



Pieces from the Verve collection of modern furniture. Half sofa No. 116-31, center section 116-23, quarter circle 116-25, end bumper

Smartset Designs are getting talked about

SMARTEST BUYS IN FASHIONABLE FURNITURE!

Kroehler furniture is truly your smartest buy, from every viewpoint that's important to you . . . whether you prefer Modern, Traditional or Colonial.

The *Verve* Collection, pictured above, puts you right in vogue in your living room.

Notice the smart decorative effect of the shaded walnut cradles against the rich fabric. Very pleasing and up-to-the-minute!

Verve has shrink-and-wrinkle resistant CELAPERM fabrics, too—with lustrous colors sealed in the fibers for unsurpassed

fade resistance to sunlight and also to cleaning.

Next time you're shopping ask to see *Verve*, one of the newest of the Smartset Designs by Kroehler. *Verve* offers you a very great variety of stylish living room, dining room and bedroom furniture—none of it expensive.

Smartset Designs BY **KROEHLER**

General Offices: Naperville, Ill. • In Canada: Stratford, Ontario.



You've a Right to Be Proud of Your "Live-In" Room!

...WHEN COMPLETE WITH TODAY'S BEAUTIFUL
NEW KROEHLER *Comfort Construction** FURNITURE

Who wouldn't be proud of a "Live-In" Room as friendly, gracious and warmhearted as this?

It's a real "Live-In" Room . . . with a talent for putting guests at ease . . . for making young folks feel at home. Kroehler furniture makes that much difference. Its new, 5-Star Comfort Construction takes an almost personal interest in your comfort . . . helps you relax by shaping instantly to you.

Still, it's one of the most rewarding of all investments. Ask grandmother what a value Kroehler now offers, compared to furniture of her newlywed days. Let your Authorized Kroehler Dealer help you plan your "Live-In" Room now.

*Only Kroehler
Has 5-Star
Comfort Construction

NEW! Sit-down comfort . . . scientific body support . . . stretch-out relaxation . . . get-up ease. All these scientifically engineered comfort features are now available to you.

1. Sturdy Hardwood Frames
—that will not break down

2. Permanent Steel-Web
Seat Construction
—that will not sag

3. Buoyant Shape-Retaining
Spring Cushions
—that never become lumpy

4. Sensitive Posture-Forming
Back Springs
—that will not lose their shape

5. Precision Craftsmanship
and Clean New Materials
—inside and out

WORLD'S LARGEST
FURNITURE MANUFACTURER

KROEHLER (Say KRAY-LER)

Furniture



Look for the
Kroehler Label—
Your Assurance of
Famous Kroehler
5-Star Comfort
Construction



New "Color Harmonizer" Solves *color* Problem!

SEE IT AT YOUR **AUTHORIZED KROEHLER DEALER**
LEARN HOW IT CONFIRMS YOUR OWN GOOD TASTE

Will a green living room suite go with your present rug? What color walls will harmonize best with them?

If you have color problems like these, take them to your *authorized Kroehler dealer*. See how the sensational new Kroehler Color Harmonizer helps you solve them with amazing ease.

Then inspect the latest Kroehler upholstered furniture in the rich new colors. Try their luxurious comfort, too. Remember, they are built with the famed Kroehler 5-Star Construction that is your assurance of lasting durability.

Accept no substitute. Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Ill. or Stratford, Ont., Can.

KROEHLER 5-STAR CONSTRUCTION ASSURES LASTING DURABILITY

- ★ Scientifically constructed hardwood frames
- ★ Noncollapsible spring-filled seat cushions
- ★ Only clean, sanitary fillings
- ★ Nonsagging steel web seat underconstruction
- ★ Kroehler quality craftsmanship

CREATE YOUR COLOR HARMONY AROUND THE LIVING ROOM SUITE



This is only one of the 343 color combinations to be seen in the Kroehler Color Harmonizer.

Illustrated, Kroehler Suite No. 5320 in green. Kroehler chair and Ottoman in rust. All are outstanding values.



Look for this label
under the cushion
—for your protection

KROEHLER

FURNITURE

WORLD'S
LARGEST
FURNITURE
MANUFACTURER



Try it!
COMFORT

It's
KROEHLER

Imagine! "Million Dollar" Luxury

FOR A SMALL HOME OR APARTMENT

Duncan Phyfe Kroehler reproduction reminiscent of 18th-century styling. All carved woods, mahogany. Your choice of long-wearing, lustrous fabrics in harmonized colors.



London Club Low, flat arms assure spacious reclining comfort. Choosing harmonized colors from many colorful fabrics is surprisingly simple with the "Color Harmonizer."



"See the special values now on display during Home Furnishings Style Show, Sept. 21-28."

"Impossible!" But it's true!
Period Style Sofas as Low as
\$59⁵⁰



Chippendale Authentic period styling with graceful flowing lines. All carved woods, mahogany. Harmonized colors easily selected from wide range of lustrous fabrics with Kroehler "Color Harmonizer."

THINK OF IT! Period furniture faithfully reproduced to capture the charm and grace inspired by such old masters as Thomas Chippendale and Duncan Phyfe . . . period furniture with new, extra strength and luxurious comfort never before possible . . . all at prices unbelievably low! That's the miracle that the *ingenuity* and vast manufacturing resources of Kroehler have made come true for you without sacrifice of old-time craftsmanship.

NO BROKEN-DOWN SEATS
Shape-retaining springs locked to sagless, steel underframe. No webbing to stretch, rip, or rot. Springs cannot break through.

NO BUMPS OR HUMPS
Patented interlocked cushion springs thickly covered with buoyant, loomed padding and combed cotton to retain soft, even surface.

NO NAILS TO WORK LOOSE
Hardwood frames double-doweled and corner-blocked for rigid permanence. Spring-steel stabilizers anchor seat springs to frame, eliminate sway and noise.

ALL NEW MATERIALS
Only *new*, fluffy, long-fiber cotton, spring loomed padding, and *new*, soft, cushioning material assure luxurious comfort that's vermin free and sanitary.

Solve Your Color Problem at Your Authorized Kroehler Dealer's

Your guests will envy your splendid taste more so than ever if you plan the color harmony of your living room around your Kroehler suite. Ask your Authorized Kroehler Dealer to help you determine an inviting, friendly color atmosphere with the Kroehler "Color Harmonizer."

KROEHLER MFG. CO., 666 LAKE SHORE DRIVE, CHICAGO



LOOK FOR THIS LABEL UNDER THE CUSHION—FOR YOUR PROTECTION

KROEHLER Furniture

MADE BY THE WORLD'S LARGEST FURNITURE MANUFACTURER