

A misty forest scene with tall, thin trees and sunlight filtering through the canopy. The atmosphere is ethereal and serene, with soft light rays creating a magical effect. The ground is covered in fallen leaves and branches.

ERCOL
furniture'78

An invitation

Come and see us. In High Wycombe just off London Road (A40) we have a large showroom where you will see a representative selection of Ercol Furniture.



High Wycombe lies in the heart of the Chiltern Hills, halfway between London and Oxford, and has been for generations one of the centres of English furniture making. Our showroom is open Monday to Friday, 9.00 am to 5.00 pm, and Saturday 9.00 am to 12.00. You will be very welcome.

All the Ercol ranges make maximum use of solid English elm, beech and Scots pine, with some parts in alternative high-quality solid hardwoods. In some non-constructural parts plywood is used. In this catalogue we try exactly to reproduce the colours of the furniture and fabrics shown, but owing to the limitations of the printing process, some variations in colour are inevitable.

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Ercol Furniture would like to thank the following for their courtesy and help: Brintons for carpets on pp. 34, 40, 46, 48; Crossley for carpets on pp. 4, 32, 33, 44; Sandersons for curtains, wallfabrics and wallpapers on pp. 4, 32, 33, 34; Amico tiles on p. 41; Aquinas Locke Pewter, London W.8; David Mellor Ironmonger, London S.W.1; Mollie Evans Antiques, Richmond, Surrey.

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*Section across the trunk of an English elm.
Elm is bought tree by individual tree and identified with the
Ercol mark for transport to our timber yards.*





The Ercol Idea

Solid wood. English elm and beech and Scots pine. And devoted craftsmanship. This is the Ercol idea.

Ercol are unique in their devotion to the use of solid wood: apart from Ercol, very little solid wood furniture is made today. But there is a strength and beauty about solid wood which nothing else can match. Craftsmanship, too, is something more than a word at Ercol.

We are meticulous about joints and finish. We devote immense care to every aspect of our furniture making.

Ercol furniture designs do not bend to the whim of fashion: our designs, like our furniture, can stand the test of time. We believe this to be right. We also believe that no other furniture offers you as much.



Windsor

The beauty and strength of a tree in its prime

When the beech trees were planted that are now delivered as timber to the Ercol yards, Queen Victoria was on the throne. And the elm we use is even older. Do not be sad that trees like this are felled: trees have a crowning maturity, like all living things, after which they decay. Ercol furniture holds fast to the beauty and strength of a tree in its prime and brings them to you, to live on in your home.



Solid English elm with history written into its grain... revealed for you in Ercol furniture. Count the rings in the trunk of a tree (each ring represents one year of growth) and you will know when its life began. Trees now fully mature were saplings when Queen Victoria was a young woman.

Ercol is very British: our furniture is made largely from solid British timbers, just as our design roots go deep in the history of these islands. Thus Ercol furniture is made principally from English elm and beech and Scots pine, the native conifer of the British Isles. Pine, ranging in colour from pale honey to a whisper of rose, is a kind wood, a warm wood, silky smooth to the touch. This is a beauty that will last; it is the deep lustre of solid wood. Beech is closegrained, very strong, ideal for arms, legs and for bending into the generous, sweeping curves of Windsor and Old Colonial furniture. Its lighter colour contrasts handsomely with the deeper richness of elm: the combination of these timbers is as old as English furniture making. Elm has a wild and beautiful grain - Ercol show it off to best advantage in the Windsor range, in table-tops, chair seats and the cabinet work in sideboards.

Two stage seasoning process

Both elm and beech for Ercol furniture go through a two-part seasoning process. First, timber stands out in the open air, one year per inch thickness. Thus, much of Ercol timber seasons naturally for two years in the open air. After that, every single cubic inch of wood goes through kilns that are controlled to laboratory standards of accuracy. The care Ercol take with this time-honoured custom of centuries past, of natural seasoning in the open air combined with highly scientific kilning, produces a standard of lasting accuracy which we believe to be unique in the world. The specialised seasoning process is one of the reasons for the remarkable stability of Ercol furniture, in climates as different as Canada, the Middle East, Scandinavia - and the rain-swept British Isles.

