

Homcrest

WADENA, MINNESOTA

furniture of distinction for casual living





The Director

Here's a big friendly chair designed in the Homecrest traditions of quality and comfort. Sit in it . . . lean back . . . let cares and worries vanish.

There's a touch of gracious tradition in its high back and headrest pillow, a touch of modern in its clean design. Its replaceable foam-filled cushion provides luxurious comfort that belies the Director's modest price. Depending upon its covering, it can subtly complement the other furnishings in a room, or provide an exciting accent note.

And what wonderful coverings from which to choose! There are soil repellent fabrics in exciting prints and vibrant plain colors—lovely, easy-to-clean expanded vinyls backed by a layer of foam for extra softness and a layer of fabric for extra strength. The vinyls, too, come in splashy, vigorous prints or in dramatic plain-colored textures. (A complete description of these high quality materials is included on swatch pages 13 and 14.)

The Director is quality throughout, crafted in durable steel under its soft polyfoam cushions. Tapered steel channel legs with smooth plastic glides support the big, dome-shaped, ball-bearing swivel that puts Homecrest swivel rockers in a class by themselves. Dual, "floating comfort" rocker springs give firm support to the contoured seat. The frame is welded at every stress point, remarkably rigid for its light weight . . . bonderized and finished in smooth enamel (bronze, black or white) that is soil and mar resistant because it's baked on.

Model 95P Director Swivel Rocker, *illustrated on opposite page*. Width overall 30", height 40", width of seat 23", depth of seat 18½", height of seat 15", shipping weight 42 lbs.

Model A-95P Director Swivel Rocker, same as 95 but with extra tilting adjustment. Shipping weight 47 lbs.

Model 140 Leg Rest *shown with 95P Director below*. Shipping weight 14 lbs.



95P Director with 140 Leg Rest in black Delta Vinylaire.



The Headliner

A perennial "best-seller", the Headliner is even more popular this year in the dramatic colors and prints that characterize Homecrest's new selection of upholstery covers. As ever, it has many sales-building values that are easy to point out to your customers. Show them, for example, the lustrous mar-resistant finish, the smoothly turning dome-shaped swivel, sturdy dual rocker springs, easy-clean replaceable cushions, and life-time welded steel construction. Invite them to sit in the Headliner and feel the comfort of its roomy, form-fitting contour. Let them experience its easy, natural rocking action.

