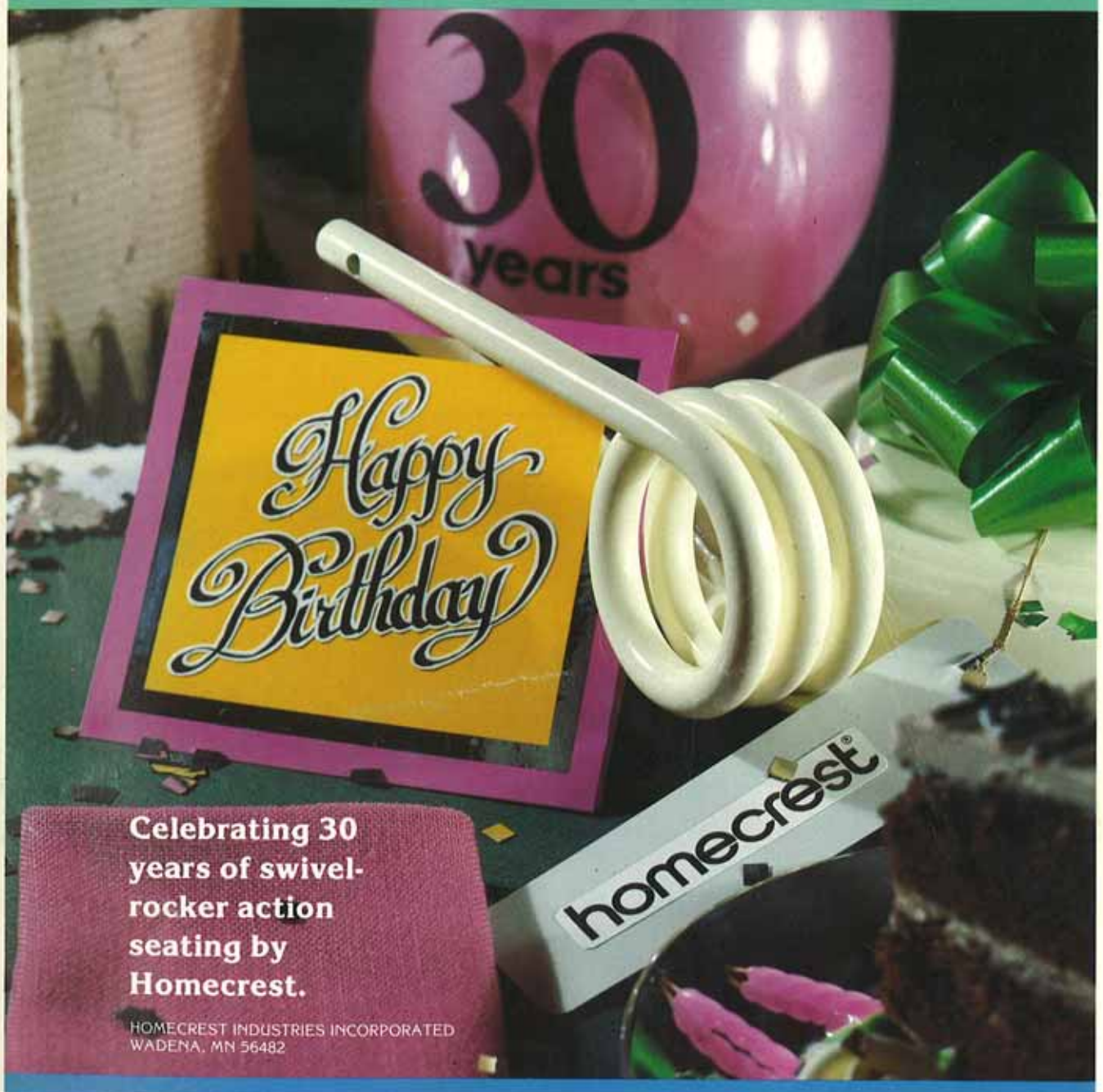


homecrest®

A PUBLICATION OF HOMECREST INDUSTRIES INCORPORATED

VOL. 1 ISSUE 1



**Celebrating 30
years of swivel-
rocker action
seating by
Homecrest.**

HOMECREST INDUSTRIES INCORPORATED
WADENA, MN 56482

Action Features: Products that Perform ● The Science of Selling ●
● Display Dynamics ● The Latest in Fashion Fabrics ● Fighting Freight ● Floor
Planning to Build Sales ● CELEBRATION!



From the Editor's Desk:

Homecrest's first magazine-format catalog is revolutionary for the casual furniture industry. Traditionally, casual furniture manufacturer's catalogs have been very one-dimensional affairs. The manufacturer presents its product and colorations to you and that's all.

It is Homecrest's goal to offer you more. This magazine/catalog of active leisure offers our product and colorations AND helpful information covering subjects about which you want and need to know. Subjects such as merchandising, selling, displaying and accessorizing are presented in magazine article format so that the Homecrest magazine/catalog becomes a multi-dimensional affair — a useful dealer sales aid.

I'm sure that the casual furniture industry should operate in a "family" atmosphere. Business relationships between manufacturer and dealer work best on a personal, sharing basis. This publication is our way of helping you and us by our sharing a variety of information with you. Our magazine/catalog tells you why Homecrest is "the comfortable decision". It can help you sell more product, more profitably.

JKM

My Sales Representative is:

PLACE BUSINESS CARD HERE

homecrest®

C O N T E N T S

Calendar p. 2 Feedback p. 2

Listen to what some of your customers have to say about Homecrest products and service.



The Proven Performers: Majorca p. 14 Cricket p. 16 Montego p. 22



Display Dynamics p. 4

Making a strong presentation has its problems, and its payoffs.

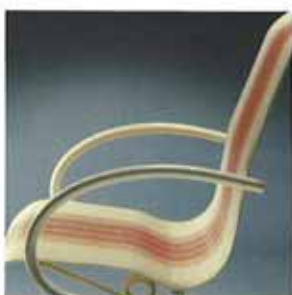


S.O.S. Cushion Program p. 28 Summer Vinyls p. 30 Vinyl Strap p. 33



Celebration! p. 8

After 30 years of action seating, Homecrest isn't just getting older — we're getting better!



Sacramento p. 34 Kingston p. 35 Key Largo Aluminum p. 40 Indoor Casual p. 44

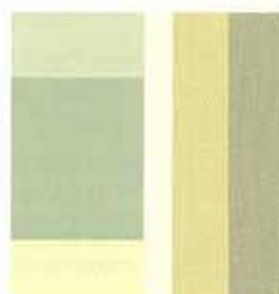


The New Participants: Barcelona p. 13 Savanna p. 20 Barbados p. 38



Frame and Fabrics p. 54

Some tasty combinations to whet your appetite.

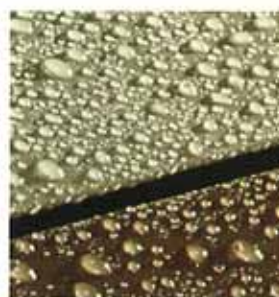


The Science of Selling p. 12

Reprinted with kind permission from Professional Furniture Merchant Magazine.



Frame Finishes p. 51 Comfortext p. 56 Sunbrella® p. 58 Summer Vinyls p. 59 Vinyl Straps p. 60



Feedback

Here's what some of your customers are saying about Homecrest:

You can be confident that your customers will like their Homecrest purchase long after the point of sale. The following comments were taken from our consumer questionnaires. Some comments are taken from initial consumer responses. Several are taken from follow up questionnaires filled out two to three years after the initial purchase.

From Montana

"I have 3 pieces I have left out on patio for 3 summers — still like new tho patio is uncovered. Just got 2 padded chairs for porch & 2 mesh top end tables. Love it all."

From Texas

"These are terrific chairs — we now have 4 & chaise. Relatives have had some for many years."

From California

"My daughter bought hers over 1 year ago & has been very satisfied. That's the reason we bought ours."

From North Dakota

"Picked up the furniture (swivel rockers) as extra pieces while shopping for davenport for living room."

From Missouri

"Is very comfortable, sturdy, nice looking & a reasonable price. I love it."

From Idaho

"Probably the most important reason we bought your patio furniture is knowing (our dealer) would only sell top quality."

From New York

"Extremely good looking, modern furniture — have received so many compliments. We're proud to have it."

From Ohio

"Been doing business with this company for many years. (I) like their products."

From Wisconsin

"Keep up the good work. We are 2 satisfied customers."

From Minnesota

"We really like our purchase. It's beautiful & the price was right.... Our friends have some Homecrest patio furniture and we liked sitting on it."

From New Mexico

"Love our furniture."

From Florida

"The furniture is extremely attractive & comfortable." And the spouse added, "Very beautiful furn! No problems at all."

From Indiana

"Hanging chair looks good by pool — can be disassembled for compact winter storage — very comfortable & relaxing."

CALENDAR

- July**
- 8-13** Dallas Summer Home Furnishings Market, Dallas Market Center, Dallas. Showroom: 14025 WTC
- 13-16** Summer Market, Northwest Home Furnishings Mart, Seattle.
- 22-26** Summer Home Furnishings Market, Western Merchandise Mart, San Francisco. Showroom: Showplace Square—Concourse, Space 265
- 25-29** Minneapolis Home Furnishings Market, Midwest Merchandise Mart, Minneapolis. Showroom: Space 362
- August**
- 4-6** Fourth Indiana Furniture and Accessory Market, Indiana Convention Center, Indianapolis.
- 5-8** Unfinished Furniture Show, Rosemont, Illinois.
- September**
- 9-11** Dallas Market for Casual Living, Dallas Market Center, Dallas.
- 21-25** National Casual Furniture Show, Merchandise Mart, Chicago, IL. Showroom: 1659 Merchandise Mart
- 12-22** NHFA Second Annual Furniture Sale & Sweepstakes
- October**
- 18-26** High Point Fall Southern Furniture Market, Southern Furniture Market Center, High Point, NC. Showroom: 527-531 Design Center.
- November**
- 4-6** Minneapolis Mini Market, Midwest Merchandise Mart, Minneapolis. Showroom: Space 362
- 1985**
- January**
- 13-18** Dallas Winter Home Furnishings Market, Dallas Market Center, Dallas.
- February**
- 6-10** Minneapolis Furniture Market, International Market Square, Minneapolis, MN. Showroom: Space 4116, 4118
- April**
- 18-26** High Point Spring Southern Furniture Market, Southern Furniture Market Center, High Point, NC. Showroom: 527-531 Design Center
- May**
- 5-7** Minneapolis Spring Furniture Market, International Market Square, Minneapolis. Showroom: Space 4116, 4118.
- June**
- 10-13** NEOCON Contract Furnishings Market, Merchandise Mart, Chicago, IL. Showroom: Space 1659 Merchandise Mart.

Market dates are subject to change. Contact market centers directly to verify dates before making plans to attend.

Feedback Continued

From Iowa

"We own 5 pieces of Homecrest patio furniture and I would like you to know how pleased we are. No other brand is comparable."

From Pennsylvania

"This is the first time we've purchased anything that had all the screws, nuts, bolts, etc. in the package & we appreciate that."

From Washington

"We just purchased our patio furniture. Real comfy & seems real sturdy. Hope they last a long time." In a follow up questionnaire over a year after their purchase, these people commented that they were still "completely satisfied."

From Virginia

"Thought it was a very fine piece of furniture."

From North Carolina

"I like the way it lasts. I keep adding new pieces along with the old ones and they all look the same."

From South Dakota

"Superior quality. We have recommended to friends."

Tabulations done by an outside computer organization show that 93.4% of all consumers purchasing Homecrest product are satisfied with their buying decisions. This is an incredibly high satisfaction rate and one that affords Homecrest dealers a relatively worry free retail sale.

Freight Facts

Who Actually Pays?



Bob Dolen and
Howard Walther

One of the more frequent statements we hear from our dealers is "Nice line, but the freight is killing me." It doesn't seem to make a great deal of difference where the dealer is located. The customer two hundred miles away is just as apt to complain as the one two thousand miles away. The dealer who has a 10% freight factor is as unhappy as the one that pays 20% or more.

The point is that freight is a constant source of irritation to everyone. But it is a fact of life — inescapable. There is no way we can make it go away.

What we can do is try to ease the pain as much as possible. The following suggestions might be helpful in accomplishing this:

1. Make sure your stock order is large enough to make pool truck shipment feasible. (Truckload is better, of course)
2. Pool your special orders in order to accumulate as much weight as possible. The larger the order the less the freight factor will be.
3. Remember that freight companies charge by the pound — not the dollar value of the merchandise shipped. An order largely consisting of our lower priced items will obviously have a higher freight factor than one made up of higher priced items.
4. Be aware that some categories of our furniture have higher freight classifications than others. Our swivel rockers and KD flat tables carry lower freight rates than our chaises, sofas, and hi-lo adjustable tables do. Keep this in mind when placing your stock order. If you order a few extra chaises, adjustable tables etc. at that time you can prevent higher freight costs that come with the later fill-in shipments.
5. Remember that we are all in the same boat! Be assured that alleviating freight problems is a high priority matter with us. If you have a freight problem do not hesitate to call. We will do our best to help you.