Honesty in solid wood

Ercol furniture will serve you a lifetime and your family after you. Working in solid wood means that no faults, either in materials or workmanship, can be concealed. (Ercol use no chipboard, no blockboard.)



Pandora's box is a new concept in furniture - created to fit into today's more casual life-style. It has two drawers, accommodates books and magazines, shows off ornaments and is mobile as well! It is a fine example of Ercol cabinet work in solid English elm. Available in natural Windsor finish, as here (see also page 14), and also in a darker colour to match the Old Colonial range (page 24).

The result is an honesty of construction, cabinet and chair making so perfect, that Ercol quality is probably not matched by any other furniture made today. Notice the quality of traditional jointing, as in the mitred doors, and of dovetailing, for lasting strength. Even in the simplest Ercol chair, you get this kind of strength and craftsmanship.



Even in the simplest Ercol chair you get the strength of solid wood and true Ercol craftsmanship.

Fine finished throughout

All Ercol furniture is hand-finished throughout. Even the back of an Ercol Windsor sideboard is as beautifully finished as the front and the top. Pull out a drawer and notice how it slides like silk. Open and close a door and notice the same fine action. On the Windsor range handles are turned from solid wood and recessed into sculptured hollows. The unique quality of Ercol furniture is achieved by very precise workmanship and the loving care of craftsmen. At Ercol, conscientiousness and pride in making things well are very much alive. This is why we invite you to inspect Ercol furniture with your fingers. You can feel the fine finish for yourself.



Windsor



455 Sideboard Length 5' 1 1/2" (156cm), Depth 1' 6" (46cm), Height 2' 3" (69cm).





The Beauty of Elm.

There are two remarkable aspects to Ercol Windsor sideboards. They are unique pieces of furniture because they are made of solid English elm throughout. And each sideboard is unique because the beauty of the grain – the record of the life of the original tree – is an individual beauty, which lives on in your home.



610 Gate-leg Table
Length 4' 2 1/2" (128cm), Width open 4' 7" (140cm), Width closed 8 1/2" (22cm), Height 2' 4" (71cm).



510 Extending Table
Illustrated open. Length 7' 4" (224cm).  Length closed 5' 0" (152cm).  Width 3' 0" (91cm), Height 2' 4" (71cm).



469 Serving Cabinet
Width 2' 8½" (83cm), Depth 1' 6" (46cm), Height 3' 7" (109cm).



376 Windsor Latticed Chair
Width 1' 6½" (47cm), Depth 1' 6" (46cm), Height 2' 7" (79cm).

384 Dropleaf Table

Length 3' 8½" (113cm), Width open 4' 1" (125cm), Width closed 2' 2½" (63cm), Height 2' 4" (71cm).

An original English style.

No one can say who designed and made the first Windsor chair. It is certainly the only native English style, uncomplicated by outside decorative influences. The first known examples appeared in the 17th century.

Probably an inventive farmer, using his own rudimentary implements, made the first sturdy four-legged chair, with the now characteristic beech bow-back and legs fitted into an elm seat. The virtues of this simple piece of furniture, with its unassuming elegance and practical comfort, inspired the beginning of the present Ercol Windsor range. The Windsor chair, as made by Ercol, is more at home in the 20th century than ever it was in the 18th.



370 Windsor Chair
Width 1' 7½" (49cm), Depth 1' 7" (48cm).

370A Windsor Armchair
Width 2' 0" (61cm), Depth 1' 7" (48cm).