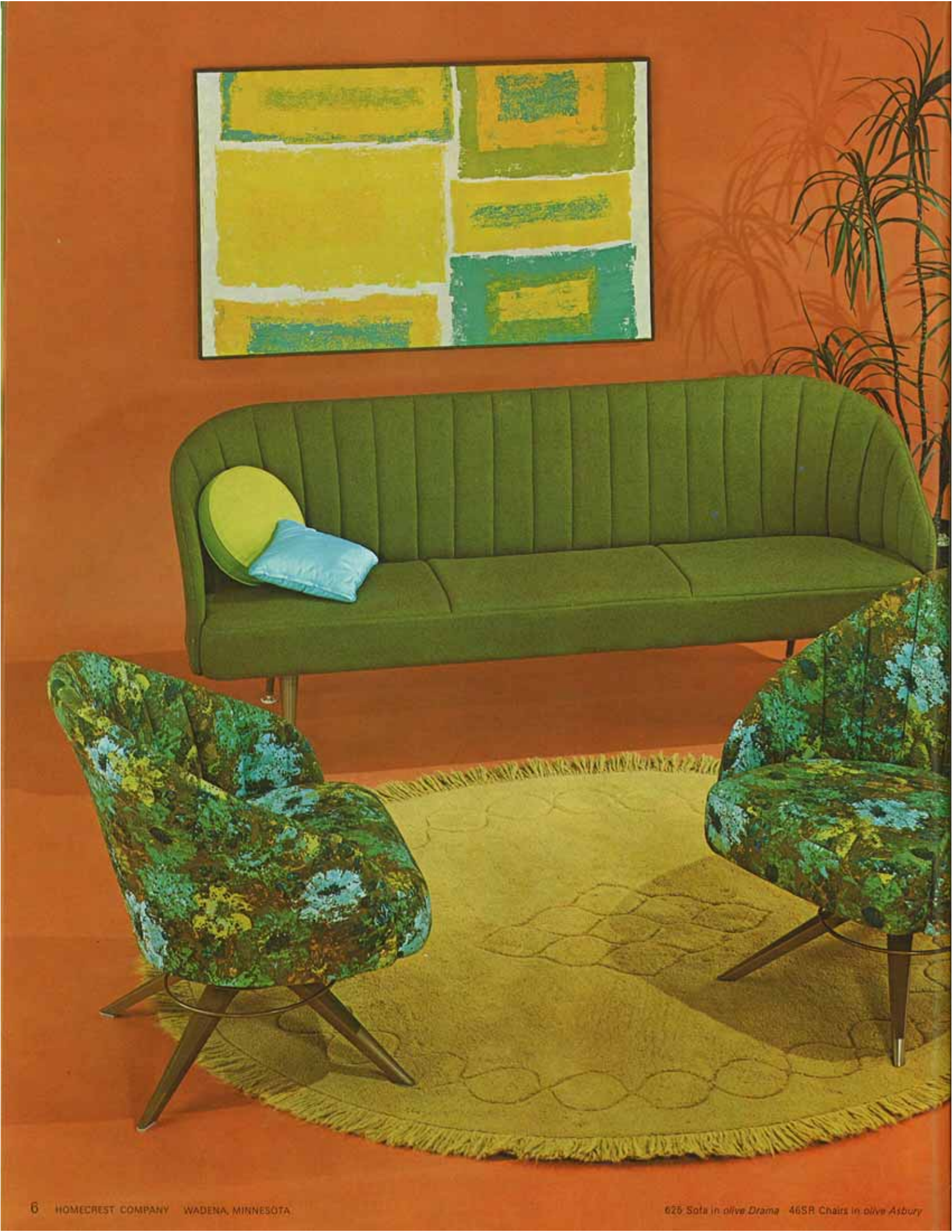
Model B-25 Headliner Swivel Rocker like other Homecrest furniture, has a welded steel frame finished in baked-on enamel in bronze, black, or white. Swivel rocker base has trim tapered steel legs, dual rocker springs, and sturdy, long-lived, ball-bearing swivel. Replaceable seat and back cushion is filled with your choice of polyfoam or cotton and Tufflex, and upholstered in your choice of fine fabrics or new easy-clean expanded vinyls. 12-gauge plastics are also available at lower cost. (See selection of upholstery materials on pages 13 and 14). Height 34", width 28", height of seat 16", depth of seat 18". Shipping wt. 34 lbs. Shipped one per carton K.D. Assembles in less than 2 minutes.



C-25 Desk chair in persimmon Lancia Koroseal

Homecrest furniture is highly adaptable to various surroundings, and easy to move from room to room—from living room to den, from recreation room to patio. Comfort, compact design, and rugged construction make it popular in motels, nursing homes, waiting rooms, lounges, etc. Headliner and matching sofa are shown above in white Delta Vinylaire. Director is shown in blue Mangrove Vinelle.

Model C-25 Desk Chair with casters and reinforced base, is a popular choice in offices and homes throughout the country. Illustrated here in *persimmon Lancia*. Seat height 18". Shipping wt. 37 lbs.



The Lauderdale Sofa

◀ The Lauderdale, proud new idea in sofas, has smooth clean styling that reflects the quickening pace of young Americans on the move. Display it in coordinated combinations with other Homecrest furniture.

Characteristic Homecrest quality is abundantly evident in its welded steel construction for durability without excessive weight—in its polyfoam cushioning for maximum comfort—in its baked-on enamel finish for mar resistance—and in the colorful new fabrics and expanded vinyls. (See full description and swatches on pages 13 and 14).

The Lauderdale's seat cushion is padded generously with polyurethane foam and supported by steel bands stretched between helical springs. The back is formed of sturdy welded steel rod and tubing and covered with layers of polyfoam. Tapered tubular steel legs are finished in bronze, black or white baked-on enamel.

Model 625 Lauderdale Sofa is 69 inches long overall. Height of back 28½", seat height 16½", depth 19½". Shipped with legs removed at 74 lbs.