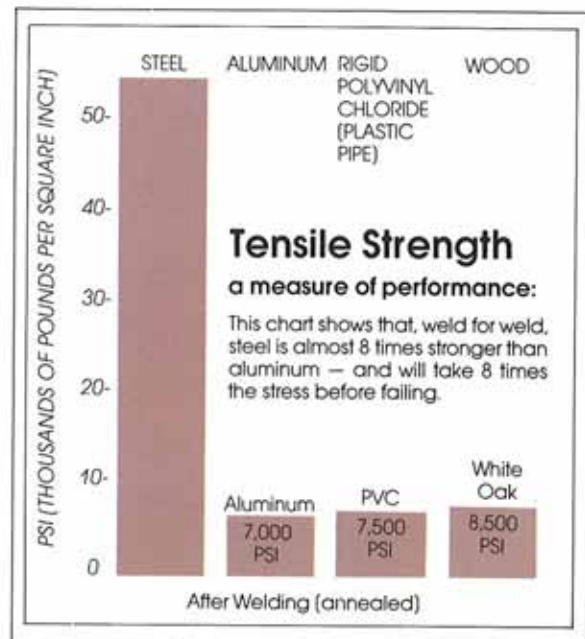
Why Steel?

Steel has long been recognized for its versatility, and its excellent strength-to-weight properties. Even mild grades of steel will permit structural designs which cannot be achieved in other materials. As a result, the steel structure can often prove to be more economical.

In furniture, steel frames allow designs that are slim in profile, durable, and extremely stable.

What about rust?

Atmospheric oxygen is a great friend of all materials, teaming up with them to form oxides of various colors; aluminum oxides are grey, plastic oxides are chalky white, and iron oxides are the familiar reddish brown, or "rust". Eliminating exposure to oxygen will eliminate rust, and the easiest way to accomplish this is by periodic paint "touch-ups". A variety of rust-inhibiting sprays are available to serve the same purpose. To help keep maintenance to a minimum, Homecrest steel products are thoroughly cleaned, phosphatized, given a zinc rich undercoat bath, and painted with fused polyester powder, literally baked-on in an infrared oven.



Display

Does All That Effort Really Pay Off?

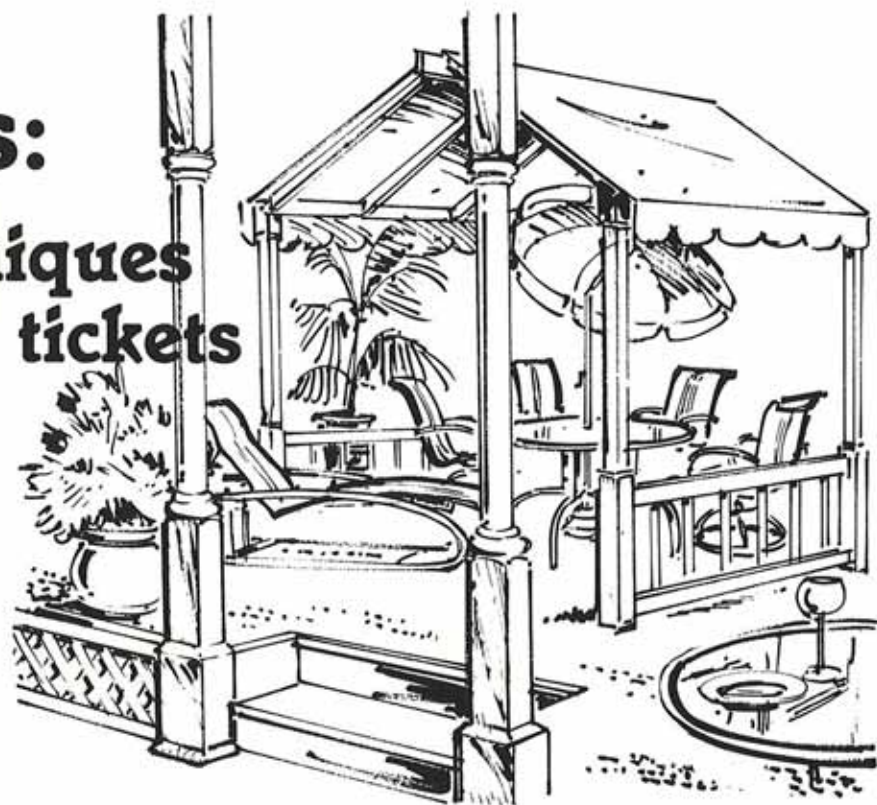
Show-offs: Display techniques to sell bigger tickets

Reprinted from NHFA's
CompetitivEdge

Galleries, little shops, and vignettes are the perfect showcases for today's merchandise. Sentimental country, sensuous Art Deco, and romance-struck traditional are the looks consumers hunger for today—and all take naturally to the multi-accessory looks these "boutique" display methods suggest.

Galleries, whether manufacturer-provided or organized by the retailer from a variety of sources, make good economic sense. Fully coordinated collections make shopping easier, and invite big-ticket sales of groupings, as well as encouraging accessory add-on sales. Merchandise as classic as grandfather clocks and as new as electronic equipment is being sold through galleries, which provide extra sales in coordinating furniture pieces as well as making selection of primary items easier.

Little shops give added importance to selected merchandise, and give

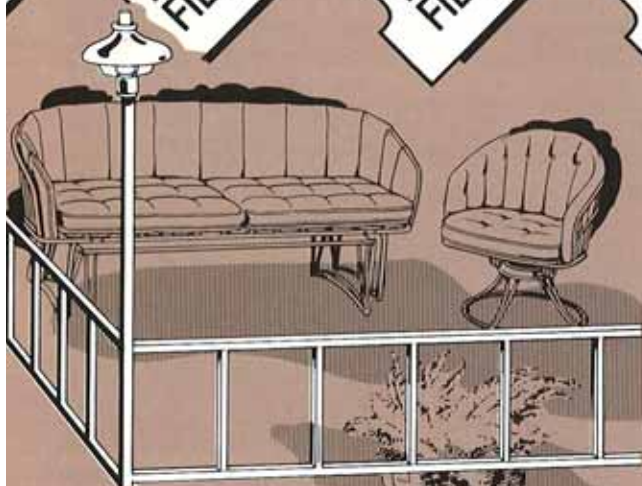


consumers the desirable "boutique" shopping experience that draws traffic. Both galleries and little shops are complemented by the luxurious look of accessorized vignettes. Whether the furniture is sleek or cozy, the aim is to create the strongest mood message possible in the smallest space.

Many of the retailers who sustained business momentum during the recession often credit their show-off display techniques—galleries, little shops, vignettes or a combination—with convincing customers to buy. **h**

"The Garden Party Shop": White columns, a simple scalloped valance or awning, green Astroturf or a "grass-strewn" floor, and presto! — a charming backyard shop has been economically created. The columns may be assembled from turnings available in home improvement centers, and the awnings can be cut from Comfortext material, and stapled in place. Platforms and steps should be clearly marked with bright carpet tape for safety.

Shown at right: additional display ideas to copy or spark your imagination.



A wood-simulated wrought iron railing is an easy way to establish the look of an outdoor environment while it controls traffic around your display. Some outdoor lanterns, potted "shrubbery," and a small awning will enhance the effect.

Even a fake pool will cool customers on a hot day. Glossy blue plastic sheeting is the "water" (or try blue bubble packing over silvered mylar film for a frothy look), edged by white dryer ducting. Bright nylon marine-type rope with floats adds realism.



Want a festive, ice cream parlour look to catch attention?

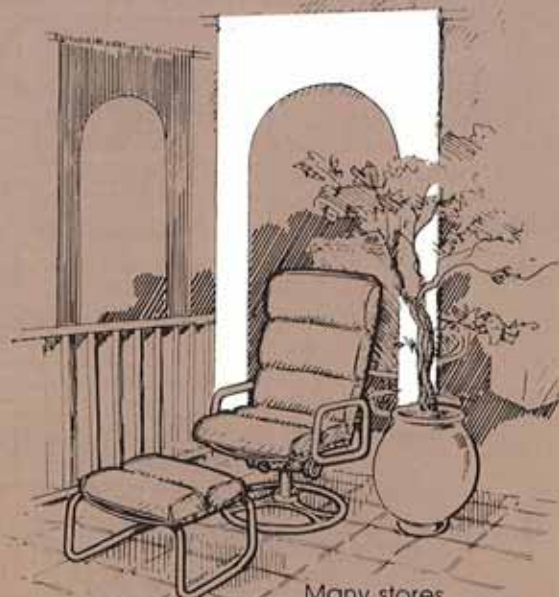
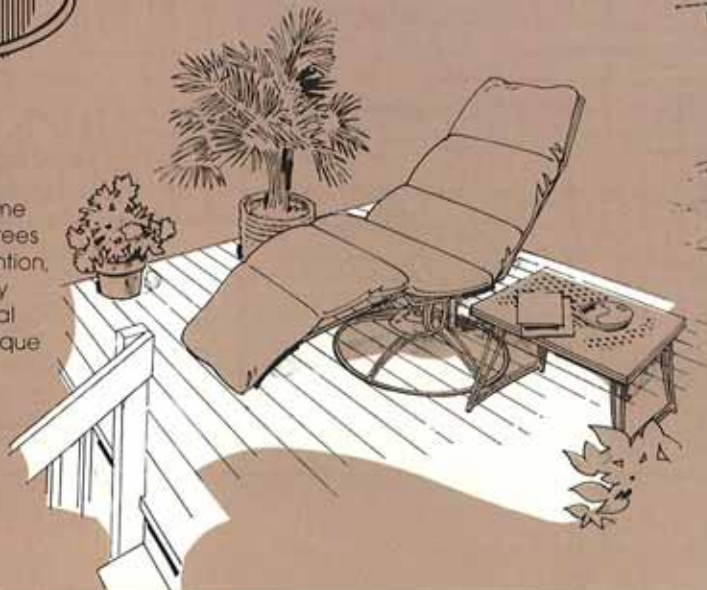


Plastic beach balls in pastel colors with a cardboard "cone" will make your patio display look good enough to eat; mount promotional signage and hang with monofilament fish line.



Is there a better gift promotion than comfort? A ribboned carton and chair will get your point across for a head-turning display any time of year—especially for the bride.

A simulated deck with some potted plants and palm trees (real or not) will draw attention, define your casual display area, and highlight special items—like Homecrest's unique Siesta Chaise.



Many stores have made use of the Comfortext divider panels to define their patio presentations. Arches cut into these panels add an architectural dimension to this effective display tool.

Floor Plans That Work:

Outdoor furniture needs to be displayed properly if you wish to maximize your sales efforts. In fact, outdoor furniture should be given as much attention as your other furniture displays.

In many parts of the country, outdoor furniture sales opportunities last 5-6 months. Sales tend to be spontaneous in nature. Seldom do outdoor furniture customers deliberate their buying decisions for several weeks. You generally get one or two chances to sell a specific customer. That is why



Homecrest's new showroom in the Design Center, High Point Market

you must prepare your floor in such a way as to capture the attention of and gain the confidence of the prospective buyer.

Your display of outdoor furniture clearly says something—good or bad—to the prospective buyer.

A proper display says you are the outdoor furniture expert and the proper store from which to buy.

Proper displays do not have to be expensive. The diagram below requires 638 square feet of floor space, approximately a \$2,700.00 investment in floor samples and between \$175.00-\$250.00 for display appointments—hanging divider panels, signage "corner fence" and "greenery."

