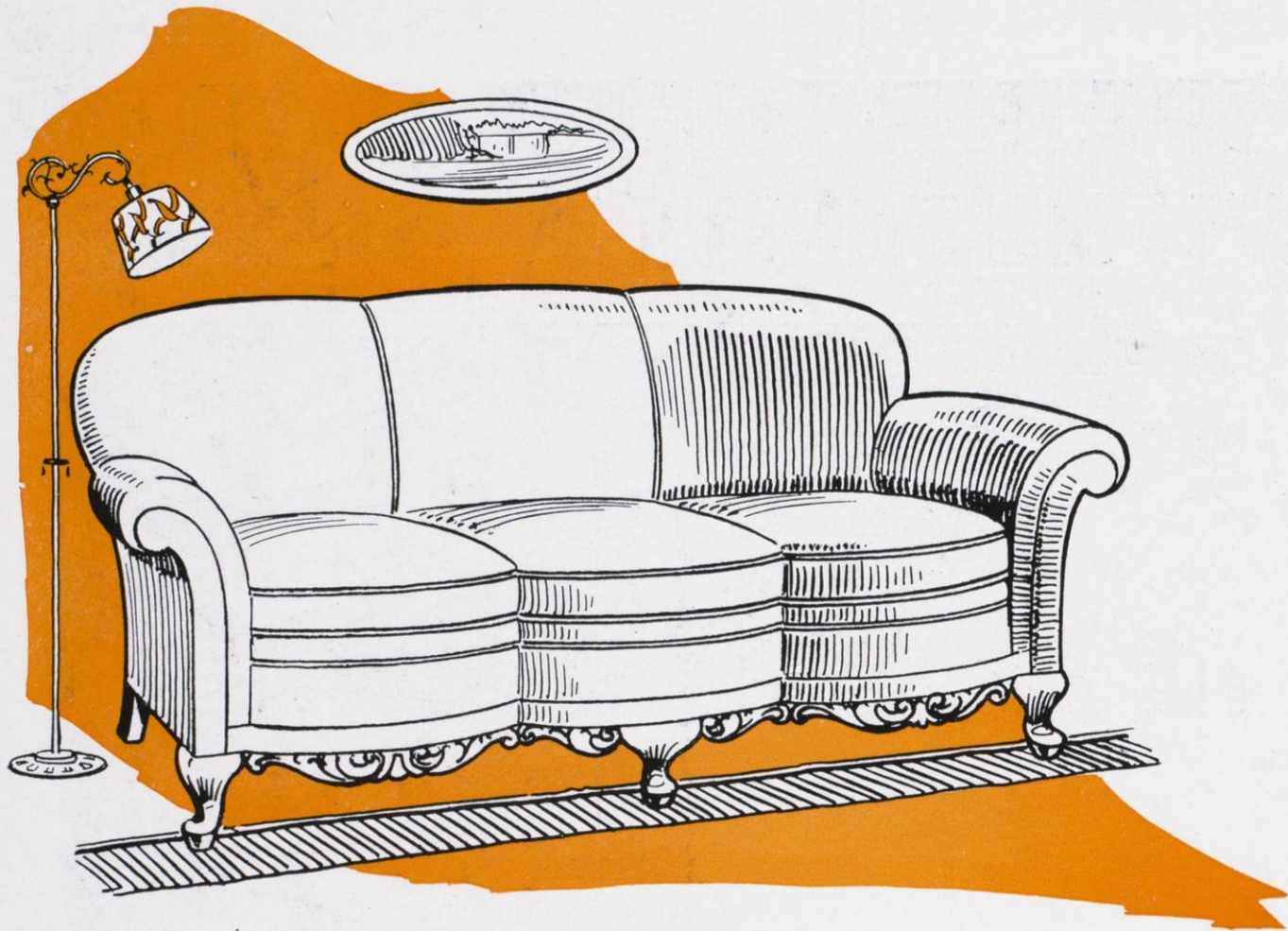


A seat and back spring construction produced in tremendous quantities built to our exacting specifications—long coils of the finest high carbon, oil tempered steel wire, luxuriously comfortable, ready to attach to suites Nos. 20 and 21. Pages of skillfully designed mass-produced parlor suite frames for web bottom construction, and occasional chairs which radiate the charm, grace, and individuality, which today characterize the modern American home.

And no less achievement are the

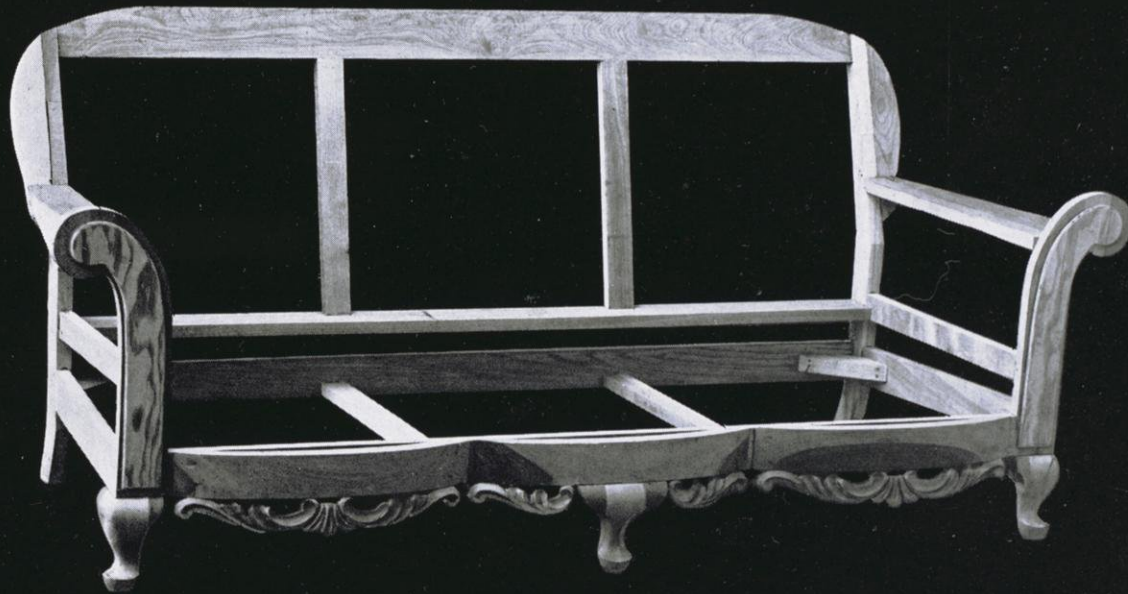
prices! Prove it to yourself and consult the price list, starting with the spring construction furnished suites Nos. 20 and 21. Add to this 12 yards of Jacquard Velour, 40 lbs. of tow and cotton commonly used in suites of this character, and the few other miscellaneous items—the answer is that it places you on a par with the big producer.

You know parlor suite frame values—it isn't a question of can you meet mass production competition—it's a question of how soon you will get started. The longer you delay ordering, the more profits you are losing. Down with the old "Repair Shop" sign and up with the new "Custom Built Upholstered Furniture Shop" sign. Get a strangle-hold on the enclosed order blank before it slips out of your fingers—and mail it today!