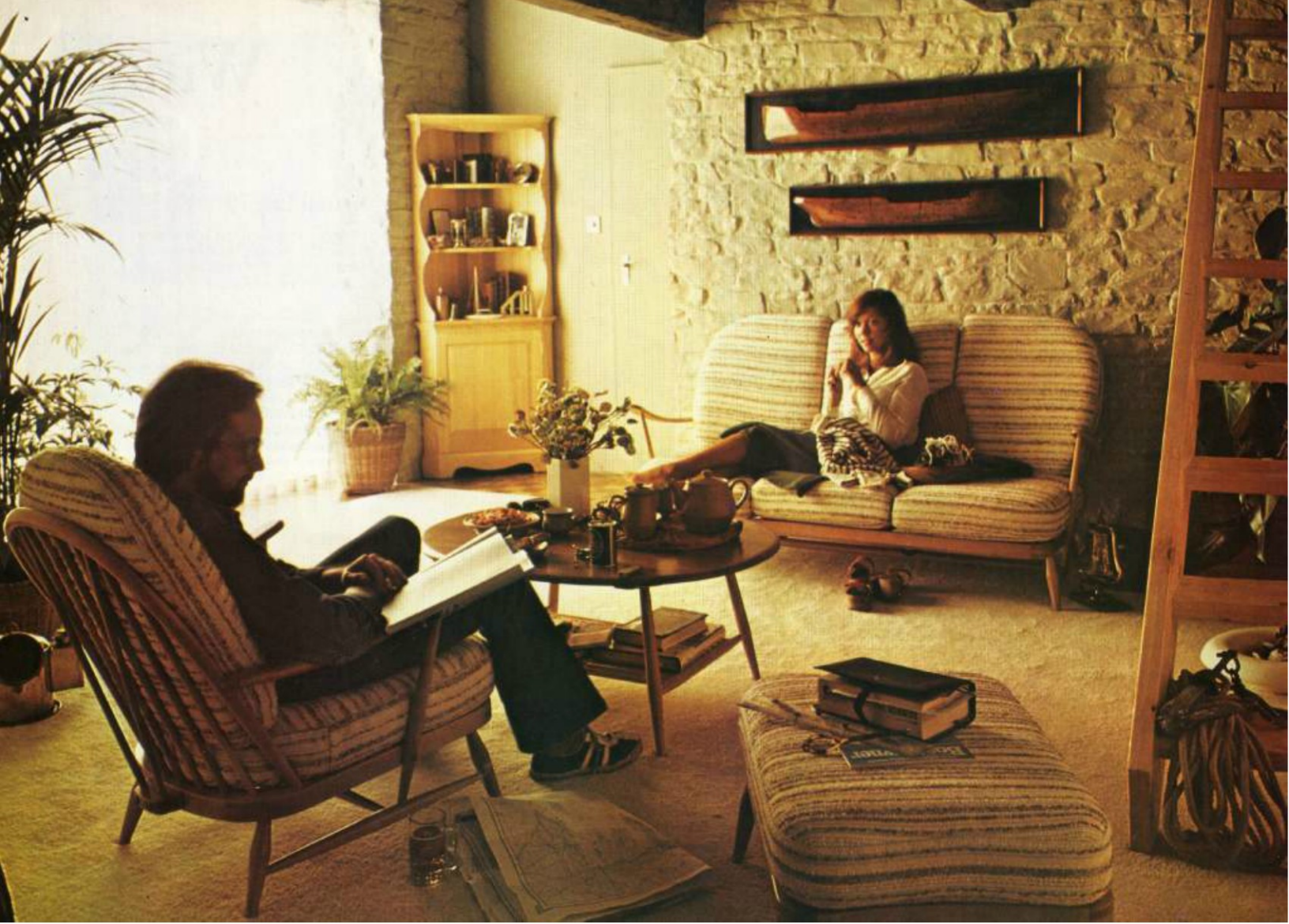
365 Quaker Windsor Chair
Width 1' 7½" (49cm), Depth 1' 9½" (55cm), Height 2' 11" (96cm).

365A Quaker Windsor Armchair
Width 2' 0" (61cm), Depth 1' 9½" (55cm), Height 3' 1½" (95cm).



369 Goldsmith Windsor Chair
Width 1' 7½" (49cm), Depth 1' 10" (56cm), Height 3' 2" (97cm).

369A Goldsmith Windsor Armchair
Width 2' 0" (61cm), Depth 1' 10" (56cm), Height 3' 2" (97cm).



Windsor

Deep cushioning.

Luxurious deep cushions, carefully constructed to give you deep comfort yet very real support, rest on frames that are designed and built with great care. On these Ercol frames nothing is hidden – everything is visible. And it is the frame which forms the true basis of comfort.

At Ercol we design the solid wood frame of our chairs and settees to fit the human frame. We study the precise relationship between seat height and length, and the angle at which the back is raked so that these are compatible with the way the human body folds and relaxes. This is where Ercol's mastery in handling wood is so vital.