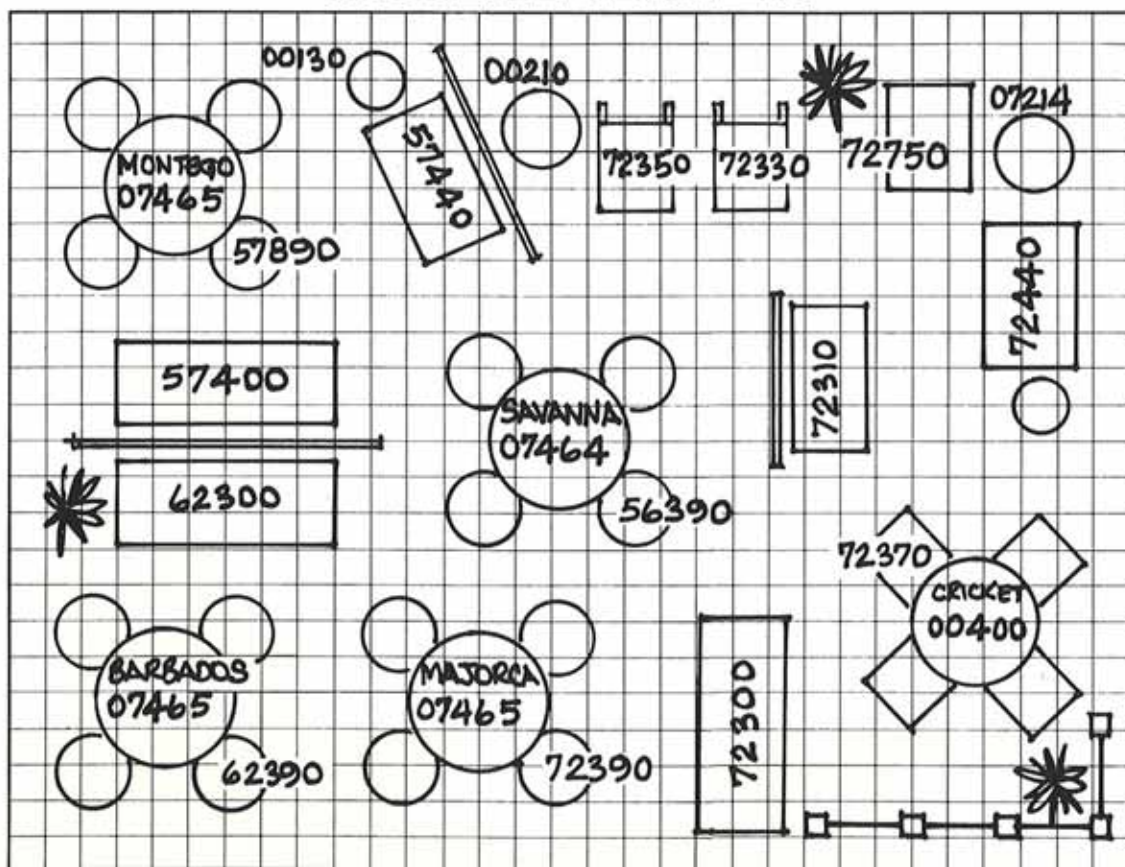
The traffic flow of the pictured floor plan is open and purposeful. Whether your display is an island or borders the front window or an interior wall, your customers can enter, exit and mingle easily. Items are spaced far enough apart so product can be tested. Line-of-sight is developed around an "X" plan that lets the customers and your retail sales people move from one price point to another in a logical fashion.

Remember, your display tells your customer something. Properly planned, arranged and accessorized your outdoor furniture display will let your potential customers know that you are the store from which to buy outdoor furniture.

Good display, good selling!

"Proper displays do not have to be expensive. This diagram requires 638 square feet . . . and between \$175 and \$250 for display appointments."

SUGGESTED DISPLAY:





Far Left: Tabletop place settings, dried flower arrangements, lamps and wall decor complete this presentation in a Lexington, KY store.

Left: Crepe-paper "sundaes" and streamers give a party atmosphere to our "Birthday" window in High Point, NC showroom.

Put Pizazz Into Sales: **ACCESSORIZE!**

Reprinted from CASUAL LIVING magazine

"The basic reason for the astounding increase of accessories sales in the casual furniture market is that if a merchant has 'decorated' a setting of tables and chairs costing hundreds of dollars with unbreakable glasses, coasters, mats and perhaps an ice bucket and tray, he will not only sell the tables and chairs, he's going to sell them more quickly and end up selling the customer the table top products, too."

This comment, from James Stotter, president of H.J. Stotter, Inc., the single largest resource for casual lifestyle accessories, helps explain the boom in accessories sales to Casual Living's stores.

Mr. Stotter, and Carl Morris, the Wyckoff, New Jersey sales representative he credits with having "created" the firm's casual furniture store's market, estimated that a store doing perhaps two million dollars annually in furniture should easily add on an extra fifty to seventy-five thousand dollars, at retail, in accessories. "And that, frankly," said Jim Stotter, "doesn't include how many of those furniture dollars were made because of the accessories in the first place."

"The basic, individual sale in tabletop products may be relatively small," explained Carl Morris, "But once a potential customer has been 'wooed' through attractive display into spending \$750 to \$1500 on a table and four chairs, it is very simple to sell him another \$100 to 'dress up' his table.

Mr. Stotter cited another useful

sales tool for the enterprising store. That is to use the accessories as a "give-away" or premium. He recommends this "coup" to top off a big sale. It will create good will.

H.J. Stotter, which began a little over a quarter century ago, started as a manufacturer of plastic mats. About 15 years ago, they added plastic drinkware to their line. Shortly after that Carl Morris made his first sale to a store in New Jersey selling casual furniture and to another one in Connecticut. Buyers thought they were buying for display only. Amazingly, Mr. Morris and the owners soon discovered that the accessories not only made the furniture look better, but that most customers wanted to buy the display as well.

"Another thing was happening about the same time," said Mr. Stotter. "The consumer was beginning to realize that plastic was not always cheap, that it could be manufactured with quality and care and styled to be a part of the overall home fashion picture. This fact, coupled with the intrinsic practicality of merchandise

that didn't break or blow away and which was dishwasher-safe cinched the sale for what has now become the 'casual lifestyle' market."

Stotter's business in this area grew steadily for the next ten years. Then the explosion occurred. "Plastics was discovered," and in the last five years, this market has more than tripled itself. As more families bought suburban homes they began spending more and more time outdoors. It was logical they would want to enhance this new "living area" just as they had done before on the interior of their house, Mr. Stotter said.

"And, even better for us," added Carl Morris, "this was merchandise none of them had already owned. Once they'd come to the point where they spent a great deal of time on their porches and patios, they simply had to go out and buy new accessories. The fact they continue to do so—frequently adding new patterns—will bring them regularly into the store. While they're there, they will see and are attracted to other merchandise. Even in Carl Morris' Middle-Atlantic territory, with an outdoor season of maybe six months, business is always booming. "Because," interjected Stotter, "the customer who learns that easy-care merchandise which is so perfect for outside, is also very nice—period. It is then that the family includes it in its winter-time living and entertaining."

"In addition to a store increasing its overall sales, a good selection of tabletop merchandise positions the

Continued on Page 11



The B-25, now model number 90250, was developed over 22 years ago. This swivel rocker's predecessor started our action chair history.



Mert Bottemiller: The man behind the revolution. Mert was inducted into the Minnesota Business Hall of Fame in 1979. His honor came as a result of his many years of innovative design and development in the furniture industry.

CELEBT

30 years ago Homecrest introduced

Celebration (to commemorate, to keep)! Homecrest is celebrating its 30th year of manufacturing furniture. We commemorate or call to mind our 30 year history. We'll keep the qualities of product and people that have made Homecrest great so that we insure a solid future. We commemorate our history. Thirty years ago Homecrest introduced the chair that would change outdoor furniture. For 30 years, Homecrest maintained its niche in the outdoor furniture industry. Homecrest was synonymous with action furniture — Homecrest was "the comfortable decision."

ATTENTION!

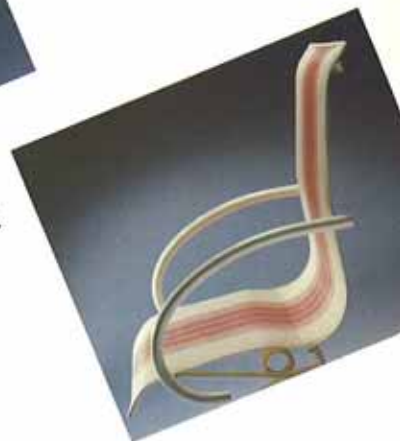
Chair that would change outdoor furniture.

Others, quite recently, have jumped on the action and wagon. But they have not duplicated the action and comfort of the Homecrest product. Look closely at a Homecrest spring (we make our own, you know). The Homecrest coil works in compression—each time you rock back you are winding, not unwinding, the spring. That's important! That's why the Homecrest springs pass the 1,000,000 cycle rock test and keep going. That's why the recent competitors' rockers failed between 50,000 and 190,000 cycles—Homecrest is "the comfortable decision."

Our history is made proud by the Homecrest "family" of workers. We have a work force that is concerned with a high work ethic standard. That means we take pride in our work. That means we build a quality product. We build a product that offers a true value to the consumer. There is no less expensive product than a quality made item sold at a fair price. Our customer service departments are second to none. Ask any Homecrest dealer



67390
Kingston
Swivel Rocker
The standard for
comfort in action
strap seating.



72390 Majorca
Swivel Rocker
Controlled support
that made the
"sling" seat
obsolete.



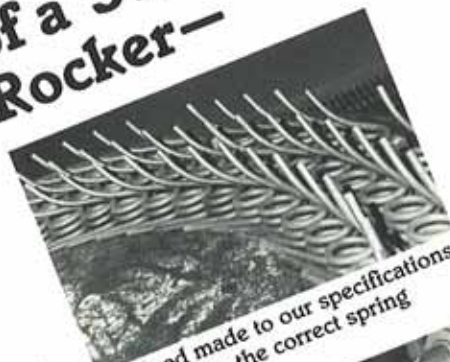
57890
Montego
Swivel Rocker
Deep-seated
cushions on a
floating strap deck.

The Making of a Swivel Rocker—

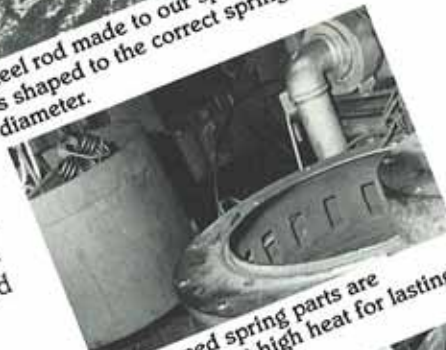
CELEBRATION!

how Homecrest takes care of its customers' problems and you'll hear a loud—"Homecrest is the comfortable decision."

As Homecrest looks to its future, we pledge to keep those practices and traits that have made us "the comfortable decision." We will also look for ways of continuing to contemporize our products and our programs. We plan to work with you so that we both can prosper and celebrate the future. **h**



Steel rod made to our specifications is shaped to the correct spring diameter.



The shaped spring parts are "tempered" at high heat for lasting resiliency.

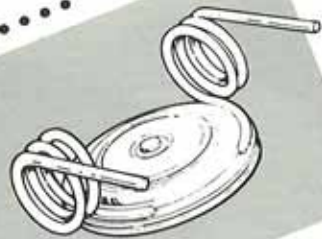


Welding the spring parts to the swivel plate is critical—we use computers for dead-on accuracy.



Riveting the swivel parts together completes the mechanism. Our own 350 ton press forms the heavy gauge steel of our swivel.

No....



...there's nothing like it.



72900 Majorca High Back Swivel Rocker. Blueberry Stripe Comfortext.

ACCESSORIZE!

Continued from Page 7

store as a high fashion furniture showroom. It puts them into a category which would enhance even a 'bare bones' furniture store, encouraging customers to come in to look for gifts and for other smaller items. All of this, of course, brings them into the store more often."

Some Stotter selling points include not only the obvious fact that the merchandise is unbreakable and can be cleaned simply, but also that:

- Placemats can be left on the table and will neither stain nor be damaged by sun or rain. Best of all, they won't blow away;

- Drink glasses are available in hundreds of colorings, shapes and sizes, from a giant ice tea glass through regular drink glasses to insulated mugs and a handsome stemmed wine;

Continued on Page 41



Homecrest at High Point: The raised deck is made in sections; easier to assemble, and to re-locate. Pool liner and fake brick dress up the plywood "lily pond".

The Testing Never Stops

The Mad Rocker

One million complete rocking cycles with a 150 pound "person" going for the ride—that's what every new swivel rocker design is subjected to. If the structure can't take it, it doesn't get into production.



Sock-It-To-Me-Test

Some people ease into a chair—and some flop. If you're a "flopper" you know that every chair isn't for you. We build for everybody, so we make sure our chairs can take it by "flopping" 155 pounds from 6 inches. That's the equivalent of 620 pounds of dead weight! Think about it.



Rack 'n Roll Machine

Dining chairs may be called "stationary", but the people in them aren't. They lean forward—they lean back—balancing on two legs, or even only one! So we built a machine that does the same thing (almost). If you do your balancing act on one of our chairs, the chair will take it...



Salt Spray Jack-oosy†

There's no free lunch. If you want the performance of steel, you have to live with corrosion maintenance. We use this salt spray cabinet to test materials and applications that keep corrosion to a minimum.

† Not to be confused with a familiar People-Spritzer



The Science of Selling

Selling is a profession — Do you have the criteria to make it work in your store?

Reprinted from PROFESSIONAL FURNITURE MERCHANT

by Julia McNair Docke,
Managing Editor

Your Number 1 investment is your salesstaff.