Queen Anne

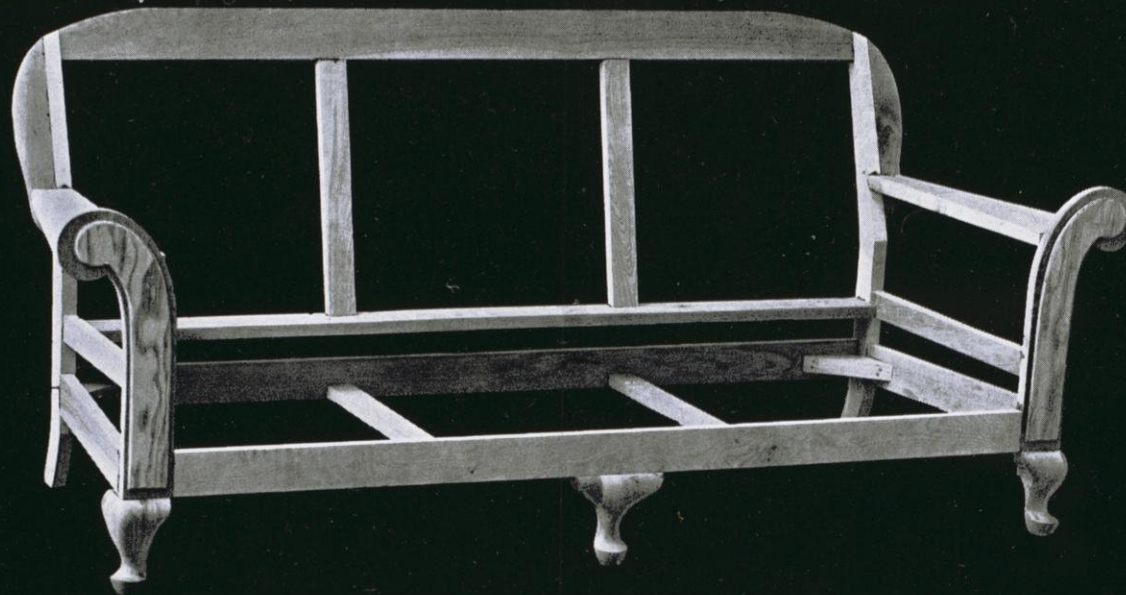
Here is the first striking example of what mass-produced parlor suite frames mean. It is a design offering the widest consumer appeal—substantially made, liberally proportioned, and comes equipped with American's Comfy-Rest spring seat and back construction. The price? Put it on the floor and meet that "Miracle Value?" competition with a smile.



Suite No. 21
Queen Anne

Birch and Gum
Comfy Rest Spring Construction
furnished with Suite

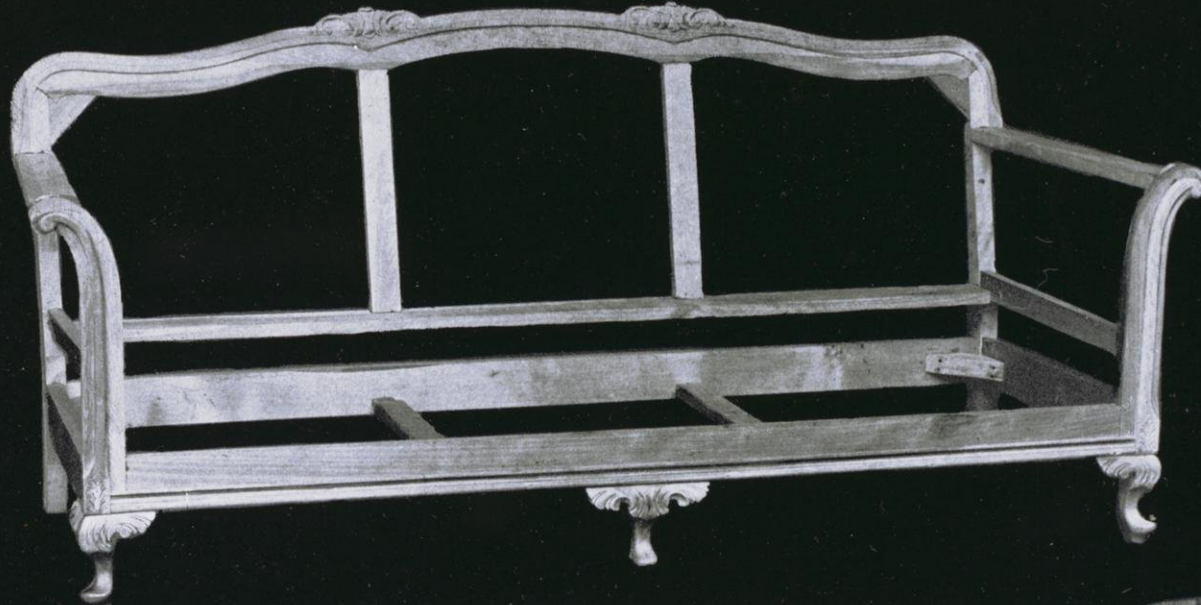
Davenport Outside.....	75"
Davenport Front Rail.....	60"
Davenport Height.....	32"
Davenport Depth.....	26 $\frac{1}{2}$ "
Low Chair Height.....	32"
Low Chair Front Rail.....	19 $\frac{1}{2}$ "
Low Chair Depth.....	26 $\frac{1}{2}$ "
Wing Height.....	36"
Wing Front Rail.....	19 $\frac{1}{2}$ "
Wing Depth.....	26 $\frac{1}{2}$ "



Suite No. 20
Queen Anne

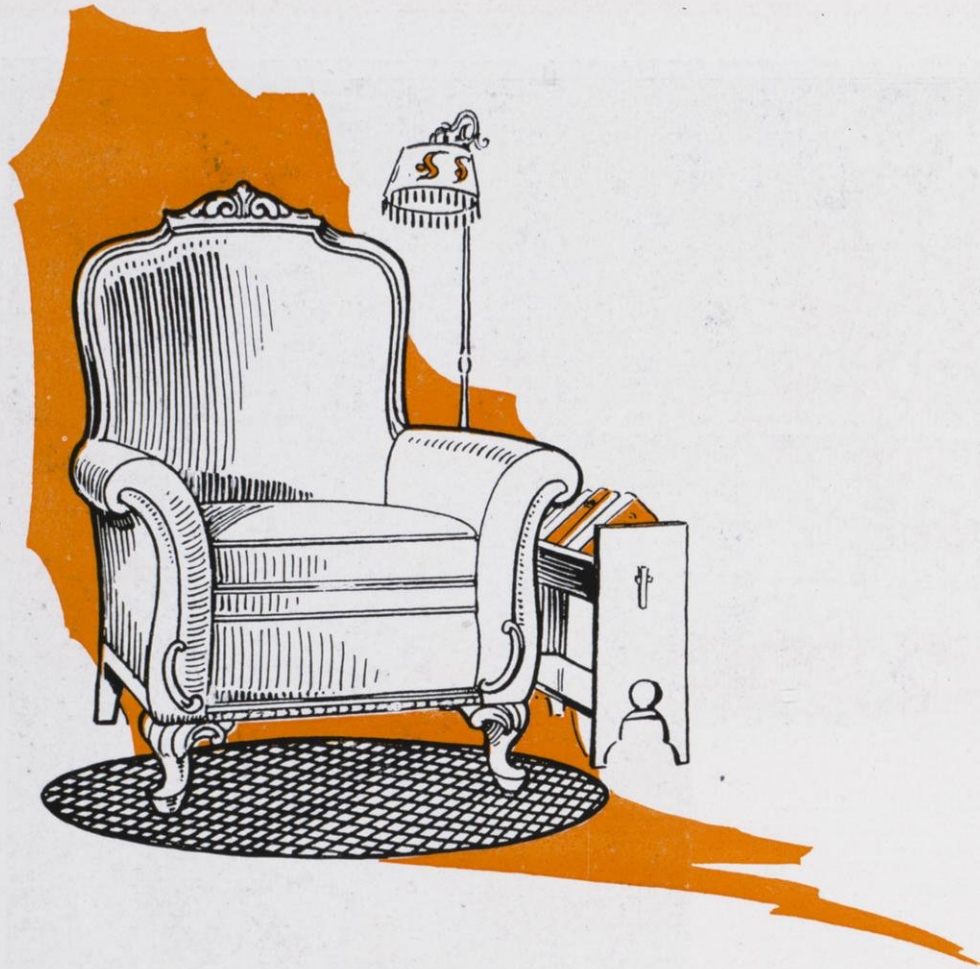
Birch and Gum
Comfy Rest Spring Construction
furnished with Suite