Zip-off covers.

Zip off the covers and send them for dry cleaning. In the meantime, zip on another set. Change the character of your room for a while, as the seasons change or the mood takes you. It's fun. And your friends will be astounded!



203 Easy Chair
Width 2' 3½" (71cm), Depth 2' 11" (89cm), Height 2' 9½" (85cm).

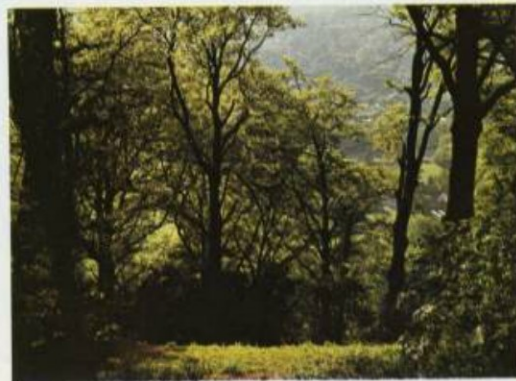
341 Extension Stool Width 1' 8" (51cm), Length 2' ¾" (70cm), Height 1' 3" (38cm).



203/3 Three-Seater Settee
Width 5' 8" (173cm), Depth 3' 0" (91cm), Height 2' 9½" (85cm).



203/2 Two-Seater Settee
Width 4' 4½" (133cm), Depth 3' 0" (91cm), Height 2' 9½" (85cm).





478 Tall Back Easy Chair

Width 2' 4½" (72cm), Depth 2' 8½" (83cm), Height 3' 4½" (103cm).



355 Studio Couch

Width 6' 9" (206cm), Depth 2' 7" (79cm), Height 2' 9½" (86cm).



477 Easy Chair

Width 2' 4½" (72cm), Depth 2' 8½" (83cm), Height 2' 9" (84cm).



334/3 Three-Seater Settee Width 5' 7½" (171cm), Depth 2' 4½" (72cm), Height 2' 8" (81cm).



334/2 Two-Seater Settee Width 4' 3½" (131cm), Depth 2' 4½" (72cm), Height 2' 8" (81cm).



334 Easy Chair Width 2' 3½" (69cm), Depth 2' 4½" (72cm), Height 2' 7½" (81cm).

Windsor

Choice in comfort.

Because no two people are the same, Ercol bring you a marvellously wide range of easy sitting. When you plan a room with Ercol furniture, you are not expected to have a suite as such. You may, of course. Or you may want all easy chairs. Or a pair of settees. Do you like sitting upright or to lounge? Do you feel that a rocking chair is a must in your scheme of things? (An Ercol rocking chair is a superb example of the chairmaker's art: it will make a marvellous

centre-piece for a room, or add a sense of style and joy to an unregarded corner. There are more Ercol rocking chairs on the next page, and also on pages 29 and 30.)

With the wide choice of Ercol covers (and zip-off cushions for easy dry-cleaning, or to change the 'scene') you can create exactly the room you have in mind.



473 Double Bow Rocking Chair—
also available with back cushion
Width 1' 1 1/2" (60cm), Depth 2' 4" (76cm),
Height 3' 4 1/2" (103cm).



743C Corner Cabinet
Width 2' 4 1/2" (73cm), Depth 1' 6 1/2" (48cm),
Height 5' 10 1/2" (179cm).



472 Double Bow Windsor Chair—
also available without back cushion
Width 1' 11 1/2" (60cm), Depth 2' 3" (69cm), Height 3' 5 1/2" (106cm).