Why? Because sales is the most critical area affecting the profitability of your furniture store(s). You can have the best advertising, display, merchandising, and values backed up with excellent service, reasonable financing, inventory control, and computerized bookkeeping — and all of this will get you nowhere without capable salespeople.

They alone can influence the final decisions to buy. They alone can move customers to action. They alone can make or break your bottom line.

The psychology, philosophy, and technology of good salesmanship are the subjects of more articles, speeches, and seminars than any other given topic in this country today, and for good reason — no one is quite sure what makes the magic for a good salesman.

"Sales has been called a profession, yet it lacks much of the criteria to meet the definition of this word," says Bill Welp, president, The Human Energy Corporation, West Redding, Connecticut. "It is necessary to identify those elements, conditions, and actions that have a positive effect on the execution of this all-important function."

T.H.E. (The Human Energy) Corporation conducted a research project to provide criteria that could be used by management and sales to insure the skillful execution of the "profession of selling."

In the study that was conducted during an eight year period, involving over 9,000 managers representing 650 companies, many findings were revealed. Among them, the following information came to light on successful salespeople.

- They believe in preparation. They do their homework. They do not fly by the seat of their pants, or

wing it, hoping that things are going to work out beautifully. The driving concern to be successful forces them into the discipline of preparation.

- They know their customers—not just the personal idiosyncracies of individuals (although this is important) but the conditions under which the customer is operating. They understand the customer's problems and assist the customer in identifying those problems and in finding answers.
- They are comfortable in communicating in the sales role. It is not a special act they put on, but an extension of their basic personality.
- They have a very healthy and positive attitude about the function and role of selling. They love their profession. They do not see sales as merely a stepping stone to achieve some other position.

Continued on Page 26

Wrong:



Salesman: Can I help you?
Customer: No, I'm just looking.

Right:



Salesman: Did you come in to see our wall units advertised in this morning's paper?
Customer: No, but I would like to see a sofa.

Wrong:



Customer: How much is this chair?
Salesman: \$295.00

Right:



Customer: How much is this chair?
Salesman: I can give it to you for \$295 in this color, or we have a new print for just \$10 more. Which would you prefer?

BARCELONA



Coming to you this Fall...

M

A

J

Majorca Dining Ensemble: 72390 Swivel Rockers - 23"W, 35"H, 16½"SH; 07465 Dining Table - 46"Dia., 26½"H; 00070 Umbrella - 7½ Ft. Dia.; 00080 Umbrella Base; 72300 Chaise - 26"W, 60"L, 34"H, 14"SH; 07214 End Table - 21½" Dia., 16"H. Shown in Vanilla Frame Finish, Toffee Stripe Comfortext fabric.



O

nly the grating cicadas broke our seclusion. We stretched out in the warm rays of the afternoon sun, sipping Fanta with Cheese Doodles, while waiting for the paella to thaw.

R

C

A



07214 End Table
It's "user friendly", and no manual needed. Only three nuts fasten the tempered glass to its folding legs. Also features soft vinyl edging on glass.



07465 Dining Table
Exclusive soft vinyl edging protects the tempered glass table top; legs fold for shipping. Quick set-up: only 4 nuts. Umbrella has three tilt positions. Shown in Toffee Stripe Comfortext.

72300 Chaise
The best response to every move; this infinitely adjusting chaise will play any strategy as long as it's a comfortable one. Sled base for holding a firm position.



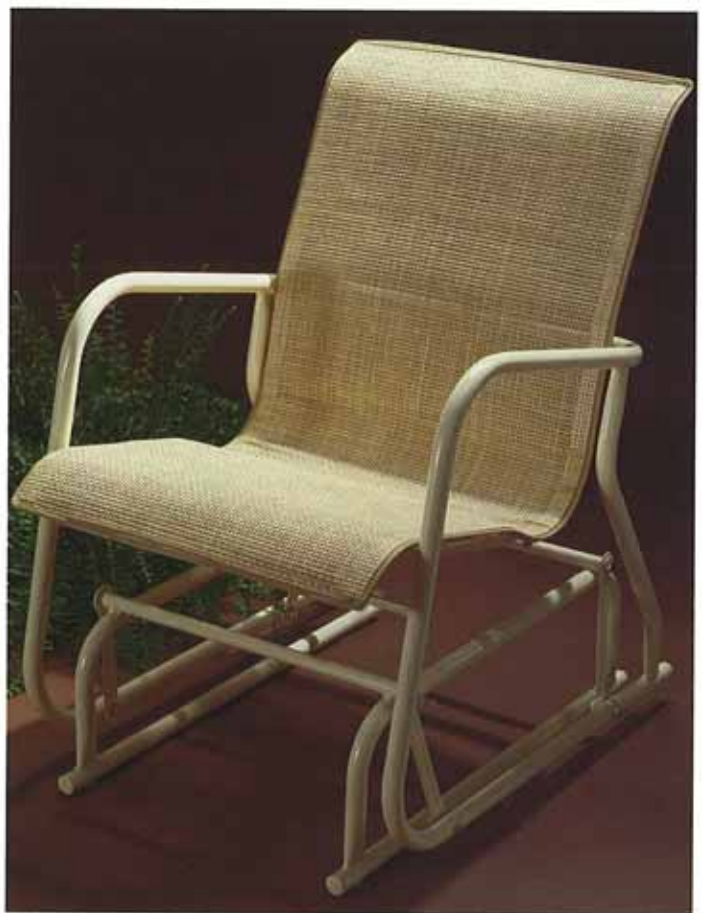
The cricket story

As a boy in Indiana, I remember being told that a cricket on the hearth was a sign of good luck. So, no one was to harm the cricket. That was a fun superstition and certainly good luck for the cricket.

Today, I know a different story about a cricket that has nothing to do with luck or superstition. Homecrest introduced Cricket in January 1983. Since its introduction, Cricket has been an important profit generator for Homecrest dealers.

The tough Comfortext vinyl/polyester slings are breathable, comfortable, attractive and replaceable. They stand up to all kinds of weather and can be cleaned easily. Your customers will appreciate the long life and maintenance free properties of these slings.

Your good luck will start when there are Crickets on your "hearth."



72750 Cricket Single Seat Glider 22 $\frac{3}{4}$ "W, 33 $\frac{3}{4}$ "H, 17 $\frac{1}{2}$ "SH.
Ball-bearing ride, a sled base that is stable on any surface, and the fabulous Cricket seat contour are among this unit's many features. Shown in Vanilla Frame Finish, and "Cane" Comfortext fabric. Maple Comfortext backs all Cane slings.

Cricket Action Seating



Cricket Action Seating. 72440 Glider — 45"W, 28½"L, 33¾"H, 17"SH; 72330 Low Back Rocker — 23¼"W, 37"H, 16½"SH; 72350 High Back Rocker — 23¼"W, 46"H, 16½"SH; 72250 Courting Swing — 48½"W, 71½"L, 60"H, 18½"SH; 00030 30" Adjustable Table — 30" Dia., 18"-28"H; 00210 21" Adjustable Table — 21" Dia., 15½"-26"H. Shown in Vanilla Frame Finish, Crayon Stripe Comfortext.



Silky-smooth ball-bearing glider action for relaxing in pairs.



Every subtle contour of this high-back tells your muscles to relax.



We've got a story —
and we're telling it . . .

This four-color hang tag is in every carton of Cricket seating — pulling customers into your display, and telling them the remarkable Homecrest story.

Encourage your floor people to display this tag and work from it.

Cricket Stationary Dining



This exclusive seat contour gives Cricket its comfort.

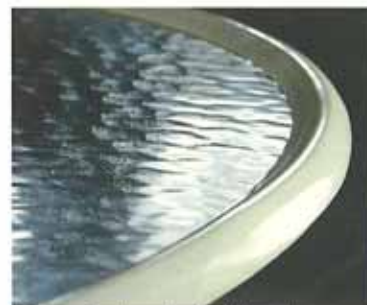


Cricket Stationary Dining: 72370 Stacking Dining Chair—22½" W, 34¼" H, 17¼" SH; 07465 46" Dining Table—46" Dia., 26½" H; 00070 Umbrella—7½' Dia.; 72310 Spring Base Chaise—23½" W, 48" L, 45½" H, 18½" SH; 00210 21" Adjustable Table—21" Dia., 15½"-26" H; 00130 Table—13" Dia., 19" H. Shown in Vanilla Frame Finish, Toffee Stripe Comfortext fabric.

Stacked for space efficiency, with bumpers to protect the paint. Blueberry Comfortext.



Take a good look at our careful detailing: welting, heavy tube frame, spring steel base.



Our exclusive vinyl table edge eliminates glass chatter, and protects against bumps and nicks.

Cricket Stationary Dining



72370 Stacking Dining Chair; 00400 42" Dia. Mesh Top Dining Table — 26½"H. Shown in Oyster Frame Finish, Blueberry Stripe Comfortex.



72330 Low Back Rocker; 00410 48" Dia. Mesh Top Dining Table. Shown in Vanilla Frame Finish, Vanilla Comfortex.

POOL DESIGNED BY TOM DeROCCO
POOL BUILT BY VOSSEN BROS.

Cricket/Majorca Dining



72370 Stacking Dining Chair; 72390 Majorca Swivel Rocker; 07465 46" Dia. Dining Table. Shown in Vanilla Frame Finish, Crayon Stripe Comfortex.



72330 Low Back Rocker; 72390 Majorca Swivel Rocker; 07420 42" Dia. Werzalit Top Dining Table. Shown in Vanilla Frame Finish, Pastel Prism Comfortex.

Steel Frames
for Wear
Performance-
Polyester
Cushion Fill
for Weather
Performance.

SAV



Savanna Stationary Dining. 56370 Dining Chair —
22" W. 33½" H. 17½" SH. 07465 46" Dining Table
—46" Dia., 26½" H. 00070 Umbrella. 00080
Umbrella Base. Shown in Vanilla Frame Finish,
Cocoa Stripe Sunbrella® Fabric.

Are there still secret places by the bayou to lose a
quiet afternoon? Are there really any secrets left?
Could you find a bayou if you had to? Does anyone
still make shoofly pie?

SAVANNA

Savanna Action Dining. 56390 Swivel Rocker
-22 1/4" W, 36" H, 17 1/2" SH, 05465 46" Dining
Table -46" Dia., 26 1/2" H, 00070 Umbrella,
00080 Umbrella Base. Shown in Platinum
Frame Finish, Ombre Grey Sunbrella® Fabric.



Pastel Prism Comfortext



Plumrose Comfortext



Ombre Brick Sunbrella®



Blueberry Comfortext

Montego

"The Uninvited Guest"

Tommy and Tammy meet Tanya the Taxidermist, who started out stuffing the fish sticks in TV dinners, and is now looking for live game.



Montego

"The Lively Lounger"

Fidelio, the Dog with Perfect Pitch, dials up a buddy in Wiesbaden by imitating the frequencies used to connect long distance trunk — lines but gets a computer dating service instead.
57400 Adjusting Chaise — 26"W, 74½"L, 18½"SH;
07214 Table — 21" Dia., 15"H. Shown in Platinum Frame finish.



57890 Swivel Rocker—22"W, 30"H, 17½"SH; **06304 30" Dia. Adjustable Glass Table**—18"-26"H. Shown in Pastel Prism Comfortext fabric.

57840 Montego Glider—43½"W, 30¼"H, 17½"SH; **57580 Reclining Swivel Rocker**—24½"W, 40"H, 18½"SH; **57810 Ottoman**—18"H; **06304 30" Adjustable Table**—30" Dia., 18"-26"H.

Shown in Oyster Frame Finish, Pastel Prism Comfortext fabric.



The Montego Series features welded steel frames for exceptional strength, all-weather polyester fill cushion construction, and unique, comfort engineered strap decking. U.S. Pat. # 4,456,301

57400 Montego Chaise—Platinum Frame Finish, Confetti Comfortext fabric.





Montego Action Dining Group. 57890 Swivel Rocker with Welted Cushion;
 05465 46" Dia. Dining Table with wide vinyl table edge; 00870 7½' Umbrella;
 00080 Umbrella Base; 07214 21" Dia. Table; 57400 Adjusting Chaise.

So unique, it's patented:
 U.S. Pat. # 4,456,301



Vienna Stripe
 Sunbrella®



Madras Stripe
 Sunbrella®

Homecrest

Action Dining

Deep-seated comfort, with no "hard spots" that jab you in the back or cut the circulation off in your legs. And Homecrest's smooth, proven swivel-rocking mechanism that never intrudes upon your pure relaxation.



57400 Chaise. Arm supports where you want them, a stable, sled base, and easy-to-reach knobs for controlling adjustment tension.



Our exclusive soft vinyl table edge eliminates glass chatter, and protects against bumping chairs; glass is tempered, textured.



Even though we cover them up, we still use our best grade vinyl strap to support our thick bolster cushions.