Davenport Outside.....	75"
Davenport Front Rail.....	60"
Davenport Height.....	32"
Davenport Depth.....	25½"
Low Chair Height.....	32"
Low Chair Front Rail.....	19½"
Low Chair Depth.....	25½"
Wing Height.....	36"
Wing Front Rail.....	19½"
Wing Depth.....	25½"



Suite No. 3869
Queen Anne
 Solid Birch
 Hand Carved Top Rail

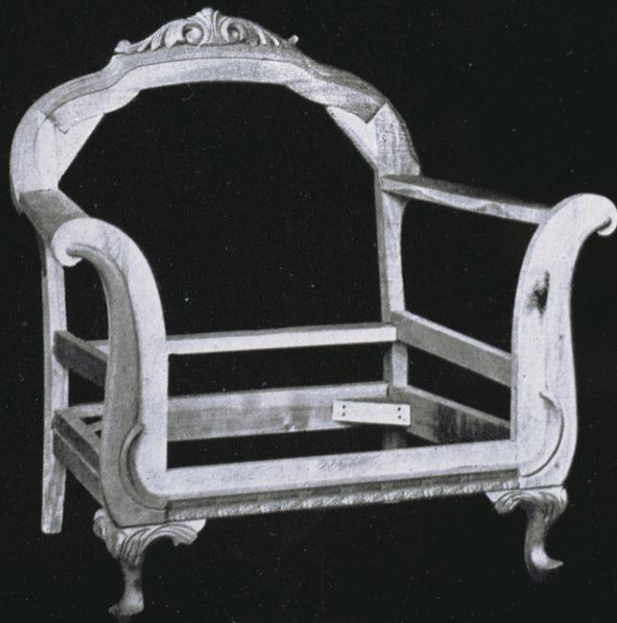
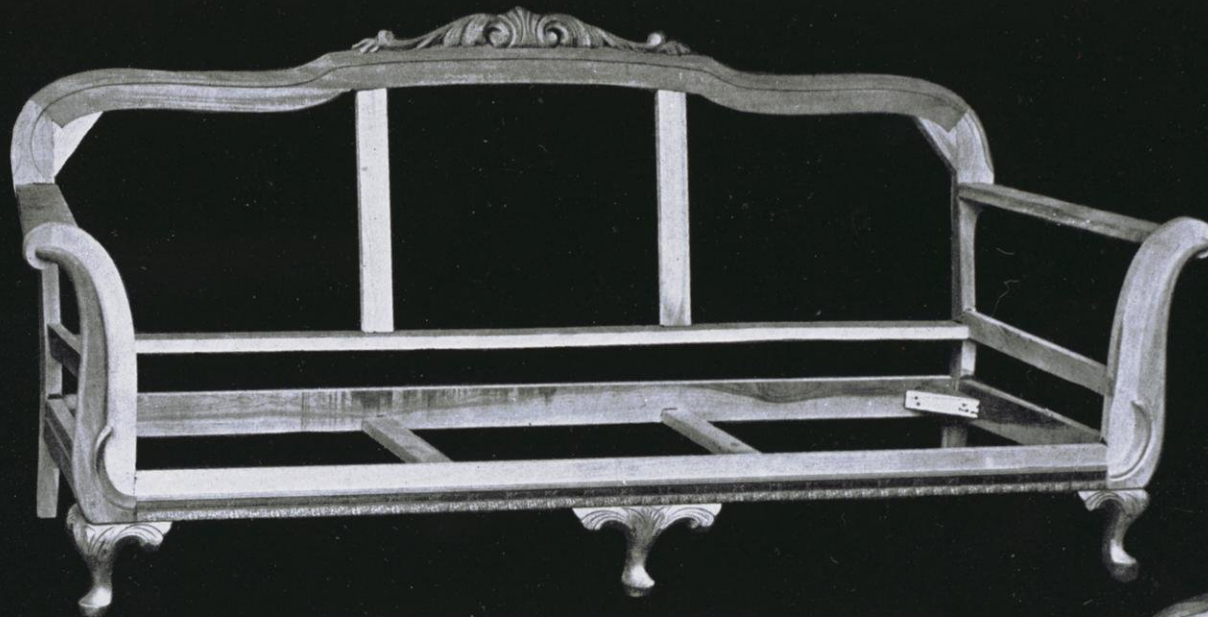
Davenport Outside.....	80"
Davenport Front Rail.....	66"
Davenport Height.....	33"
Davenport Depth.....	26"
Low Chair Height.....	33"
Low Chair Front Rail.....	22"
Low Chair Depth.....	24"
Wing Chair Height.....	40"
Wing Chair Front Rail.....	22"
Wing Chair Depth.....	24"



Queen Anne

A distinctive suite for the medium sized home. All exposed woods are of genuine Honduras Mahogany. This suite, as well as all other designs shown, has dowel construction throughout and corner block reinforcement. These features assure you of durability and long usage.

The design shown is especially well adapted for web bottom construction.