335 Easy Chair
Width 2' 3 1/2" (70cm), Depth 2' 7 1/2" (80cm), Height 2' 11" (89cm).



Windsor



305 Windsor Tub Chair
Width 2' 3" (69cm), Depth 2' 2" (66cm), Height 2' 8" (81cm).



317 Grandfather Easy Chair
Width 2' 5" (74cm), Depth 2' 5½" (76cm), Height 3' 1½" (95cm).



451 Low Seated Fireside Chair
Width 1' 9" (53cm), Depth 1' 7½" (50cm), Height 2' 3" (69cm).

452 Rocking Chair
Width 1' 9" (53cm), Depth 2' 4" (71cm), Height 2' 2½" (67cm).



470 Windsor Tub Rocking Chair
Width 2' 3" (69cm), Depth 2' 6½" (78cm), Height 2' 9" (84cm).



315 Grandfather Rocking Chair
Width 2' 5" (74cm), Depth 2' 7" (79cm), Height 3' 1½" (95cm).



435 Goldsmith Rocking Chair
Width 2' 0" (61cm), Depth 2' 4" (71cm), Height 2' 9½" (85cm).



428 Quaker Rocking Chair
Width 2' 0" (61cm), Depth 2' 4" (71cm), Height 2' 9½" (85cm).

The above chairs shown with back cushions are available without.

Hand wax finish.

The Ercol finish on the Windsor range is very special and typically Ercol: a combination of modern science and handcraft skills. Specially-formulated lacquers protect the wood and give it heat- and spirit-resistant properties. And then, finally, individually, piece by piece, wax is applied by hand, to let the beauty, warmth and feel of solid wood glow through.



748 Occasional Table
Length 2' 4½" (72cm). Width 1' 5½" (44cm). Height 1' 5½" (44cm).



459 Occasional Coffee Table
Length 3' 5" (104cm). Width 1' 6" (46cm). Height 1' 2" (36cm).



354 Nest of Three Tables
Large Table 2' 1½" x 1' 5¼" (65cm x 44cm). Height 1' 3½" (40cm).



746 Occasional Table
Length 2' 5½" (74cm). Width 2' 5½" (74cm). Height 1' 5½" (45cm).



735 Pandora's Box
Length 2' 7½" (80cm). Width 2' 7½" (80cm). Height 1' 3½" (40cm).



454 Supper Table
Length 3' 3" (99cm). Width 2' 8½" (83cm). Height 1' 5½" (44cm).

A friend in the kitchen.

The best friend you can have in the kitchen is a good chair. Ercol make these chairs especially for kitchen use, and as you can see, they are very pretty. Look at the deeply-swept elm top-rail of the 737 chair, the classic Windsor bow back of the 400, and the 'flying backs' of the other two



737 Chiltern Swept-Back Chair
Width 1' 5½" (45cm), Depth 1' 6" (46cm), Height 2' 7" (79cm).

Chiltern chairs. Yet they have a finish which can take steam or potato peelings or football boots without complaining. Ercol Chiltern chairs are good to sit on, good to look at . . . and perhaps a piece of furniture to hand on to a daughter with pride and affection.



400 Kitchen Chair
Width 1' 6" (46cm), Depth 1' 5¼" (44cm), Height 2' 9½" (86cm).



391 Kitchen Chair
Width 1' 5½" (44cm), Depth 1' 5½" (44cm), Height 2' 7" (79cm).

Kitchen



608 Kitchen Chair
Width 2' 4½" (43cm), Depth 1' 7½" (49cm), Height 3' 0½" (93cm).



Old Colonial

Perfection and integrity

As the name suggests, this style owes much to the Pilgrim Fathers who left Plymouth and made America their home in the 17th century. They took with them their own deep conviction on perfection and integrity. Those amongst them skilled with tools – perhaps a ship's carpenter – started to make furniture for their new homes that was simple, sturdy, and aesthetically satisfying. And so, three centuries ago in a far country a new English furniture style was born. A few of the originals are still treasured in stately homes and in the Metropolitan Museum, New York. Their honesty of craftsmanship, and fitness for purpose have seldom been equalled. Ercol have endeavoured to capture the spirit and integrity of these fine pieces with their depth of character and tradition, and have broadened the style into a complete family of furniture, with over a hundred different designs.



The Ercol timber expert chooses trees straight in growth and free from blemish.

Choosing trees

The foundation of all Ercol's work is the living tree – this is where our understanding of timber and our respect for solid wood begins. The picture shows the Ercol timber expert marking trees – trees straight in growth and free from blemish. The basis of high-quality work is our careful selection of the finest materials.

Traditional craftsmanship, modern needs

Elm and beech and pine are strong timbers which require great skill to fashion. Ercol craftsmen have this skill and the furniture they make gains in strength in the making. You have only to sit in an Ercol chair to appreciate its strength. You have only to examine the workmanship – the solidly set legs and supports, the back-bracing, the seat-shaping – to know that these are chairs to stand up to the demands which any age (and any age-group!) can make.