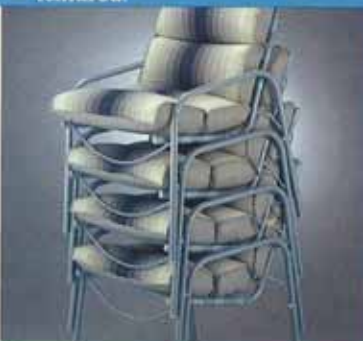
PHOTOGRAPHED ON LOCATION AT
MAI TAI RESTAURANT,
DELSIOR, MINNESOTA



Ombre Brick
Sunbrella®



Tivoli Comfortext



57880 Stacking Dining
Chairs. Frames stack without
having to remove cushions.

The Science of Selling

Continued from Page 12

- They know how to get the customer to feel confident in talking to them; to give them the information they need.
- They know how to listen to the customer and, more importantly, to prove that they have listened by rephrasing the customer's concerns and ideas.
- They believe in the price of their product and feel it is totally justified. The quality, the service, and the performance of the products prove that the customer is getting the best value possible.
- They enjoy competitive selling and strive to prove to themselves and to the world that they are justified in being called, "The number one salesperson."
- They assume part of the responsibility for the decision to buy. They don't assume total responsibility, for they understand the customer has to own that decision. They live up to the promises they personally make and they insure that the reason the customer bought the product is and will be the performance results which the customer gets (whether they per-



Montego
 57890 Swivel Rocker — 22" W, 30" H, 17½" SH; 57910 High Back Swivel Rocker — 22" W, 35" H, 17½" SH; 07600 Oval Wetzalite Dining Table — 43¾" W, 63¾" L, 27" H. Shown in Vanilla Frame Finish, Blueberry Comfortex fabric.

Mix 'n Match Dining — a Strong Value Statement



Montego
 57890 Swivel Rockers; 57880 Stacking Dining Chairs — 23½" W, 33" H, 18½" SH; 07465 46" Dining Table — 46" Dia., 26½" H. Shown in Maple Frame Finish, Toffee Stripe Comfortex fabric.



Wrong:

Salesman: What style are you looking for?

Customer: French Provincial.

Salesman: French Provincial is no longer popular. Let me show you this contemporary piece.

PHOTOGRAPHED ON LOCATION AT THE MAI TAI RESTAURANT, EXCELSIOR, MINNESOTA

sonally insure it or other support personnel do so).

Personality not a key factor

"One interesting conclusion came out of analyzing these successful salespersons," notes Bill Welp. "There was no easily identifiable personality profile which fit all successful salespeople. In fact, personality styles had nothing to do with success as a salesperson."

He gave a number of reasons for this conclusion, including the following:

1. The mechanics of the approaches and techniques which individuals use are recognized as only the trappings; the important thing is the understanding of the role that he or she plays and commitment to that role.
2. Because a successful salesperson is capable of placing her/himself in the mind and shoes of the customer, he/she does not use techniques which could offend the customer. The salesperson responds to the values and attitudes of the buyer.

The successful salesperson knows how to instill confidence in the customer in whatever way is best with a particular customer. This confidence and interest on the part of the salesperson is of primary

Continued on Page 41



Right:

Salesman: What style are you looking for?

Customer: French Provincial.

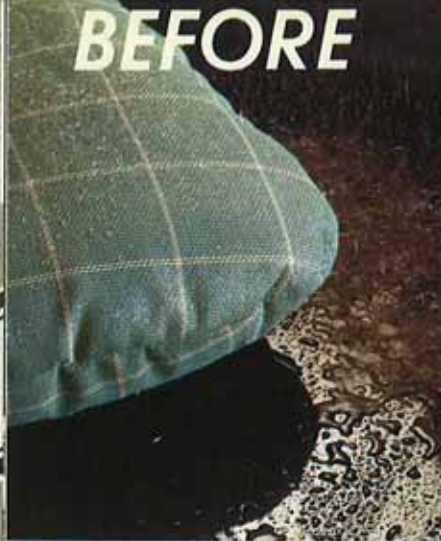
Salesman: That's an excellent choice. We have that style, and we have other styles you might like to see.

PHOTOGRAPHED ON LOCATION AT THE MAI TAI RESTAURANT, EXCELSIOR, MINNESOTA



BEFORE

AFTER



The forecast was for sun, so naturally it poured on your guests, your rabbit mousse, and your S.O.S. cushions . . .

. . . but the clouds passed, the sun returned. You shook the excess water from your dripping cushions, and in the time it took to choose sides for a game of bowls, everything was dry and fluffy again.



71440 Mini Glider — 19½"W, 51"L, 27"H, 18"SH; **71361 Swivel Rocker with Arm Pads** — 27"W, 32"H, 15"SH. Detailed for a plush look and feel, cushions are easily removed. **Without Arm Pads, order 71360.** Shown in Oyster Frame Finish, Sherbert Comfortext.

71901 High Back Rocker with arm pads — 29"W, 40"H, 15"SH; **71110 Ottoman** — 18½"W, 16"H. Head-to-toe comfort in this full-action favorite. Shown in Oyster Frame Finish, Canyon Comfortext.



O

S



*Sun or Shower

Cool, breathable Comfortext covers and water-proof, non-absorbing polyester fiber filling make these cushions the ideal choice for maximum fun, minimum maintenance. Keep them looking bright with a mild detergent—then hose them down! Select Comfortext solids or plaids only.

PHOTOGRAPHED ON LOCATION AT LORD FLETCHER'S RESTAURANT, SPRING PARK, MINNESOTA



All-Weather, All-Action Dining. 71360 Swivel Rockers—27"W, 32"H, 15"SH; 00400 42" Folding Table—42" Dia., 27½"H; 00870 Umbrella—7½' Dia.; 00080 Umbrella Base. Shown in Vanilla Frame Finish, Foam Square Comfortext.

71690 Siesta Chaise—26"W, 59"L, 16"SH. 2-position mechanism locks upright for reading, unlocks for full, indescribable "floating" ride. Shown in Vanilla Frame Finish, Tartan Comfortext.



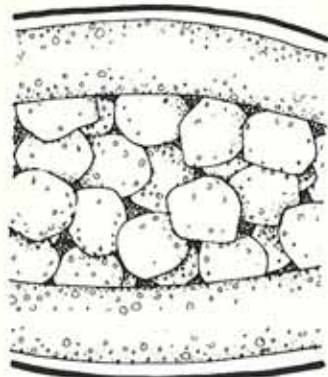
Action seating in a "Garden of Delights". 70440 Mini-Glider—19½"W, 51"L, 27"H, 18"SH; 70360 Swivel Rockers—27"W, 32"H, 15"SH; 00210 Adjustable Table—21" Dia., 15½"-26"H. Shown in Vanilla Frame Finish, Wildflower Meadow Vinyl fabric.

Construction makes the difference! We combine the best features of solid sheet foam—for smoothness—and shredded foam—for deep loft and contouring.

Our own exclusive floral patterns are going to brighten up any display—they really stand out! And they offer the lasting buoyance of polyurethane foam filling.

Survey your world from a seat of appropriate luxury. 70900 High Back Swivel Rocker—29"W, 40"H, 15"SH; 70110 Ottoman—18½"W, 16"SH. Shown in Vanilla Frame Finish, Wildflower Autumn Vinyl fabric.

A TYPICAL SECTION:



Terrace tete a tete. 70361 Swivel Rockers with arm pads—27"W, 32"H, 15"SH; 00300 30" Dia. Adjustable Table—18"-28"H. Shown in Oyster Frame, Lemon Square Comfortext.



SUMMER VINYL

EXCLUSIVE PATTERNS

Bright, bold and fresh! Our Summer Vinyl fabric is a heavy gauge, nylon reinforced fabric, printed with durable inks for long-lasting good looks, and easy maintenance. Ideal for sheltered porches and patios, and family rec rooms. We recommend that you take these cushions indoors during showers, as the foam filling will act literally as a sponge, retaining moisture.

Next best thing to a ride on the Space Shuttle. 70020 Floating Chair – 28" W, 51" H; 70030 Tripod Stand – 70" Dia., 82" H. Shown in Oyster Frame Finish, Holly Hill Green Vinyl fabric.



It's Patio Party Time! 70580 Ice Cream Parlor Chair – 35" H, 17" SH; 00400 42" Dia. Folding Mesh Top Table – 26" or 27½" H; 00060 Umbrella – 7½' Dia.; 00080 Umbrella Base. Shown in Oyster Frame Finish, Wildflower Lagoon Vinyl fabric.







Kingston Action Seating - This is how relaxation was meant to be! Features 67440 Glider and 06304 Adjustable Table. Shown in Vanilla Frame Finish, Waterfall Autumn Strap Option.

If you make the mistake of letting folks spend more than 30 seconds in these

VINYL STRAP

action pieces, you'd better have some back-up in the warehouse.



Sweet smell of success. 67390 Kingston Swivel Rocker - 23½" W, 30" H, 16" SH. Shown in Vanilla Frame Finish, Waterfall Chocolate design.

VINYL STRAP

By the pool, by the beautiful pool—or anywhere else—the popularity of these units rests on their superb sitting comfort and low maintenance. Rugged, all-welded steel frames offer outstanding durability. Non-marring base glides on all units.



Sacramento Action Dining. 60630 Swivel Rockers—25"W, 33"H, 15½"SH; 06465 46" Dia. Dining Table—26"H; 00870 7½' Umbrella; 00080 Umbrella Base. Rockers shown in Vanilla Frame Finish, Waterfall Desert Design; Umbrella—Vanilla Square Comfortext.

STYLE OPTIONS:

Try these popular designs for an eye-catching floor display.



WATERFALL
SAHARA

WATERFALL
KINGSFALL



WATERFALL
AUTUMN

WATERFALL
DESERT

Kingston



You Can Tell It's Homecrest With Your Eyes Closed
... quality that speaks for itself.

Kingston Action Dining. 67390 Swivel Rockers—
23½"W, 30"H, 16"SH; 05465 46" Dia. Dining Table
with wide vinyl edge — 26"H. Shown in Vanilla
Frame Finish, Waterfall Chocolate design.

HOMECREST INDUSTRIES INCORPORATED 35



60010 Floating chair—28"W, 51"H.
Shown in Oyster Frame Finish,
Oyster strap.

17"SH. Shown in Platinum Frame
Finish, alternating Midnight Blue and
Oyster strap design.



**67250 Kingston Courting
Swing**—48½"W, 71½"L, 60"H,
18½SH. Shown in Vanilla
Frame Finish, Waterfall Sahara
strap design, Toffee Comfortext
Canopy.

60690 Siesta Strap Chaise—
24"W, 63"L, 36"H, 15½"SH.
Shown in Oyster Frame Finish,
Lemon with White Chevron
strap design.



**67500 Kingston High Back
Swivel Rocker Recliner**—
25"W, 41"H, 16½"SH.
67510 Ottoman—19"W,
17½"SH. Shown in Vanilla
Frame Finish, Chocolate
with Vanilla Accent strap
design.





In the world of commercial leisure, comfort is a strategic asset. No one wants to spend precious vacation time struggling with rickety toy furniture. Point your accounts to Kingston's superior performance—designed for the mature leisure customer. **67400 Chaise**—26"W, 74½"L, 15½"SH; **07214 Table**—Tempered glass, vinyl rim—21" Dia., 16"H. Shown in Vanilla Frame Finish, Waterfall Desert strap design.

PHOTOGRAPHED ON LOCATION AT LORD FLETCHER'S RESTAURANT, SPRING PARK, MINNESOTA



Barbados



Glide Along With Me. 62750 Glider — 23¼" W, 34" H, 17½" SH. Shown in Oyster Frame Finish, Wedgewood strap.



Barbados Stationary Dining. 62370 Stacking Dining Chair — 23½" W, 33" H, 17" SH; 07420 42" Dia. Dining Table — 27" H. Shown in Vanilla Frame Finish, Waterfall Vanilla strap design. 00870 Umbrella, Toffee Stripe Comfortext.



Smooth As An Island Breeze. 62300 Chaise — 26" W, 74½" L, 34" H, 18½" SH. Shown in Vanilla Frame Finish and strap, Toffee Stripe Comfortext Cushion.

PHOTOGRAPHED ON LOCATION AT THE MAI TAI RESTAURANT, EXCELSIOR, MINNESOTA

Barbados

Wide straps; wide horizons. Does the idea of exploring hidden islands untouched by civilization excite you? Well, it does us. But since airfares are what they are today, we'd rather lounge on these hi-tech, hi-performance, highly civilized rockers — discussing the excitement of primitive isles, of course.

PHOTOGRAPHED ON LOCATION AT THE MAI TAI RESTAURANT, EXCELSIOR, MINNESOTA

Barbados Action Dining.
62390 Swivel Rockers — 23"W, 35"H, 16"SH; 07464 46" Dia. Dining table without umbrella hole — 26"H; 62300 Adjusting Chaise — 26"W, 74½"L, 15½"SH. Shown in Vanilla Frame Finish, Waterfall Chocolate strap design.



