

MARSHALL CATALOGUE

“ Number Seven ”

1 9 2 0

Marshall Catalogue

No. 7

Illustrating and describing the famous

**Marshall Ventilated
Mattress**

**Marshall Spring Cushions
for Upholstered
Furniture**

**Marshall Locomotive
Cushions**

Marshall Box Springs

**Marshall Shock-Absorbing
Automobile Cushions**

Marshall Felt

Manufactured in our factories



The Marshall Ventilated Mattress Co.

Limited

TORONTO, Ont. WINNIPEG, Man. (Parkhill Bedding Co. Ltd.) CHICAGO, Ill. LONDON, Eng.



THE NEW Marshall Factory

CUSTOMERS coming to Toronto will now be able to reach our factory without much trouble. We are up in the centre business district at 98-100 Lombard Street. Needless to say we outgrew our old factory and its equipment. The new building is much larger and better lighted. It gives our employees better working conditions. We have added many new machines and more workers—all of which will tend to giving our customers better service.

THE MARSHALL VENTILATED MATTRESS
COMPANY, LIMITED
TORONTO :: ONTARIO



Backing Up the Dealer



TWENTY years' successful growth has proven the worth of Marshall products. Dealers in every part of Canada have found that the name Marshall on a chair cushion or a mattress means satisfaction from the customer's standpoint.

Dealers who have taken on the sale of our mattresses under protest have ended by being the most enthusiastic boosters after they found how our products made friends for their stores. In furniture store advertisements the public reads "Fitted with Marshall Spring Cushions". That line is the best sales talk that a dealer can give.

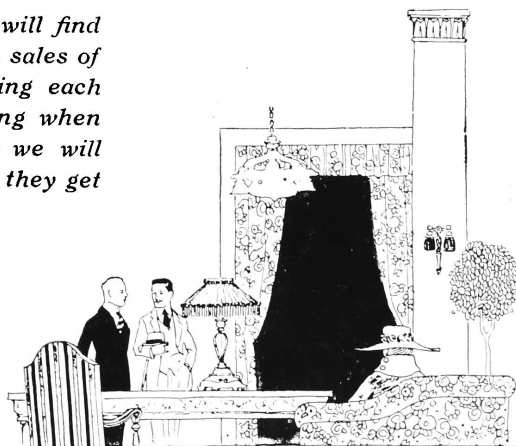
The manufacturers of Canada have realized in the past few years that our cushions put the final touch of comfort to their upholstered furniture. All of the leading furniture manufacturers are using our cushions exclusively.

The dealer need have no fear of praising our products as much as he desires, for they will stand the test of time, and in every case they will make friends.

On all of our products appears the diamond trade-mark shown at the head of the page. It is our guarantee of good manufacture. It is so good that we are proud to put our name on them. It is protection for the dealer and protection for his customer.

In the following pages we show the products which we manufacture—every page holds a sales idea. —Carry on.

In each of the following pages you will find ideas which will help you make more sales of Marshall Products. We are illustrating each type of mattress and cushion—showing when best they may be used. At all times we will co-operate with our friends to see that they get satisfaction.





The Marshall Sanitary Mattress



BUILT on an idea all its own the Marshall Sanitary Mattress came into prominence about twenty years ago. Its inventor believed that he could make a mattress out of springs that would be more sanitary, more comfortable and more economical in lasting qualities than any other mattress made.

To get comfort he used fine steel springs, over one thousand of them to each mattress. To make them work noiselessly he encased each one in a cotton pocket. He then set them up in rows so that each spring worked independently of its neighbor and gave "with the weight put upon it".

To make it more sanitary he put air holes in the ends of the mattress so that it could "breathe" with every motion of its user—working much like a bellows. As the user moves, the air is sucked in and expelled—always keeping a circulation of pure air which makes the mattress sanitary and clean. Each of these little holes is made of a brass eyelet covered with brass screening—preventing dust or dirt from getting inside the mattress.

By this method of "breathing", the mattress retains no body odors as is the case in a mattress made of other materials.

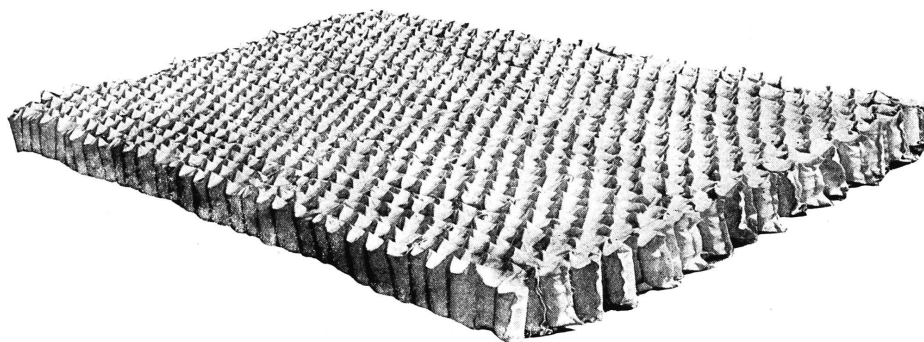
Perfect rest can be obtained only when every muscle of the body is at rest, relaxed and supported. The Marshall Mattress conforms to the shape of the body, no matter in what position the sleeper is lying. The fine steel springs are so sensitive that they will give with the slightest movement.

In all the twenty years that we have been manufacturing Marshall Mattresses we have made no material changes in the design. We have made one improvement in the springs, and an improvement in the felt for our felt top mattresses, but that is all, and now use tape instead of the old-fashioned tufting. We have letters on our files from people who are sleeping on Marshall Mattresses purchased when they were first put on the market, and they tell us that they would not change to any other style.



*There is a certain satisfaction
in making up a bed fitted with a
Marshall Mattress—it is always
level; there are no sagging spots.*

How Marshall Mattresses Are Made



Showing a complete set of springs in their pockets

HERE are over one thousand springs, each in its cotton pocket, where it works independently of all others. In this construction we use steel springs which will always give the maximum of comfort. The Marshall Mattress never has any "dead" spots or any lumps from continued sleeping on one part of the bed.

Marshall Mattresses are always level and will not sag. Where two people occupy one bed, each sleeps in his own nest of springs. A heavy person will not tilt the mattress so that a lighter person on the other side will be obliged to sleep in an uncomfortable position. The heavy person nestles down into his set of springs and the lighter person does likewise. Both get the same amount of comfort.

Hotelmen all over the country, who are using Marshall Mattresses, say that their guests come back and ask to be put in the same room because they rested so well on the first visit.