Pompano Swivel Rocker

Graceful, vigorous, classical, livable—all these help to describe the "sculptured" beauty of the Pompano Swivel Rocker. Dress the Pompano in any of Homecrest's 25 fresh new fabrics or plastics to bring living color to your room.

But in a chair you want more than a picture, and the Pompano is so much more. Sit in it and you'll be convinced. Examine its durable construction of welded steel under stain repellant fabric or easy-clean vinyl upholstery. Try the comfort of its foam cushioning, smooth swivel and dual rocker springs. Notice the strong channel steel legs and the smooth, baked-on finish (bronze, black, or white).

Model 46SR Pompano Swivel Rocker is 39" high, 26½" wide. Seat is 23" x 19" x 15½" high. Shipped KD, one per carton. Shipping wt. 44 lbs.

NOTE: The construction of seat, back, and base is identical on Models 46SR, 44SR and 42SR except for size and styling.



46SR upholstered in brown Mangrove Vinelle

furniture to live with

BY HOMECREST



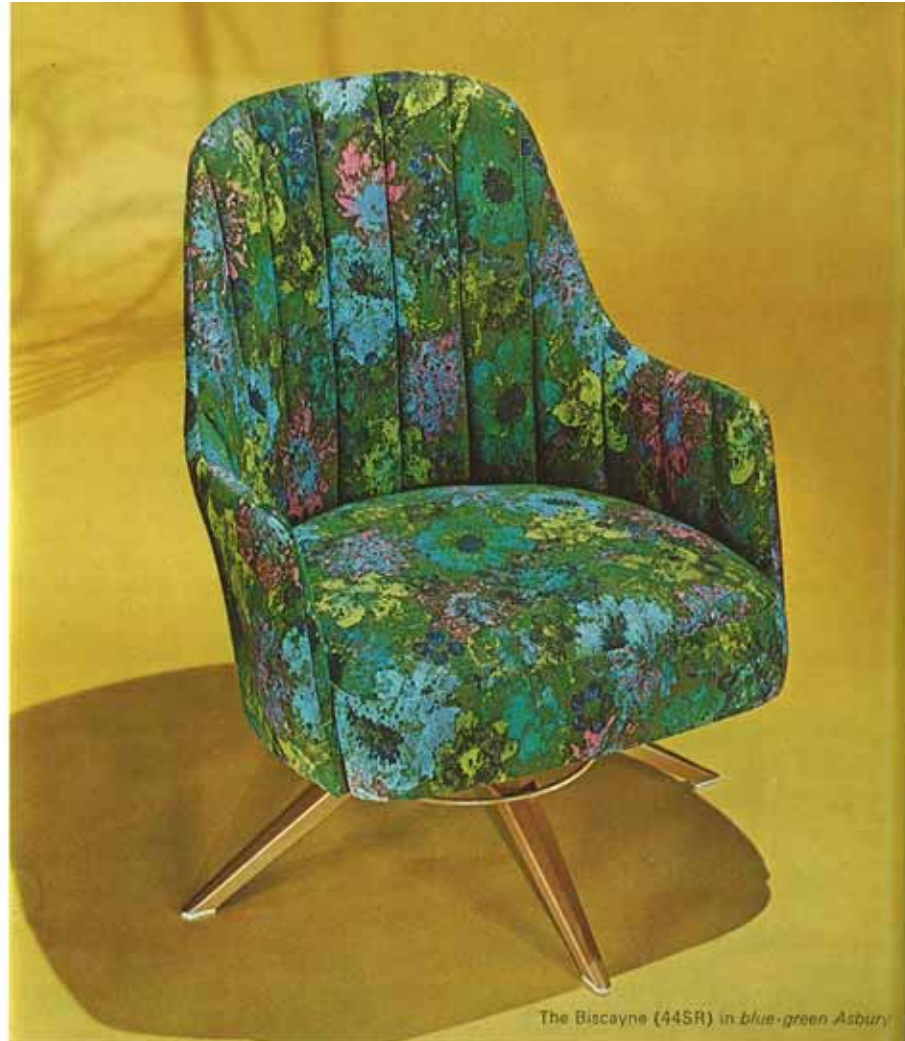
46SR upholstered in pumpkin Drama

The Biscayne

An exciting new channel-back swivel rocker with a personality all its own . . . mixes well in the company of other fine furnishings . . . pampers its owner with real old-fashioned Homecrest comfort. The Biscayne has Homecrest's familiar, time-proven, "floating comfort" swivel rocker base with eight-ball swivel bearing and dual rocker springs—finished in mar resistant bronze, black, or white enamel.