62330 Spring Base Rocker — 24¼"W, 36"H, 16½"SH. Oyster Frame, Lemon with White Accent.



62330 Spring Base Rocker. Maple Frame, Midnight Blue with Maple Chevron.



62370 Stacking Dining Chairs. Shown in Waterfall Vanilla Frame Finish.

Key Largo

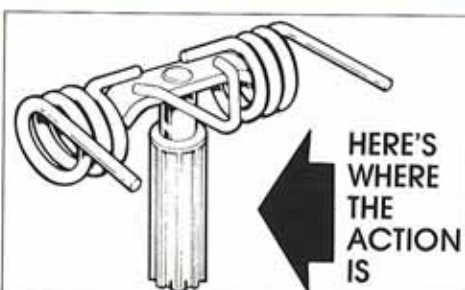
Come away to a small universe where everything has been designed for your comfort. Crafted in premium weight aluminum.



35300 Chaise can be adjusted while seated to 5 positive lock positions.



35370 Stacking Dining Chair— 27½" W, 33¼" H, 17" SH. Sled frame permits "front load" stacking.



Three separate anti-corrosion coatings protect this mechanism BEFORE we paint it with tough, oven-fused polyester powder.

Key Largo Action Dining:
35390 Swivel Rockers— 24¼" W, 34" H, 16" SH.
03465 46" Dia. Glass Top Dining Table — 26" H;
00870 7½' Umbrella;
35300 Adjusting Chaise — 26" W, 80" L, 14¼" SH.

The Science of Selling

Continued from page 27

importance with the buyer. Once the buyer feels the salesperson can be trusted, he will relax and barriers will crumble. The customer must feel that salesperson is on his side.

Trust and value

"People shopping for furniture want two things from a salesperson more than anything else," says Harry J. Friedman, National Retail Workshops, a retail sales training company in Los Angeles. "They want trust and value. The salesperson must establish trust in the opening of the sale by probing. Probing is the process used to determine a customer's wants, needs, and desires.

"On the other hand, value is established by presenting the benefits of the furniture to the customer. This also increases desire to make a decision to buy now, while the enthusiasm level is high."

Effective Probing


What is effective probing? "First of all, initial questions should eliminate any guesswork about why the customer chose to come into the store," says Friedman. "Avoid second guessing a customer by sticking to open-ended fact-finding questions. These are questions that cannot be answered with a simple 'yes' or 'no' response.

"At this point," he continues, "the relationship with the customer is still being established. Therefore, it is necessary to continue building rapport and trust. This can be done by listening more and talking less. It is also important to show interest in and comment on the customer's responses to probing questions.

"For example, when a salesperson asks what style sofa a customer is interested in, and he or she responds with 'French Provincial', it is necessary to support that choice. A rapid fire stream of questions may intimidate the customer at that time whereas a concerned, interested, and caring attitude will increase and reinforce the customer's trust and confidence in the salesperson."


Sophisticated probing techniques can help your presentation flow more smoothly, as can other techniques such as stressing features and benefits. Salespeople must be better in-

formed than ever before on product features and benefits. They must know what constitutes a complete sales presentation and when to ask for an order.

Every time a salesperson closes a sale, you are closing in on profits. Be sure you have the criteria to succeed with an effective salesstaff. 

ACCESSORIZE! From Page 11

- Leisure time, like vacation time, has become increasingly important. People are willing to spend more money on things for leisure than on necessities, Jim Stotter pointed out. People who previously would only occasionally entertain outdoors now spend a good part of their free time there.

"And why shouldn't they live as well or even more attractively outdoors?" he said. "No reason at all. You just have to give them the product and they'll see how it can be done. And they'll buy." 

**"Premium Quality
Superior Service,
Indispensable
Dependability."**

AMERICAN VINYL

avc
**american
vinyl
company**

We wouldn't say it if it weren't true
and this is our 25th year!

600 West 83rd Street
P.O. Box 4590
Hialeah, Florida 33014
(305) 821-6150

CUSTOM MANUFACTURERS OF PRECISION EXTRUDED VINYL PROFILES
SPECIALIZING IN EXTRUDED VINYL FURNITURE STRAPPING

We're The Tops Because You Put Us There!



A reputation has to be earned! You've got to be consistently good in every way to keep the faith of tough manufacturers, their retailers and their consumers. Quality! Delivery! Service! Guaranteed Performance!

Today Werzalit is the chosen table top for the majority of the world's finest casual and summer furniture manufacturers! And, no wonder...our melamine super-hard surface, our tough dimensionally stable inner core, our unique "waterfall" edge make for a beautiful, enduring table that adds tangible value to any line.

Which is why they are featured with Homecrest's Barbados, Cricket, and Montego Dining Groups.

And...everyone knows that a Werzalit table is a sophisticated product developed and patented by one of the world's most respected international companies with over 25 years of experience.

Werzalit of America, Inc.
Plexowood Division
P.O. Box 373, Bradford, PA
16701 814/362-3881
Telex 91-4558

werzalit®

The Table Top that Outlasts the Elements



0710 21" Dia., 15½"-26"H.
Shipped set-up.



07214 21" Dia., 16"H. Narrow
vinyl edge. Legs ship folded flat;
assemble with three nuts.



00300 30" Dia., 18"-28"H.
Shipped set-up.



06304 30" Dia., 18"-26"H.
Wide vinyl edge. Shipped
set-up.



07304 30" Dia., 26"H. Narrow
vinyl edge. Legs ship K-D flat;
assemble with four nuts.



06364 36" Dia., 26"H. Wide
vinyl edge. Shipped set-up.



12420 42" Dia. Werzalit top.
Legs ship K-D; assemble with
four nuts, eight screws.



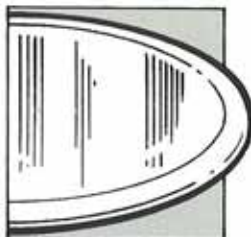
00410 48" Dia., 26" or 27½"H.
Legs ship folded flat. Initial
assembly with two bolts; quick,
snap-in set-up feature.

Tables: As with its seating, Homecrest's collection of dining and occasional tables offers a number of unique performance features — features that mean extra value to your customers. Displaying our versatile side tables along with dining groups is an easy way to encourage add-on sales. Some of the features of each item are noted here.



WIDE VINYL TABLE EDGE

Metal support ring under vinyl. Models 05464, 05465, 06304, 06364, 06464, 06465.

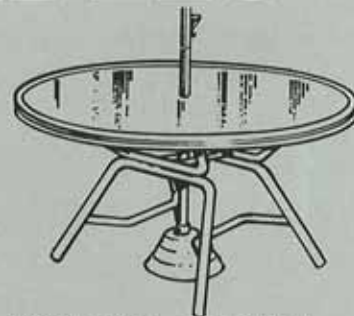


NARROW VINYL TABLE EDGE

Vinyl grips glass directly. Models 07214, 07304, 07464, 07465.

All glass tables feature tempered, "rough-smooth" textured glass. 46" dining tables may be ordered with or without umbrella hole. Werzalit top tables are supplied with a matching umbrella hole plug.

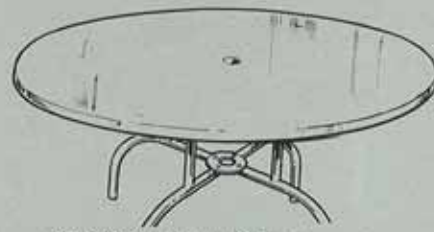
TABLES



06465 46" Dia., 26½"H. Wide
vinyl edge. Assembles with four
bolts.



07480 48" Dia. Werzalit top.
Legs ship folded flat. Assemble
with four screws.



07600 Oval Werzalit top —
43½" x 63½". Legs ship folded
flat. Assemble with four screws.



07465 46" Dia., 26½"H. Narrow
vinyl edge. Legs ship folded flat;
assemble to top with four nuts.

Coming

Look at the "bones" of most indoor furniture, and you'll find hardboard, cardboard and soft wood. Our furniture has bones of welded steel.



Edina Seating - features rich, button-tufted detailing in cushions that are designed to remove quickly and easily for cleaning or storage, generously proportioned arm rests, and slim line pedestal base with full swivel-rocking action. **90290 High Back Swivel Rocker** - 31"W, 42"H, 17"SH; **90270 Swivel Rocker** 31"W, 32"H, 17"SH; **90120 Ottoman** - 21"W, 15"SH.
Shown in Chocolate Frame Finish, Ripple Cashew covers.

Check price list for current selections in Indoor Fabrics.

Indoors

Built to the performance standards required for outdoor seating, these action pieces are truly an investment for a lifetime.



Indoor Action Seating - The continuing popularity of these units says it all. Comfort, action and durability spell "value" just as surely now, as when these units were first introduced.

90950 High Back Swivel Rocker - 30"W, 40"H, 16"SH;

90250 Swivel Rocker 27"W, 33"H, 18"SH.

Shown in Chocolate Frame Finish, Ripple Cashew covers.

Sales Aids

Your sales representative is in the best position to advise you on what is currently available in the way of Point-Of-Purchase materials, brochures, and photographs. We want to help you make the best presentation possible, on your floor, or in the media. Between rep visits, use our handy Sales Aid Requests form or telephone 800 346-4852; in Minnesota 800 862-1449, ask for Customer Service.

Sales Aid Requests
homecrest
industries incorporated
box 350 wadena, minnesota 56482

LITERATURE/POP	QTY.
CONSUMER BROCHURE 11" x 17"	
BEAUTIFUL PATIOS (No charge for 1st 100)**	
CONSUMER BROCHURE 11" x 17"	
PATIO - NEW ITEMS (No charge for 1st 100)**	
CATALOG PATIO (PLASTIC BINDING)	
PRICE LIST PATIO DEALER	
PATIO RETAIL	
OTHER	

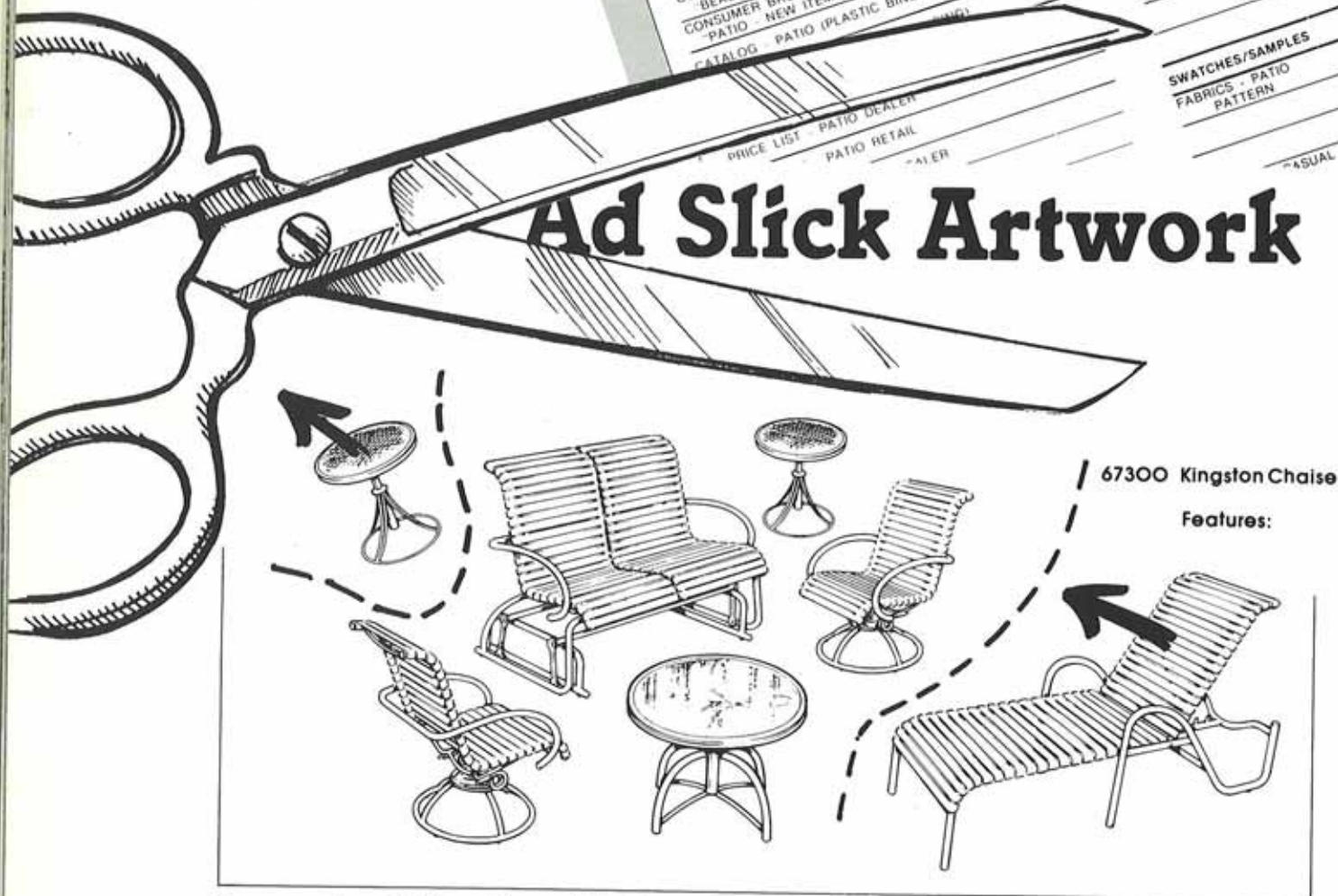
REQUESTED BY _____
FWD MAT'L TO: _____

CUSHION REPLACEMENT POSTER (MOUNT) _____
FABRIC SELECTIONS - VINYL _____
FABRIC SELECTIONS - COTTON _____
FABRIC SELECTIONS - COMFORTEXT _____
VINYL STRAP SELECTIONS _____
OTHER _____

SWATCHES/SAMPLES _____
FABRICS - PATIO _____
PATTERN _____

*ASUAL

Ad Slick Artwork



Homecrest's ad slick art is carefully designed to serve you better. The line art is boldly drawn for best reproduction results. Each piece, whether shown as part of a group or as an individual item, is scaled in size and perspective so that it is interchangeable with any other piece. Group drawings either isolate each piece or overlap in such a way that it is easy to omit any given piece from the group, as the illustration demonstrates.