Thousands of mattresses have been sold on the recommendation of physicians who tell their patients that perfect rest is the best body builder that they know of.

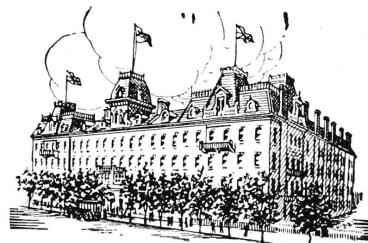
The Queen's, Toronto.

The Marshall Sanitary Mattress Co.

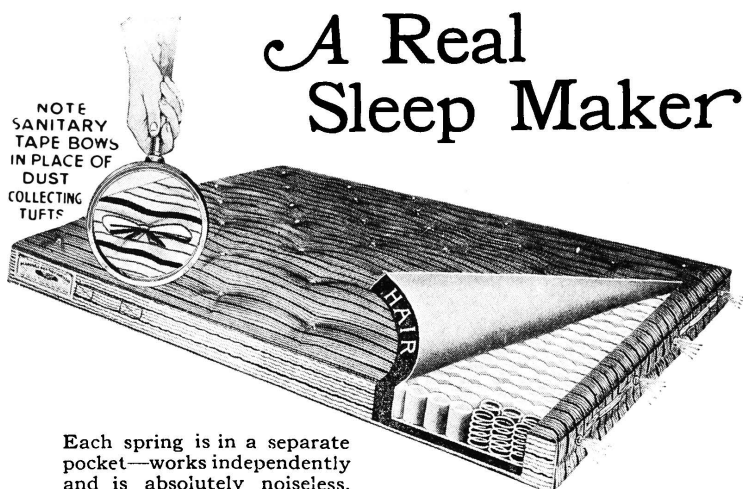
Gentlemen:—We are in receipt of yours of February 15th. We have now in use about forty of your mattresses, some of them constantly for six years, and we can speak of them in the highest terms. They have always retained their shape and are still as comfortable a mattress as the day they were put on the beds.

Yours very truly,

(Signed) McGAW & WINNETT.



Queen's Hotel, Toronto
Furnished with Marshall Mattresses



Each spring is in a separate pocket—works independently and is absolutely noiseless.

THIS is a general view of the mattress showing the interior construction and the tape feature. Most cotton and other mattresses are tufted *through the mattress*, and have leather or cotton tufts on which the string is tied. In the Marshall Mattress we use a tape and this goes only part way through the mattress, so that the springs are allowed their full play at all times. The tapes can be easily untied to allow all dust to be easily removed, and it is but the work of a minute to retie each one.

Around the nest of springs shown on the opposite page we build a construction of sheeting, covered with either the finest curled hair or cotton felt, and over this the finest of heavy ticking.

The felt used in our felt top mattresses is made in our own factory especially for our mattresses. It is so good that many furniture manufacturers are now buying exclusively from us.

The hair used in the better grade mattress is all thoroughly sterilized, and the ticking is extra heavy to give exceptionally long wear.

Our mattresses carry a five-year guarantee—shown on page 10.



Messrs. Marshall Sanitary Mattress Co., Limited.
Toronto, Ont.

Dear Sirs:—

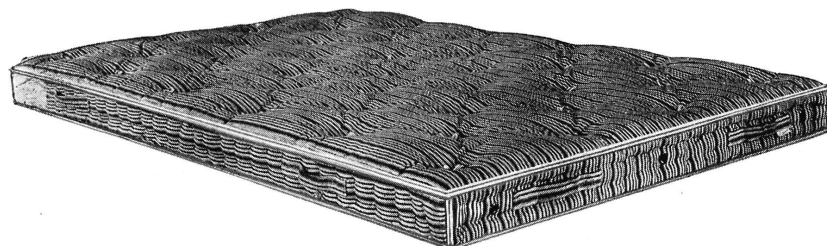
This is to certify that over two years ago I installed over forty-five (45) Marshall Sanitary Mattresses in the Marlborough Family Hotel, Jarvis Street. They have been in constant use ever since and they are as comfortable and as satisfactory to-day as when purchased.

Yours truly,

Marlborough Family Hotel,
(Signed) G. R. FOSTER, Prop.



The Marshall Standard Mattress



THE Marshall Mattresses are made in all the standard sizes. This is an illustration of our full bed size with hair top. Note the handles at both sides and ends. The housewife will find these a real convenience in turning the mattress on the bed, but our mattress need not be turned oftener than once or twice a year because of the ventilating features.

The Marshall Mattress is ideal for every season of the year. In the summer, the constant changing of the air in the mattress keeps it cool. In the colder seasons, when the atmosphere in the room is warm, it still gives that clean feeling to the body and gives a delightful rest.

If you have slept on an ordinary mattress you have noticed how the body perspires—that does not happen when sleeping on a Marshall on account of the air currents carrying off the excess heat.

The hair top mattress is the best standard mattress on the market. There is none better or just as good. We have developed it to the highest point of comfort, sanitation and economy.

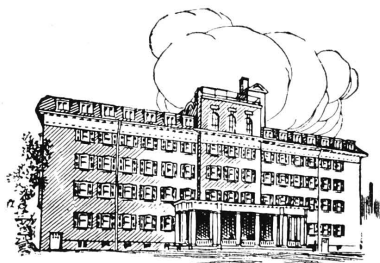
The dealer who starts selling Marshall Mattresses will find that new customers will come to his store.

*The Marshall Sanitary Mattress Co., Limited
Toronto, Ont.*

Gentlemen :—

I gave you a testimonial several years ago on the merits of a mattress I purchased from you in September, 1903. Since then I have become possessed of another of your mattresses. The one I purchased in 1903 is almost as good as when I bought it. It has not sagged in the slightest and is just as comfortable in every way as it was in September, 1903.

*Yours truly,
J. J. ROSE*



Nurses' Residence, Sick Children's Hospital,
Toronto. Furnished with Marshall Mattresses.



The Marshall Cotton Top



THIS style is built in the same manner as the one shown on the opposite page, with the exception of the filling over the springs. We use a high grade of cotton felt which is manufactured in our own factories.

This mattress, with the exception of our Standard and Regal, is the most comfortable mattress made. It is better value than any other and will give every bit as good service as our higher grades, though not quite so soft.

To the man who wants something better than any other type of mattress and yet does not want to pay for our better grade, this is the one you should sell.