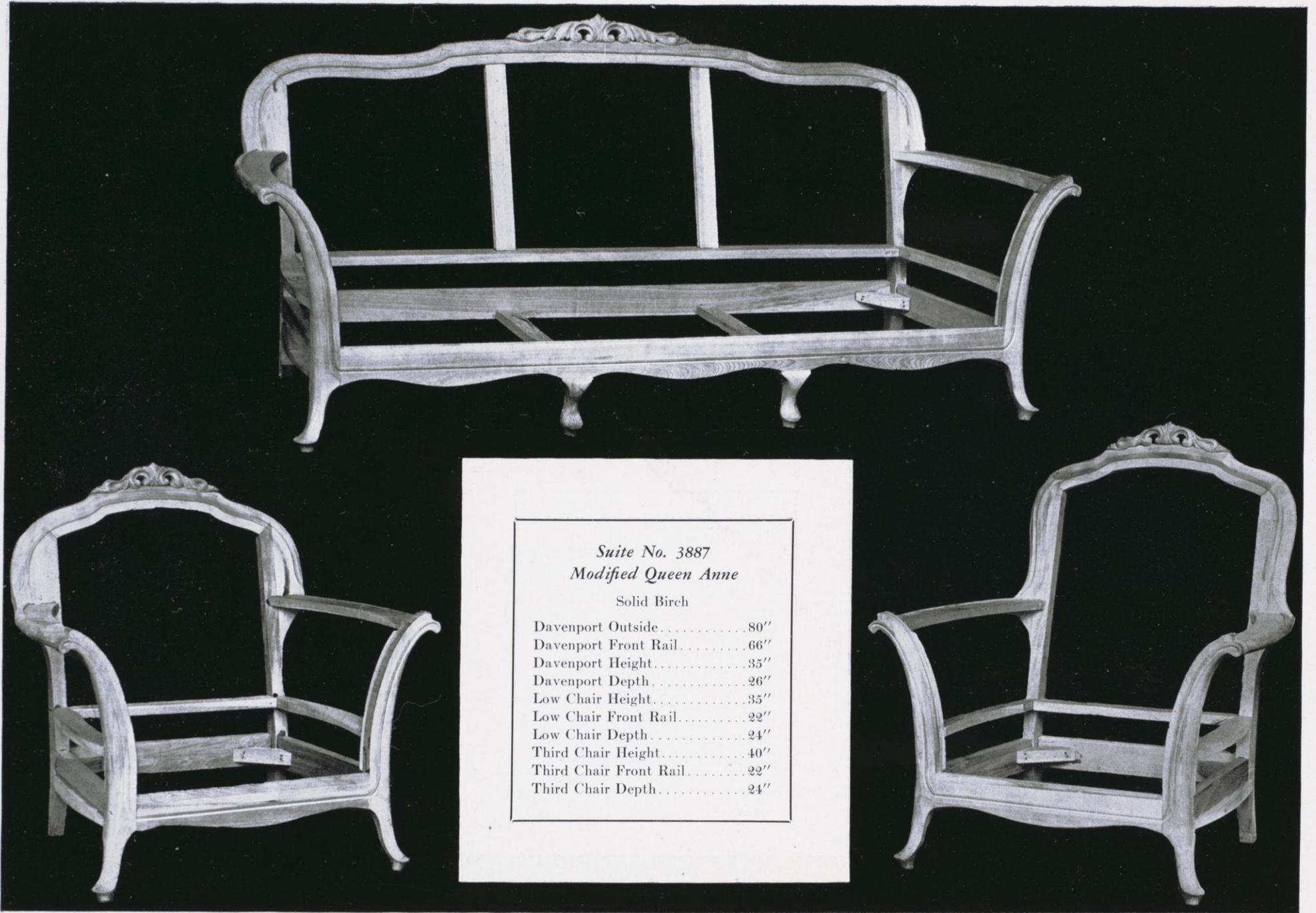


Suite No. 3902

Queen Anne

Mahogany

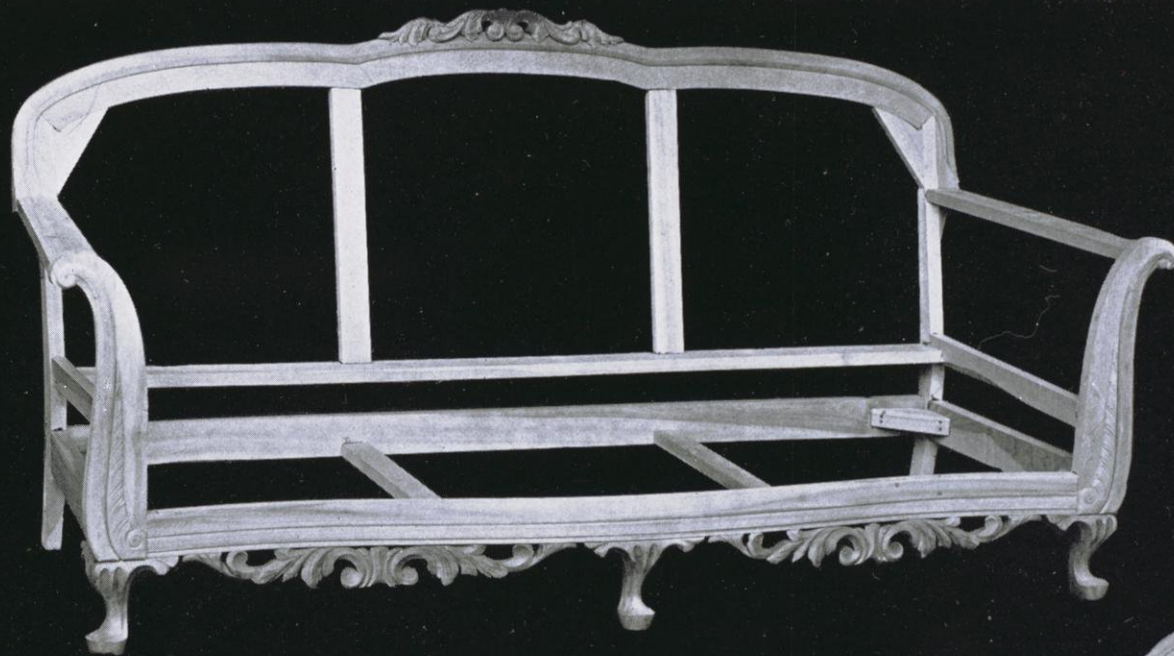
Davenport Outside.....	79"
Davenport Front Rail.....	66"
Davenport Height.....	34"
Davenport Depth.....	25"
Low Chair Height.....	34"
Low Chair Front Rail.....	22"
Low Chair Depth.....	25"
Third Chair Height.....	43"
Third Chair Front Rail.....	22"
Third Chair Depth.....	25"



Suite No. 3887
Modified Queen Anne

Solid Birch

Davenport Outside.....	80''
Davenport Front Rail.....	66''
Davenport Height.....	35''
Davenport Depth.....	26''
Low Chair Height.....	35''
Low Chair Front Rail.....	22''
Low Chair Depth.....	24''
Third Chair Height.....	40''
Third Chair Front Rail.....	22''
Third Chair Depth.....	24''



Suite No. 3919

Queen Anne

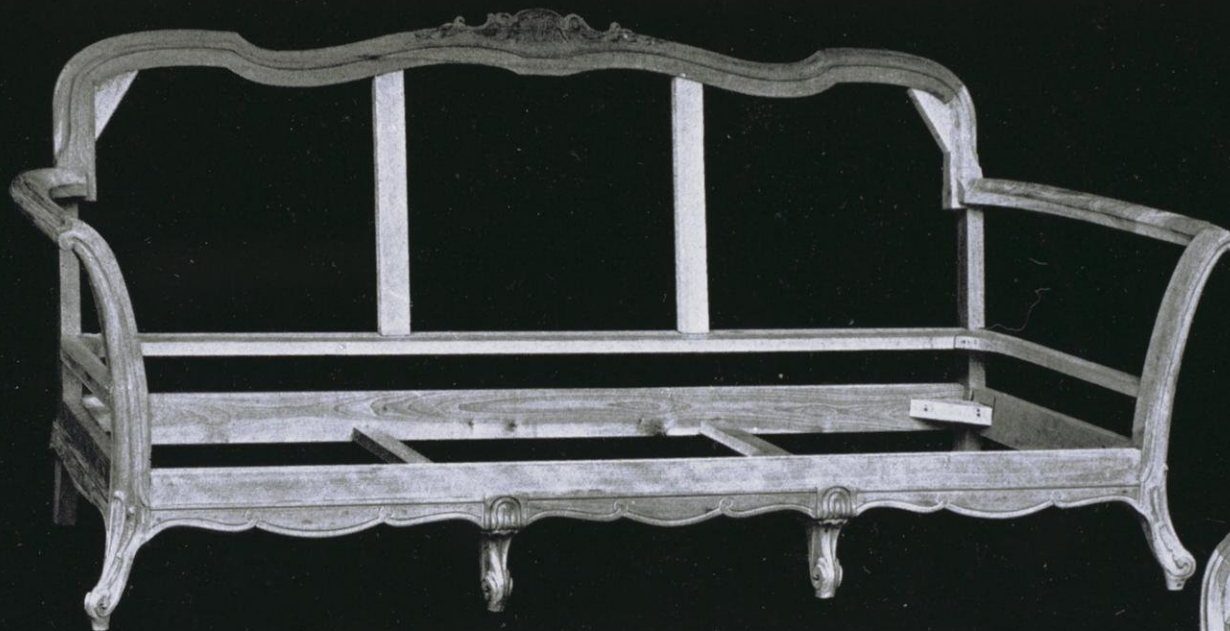
Solid Mahogany

Davenport Outside	76"
Davenport Front Rail	64"
Davenport Height	36"
Davenport Depth	27"
Low Chair Height	34½"
Low Chair Front Rail	22"
Low Chair Depth	27"
Third Chair Height	41½"
Third Chair Front Rail	22"
Third Chair Depth	27"



Louis XVI

A beautifully hand carved suite of solid mahogany, exposed top rail, arms and solid carved front posts. Beside artistic appeal, its proportions give the maximum of comfort.