The tall dignity of this Ercol Old Colonial dresser will be impressive in your living room or dining room. And if you are fortunate enough to have a large kitchen, this Ercol dresser will help it become what kitchens always used to be: the living centre of the home.

With feeling

The Old Colonial antique finish has its own 'living' quality. The antique stain is not sprayed on – it would lie heavy and lifeless and mask the essential quality of the wood. Ercol craftsmen shade each piece by hand, with real feeling to bring out its individual beauty. A slower and more costly process, but it allows the natural highlights of the wood and the tooling to shine through. A sealing lacquer is applied. It is then rubbed

down by hand. Everything is done to prevent the finish clogging the beauty and feel of wood. And the final touch is wax, also applied by hand. Look at any piece of Ercol Old Colonial closely. Touch it. The true nature, the essential life of the wood is preserved for your enjoyment by the painstaking care of Ercol craftsmen.

Upholstery fabrics: an international range

About 100 different upholstery fabrics – that is what Ercol make available for you to choose from. They are selected from the finest international designs and range not only across frontiers but also down the ages: from Sandersons come traditional linens specially woven for us in Scotland and authentic William Morris designs. And there are modern woollens from Ireland, and cool, sophisticated designs on man-made fibres for life in the 70s. We can only show you some of the range of Ercol upholstery fabrics in these pages, but your Ercol dealer can show you the complete range. Incidentally, Ercol cushion covers are zip-off for easy dry cleaning.

Double Bow Rocking Chair

Suitable for rockers of all ages. The beautifully shaped bow-back is a good example of Ercol's skill in handling wood. Beech, immensely strong and straight-grained, is bent without distorting and weakening. In fact, the natural strength and beauty of the timber are not only preserved but enhanced.





258 Open Plate Rack
Length 3' 2" (97cm), Depth 5 1/4" (13cm), Height 1' 7 1/2" (50cm).



331D Dresser
Length 4' 0 1/2" (123cm), Depth 1' 7" (48cm), Height 5' 3" (160cm).





610 Gate-leg Table
Width open 4' 7" (140cm), Width closed 8 1/2" (22cm), Length 4' 2 1/2" (128cm), Height 2' 4" (71cm).



377 Drop-leaf Table
Width open 4' 1" (123cm), Width closed 2' 0 1/2" (63cm), Length 3' 8 1/2" (113cm), Height 2' 4" (71cm).



705 Elm Extending Table
Illustrated open. Length 7' 0" (213cm),  Length closed 5' 4" (163cm),  Width 3' 6 1/2" (108cm), Height 2' 4 1/2" (72cm).



570D Dresser

Length 7' 0 1/2" (215cm), Depth 1' 8 1/2" (53cm),
Height 5' 9" (175cm).

434 Draw-leaf Table (Illustrated open,
Length open 7' 0" (213cm), Length closed 4' 6" (137cm),
Width 2' 9" (84cm), Height 2' 3 1/2" (74cm).

730 Yorkshire Chair

Width 1' 6" (46cm), Depth 1' 9" (53cm),
Height 3' 7 1/2" (110cm).

730A Yorkshire Armchair

Width 1' 11 1/2" (60cm), Depth 1' 9" (53cm),
Height 3' 7 1/2" (110cm).



331 Sideboard
Length 4' 0½" (123cm), Depth 1' 6½" (48cm), Height 2' 9" (84cm).



153 Draw-leaf Table
Illustrated open. Length 5' 9" (175cm), Length closed 3' 9" (114cm), Width 2' 4" (71cm), Height 2' 5½" (74cm).



730A Yorkshire Armchair
Width 1' 11½" (60cm), Depth 1' 9" (53cm), Height 3' 7½" (110cm).

730 Yorkshire Chair
Width 1' 6" (46cm), Depth 1' 9" (53cm), Height 3' 7½" (110cm).



716 Yorkshire Chair
Width 1' 6" (46cm), Depth 1' 6" (46cm), Height 2' 9½" (85cm).

716A Yorkshire Armchair
Width 2' 0" (61cm), Depth 1' 6" (46cm), Height 2' 9½" (85cm).