It might be well to mention that our business has grown so rapidly during the past few years that we have been obliged to move into larger quarters and have added much new machinery.

1042 Dufferin Street,
Toronto, July 17th, 1919.

Gentlemen :—

I herewith enclose money order for payment of enclosed account. My wife wishes me to tell you that she gets more real sleep now in one night, on your Mattress, than she did in a week on all layer felt, which we had previously.

I am, Gentlemen,

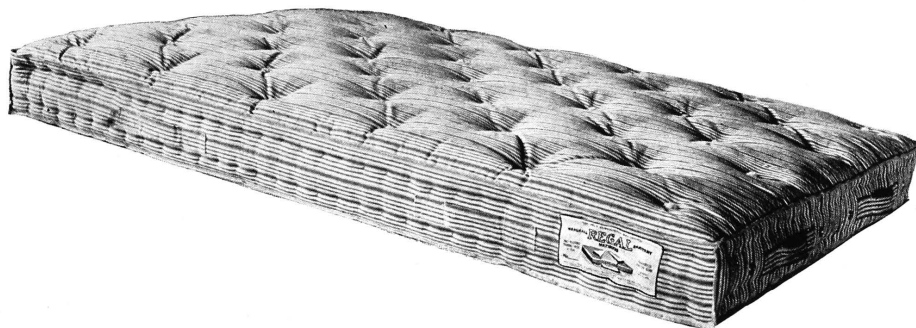
Yours thankfully,

A. CHANDLER.





The Marshall Regal Mattress

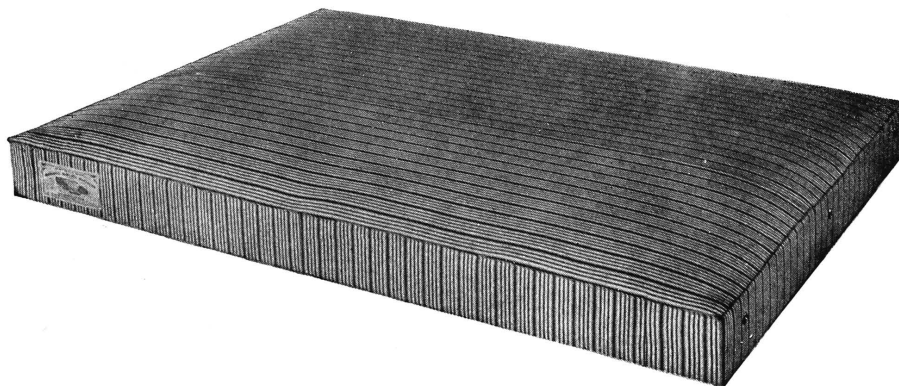


FOR those who want the greatest of all comfort we have built the Regal Marshall Mattress. It is built along the same lines as our Standard, except that we are using a longer spring which gives greater softness.

This mattress is ideal for very heavy people or for invalids. We have one of our mattresses in use by a woman who weighs over 300 pounds and she says that, until she slept on a Marshall, she didn't know what a comfortable night's rest was.

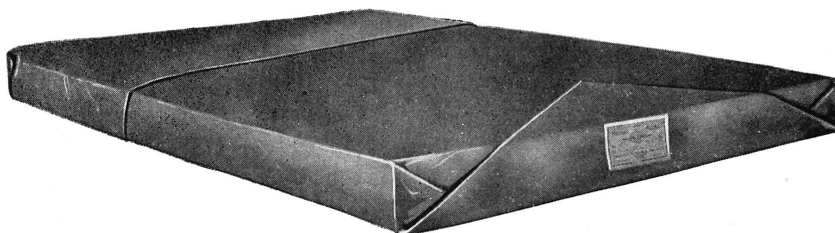


The Marshall Box Spring



THERE is no other box spring made that compares with the Marshall. We use nearly a thousand springs—the same as in the mattresses. This is about six times as many as in the ordinary spring. Each spring works independently and is not tied to its neighbors. It is perfectly noiseless and is ventilated in the same way as the mattress. One of these springs, with our mattress, makes a resting place that cannot be equalled by any other combination.

Cleanliness in Packing



AS each mattress is completed it is inspected by our factory manager and then wrapped in heavy paper and stamped with size, style and quality. It cannot get dirty in our storage and goes to the dealer in a very clean condition. It can be delivered by him in the same way to his customer.

Every Marshall Mattress bears our trade mark, which is the guarantee of this company that it will give the best of satisfaction. The five-year guarantee, shown below, protects the dealer in every way. We have made so many perfect mattresses and have made so many friends that we know we can back the dealer to the limit.

MARSHALL MATTRESS GUARANTEE

IN addition to guaranteeing the quality of materials and workmanship, we specially guarantee the springs from breaking, becoming misplaced, or wearing through the ticking—from ordinary wear—for the period of five years from date of sale. During that time we will replace or repair, free of charge, any mattress whose springs are damaged from such ordinary wear.

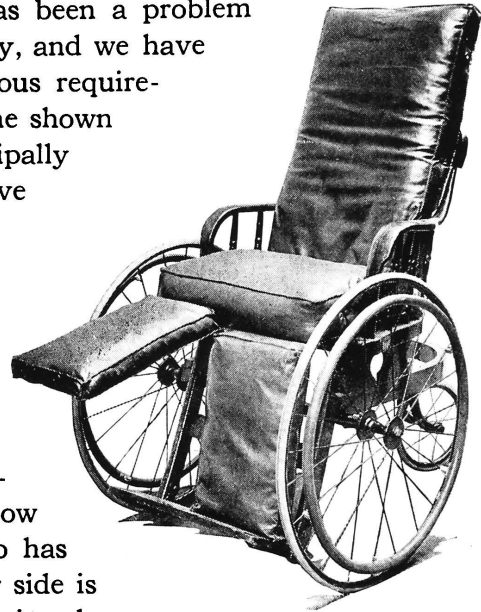
 MARSHALL VENTILATED MATTRESS CO.



Invalid Chair Cushions

GIVING comfort to wounded soldiers has been a problem in the hospitals throughout this country, and we have been working on cushions to meet the various requirements called for. Our latest design is the one shown in the cut on this page. It is made principally for men who have lost a leg or who have been otherwise wounded in the legs.

This cushion is made in two parts. The back, which fits into the back of the chair, is our regular style and can be upholstered in any material called for. The seat is made in three parts, all hinged together. The front part is made in two sections. You will notice in the illustration that one side is raised. This is to show how the cushion can be used for a man who has been wounded in the right leg. The other side is used when the wound is in the opposite leg.