Its seat has layers of polyfoam cushioning supported on steel bands and helical springs in a cushion frame of double-channel steel construction. The back is formed of laminated Nu-ply hardboard generously padded with polyfoam cushioning, and trimly upholstered in a high grade fabric or plastic from a bigger-than-ever selection shown on pages 13 and 14.

Model 44SR Biscayne Swivel Rocker (shown in two coverings on this page). Width 26½"; height of back 35½"; height of seat 15½". Shipped KD, one per carton at 41 lbs.



The Biscayne (44SR) in *blue-green Asbury*



The Biscayne (44SR) in *blue Drama*



Daytona Model 42SR in black Delta Vinylaire



Daytona Model 42SR in persimmon Mangrove Vinelle

The Daytona

For those who live young—The Daytona Swivel Rocker's youthful and stimulating design combines the freshness of tomorrow with well known Homecrest comfort. Often bought in pairs or purchased as a companion to the Biscayne or Pompano, its smaller size and sleek, trim look encourage its use in many room situations.

The Daytona boasts of the same quality construction as the Biscayne. It has the same "floating comfort" swivel rocker base and the same channel frame with helical-spring-supported seat construction and laminated hardboard back—all cushioned with polyfoam and upholstered in your choice of 25 new patterns and colors.

Model 42SR Daytona Swivel Rocker (shown in two coverings on this page and also on the cover). Width 22½"; height of back 33"; height of seat 16". Shipped KD, one per carton, 35 lbs.

The Lounger



613 Lounger upholstered in flax Lancia Koroseal

The Lounger achieves a rare combination of relaxing comfort and clean design with its foam-filled seat cushion and armless construction. Its open styling makes it a favorite with decorators for home and contract use. Homemakers say the Lounger is so easy to clean and to clean around with its cantilevered end tables. Husbands like the economy of buying a sofa and two end tables for the price of a sofa alone.

The Lounger is available in a wide choice of fine nylon and cotton fabrics and expanded vinyl plastics in rich and vibrant colors. (See swatches on pages 13 and 14).

(All the chairs in this catalog coordinate well with the Lounger.)

Model 613 Lounger is sturdily constructed with a welded steel frame mounted on tapered tubular legs and finished in bronze, black, or white baked-on enamel. Its soft polyfoam seat cushion is supported by individual steel bands and helical springs. The channel back is formed of welded steel rod and tubing and upholstered with polyfoam cushioning material. Spot and stain-resistant Marlite table tops are finished in walnut wood grain.

Overall length 94", length of seat 63", height to top of back 32", to seat 17", depth of seat 20". Table tops 15" x 23". Shipped KD flat 88 lbs.

Naturally comfortable!

The Naturelle

Try it! The moment you sit in this handsome occasional chair you'll appreciate its wonderful, built-in comfort. Its form-fitting seat and back, cushioned with layers of foam and cotton, are engineered for hour-after-hour enjoyment.

You expect this comfort styling and clean design from Homecrest; and, in the Naturelle, it is yours at a very modest cost. The Naturelle fits anywhere in the contemporary home—in living room, family room, recreation room, or den—even in bedrooms. In fact its versatility has led to many uses outside the home—in office waiting rooms, lounges, church parlors, institutions of various kinds.

Model 38G Naturelle. A strong tubular steel frame, finished in bronze, black, or white baked-on enamel, supports the contoured seat and back of formed and laminated hardboard. Legs have large "floor-saver" swivel glides. Polyfoam and cotton cushioning is covered with your choice of upholstery plastics on page 13.

Height to top of back 30½", seat height 16", width 23½". Shipped KD; assembles with 2 screws. Shipping weight 29 lbs.