Accessory Buying:

Reprinted from THE MARKET PLACE

Keys to Effective Shopping

In medieval Europe, markets were held in town squares or in close proximity to castle walls to provide a safe area where local craftsmen and farmers could sell their wares to townspeople, country folk and merchants. Booths and temporary tents or other shelters were set up to house various wares. Items sold included produce, clothing, livestock, slaves and crude furniture. Heated bargaining often took place and shrewd tradesmen negotiated for the best merchandise at the best price.

Even then merchants knew the success or failure of their business might hinge upon their ability to trade wisely. This situation is true even today as home-furnishings merchants trade for accessories to accent their casegoods and upholstery. A wise selection of appropriate accessories can determine the level of salability of homefurnishings and influence an increased dollar sales volume per square foot of retail floor space.

Yet many buyers do not effectively shop markets for accessories and as a result lose an opportunity to increase profits. Effective shopping provides an opportunity to purchase appropriate accessories at a competitive price. In addition it provides a time for buyers to examine market conditions and note style trends. Markets give retailers a chance to compare merchandise, pick up display ideas and formulate plans for promotions and advertising. The dealer who does not effectively shop a market misses these opportunities.

Many dealers, though knowledgeable of retail operations, are not aware of accessory shopping skills and strategy. Effective accessory buying requires organization and goal setting before market, during market and after market.

Premarket planning is essential, and the first key to successful buying is an understanding of the customer. The buyer must have an accurate profile of his customer including his fashion tastes and his spending range. "He has to think in terms of the market he's buying for," states Marion Bahlinger, vice president of Kornmeyer Furniture Co., Inc., Baton Rouge, LA. Kornmeyer carries primarily traditional homefurnishings in the mid to upper price range. Sales also include floorcoverings and draperies.

Consumers are difficult to please and will purchase those items which fit their lifestyle and purchase ability. "They like their dollars spent well," comments Bahlinger. "They know when they're getting a value," he adds.

Buyer awareness of fashion trends is also essential. "The biggest help to us before market is preshopping the shelter magazines," remarks Bahlinger. "We like to watch color fashions that are predominant nationally. We pay attention to what the magazines are showing," he continues. "We like to look at the ads." Bahlinger notes that study of shelter magazines stimulates cu-

riosity and gives dealers ideas for buying. Premarket catalogs also serve this purpose.

Not all trends, however, will be popular in all geographical areas, and buyers, especially those with more than one store location, must take into consideration the market area of their store. "They need to know what sells in their area," states Renee Martin, design director of display planning, Drexel Heritage Furnishings. Martin assists buyers in selecting accessories for Drexel Heritage locations throughout the United States. Fashions in furniture vary by geographical area. Martin adds and accessories must coordinate accordingly. "I would look at the styling of the furniture that the store has," she notes.

Judi Foreman, home furnishings fashion coordinator for Dillard's, agrees. Foreman purchases accessories for 17 Dillard's locations. "We do cover a wide geographical area," Foreman comments, noting that her area spreads from Memphis to Albuquerque and from Kansas to Brownsville, TX. "I go with the trends on the market to the extent they fit in with what we have," she remarks.

Along with inventory planning, budget planning is a key part of premarket organization. Dot Brown, sales manager of Brandon House Furniture Company, Little Rock, AR, suggests buyers allot a dollar amount per category of accessories. "We break it out into table top, pictures, wall pieces. We plan so much for trees and flowers," she states.

Brandon House displays several furniture galleries including Hickory Chair, Broyhill, Pennsylvania House, Drexel Heritage, and a leather gallery. Brown notes it is also effective when planning a budget to allot a certain dollar amount per square foot of floor space. Brandon House allocates \$8.50 per square foot for accessories in its Drexel Heritage gallery and \$5.50-6.00 per square foot for other areas. A separate budget is made for a lamp shop and a picture gallery.

When determining budget Foreman takes several items into consideration. "I consider the square feet of the store, the number of vignettes, the furniture sales. My goal is to hit 10 percent of furniture sales with 1 1/2 turns," she remarks. Foreman's budget also allots a dollar amount per square foot of floor space. "I base it upon about \$5.00 a square foot," she notes. This amount includes lamps and pictures.

Effective accessory buying involves not only premarket planning of inventory and budget, but also efficient scheduling of showrooms when at market, careful selection of merchandise, and an examination of services offered by the wholesaler. Since time is at a premium, buyers should organize each day's shopping before arrival at the market. "Plan ahead of time where you're going," advises Foreman. "The biggest time saver for me is to shop the floors systematically. I work numerically," she remarks.

SPECIAL PROMOTIONS\$

Clinics with give-away promotions, held in your store, bring prospective customers to your retail floor. Obviously the more traffic you generate the more opportunity you have to write business.

Change your patio display, not product, to tie in with periodic clinics. Offer a give-away for each clinic. The clinics may or may not have anything to do with your patio furniture. However, utilize the patio area for all clinics that can help you sell patio furniture.

Choose clinic subject matter that will interest your customers. Find local "experts" to conduct your clinics. Promote the clinics in your newspaper, radio and TV advertising. Send out flyers with your monthly statements. Place easel card notices throughout your store.

Listed below are suggested clinics, give-a-ways and a few approaches:



MONTH	SUGGESTED CLINIC TOPICS	GIVE-A-WAY	APPROACH
March	Explaining the new tax laws	Calculator	Session conducted by local tax acct., lawyer, IRS employee. Hold session in patio area. 12:00-1:00 pm. Sell a box lunch for \$5.00. Have tax forms to give out. Display signage stating customer may use tax refund (information form 1040) as down payment.
April	Exterior design your own lawn	Blooming Shrub	
May	Microwave cooking for the newlywed	Recipe Book (Bridal Gift, Wrapped)	Session conducted by local housewife or chef. Decorate the patio area so it resembles a backyard wedding reception — white streamers, champagne bottles, plastic champagne glasses. Hold session in patio area. Develop a bridal registry in your store. Get session participants to register their indoor and outdoor furniture & furnishings with you.
June	Swimming Pool Leisure And Liabilities	Beachball or Inflatable Raft	
July	Do-It-Yourself Decks and Patios	Set of plans or a hammer (furnished by lumber retailer)	Session conducted by local lumberyard owner, contractor, lumber retailer. Add a "deck" railing to your patio display. Hold session in patio area. 11:00-1:00 pm Saturday. Sell a \$5.00 box lunch
August	Back-To-School Fashion Show	Cologne or cosmetics	
September	Getting Your Home Ready for Fall and Winter	Caulking Compound	Session conducted by local heating dealer or gas co., lawn & garden retailer, insulation expert. You can join in on how to care for outdoor furniture. Hold session in patio area.

Other suggested clinic topics:

October	Solar Heating	Indoor/outdoor thermometer
November	Decorations you can make for Christmas	Christmas wrapping paper
December	Budgets that work	Budget ledger
January	Protecting your home and family from fire	Fire safety information
February	Organic Gardening	Seed packets

If you have a rainy season each year, think about a hand-held umbrella give-away. Hang patio umbrellas from your Ceiling as a tie-in and to give your patio area and store a bright, festive new look. Offer a discount coupon (rain check) if they purchase patio furniture while it is raining.

“CUSTOMER SERVICE, PLEASE”

Thank you for your order—

Whether you send orders to us on your own order forms or telephone orders to us, we can serve you better if we have complete order information. Orders can be handled expeditiously, errors are less likely and follow-up questions or alterations are more easily accomplished if we have complete order information. Below we have highlighted areas of information that deserve special attention.



Meet the Marketing People: Left to right- Marlene Finck, Marilou Heltemes, Lyn Horner, Bonnie Price, Carol Spencer, Ellie Jasmer, and Gloria Gregory.

SOLD TO: Please include your telephone number with area code first.

SHIP TO: If the Ship To name and address is the same as the Sold To, enter "SAME." If the name and address are different, enter complete address including zip code.

ORDER

HOMECREST ORDER NO. _____

CUSTOMER NUMBER _____

SOLD TO: _____

SHIP TO: _____

DEPARTMENT NUMBER _____

SALESMAN/NUMBER _____

COMMENTS _____

homecrest industries incorporated

box 350 wadena, minnesota 56482

Telephone: 218-631-1000

CUSTOMER P.O. NUMBER _____ P.O. DATE _____

REQUESTED SHIP DATE _____

SHIP VIA/ROUTING _____

TERMS _____

CARLOAD YES NO EPP _____

REQUESTED SHIP DATE: Homecrest will attempt to ship your order during the week of your requested ship date. Due to possible scheduling problems, we reserve the right to ship your order anytime during the month of your requested ship date.

SHIP VIA/ROUTING: Please give us your special shipping instructions.

MODEL NUMBER	QUANT.	FRAME FINISH	UPH. PATTERN	STRAP COLOR UPH. COLOR	DESCRIPTION	PRICE EACH	TOTAL AMOUNT

MODEL NUMBER, QUANTITY, ETC.: The more information you give us the less likely we are to make mistakes. Please use the descriptions shown in our price list or catalog.

CHANGES/CANCELLATIONS: Due to our volume of business orders start through our plant at least 30 days prior to the scheduled ship date. Once an order is in the production cycle, changes are not permitted.

SIGNED: Please sign and date all written orders.

Display Banner



Suitable for hanging from ceiling or wall, this 6' x 2' Comfortext banner will draw traffic to your outdoor furniture display.



Homecrest Dealer Decal

Welcome to the family of Homecrest dealers. Once you have placed an order and have become a stocking dealer, you will receive an authorized Homecrest dealer decal. The decal may be applied to any clear glass surface.

Homecrest selects its dealers carefully and we protect our dealers from over-distribution. Our authorized dealer decal is therefore a meaningful sales aid.

Accessory Buying

Continued from page 47

New vendors and merchandise should not be neglected and should be scheduled in with established sources. Visiting new vendors affords buyers an opportunity to locate new sources of supply, new fashion trends and new, exciting merchandise. "It's important to round off your shopping," declares Bahlinger. Martin agrees. "You have to know what's going on," she comments. Shopping new sources includes visits to temporary showrooms also.

Consideration of a new vendor as a resource is important and requires careful evaluation of the merchandise and of the service programs offered. The quality, color and style of a particular item should be examined. In addition, buyers should note the price points of the wholesaler's lines; the available selections of design, materials, and periods; and the extent of distribution of the lines. A buyer may not want to purchase an item which will be found in many other retail locations.


"We like to get as much exclusivity as we can," remarks Bahlinger concerning an accessory. "We do like to know where it's being placed," he adds.

Dealer support is invaluable and can be a deciding factor in selection of a new vendor. Buyers should consider the dealer's attention to his responsibilities. Does he ship what he shows? Does he ship on time? Does he follow buyer instructions? Will he stand behind his merchandise?

For some buyers it is valuable to initially shop showrooms, taking notes and making comparisons, and then go back and make purchases. "The first day or so we usually do looking rather than buying," states Bahlinger. This affords buyers the opportunity to examine color trends and new directions in styling. As a result, a change may need to be made in the retailer's buying plan.