We designed this cushion after spending some time in various Military Hospitals, and we feel that we now have a product that will fit every case.

We have installed these cushions in Euclid Hall and the College Street Military Hospital in Toronto, and it is a delight to see the look of satisfaction on the faces of the wounded soldiers as they are placed in their chairs, where every spring "gives" to their body as they move around.

We shall be pleased to give prices and full information on supplying any quantity of these cushions for any hospitals or other institutions.



Grace Hospital
Furnished with Marshall Mattresses

Messrs. Marshall Sanitary Mattress Co.,
Toronto, Ont.

Gentlemen:—

We have pleasure in adding our testimonial to the efficiency and durability of the Marshall Sanitary Mattress. We have used your mattresses in our wards for the past eight years and have found them most satisfactory.

Your truly,

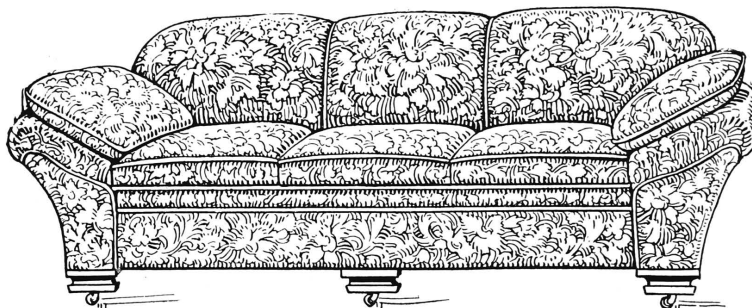
Grace Hospital,

(Signed) EDITH A. E. BEATTY, Supt.

Toronto.



The Marshall Spring Cushion



CARRYING on our idea of comfort we have made a cushion for upholstered furniture. All we have to do is to refer you to the best of Canada's manufacturers to show you that this is the greatest cushion that has ever been made. Read over the list of users and you will see at once the great popularity the Marshall Cushion has gained.

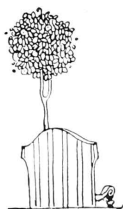
"People come in and demand Marshall Cushions on their furniture," writes one of our dealers. "We can sell no substitute. You are to be congratulated on the splendid cushion you are making. It helps us make sales to our present customers and they carry its fame to friends of theirs who eventually become customers of our store."

Besides making cushions for upholstered furniture we have them for hall and window seats, locomotive cabs, churches and halls, boats and yachts, clubs, automobiles, motorcycles—in fact, for every kind of seat made.

These cushions are made on the same general principle as the Marshall Mattress and make the most comfortable seat known. They are as soft as down and yet have that "come back" which makes for general comfort.

"A friend of ours from out of town came in unexpectedly the other night and as we had other company and all the bedrooms were occupied we had to have her sleep on our Chesterfield—and when she got up the next morning she told me that although the Chesterfield was a little short for her she had the best night's rest that she had enjoyed in months. I told her it must have been the Marshall cushions that made the place so nice."

(Name on request.)



Corrected

The MARSHALL VENTILATED MATTRESS CO. LIMITED

Toronto, April 2nd, 1920

WHOLESALE PRICE LIST

All Mattresses covered with A.C.A. Tick.

MATTRESSES.

Size	Standard	Cotton Top	Regal
4 feet 6 inches or less - - -	\$43.00	\$40.00	\$62.00
4 feet 0 inches or less - - -			
3 feet 6 inches or less - - -	37.00	35.00	48.00
3 feet 0 inches or less - - -			

All Mattresses 6 feet 3 inches long unless otherwise ordered.

Extra length or width, per inch Standard, 80c, Cotton Top, 80c, Regal, \$1.00
In two pieces, extra Standard, Cotton Top or Regal \$2.00

MARSHALL BOX SPRINGS.

Length 6 feet 2 inches unless otherwise ordered.

Width, 4 feet 6 inches - - - - -	\$40.00
4 feet 0 inches - - - - -	
3 feet 6 inches - - - - -	\$35.00
3 feet 0 inches - - - - -	

Extra length or width, 50c. per inch.

Special—Made in 2 parts \$2.00 extra.

CUSHIONS

2½ inch spring, felt filling - - -	\$1.10 per sq. ft.
2¼ inch spring, felt filling - - -	1.25 per sq. ft.

Memo—Special charge of 5c per sq. ft. added to the above prices on orders containing less than 50 sq. ft. at a time.

AUTO CUSHIONS

Prices on Application

LAYER FELT

Prices on Application

CUSHION FILLINGS IN STRIPS OF SPRINGS

2½ inch strips of springs - - -	75c per sq. ft.
2¼ inch strips of springs - - -	90c per sq. ft.

TERMS.

The above prices are all net, F.O.B. our factory, Toronto.

A charge will be made for packing, but will be allowed upon burlap being returned to us prepaid.

Terms, 2 per cent. discount 10 days, or net 30 days, subject to draft.

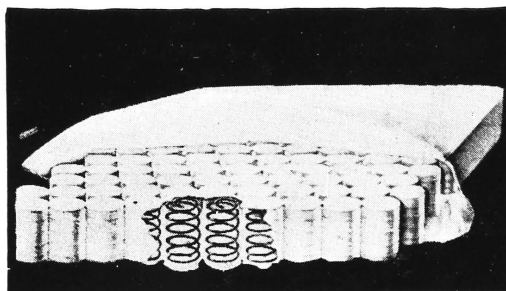
Prices subject to change without notice.

Two Kinds of Marshall Cushions



THERE are two kinds of Marshall Cushions for furniture—one for spring seats and the other for solid seats—either wood or wicker.

Both kinds of cushions are made on the famous Marshall principle, but as each has to do a different duty we vary the construction. In the spring seat furniture, the cushion is used as an auxiliary, while, in the solid seat, our cushion has to bear the entire weight—so stronger springs have to be used.

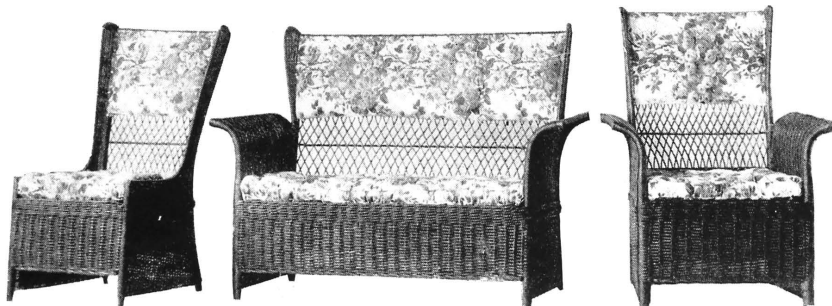


Some years ago when we first began to supply cushions for wicker furniture, customers immediately began writing us of the comfort that we gave them. Since then the sale of Marshall cushioned wicker furniture has gone ahead in big strides.