Model C38G Naturelle (for commercial use). Same as Model 38G but with extra bracing at rear legs. Recommended for schools and contract installations where exceptionally hard usage is expected.

Model 38 Naturelle. Same as Model 38G but with smaller plastic glides.



38G upholstered in persimmon Delta Vinylaire

Here the Naturelle (Model 38) is shown with Homecrest tables and sectional davenports. Many dealers use similar groupings in home and contract installations. Separate catalog sheets describing the following are available:

- 65 Chair
- 653 Davenport
- *652R and 652L Sectional Davenports
- *240 Corner Step Table
- *230 Step Table
- *250 Coffee Table
- 210 Coffee Table
- *38 Chair

**Included in illustration at right.*



Homecrest features of quality

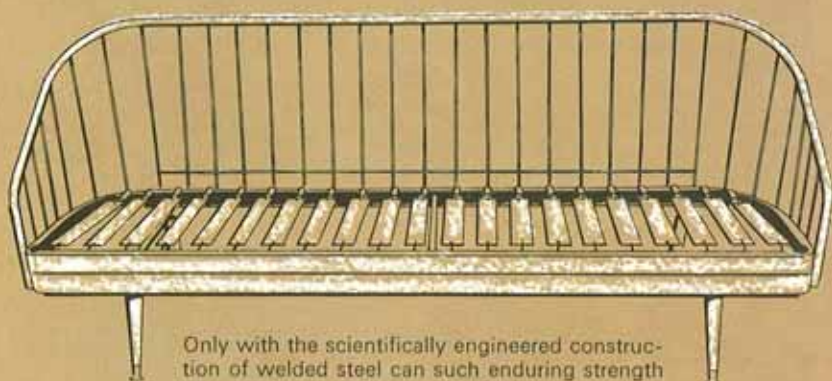
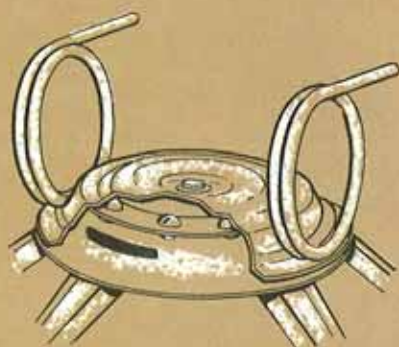
Cushion and arm pads are easily and inexpensively replaceable on many models.



Contoured seats and backs are welded at all stress points to form a remarkably rigid structure of relatively light weight.



Homecrest's "floating comfort" swivel rocker base has dual rocker springs and dome-shaped platform swivel with eight ball bearings for maximum rigidity, smooth operation, and long life.



Only with the scientifically engineered construction of welded steel can such enduring strength be combined with such trim styling.

Homecrest products have a baked-on enamel finish which is resistant to chipping and peeling. The welded frame is first completely cleaned with a hot caustic solution, hot rinsed, phosphate coated, rinsed again, and then neutralized. Components are then dipped and sprayed electronically with mar-resistant enamel and baked at a high temperature to assure a smooth hard surface.

Most interesting cover and color selection in Homecrest history

What wonderful colors!

Never before have we offered such an exciting upholstery selection—both new fabrics and expanded vinyls in vibrant new colors, carefully selected and coordinated.

Expanded vinyls

All the expanded vinyl plastics shown on page 13 are of top-quality, full-bodied type with a tough plastic surface backed up by a layer of foam for softness and a layer of fabric for strength. These remarkable materials have a luxurious feel, resist stiffening and cracking, won't fade, and wear beautifully.

Lancia Koroseal

(FIRST COLUMN ON OPPOSITE PAGE)

A popular tweed-textured expanded vinyl by Goodrich in subtle tones that blend well. Cleans easily. Excellent wearing qualities. Choice of five colors. (Texture reproduced actual size).

Delta Vinylaire Supersoft

(MIDDLE COLUMN ON OPPOSITE PAGE)

A smooth expanded vinyl by Masland that looks and feels like real leather—pleasantly soft and a wonder for wear. Choice of seven colors carefully selected to coordinate with those in the Mangrove print group. (Texture reproduced full size.)