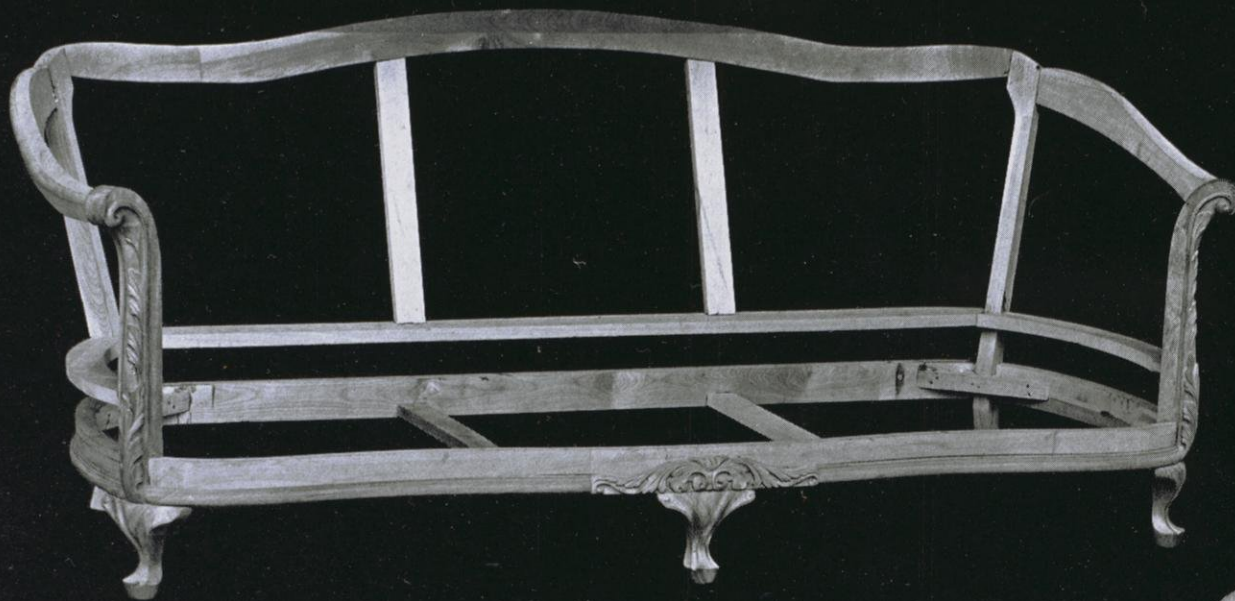


Suite No. 3877

Louis XVI

Solid Mahogany

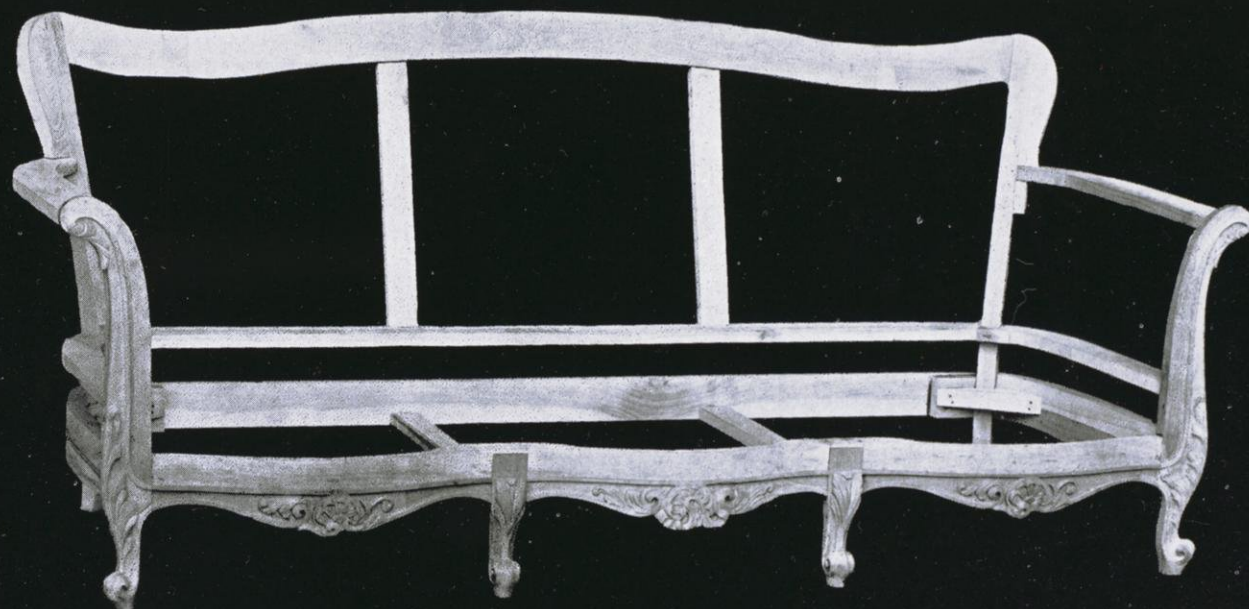
Davenport Outside.....	80"
Davenport Front Rail.....	68"
Davenport Height.....	35"
Davenport Depth.....	26"
Low Chair Height.....	35"
Low Chair Front Rail.....	22"
Low Chair Depth.....	24½"
Third Chair Height.....	47"
Third Chair Front Rail.....	22"
Third Chair Depth.....	24½"



Suite No. 3916
Queen Anne with Ten-
dencies to Louis XV
Mahogany Hand Carved

Davenport Outside	81"
Davenport Front Rail	70"
Davenport Height	33"
Davenport Depth	28"
Low Chair Height	32"
Low Chair Front Rail	23½"
Low Chair Depth	28"
Third Chair Height	40½"
Third Chair Front Rail	23½"
Third Chair Depth	28"