We have used our cushions for the pews in churches, for outfitting launches and yachts, for ocean-going steamers, for clubs and other public buildings and for window seats in houses. Wherever there is a seat—Marshall Spring Cushions will make that seat more comfortable.

Marshall Cushions and Mattresses are advertised from coast to coast in this country and in the United States. Our products are made also in London, Eng., where they have earned an enviable reputation.

Our mattresses are used in outfitting the greatest hotels in the world and in the entire equipment for some of the largest passenger ships afloat.





Backed by These Manufacturers

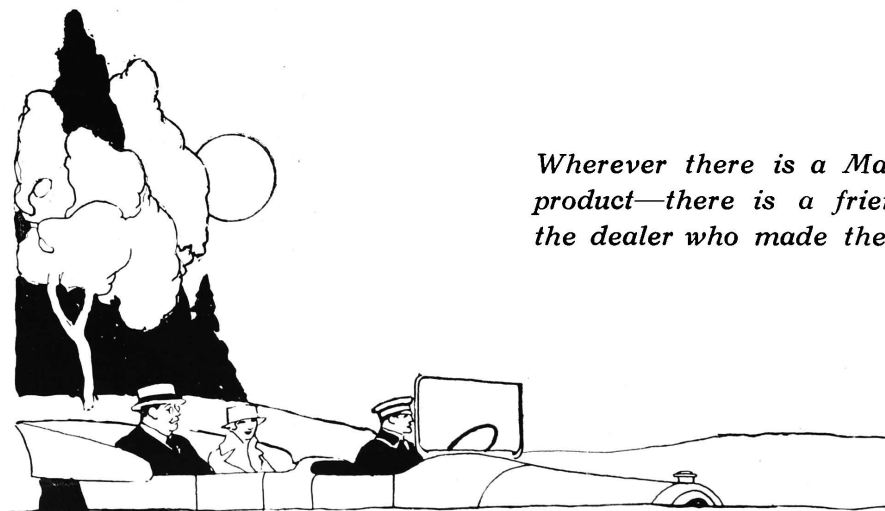


CANADIAN manufacturers of high grade furniture were quick to see the value of our cushions and the following names will give you an idea of the backing we get. These manufacturers are equipping their furniture with Marshall Cushions because they know that they can get nothing else that will give the customer such perfect satisfaction.

Ellis Furniture Co., Ingersoll, Ont.
J. E. Smith & Co., Windsor, N.S.
The T. Eaton Co., Limited, Winnipeg, Man.
Murray-Kay Co., Limited, Toronto.
The Gold Medal Furniture Co., Limited, Toronto.
N. G. Valiquette Limited, Montreal, Que.
Ed. Fournier, Montreal, Que.
Leslie's Limited, Winnipeg, Man.
Hudson's Bay Co., Winnipeg, Man.
J. C. Mundell, Limited, Elora, Man.
Robinson & Co., Winnipeg, Man.
Wm. Trafford Furniture Co., Woodstock, Ont.
Shedden Furniture Co., Woodstock, Ont.
Waterloo Furniture Co., Limited, Woodstock, Ont.
Robt. Simpson Co., Limited, Toronto.
Fry & Blackhall, Wingham.
F. E. Coombe Furniture Co., Kincardine, Ont.
Krug Furniture Co., Limited, Kitchener, Ont.

Baetz Bros. Furniture Co., Limited, Kitchener, Ont.
D. Hibner Furniture Co., Limited, Kitchener, Ont.
De Luxe Upholstering Co., Kitchener, Ont.
G. H. Hachborn & Co., Kitchener, Ont.
The Imperial Rattan Co., Limited, Stratford, Ont.
Farquharson-Gifford Co., Ltd., Stratford, Ont.
Kindel Bed Co., Limited, Stratford, Ont.
Canada Furniture Manufacturers, Ltd., Waterloo, Ont.
Snyder Bros. Upholstering Co. Limited, Waterloo, Ont.
Woeller, Bolduc & Co., Waterloo, Ont.
The T. Eaton Co. Limited, Toronto, Ont.
J. B. Watson Furniture Co., Limited, Kincardine, Ont.
Continental Upholstering Co., Montreal.
Montreal Upholstering Co., Montreal.

Morlock Bros., Hanover, Ont.



Wherever there is a Marshall product—there is a friend of the dealer who made the sale.



HERE is shown, in phantom fashion, the side view of a car to illustrate the relation of the passengers and the Marshall Cushion Comfort Springs in the seats and upholstery. You will notice how a nest of small springs suspends the person, preventing any possibility of the body coming in contact with any solid substance.

Nestled comfortably into the cushion, and anchored snugly, seemingly one rides on air. Violent expansion and contraction are eliminated. The bumps disappear, and the road becomes a veritable speedway. A decidedly new riding comfort is enjoyed by the occupants of the car.



Marshall Shock Absorbing Springs



SUPREME luxury, real comfort, so long sought after and so necessary to make homes more livable and sleep more restful, were born with the Marshall Spring idea.

The birth of the idea was the result of concentrated thought and endeavor to discover a means of supplying humanity with the possibility of procuring more restful sleep, sleep essential to maintain good physical condition.

And thus the Marshall Mattress came into being.

It was thoroughly tried and tested and proved a success—a wonderful success.

So beneficial did the Marshall Mattress prove to those who used it, that the story of the invention spread rapidly.

It soon made its appearance in most of the better homes, and then became sought after by people of moderate means, until, to-day, thousands of bedrooms in Canadian and American homes are equipped with the Marshall Mattress. And its fame and popularity increase daily.

The idea next made its appearance in the best hotels, where it was so appreciated and talked of by transients that soon hundreds of hotels on the continent were equipped exclusively with Marshall Mattresses in their endeavors to extend the maximum of comfort and service to the travelling public.

As mattresses were developed from the Marshall principle of spring construction, so was furniture upholstery, and its application to furniture enjoyed the same success as did the mattress. Practically every manufacturer of upholstered furniture in Canada is using the Marshall Springs in the construction of high grade goods.