Delta 12-gauge plastics

(MIDDLE COLUMN ON OPPOSITE PAGE)

The Delta pattern shown in the middle column is also available in a 12-gauge virgin vinyl plastic. Recommended for use only on Models B25, C25 and 38 because it has less stretch and strength than the expanded vinyls above. All colors shown in this column are also available in 12-gauge unsupported plastic (for use only on models B25, C25 and 38).

Mangrove Vinelle

(FAR COLUMN ON OPPOSITE PAGE)

A lively floral in bold new colors. All of the rich beauty of a fine fabric has been captured in this expanded vinyl manufactured for Homecrest by Bolta Products. Choice of three colors. (Patterns are reproduced one-third size.)

Lancia (KOROSEAL)



FLAX



TURQUOISE



BEIGE



PERSIMMON



BROWN

Delta (VINYLAIRE)



BISQUE



AVOCADO



GOLD



WHITE



TURQUOISE



BLACK



PERSIMMON

Mangrove (VINELLE)



BLUE



BROWN



PERSIMMON

Asbury (COTTON)



BLUE-GREEN



OLIVE

Asbury

An exciting new high quality, firmly woven cotton print that will bring life and color to any room. The vibrant colors in these prints are chosen to accent and complement the 100% nylon fabrics below. Fluoridized with DuPont's Zepel to form a chemical shield that rejects water, oil, or grease and prevents their being absorbed.

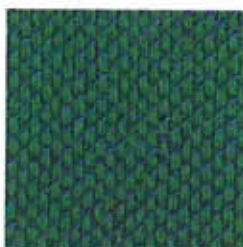
Drama (NYLON)



PUMPKIN



OLIVE



TURQUOISE



TOAST



CHAR-BROWN



GOLD



RED



BLUE

Drama

Your choice of eight carefully selected colors in beautiful 100% nylon fabric. Scotchgard treated to repel dirt and stains. Even oily stains blot off with ease. Keeps your Homecrest furniture fresh, clean, and beautiful much longer.

Homecrest Co.
WADENA, MINNESOTA

It is with some pride that we have presented to you this new catalog.

We believe that it depicts, as honestly and truthfully as words and pictures can, the inherent beauty and attractive styling of Homecrest furniture. It will help you and your salesmen tell your customers how Homecrest furniture can be an enjoyable and active part of their lives.

Even the best and most realistic photography and most carefully and accurately chosen words, however, can only supplement your complete floor display. This alone enables your customers to examine the soundness of construction and to appreciate the incomparable comfort of this fine furniture.

The important additions, included in this catalog for the first time, give Homecrest furniture even broader appeal . . . give you even more reason to take pride in selecting this fine furniture. Whether your customers are people of substantial means or budget-minded young couples, you have made it possible for them to enjoy well styled furniture of exceptional comfort that will be proud additions to their homes for many years.

HOMECREST COMPANY

A. L. Engelmann M. M. D. Matthews

Excerpts from Homecrest's Important Summer Catalog

Homecrest's tradition of distinctive furniture for casual living has achieved great new popularity for use on the lawn and patio.

The Carousel Set brings the relaxing comfort of Homecrest swivel rockers to the patio . . . helps you fill summer hours with more enjoyment. Chairs rock and swivel. Table has "lazy-susan" swivel in base. Foam cushions are covered in cool summer fabrics or plastics.

The Siesta Chaise has contoured construction for maximum relaxing comfort. It rocks and swivels and adjusts in seconds to your mood of the moment. Cushion is upholstered in a wide choice of gay summer prints of plastic or cotton.

The Courting Swing adds beauty and personality to the lawn or patio. Sturdily built for years of enjoyment. Contoured and cushioned seat, adjustable in height, is supported by resilient oversize coil springs. Triangular end frames won't sink into lawn.

A new summer catalog will be available early in 1965.

PERMANENT SHOWROOMS

CHICAGO—1649 American Furniture Mart
DALLAS—235 Home Furnishings Mart
LOS ANGELES—962 Home Furnishings Mart
MINNEAPOLIS—461B Midwest Mdse. Mart
SAN FRANCISCO—521 Western Mdse. Mart



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