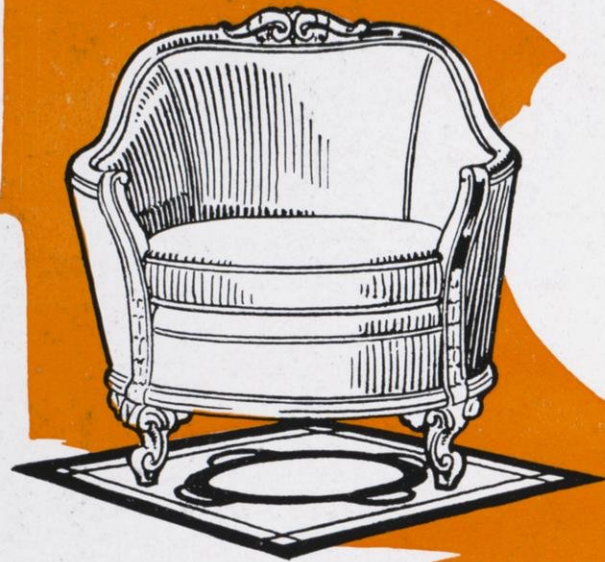




Suite No. 3912
Louis XV

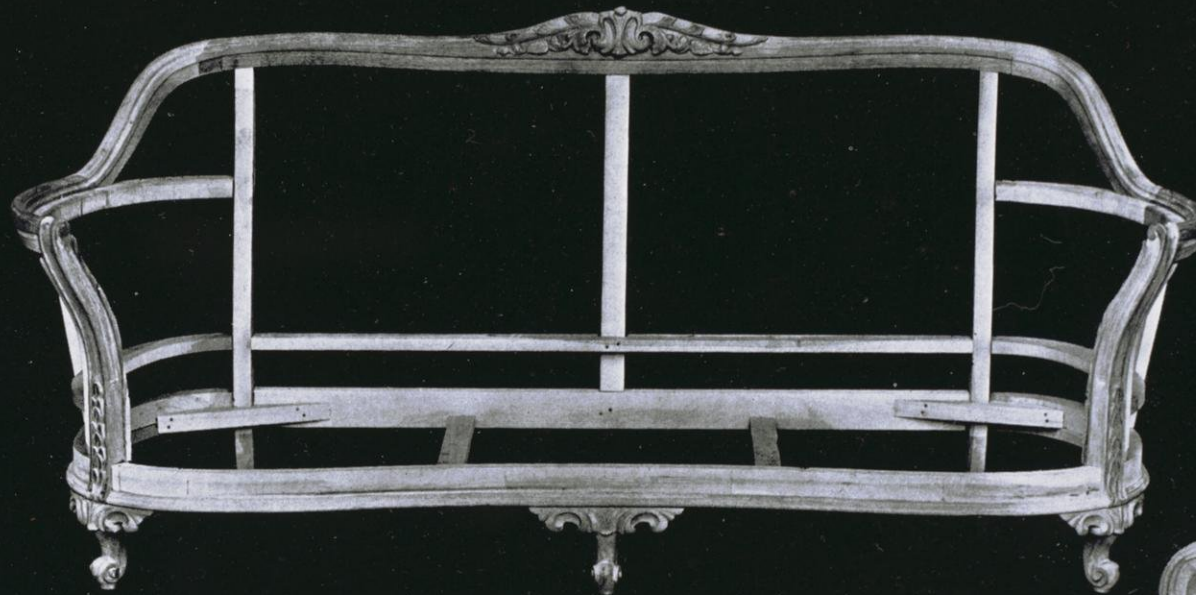
Mahogany Hand Carved

Davenport Outside	79"
Davenport Front Rail	68"
Davenport Height	32½"
Davenport Depth	28"
Low Chair Height	32½"
Low Chair Front Rail	21½"
Low Chair Depth	28"
Third Chair Height	38½"
Third Chair Front Rail	21½"
Third Chair Depth	28"



Louis XVI

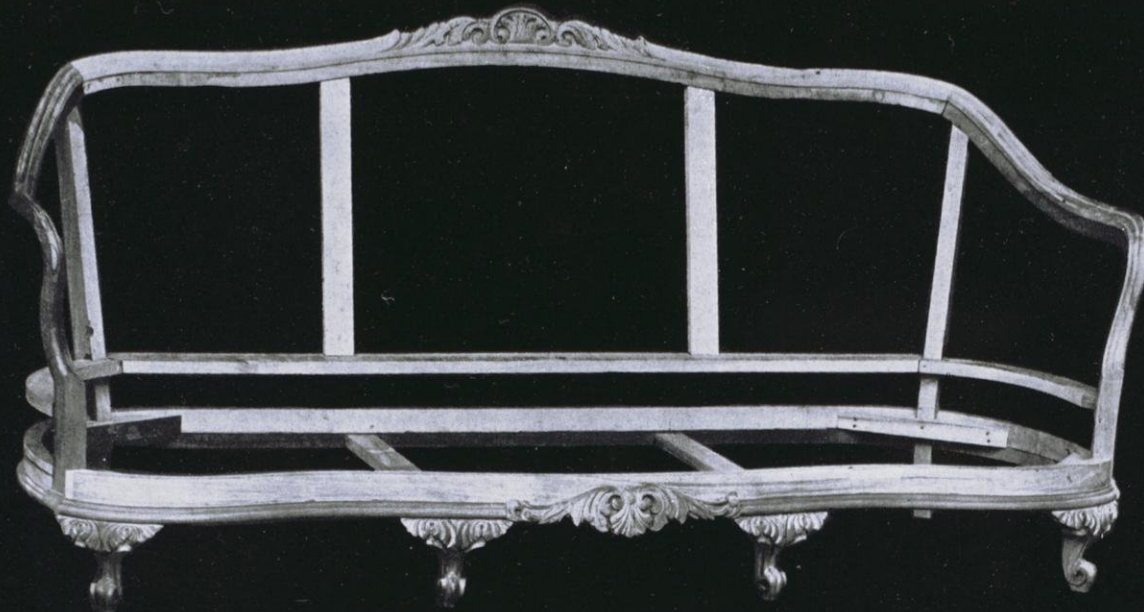
Exquisitely hand carved and designed with one goal in mind—comfort. A beautiful addition to any home.



Suite No. 3884
Louis XVI

Mahogany Hand Carved

Davenport Outside.....	81"
Davenport Front Rail.....	66"
Davenport Height.....	36"
Davenport Depth.....	28"
Low Chair Height.....	35½"
Low Chair Front Rail.....	22"
Low Chair Depth.....	25"
Third Chair Height.....	45½"
Third Chair Front Rail.....	22"
Third Chair Depth.....	25"