To really appreciate the comfort of Marshall Shock Absorbing Cushions you should ride in a Marshall equipped car over rough country roads. They save you from sudden bumps and make long distance riding a pleasure.



Luxury and comfort are to-day found in homes in a degree which, previous to the advent of Marshall Spring construction, would hardly have been considered possible. And now you have this same standard of spring construction this same degree of luxury and comfort in your automobile.

In motordom, mechanical perfections predominated, but when fewer perfections became necessary, other fields for improvements had to be sought after.

Engineers had perfected chassis, springs, invented shock absorbers, winter tops, and many other details essential to refinement and comfort, until it appeared as though the field for improvements had become exhausted.

And yet there seemed to be something lacking to reach the final stage of perfect comfort.

Upholstery, it was decided, was where the shortage occurred.

Concentrated thought created the happy inspiration to apply the Marshall principle of spring construction.

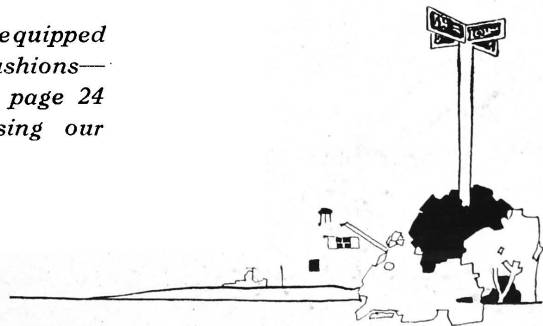
Engineers immediately made a careful study of its possibilities and recognized in it the real solution of the problem.

The Marshall principle needed no tests. For fifteen years it had been tried out and found from the standpoint of comfort and service to be easily supreme.

The big Automobile Companies took up the idea, and to-day the Marshall Spring is revolutionizing motor car upholstery.

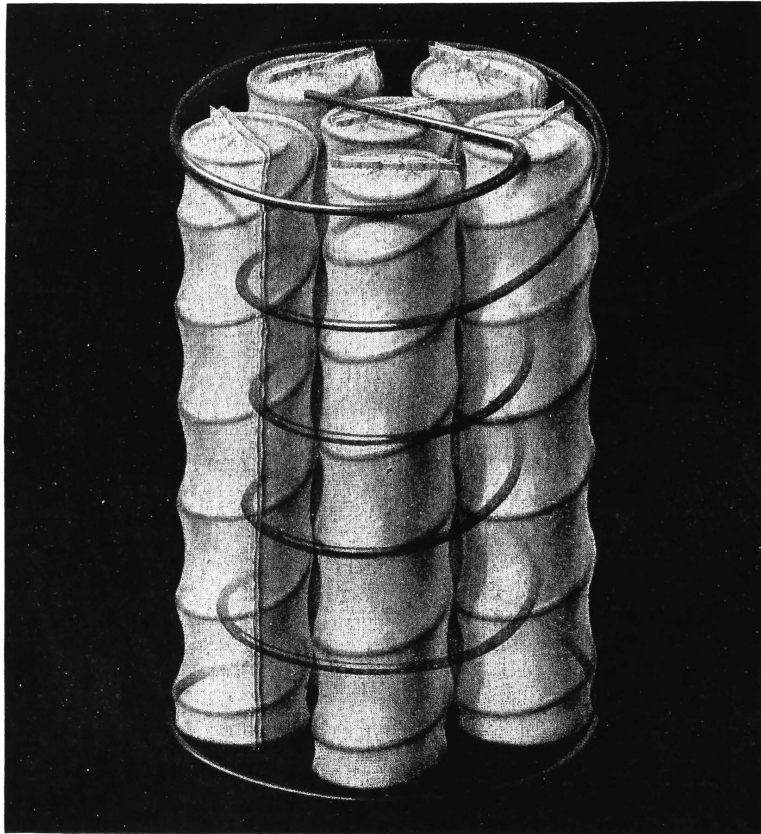
The luxury and pleasure-giving powers of Marshall Spring upholstery are already being enjoyed by thousands of motor enthusiasts, and it is no exaggeration to state that within a short period 75% of the automobiles produced will embody Marshall Spring upholstery.

Every road is short when your car is equipped with Marshall Shock Absorbing Cushions—and every road is smooth. Read on page 24 the names of car manufacturers using our cushions.





Six in One Principle



Showing how a stiff spring is replaced by six smaller, softer Marshall Springs in canvas pockets, so nested as to become a perfect bed of springs. This is the "Six in One Principle".

THIRTY-SIX large, stiff, steel springs are used in constructing an old style rear seat. These springs are anchored to a base and tied at the tops, each spring thus being affected by the action of the others.

This tied mass is covered with a thick mass of curled hair, to take up the lesser shocks, while the big springs are supposed to take up the jolts. Naturally a stiff hard-riding cushion results, the springs only being brought into action through shock or under an excessive load.

The multiplicity of small jolts caused by the unevenness of the road is too slight to bring the chassis springs into action, and this naturally produces

vibration in the human body. Is it any wonder that any sort of a ride tires a constitution less rugged than the steel frame of a car?

To supplement the work of the chassis springs is part of the duty of the Marshall idea.

Six springs, each one in a separate canvas pocket, replace one of the old type, and while working in perfect harmony with each other they operate individually and independently.

"The Six in One Principle" makes possible the use of lighter, finer-grained, more resilient and longer-lived steel in the springs.

Therefore, the cushion comprised of a nest of these fine springs, coming between the body and the stiff shocks, takes up the lesser jolts, and you enjoy the same ease and restful comfort that you would find in a finely upholstered chair or mattress.

The even distribution of the load carried on the individual nests of springs explains the higher degree of shock absorption possible in the Marshall Spring Cushion construction.

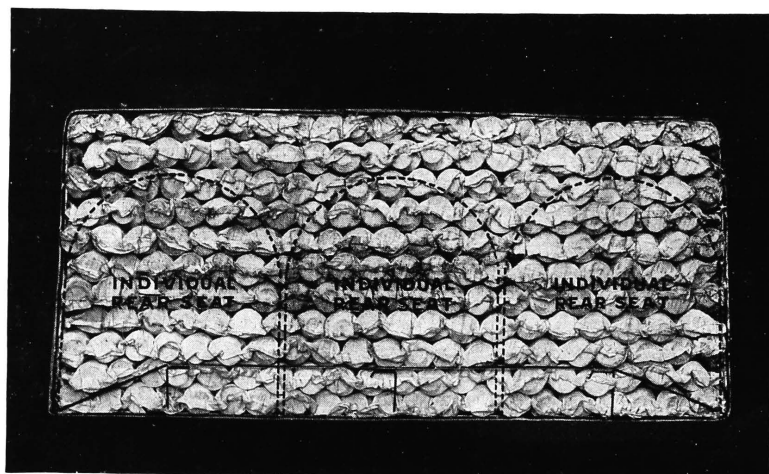
The action in Marshallized cushions comes in the springs. There is just sufficient padding of felt or hair to take the harshness of metallic contact off the body. Only through the experience of riding in a car with Marshallized upholstery is the realization of real comfort possible.