715 Ladderback Chair
Width 1' 6" (46cm), Depth 1' 8½" (51cm), Height 3' 2½" (99cm).

715A Ladderback Armchair
Width 2' 0" (61cm), Depth 1' 8½" (51cm), Height 3' 2½" (99cm).

Old Colonial



282D Dresser
Length 4' 9½" (146cm), Depth 1' 8½" (51cm), Height 5' 6½" (170cm).



570 Sideboard
Length 7' 0½" (215cm), Depth 1' 8½" (52cm), Height 2' 11½" (90cm).



331B Buffet
Length 4' 9½" (123cm), Depth 1' 7½" (49cm), Height 4' 1" (125cm).



419 Refectory Table Length 6' 0" (183cm), Width 2' 7½" (80cm), Height 2' 4½" (72cm).



458 Three Tier Trolley
Length 2' 4" (71cm), Width 1' 6" (46cm), Height 2' 6½" (77cm).



714 Fan-Back Chair
Width 1' 6" (46cm), Depth 1' 7" (48cm), Height 2' 6½" (78cm).



375 Windsor Chair
Width 1' 6½" (47cm), Depth 1' 5½" (44cm), Height 2' 7" (79cm).



371A Windsor Armchair
Width 2' 0" (61cm), Depth 1' 7" (48cm), Height 2' 8" (81cm).

371 Windsor Chair
Width 1' 7½" (49cm), Depth 1' 7" (48cm), Height 2' 8" (81cm).

Old Colonial



155 Refectory Table Length 5' 0" (152cm), Width 2' 6" (76cm), Height 2' 4" (71cm)



282 Sideboard
Length 4' 9½" (146cm), Depth 1' 8" (51cm), Height 2' 11½" (90cm).



370 Windsor Chair

Width 1' 7½" (49cm), Depth 1' 7" (48cm), Height 2' 8" (81cm).

370A Windsor Armchair

Width 2' 0" (61cm), Depth 1' 7" (48cm), Height 2' 8" (81cm).



369A Goldsmith Windsor Armchair

Width 2' 0" (61cm), Depth 1' 10" (56cm), Height 3' 2" (97cm).

369 Goldsmith Windsor Chair

Width 1' 7½" (49cm), Depth 1' 10" (56cm), Height 3' 2" (97cm).



365A Quaker Windsor Armchair

Width 2' 0" (61cm), Depth 1' 9½" (55cm), Height 3' 1½" (95cm).

365 Quaker Windsor Chair

Width 1' 7½" (49cm), Depth 1' 9½" (55cm), Height 3' 1½" (95cm).



Old Colonial

Modern comfort.

When you sit in an Ercol chair, you have two distinct benefits: the warm, silky feel of beautifully fashioned wood and the deep cushioning which holds you and hugs you. Ercol have perfected a special suspension system for the cushions on which you sit. This is a resilient webbed seat-base which is anchored under the frame. What this means is that there is actually extra-length webbing, so you get extra resilience. On top of this extra-resilient seat-base, Ercol have wonderfully soft cushions. These are of luxurious deep-foam construction. They give immediate and downy comfort as well as proper support. For long-term comfort you need both: modern comfort in the Old Colonial idea.

203 Easy Chair

Width 2' 3½" (71cm), Depth 2' 11" (89cm), Height 2' 9½" (85cm).

341 Extension Stool

Width 1' 8" (51cm), Length 2' 3½" (70cm), Height 1' 3" (38cm).



203/3 Three-Seater Settee

Width 5' 8" (173cm), Depth 3' 0" (91cm), Height 2' 9½" (85cm).



203/2 Two-Seater Settee

Width 4' 4½" (133cm), Depth 3' 0" (91cm), Height 2' 9½" (85cm).





445 Easy Chair
Width 2' 3½" (70cm). Depth 2' 1½" (90cm).
Height 2' 9½" (86cm).

446 Extension Stool
Length 2' 2" (66cm). Width 1' 8" (51cm).
Height 1' 3½" (39cm).

731 Credence Cupboard
Height 2' 10¼" (87cm). Width 2' 7" (79cm).
Depth 1' 4½" (43cm).

732/3 Nest of Trinity Tables
Length 3' 9" (114cm). Width 1' 7½" (50cm).
Height 1' 4" (41cm).