Suite No. 3904
Louis XV

Mahogany Hand Carved

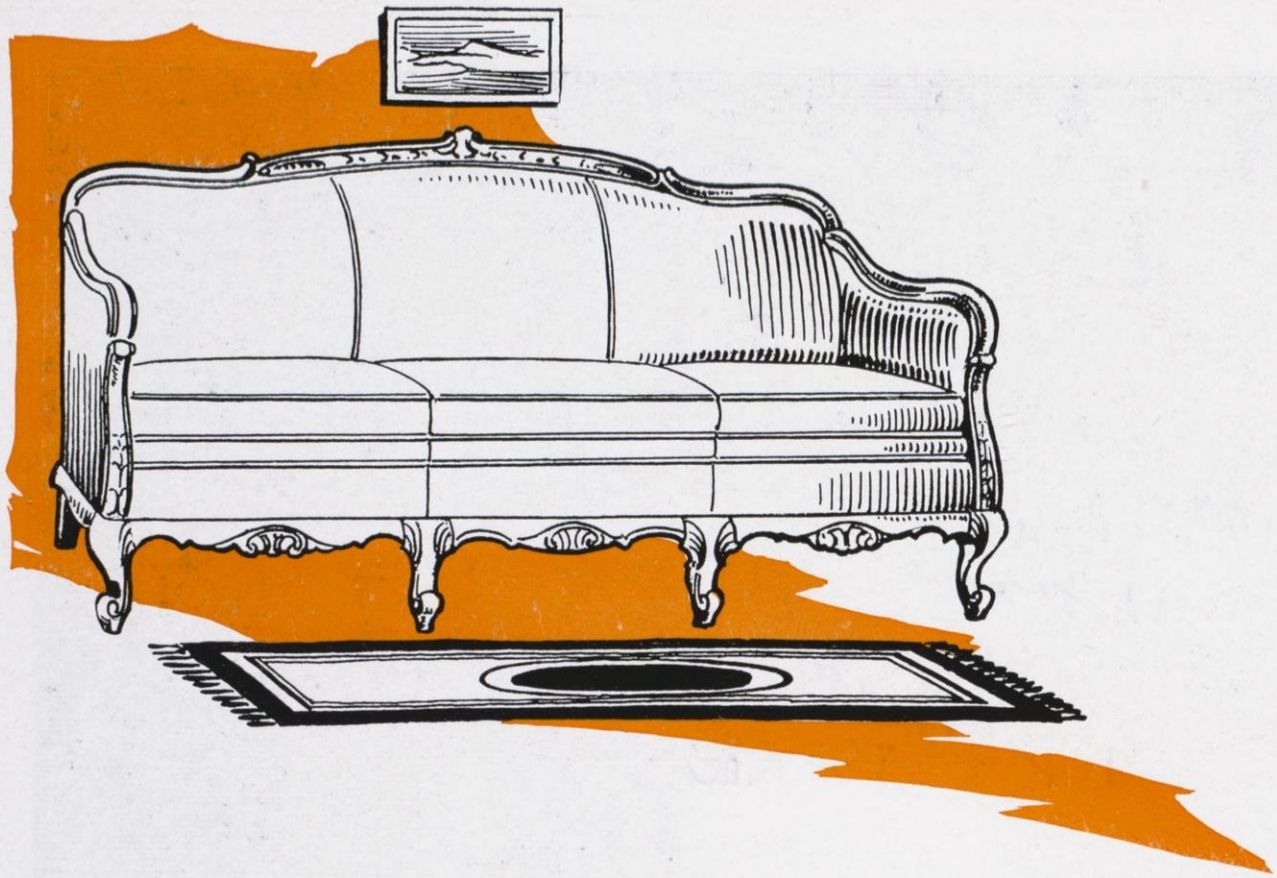
Davenport Outside.....	78"
Davenport Front Rail.....	70"
Davenport Height.....	34½"
Davenport Depth.....	27½"
Low Chair Height.....	34"
Low Chair Front Rail.....	22½"
Low Chair Depth.....	26"
Third Chair Height.....	42"
Third Chair Front Rail.....	22½"
Third Chair Depth.....	26"



Suite No. 3886
Louis XVI

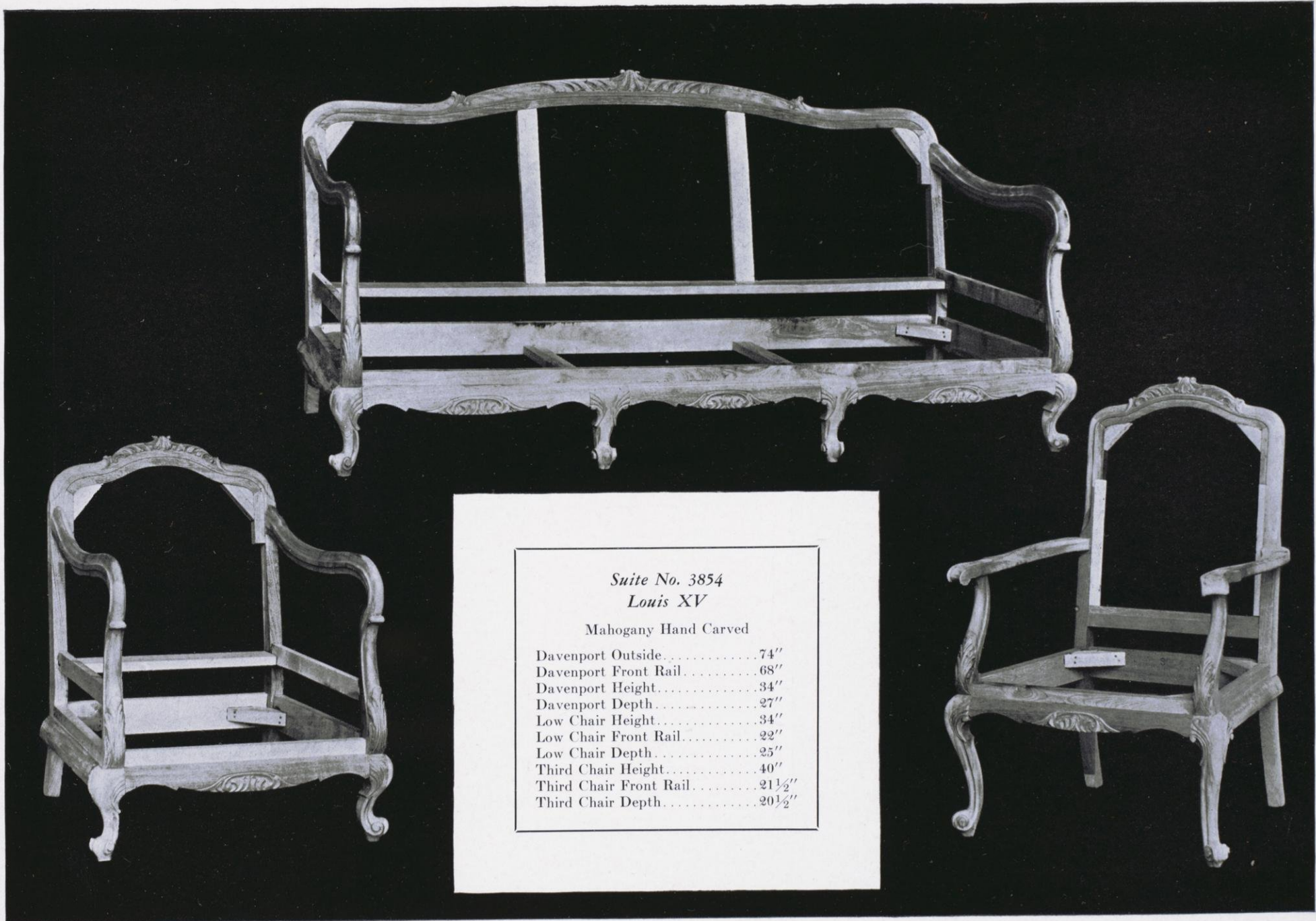
Mahogany Hand Carved

Davenport Outside.....	77''
Davenport Front Rail.....	68''
Davenport Height.....	36''
Davenport Depth.....	27''
Low Chair Height.....	35''
Low Chair Front Rail.....	22''
Low Chair Depth.....	25''