The greatest comfort is built into our cushions. Six fine springs take the place of the one old style spring. Our springs work independently of each other--a feature that will appeal to you the minute you get into a Marshall equipped car.



Individual Nest Seats



"Nestle in our Nest" is the idea of the Marshallized method. By a glance at the above illustration, you will see how this is made possible. A series of nests of springs makes the body load of each passenger independent of that of any other passenger. The spring action in each case is governed by the weight of each individual passenger.

A CLOSER study of the view on this page will show how Marshall Springs are nested. Notice that each spring is enclosed in a pocket of canvas, and by the nesting method its permanency of position is ensured.

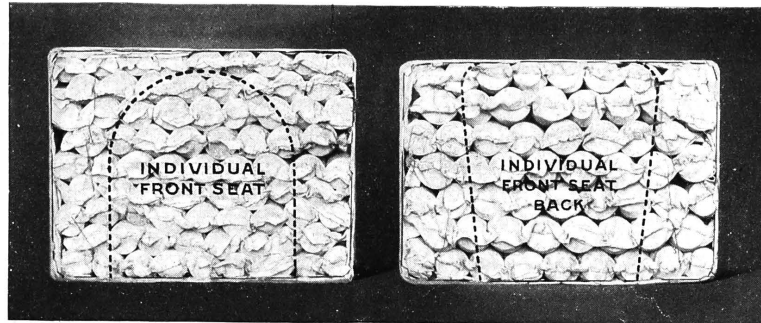
Marshall Springs are not tied—they are grouped or nested, each one forming a support for the others grouped around it. These springs form what we might call the core of the upholstery, are overlaid with padding material, and then covered with leather, or whatever other material is used.

By this method, Marshallized upholstery brings into motordom that same luxury found in fine, over-stuffed chairs and sofas.

The old idea of the car being sprung and upholstered to accommodate the maximum load has been entirely exploded by the introduction of Marshallized upholstery, because in this idea the upholstery becomes individualized, fitting itself to whatever load is put upon it.

The illustration shows how each of two or three persons sitting in a back seat is in his own nest of springs, uninfluenced by the other passengers. One person can ride with the same body comfort in the back seat of Marshallized upholstery.

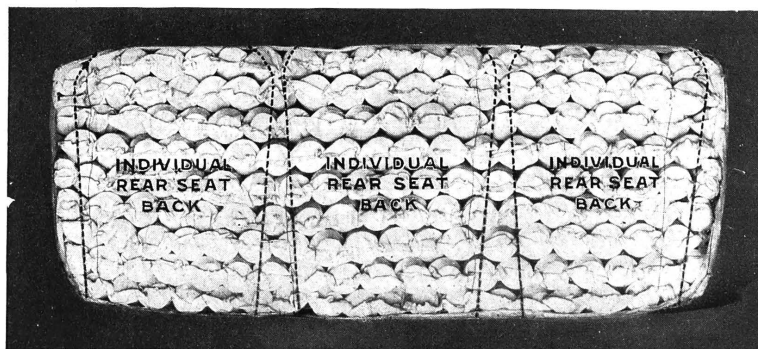
On the following page we illustrate how the back cushion, following the same type of construction, completes what we would call the lounge-like effect which brings the last degree of motor car comfort.



GET into a car upholstered on the Marshall principle and sit down while it is standing still.

Then you will readily understand the comforts possible through Marshallized upholstery.

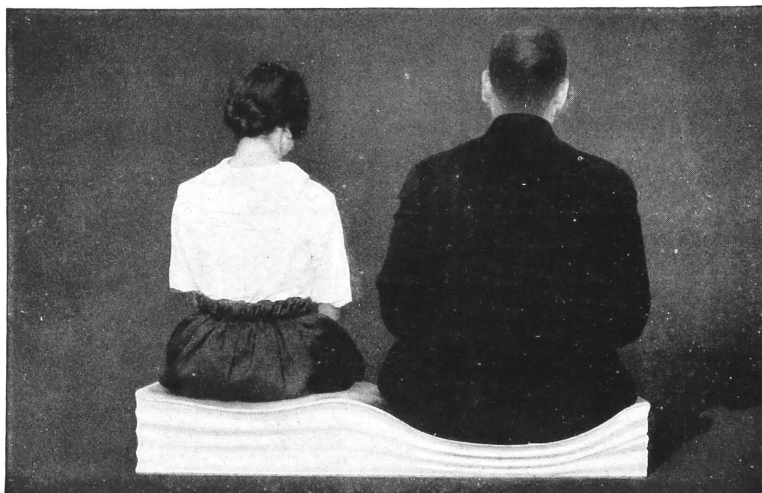
Take particular notice how the Marshall Springs conform to the contour of the body position. Now start the car and notice how the fine springs take up the road jolts—without recoil. So gently and perfectly do they operate that it creates the pleasant sensation of riding on air.



RELIEVING—in fact eliminating—leg tire generally experienced by the driver is one of the features of Marshallized upholstery in the front seat. The soft, gentle action of the fine springs, influenced only by the weight of the driver, prevents that jarring of the body which jolts the driver's foot off the accelerator or the brake, thus relieving one of the severest strains which the driver usually undergoes.

The fatigue-relieving feature of Marshallized upholstery is a boon to women, as it permits their enjoying a degree of pleasure in driving never before experienced.

Load Balance



Here is an illustration that shows you just exactly what is meant by the individual seat action of Marshallized upholstery. The 250-lb. man rides on his own series of springs and the 95-lb. woman rides on hers, neither of them being influenced by the weight of the other. The old "teeter-totter" action, which is well known to every driver, is a thing of the past.

THE old dread of riding in the back seat alone, on account of being "tossed out of the car", is ancient history. Modern automobile chassis spring construction, plus Marshallized upholstery, so individualizes and distributes the weight over a complete nest of springs as to give perfect body comfort, no matter how unbalanced the weight of the different passengers.