After a market is over and buyers return to their stores, there is still organization which needs to take place. Notes should be reviewed and appointments made with representatives when necessary. "You need to review what you've bought," remarks Brown. Some buyers prefer to use their time at markets only to shop, then place orders from the store. "I do not leave orders at market," states Foreman. "I come back and review them and write my orders," she adds.

In addition, retail sales personnel need to be made aware of purchases made, and advertising and marketing strategies can be prepared to meet the needs of the new merchandise.

A buyer with the ability to effectively shop a market for accessories can make a major impact on the marketing success of his retail operation. Through careful planning of inventory and budget before market, wise selection of merchandise and vendors during market, and review of transactions after market, a buyer can take advantage of the opportunity to use accessories to increase his sales volume and ensure profitability. 

FRAME FINISHES

Tough-wearing, oven-fused, polyester

FRAME FINISHES

Chocolate

Mocha

Platinum

Oyster

Vanilla

NEW

NEW

Please check Price List for availability before ordering. Printed color facsimilies are as accurate as possible, but cannot exactly duplicate actual painted samples. Refer to painted samples for an exact color match.

CONGRATULATIONS!

We're proud to be a part of a new concept in dealer sales aids, the Homecrest Magazine/Catalog.

MODERN PRESS

1209 WEST BAILEY, SIOUX FALLS, SD 57104



Kasualene™

Breathable, Beautiful, Longlasting.

Kasualene™ is the ideal open weave P.V.C. coated fabric, designed especially for today's leisure living.

Kasualene™ combines the unique properties of synthetic fibers and vinyl — to withstand continuous wear and exposure to all types of weather.

Kasualene™ is available in a complete range of fashionable colors and styles — Tones and Patterns that will complement any decor.

When you buy leisure furniture, look for the Kasualene™ name tag — It's Breathable, Beautiful and Longlasting.

Kleen-**Tex Industries, Inc.**
P. O. Box KT1, LaGrange, GA 30241, 404/882-8134, Telex 542733/KLEEN-TEXLAGA

Frame Finishes and Fabrics - some combinations:

Please refer to actual fabrics for accurate color matching.



Pastel Prism



Crayon



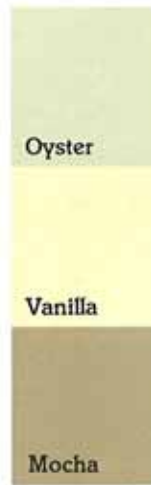
Blueberry



Vienna Stripe



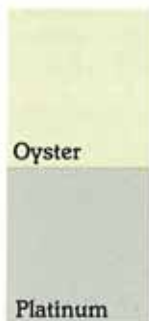
Toffee



Tartan

Frame Finishes and Fabrics - some combinations:

Please refer to actual fabrics for accurate color matching.



Confetti



Tivoli



Cocoa Stripe



Madras



Ombre Grey



Ombre Brick

FRAME FINISHES AND FABRICS

Comfortext

Solids



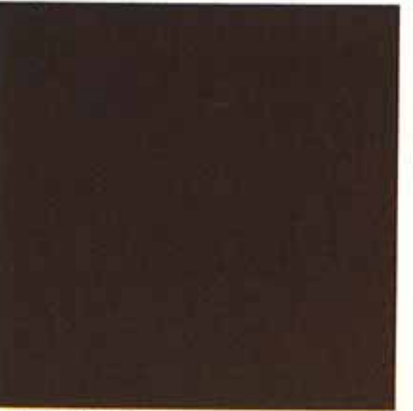
Lemon



Maple

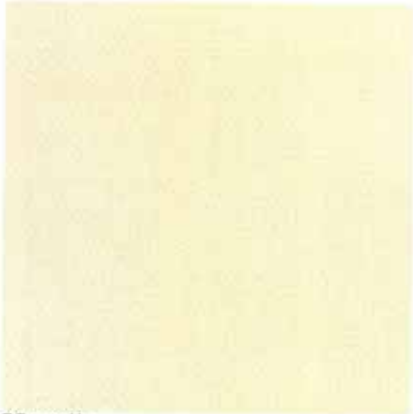


Royal Blue



Chocolate

Solids



Vanilla



Sand

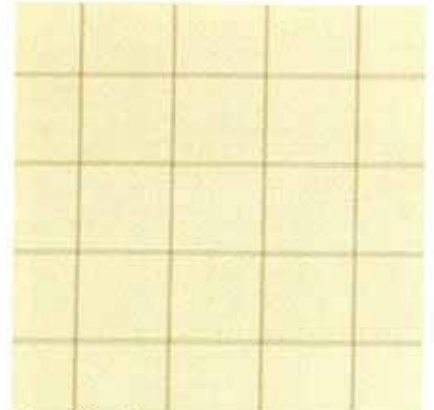


Grey

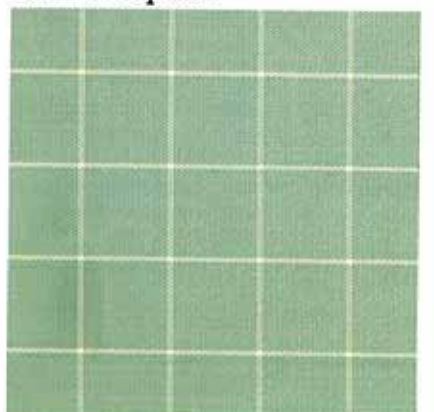


Cane

Plaids



Vanilla Square



Foam Square



Lemon Square



Canyon

Comfortext

Plaids

EXCLUSIVE



Sherbert

ORIGINAL



Tartan



Centered Stripes

ORIGINAL



Pastel Prism

ORIGINAL



Toffee

ORIGINAL



Blueberry

ORIGINAL



Plumrose

Over-all Stripes

EXCLUSIVE



Crayon

Comfortext Patterns

Color reproductions are only approximate; patterns are shown at 18.5 percent of actual size. All patterns are not suitable for all cushion models. Check Price List for recommendations on fabric suitability.

Material construction is colored vinyl extruded over polyester fiber.

NEW EXCLUSIVE



Confetti

NEW EXCLUSIVE



Tivoli

COMFORTEXT

Sunbrella®

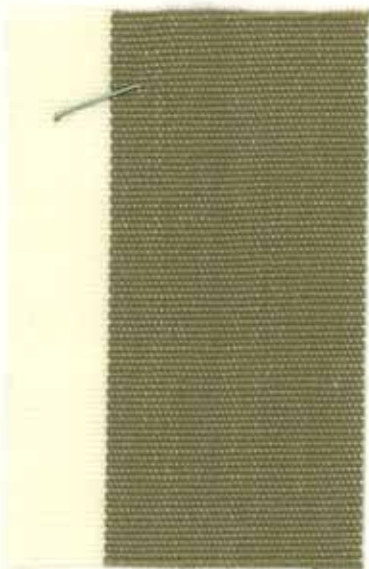
This new outdoor, all-weather fabric exhibits a superior degree of color fastness, and has a remarkable, cotton-like "hand". Construction is of 100% solution-dyed acrylic yarn fabricated in a tight weave. Material may be spot washed by sponging briskly with a soapy solution of Ivory Liquid® or Joy® detergents in lukewarm water (no more than 100°F). Sponge with clear water thoroughly to remove soap. Allow to air dry. Even though the weave is tight, air will circulate through and dry the filling if cushions are left in the rain. Shake out as much excess moisture as you can, and after an hour's drying in direct sun, cushions should be ready to use.

Never clean with steam, solvents or dry cleaning agents.

Printed colors are approximate, and appear 18.5% of actual size.

Maintenance: The Surface of this fabric is treated with a soil-release agent to resist staining. For spot cleaning, follow the instructions provided with these cushions.

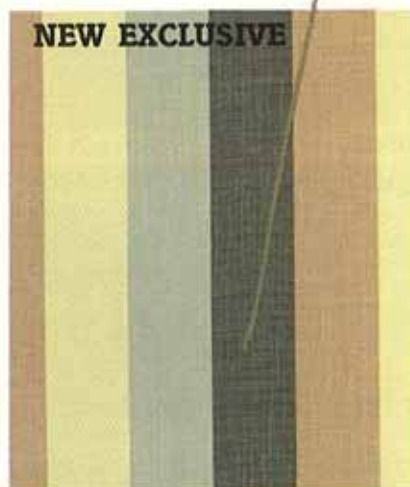
SUNBRELLA IS A REGISTERED TRADEMARK OF GLEN RAVEN MILLS, INC.



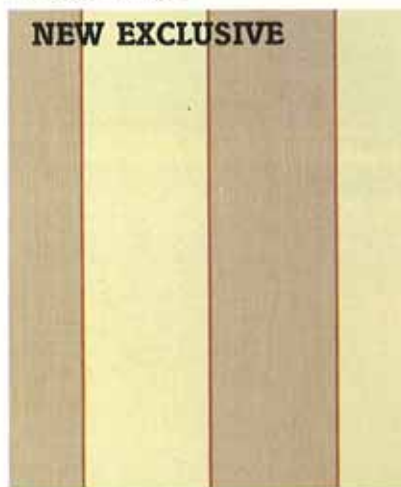
Cocoa Stripe



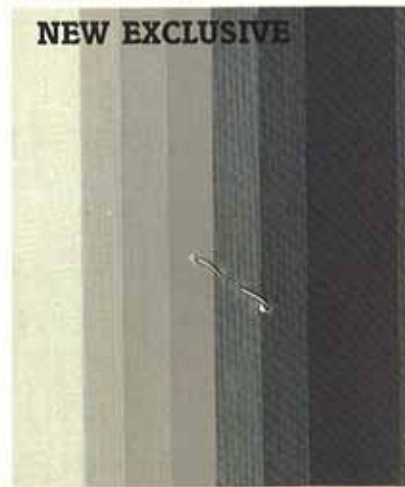
Ombre Brick



Madras Stripe



Vienna Stripe



Ombre Grey

Summer Vinyls

Printed colors are approximate, and appear 8% of actual size. Please note suggestions for cleaning and maintenance which appear on tags attached to all cushions. As urethane foam filling is used in the construction of vinyl cushions, we do not recommend that these cushions be left uncovered to the weather. Store in a well-ventilated area.



Holly Hill Yellow



Berkshire Green



Wildflower Meadow



Sunrise Green



Holly Hill Green



Berkshire Gold



Wildflower Lagoon



Lucinda Lima



Mayberry



Melody Brown

SUMMER VINYL

KEY LARGO, KINGSTON, MONTEGO, SACRAMENTO

Vinyl Strap Selection

White

Oyster

Platinum

Mocha

Saddle

Chocolate

Vanilla

Lemon

Maple

Sienna

Midnite Blue

MAINTENANCE

Periodic cleaning with a mild solution of warm water and dish detergent is all that is needed to keep strap looking bright and shiny. Cleaning agents containing petroleum base ingredients should be avoided. Suntan lotion, insect sprays, and chemical solvents are harmful to the surface of this material, and should be removed immediately with detergent. Cold weather will not harm strap, provided reasonable care is exercised in handling furniture. However, impact blows in tem-

peratures below 20°F. may cause fracturing.

The vinyl does contain a mildew inhibitor which is effective for approximately 18 months. After that, mildew can be prevented by a number of products available in local hardware stores or supermarkets.

NOTE:

Printed colors are reproduced as closely as possible, however the printing process cannot exactly duplicate actual vinyl strap colors.

Vinyl Strap Selection

White

Oyster

Wedgewood

Seafoam

Peach

Vanilla



num

Mocha

Maple

Saddle

Chocolate

Midnight
Blue

VINYL STRAP SELECTIONS

MAINTENANCE

Periodic cleaning with a mild solution of warm water and dish detergent is all that is needed to keep strap looking bright and shiny. Cleaning agents containing petroleum base ingredients should be avoided. Suntan lotion, insect sprays, and chemical solvents are harmful to the surface of this material, and should be removed immediately with detergent. Cold weather will not harm strap, provided reasonable care is exercised in handling furniture. However, impact blows in tem-

peratures below 20°F. may cause fracturing.

The vinyl does contain a mildew inhibitor which is effective for approximately 18 months. After that, mildew can be prevented by a number of products available in local hardware stores or supermarkets.

NOTE:

Printed colors are reproduced as closely as possible, however the printing process cannot exactly duplicate actual vinyl strap colors.



homecrest®
the comfortable decision 
homecrest industries incorporated
Box 350, Wadena, MN 56482

Dealer Showrooms:

Chicago

MERCHANDISE MART,
MERCHANDISE MART PLAZA, SPACE 1659

Dallas

DALLAS WORLD TRADE CENTER,
2100 STEMMONS FREEWAY, SPACE 12011 WTC

High Point

SOUTHERN FURNITURE EXPOSITION CENTER
DESIGN CENTER, SPACE 527-531

Minneapolis

INTERNATIONAL MARKET SQUARE
SPACE 4116-4118, BUILDING 4

