The furniture city is known for manufacturing fine furniture and shipping it worldwide. Here at McClure Tables, we are honored to be a part of this city’s fine history, or which woodworking and furniture manufacturing takes up a significant portion. Here’s a brief history of the furniture business in Grand Rapids, Michigan. Origin. In 1902, furniture companies in Grand Rapids began using the name Grand Rapids itself as a trademark, to establish that their furniture was from the Furniture City, rather than somewhere else. From the newspaper The Evening Press in 1902, this was said of the trademark, "it is primarily a protection against inferior furniture which may bear some resemblance to a high grade article." Grand Rapids Furniture: The Story of America’s Furniture City. Christian G. Carron. 4.2 out of 5 stars. Images in this book came from corporate archives, the Grand Rapids Public Library, the Public Museum of Grand Rapids, and private collections. Product details. Publisher: Arcadia Publishing; Illustrated edition (May 5, 2008). Grand Rapids School Furniture Company desks carried a casting of the company name and sometimes a "GRSFCo" monogram on the leg trestles. A scrolled monogram "ASCo" surrounded by a circle served as American Seating’s early logo. In 1930, the company began to literally brand or wood-burn a "lamp of knowledge" to wooden desks. The source, with permission of the author, is Grand Rapids Furniture: The Story of America’s Furniture City by Christian G. Carron, published by the Grand Rapids Public Museum. 1998. Transcriber: Rebecca Smith-Hoffman. Check out our grand rapids book selection for the very best in unique or custom, handmade pieces from our shops. 6 GOLD & SILVER Foil Embossed Merchandise Fair Furniture Exposition LABELS Unused Art Deco Advertising, New York Grand Rapids Chicago 1936. MyBPStudio. 5 out of 5 stars. (350) 350 reviews. $13.50 FREE shipping. Favorite.