When you ride in a car equipped with Marshall upholstery, you will say you have found at last the answer to the hard riding problem.

Automobile cushions are nearer to you than any other part of the car. In the old type of construction they multiply the bounce, and, as a result of the unguarded stiff spring recoil, you receive with the fullest force shocks and jolts that the car itself does not feel.

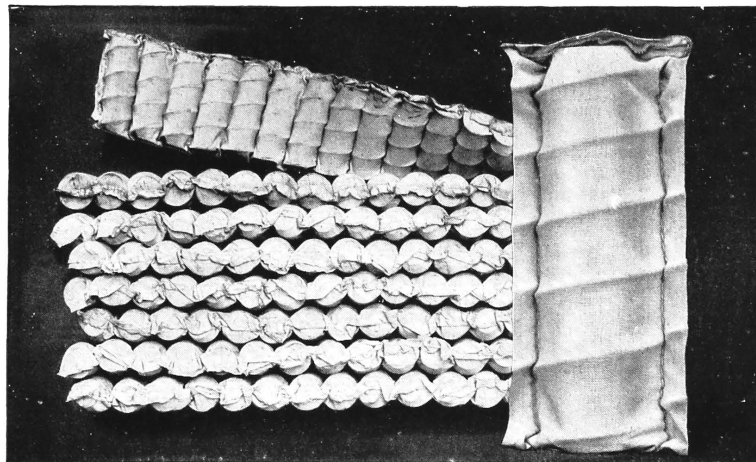
Frequently people are thrown bodily into the air by violent seat spring action. In numerous cases they have suffered serious injury when their heads have hit the top of the car.



Marshallized spring construction makes this absolutely impossible. It eliminates the uncomfortable part of riding, and enables you to get the fullest measure of pleasure out of your automobile investment.

With Marshallized cushion upholstery, the whole family can enjoy the longest trips without the accustomed aches, pains and stiffness.

Persons in delicate health are enabled to enjoy long trips without tiring, and the customary injurious spinal shocks, which have been ruinous to the health of so many, are entirely eliminated.



The assembling of Marshall Springs preparatory to being embodied in the cushion or back is illustrated above. The springs are staggered in grouping, which is one of the basic features of the Marshall principle. The canvas pocket, into which each individual spring is inserted, is another. It prevents the springs from crawling out of place and becoming entangled with each other. Marshall Springs are assembled by hand with the utmost care.

*Hundreds of thousands of Marshall
Shock Absorbing Cushions are now
being used by enthusiastic customers.*

And---Finally



MARSHALL Spring construction is not by any means an experiment. It is so perfect, so reliable, so lastingly good that the makers stand back of its production with a genuine guarantee.

You need have no hesitancy about having your car so equipped.

It may cost you a little more, but it's mighty well worth it, just as a full course meal in a good café is worth so much more than a "hand-out" in a one-armed restaurant.

Only the difference in price is not so great.



AUTOMOBILE AND BODY BUILDERS USING MARSHALL SPRINGS

American Auto Trim Co. Detroit and Cleveland
Amesbury Body Co. Amesbury, Mass.
Anderson Electric Car Co. Detroit, Mich.
Apperson Bros. Auto Co. Kokomo, Ind.
Atterbury Motor Truck Co. Buffalo, N.Y.
Baker, R. & L. Co. Cleveland, O.
Barley Motor Car Co. Kalamazoo, Mich.
Bela Body Co. Amesbury, Mass.
Biddle & Smart Co. Amesbury, Mass.
Briggs Carriage Co. Amesbury, Mass.
Brown Auto Carriage Co. Cleveland, O.
Burton & Lowry Co. Detroit, Mich.
Cadillac Motor Car Co. Detroit, Mich.
Chas. Abresch Co. Milwaukee, Wis.
Chicago Carriage & Trim Co. Chicago, Ill.
Briggs Mfg. Co. Detroit, Mich.
Clyde Cars Co. Clyde, O.
Consolidated Auto Top Co. Cleveland, O.
Dorris Motor Car Co. St. Louis, Mo.
Dort Motor Car Co. Flint, Mich.
E. J. Thompson Co. Pittsburg, Pa.
Elkhart Carriage & Motor Co. Elkhart, Ind.
Fitzgibbon & Crisp. Trenton, N.J.
Fleetwood Metal Body Co. Fleetwood, Pa.
Hampden Auto Top & Upholstery Co.
Springfield, Mass.
Hayes Ionia Co. Grand Rapids, Mich.
Haynes Auto Co. Kokomo, Ind.
Hudson Motor Car Co. Detroit, Mich.
Hume Carriage Co. Boston, Mass.
J. B. Judkins Co. Merrimac, Mass.
J. I. Case, T. M. Co. Racine, Wis.
Jones Motor Car Co. Wichita, Kans.

Keystone Vehicle Co. Reading, Pa.
Kissel Motor Car Co. Hartford, Wis.
Limousine Carriage Co. Chicago, Ill.
Locomobile Co. Bridgeport, Conn.
Mann Aldrich Carriage Co. Denver, Colo.
Millspaugh & Irish. Indianapolis, Ind.
McFarlan Motor Co. Connersville, Ind.
Milburn Wagon Co. Toledo, O.
Murray Motor Car Co. Pittsburg, Pa.
New Haven Carriage Co. New Haven, Conn.
Nordyke & Marmon Co. Indianapolis, Ind.
Oakland Motor Car Co. Pontiac, Mich.
Ohio Electric Car Co. Toledo, O.
Olds Motor Works. Lansing, Mich.
Packard Motor Car Co. Detroit, Mich.
Peerless Motor Car Co. Cleveland, O.
Pierce Arrow Motor Car Co. Buffalo, N.Y.
Premier Motor Corp. Indianapolis, Ind.
Racine Mfg. Co. Racine, Wis.
Reo Motor Car Co. Lansing, Mich.
Sayer & Scoville. Cincinnati, O.
Sowney Bros. Philadelphia, Pa.
Standard Steel Car Co. Butler, Pa.
Stutz Motor Car Co. Indianapolis, Ind.
W. A. Paterson Co. Flint, Mich.
W. S. Seaman Co. Milwaukee, Wis.
Walker Carriage Co. Merrimac, Mass.
White Motor Co. Cleveland, O.
Willoughby Co. Utica, N.Y.
Willys Overland Co. Toledo, O.
Willys Overland Co. Toronto, Ont.
Winton Motor Car Co. Cleveland, O.
Templar Motors Corp. Cleveland, O.



