Opportunity for you!

with the new Kroehler Sleep-or-Lounge
HIGH COST HOUSING...

The growing need of many families for additional bedrooms in modern small homes—

DESPERATE in many cases—

Means big opportunity

big business

for the Kroehler dealer who features

America’s finest dual-purpose furniture . . .

The NEW KROEHLER SLEEP-OR-LOUNGE
At last... dual-purpose furniture that any woman is proud to bring into her living room!

Matching lounge chair also available

ONLY KROEHLER...

World’s Largest Furniture Manufacturer combines LIVING ROOM STYLING like this with such SUPREME SLEEPING COMFORT
A Great New Kroehler Improvement

No other dual-purpose furniture has such easy, positive opening and closing action.

Even a child can OPEN or CLOSE.
No pulling. No tugging.
AMAZING COUNTER-POISE ACTION

a demonstration sensation!

A gentle touch does it. Out floats the luxurious full-size double bed!
No other dual-purpose

that w

Seats low enough for maximum sitting comfort!

Mattress held 3/4" off floor when bed is closed.

Spring edges and reversible spring-filled cushions make a big difference in sitting comfort!

Superb decorator fabrics! All wanted colors!

- Smart styling that keeps the secret of the full-size double bed it contains!
- None of the bulky hard look of ordinary dual-purpose furniture
The furniture offers all these in important volume sales.

Spring link fabric covers full length of bed.

Bed area 54” x 74”—full double-bed size.

Counter-poise action opens bed smoothly and easily!

Steel spring helicals support link fabrics.
competitive...real REASON

for you!

Sit on cushions and mattress — not the steel bed frame.

Deep innerspring mattress has 209 coil springs for healthful sleeping comfort!

No wasted space! Bed mounts to sofa frame extremely close to inside of sofa arms.

Rubber pads on legs to protect carpeting.

KROEHLER
Removable back—can be delivered through a 24" door opening. No lost sales on this score!

Simple lock—no moving parts! Automatically maintains correct pitch of seat platform—with or without bedding!

Bed fixture with beautiful aluminum finish.

Substantial steel frame and smooth-working parts.

Sleep-or-Lounge
How to turn Kroehler Sleep-or-Lounge features into more "BIG TICKET" SALES for your store:

1. Feature the Kroehler Sleep-or-Lounge in your Newspaper, Radio and TV Advertising
   Tell the world that your store is the place to buy America's finest dual-purpose furniture.

2. Put up Sleep-or-Lounge Window Streamers
   Remind shoppers that your store is the place to see a demonstration—and to buy.

3. Use Display Material
   In your windows and in your store.

4. Demonstrate it!
   "Live" action demonstrations SELL this furniture! Unlike ordinary furniture, the Kroehler Sleep-or-Lounge is a natural for demonstration selling. Let the prospect sit in it. Let the prospect open it... and lie in it! She'll sell herself!
How to turn Kroehler Sleep-or-Lounge features into more "Big Ticket" sales for your store:

1. **Feature the Sleep-or-Lounge in your newspaper and TV advertising.**
   - Let the prospect know it's the place to buy high-quality, comfortable furniture.

2. **Put up Sleep-or-Lounge streamers.**
   - The prospect will see and read about the benefits of this furniture.

3. **Use Display Materials.**
   - In your store, the prospect will see and understand the features and benefits of Sleep-or-Lounge.

4. **Demonstrate it!**
   - From the collection of:
     
     Mike Jackson, FAIA

"Let the prospect sit in it. Let the prospect open it... and lie in it! She'll sell herself!"

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