Louis XV

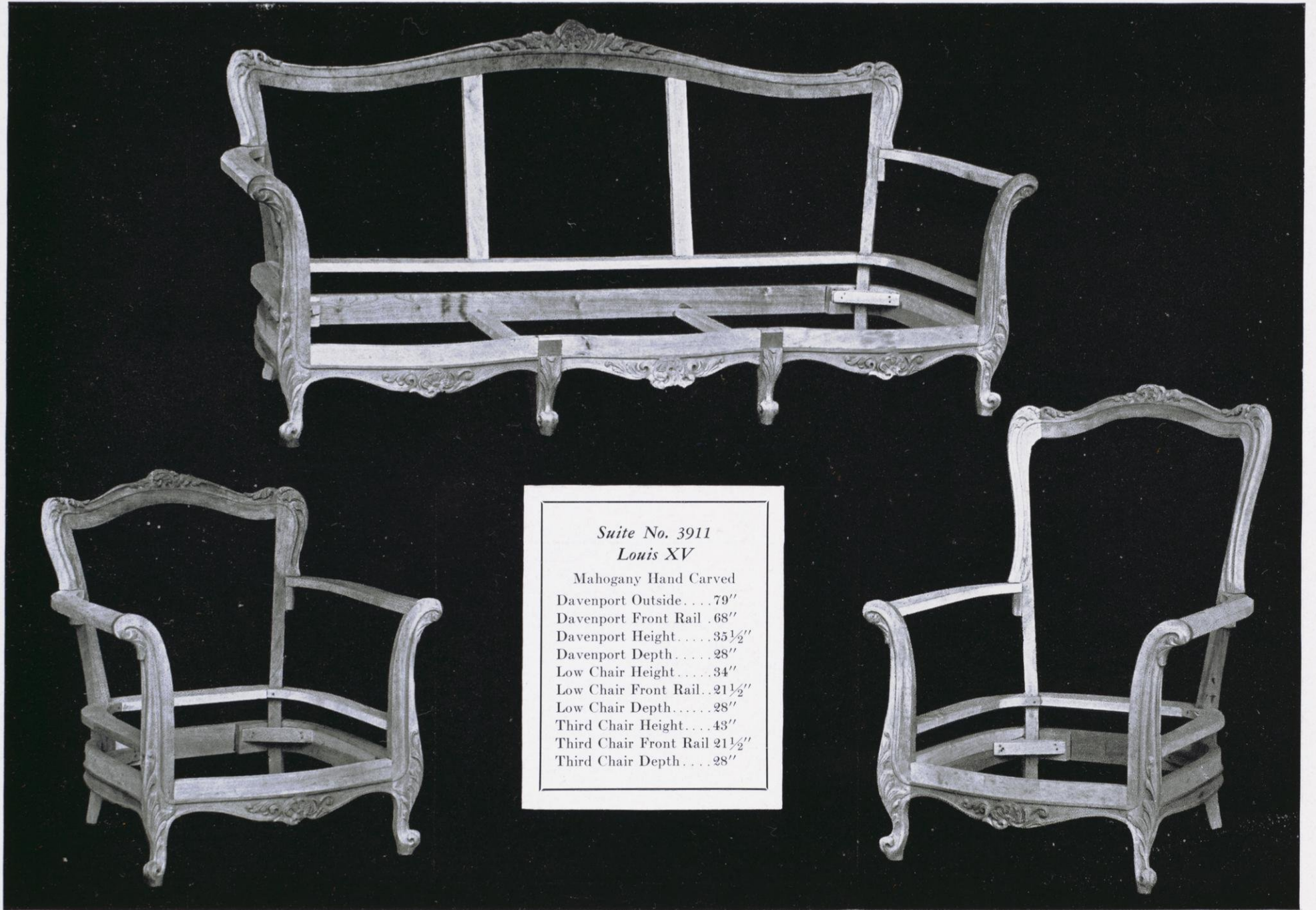
This suite of genuine mahogany, beautifully hand carved, finds itself adaptable to any tasteful interior decorative scheme. The owner will take pride in her possession of these pieces.



Suite No. 3854
Louis XV

Mahogany Hand Carved

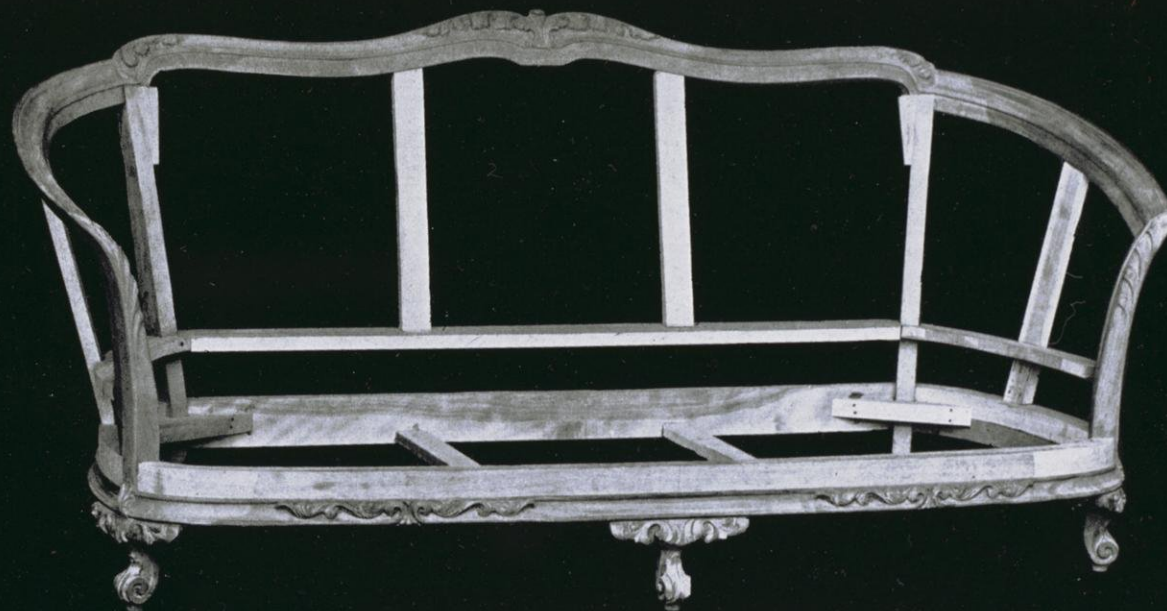
Davenport Outside.....	74"
Davenport Front Rail.....	68"
Davenport Height.....	34"
Davenport Depth.....	27"
Low Chair Height.....	34"
Low Chair Front Rail.....	22"
Low Chair Depth.....	25"
Third Chair Height.....	40"
Third Chair Front Rail.....	21½"
Third Chair Depth.....	20½"



Suite No. 3911
Louis XV

Mahogany Hand Carved

Davenport Outside.....	79"
Davenport Front Rail.....	68"
Davenport Height.....	35½"
Davenport Depth.....	28"
Low Chair Height.....	34"
Low Chair Front Rail.....	21½"
Low Chair Depth.....	28"
Third Chair Height.....	43"
Third Chair Front Rail.....	21½"
Third Chair Depth.....	28"



Suite No. 3874
Louis XV

Mahogany Hand Carved

Davenport Outside.....	77"
Davenport Front Rail.....	66½"
Davenport Height.....	34"
Davenport Depth.....	26"
Low Chair Height.....	34"
Low Chair Front Rail.....	24"
Low Chair Depth.....	23¾"
Third Chair Height.....	46"
Third Chair Front Rail.....	24"
Third Chair Depth.....	23¾"



Queen Anne

Especially adaptable in Early American surroundings, this coxwell is the acme of comfort. The proportions are perfect — the construction right.



Chair No. 1959

Solid Mahogany

Chair Height.....	33"
Chair Front Rail.....	22"
Chair Depth.....	27"
Stool Height.....	8 $\frac{3}{4}$ "
Stool Length.....	22"
Stool Width.....	14"



Chair No. 1958
Colonial

Solid Mahogany

Chair Height.....	33"
Chair Front Rail.....	22"
Chair Depth.....	27"
Stool Height.....	8 $\frac{3}{4}$ "
Stool Length.....	22"
Stool Width.....	14"



1961



1962



1963



1964

*Modified Art Moderne
Chairs*

Mahogany
1965 Rosewood and Maple
Veneer Overlays

	Height	Front Rail	Depth
1961	36"	21"	25"
1962	34"	20"	25"
1963	36"	20"	25"
1964	36"	20"	23"
1965	36"	21"	27"



1965