445/3 Three-Seater Settee
Width 5' 8" (173cm). Depth 3' 0" (91cm).
Height 2' 9½" (86cm).

Also available 445/2 Two-Seater Settee
Width 4' 4" (132cm). Depth 3' 0" (91cm).
Height 2' 9½" (86cm).



696 Writing Desk Width 4' 7" (140cm), Depth 2' 6" (76cm), Height 2' 4½" (72cm).

Old Colonial



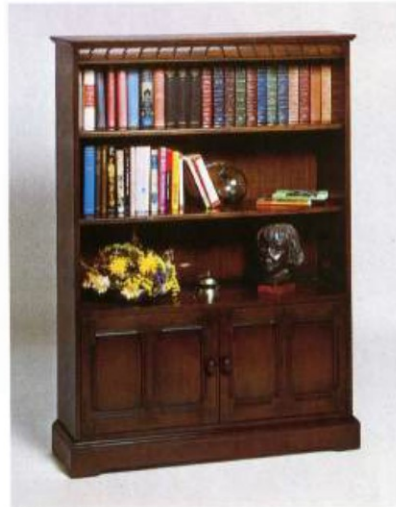
734 Linen Chest
Length 3' 11" (119cm), Width 1' 6¾" (48cm), Height 1' 8" (51cm).



731 Credence Cupboard
Width 2' 7" (79cm), Depth 1' 4½" (43cm), Height 2' 10½" (87cm).



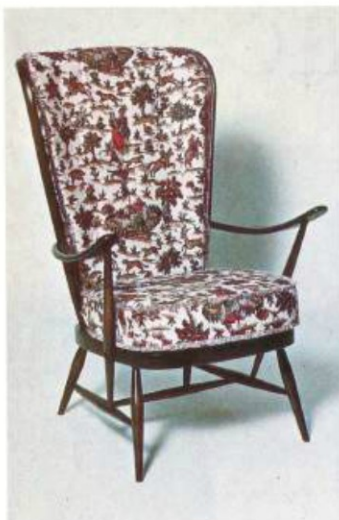
476 Cupboard Bookcase
Width 2' 0" (61cm), Depth 1' ½" (35cm), Height 3' 7½" (111cm).



723 Bookcase
Width 3' 3¼" (101cm), Depth 1' 0" (31cm), Height 4' 6" (137cm).



724 Bookcase
Width 3' 3¼" (101cm), Depth 1' 0" (31cm), Height 4' 6" (137cm).



478 Tall Back Easy Chair
Width 2' 4½" (72cm), Depth 2' 8½" (83cm),
Height 3' 4½" (103cm).



355 Studio Couch
Width 6' 9" (206cm), Depth 2' 7" (79cm), Height 2' 9½" (86cm).



477 Easy Chair
Width 2' 4½" (72cm), Depth 2' 8½" (83 cm), Height 2' 9" (84 cm).



334/3 Three-Seater Settee Width 5' 7½" (171cm), Depth 2' 4½" (72cm),
Height 2' 8" (81cm).



334/2 Two-Seater Settee Width 4' 3½" (131cm), Depth 2' 4½" (72cm),
Height 2' 8" (81cm).



334 Easy Chair Width 2' 3¼" (69cm), Depth 2' 4¼" (72cm),
Height 2' 7½" (81cm).

Old Colonial

Escape the hurly burly.

Escape the hurly-burly world in an Ercol rocking chair. Enjoy a little peace and tranquillity as you rock gently. For your living room, bedroom, study or library: Ercol make all kinds and sizes of rocking chair – not only the one shown here but another five in Old Colonial finish on the next page. See also pages 11 and 13 for Windsor-finish rocking chairs.

Zip-off covers.

Unzipping off covers for easy dry cleaning is only one benefit – you can also easily change to a second set, should you wish to change the character of the room. How about a bright, cool fabric for Summer, and a warm, cosy one for Winter? Ercol give you a wide choice in upholstery fabrics and a wide choice of chairs and settees so that you can really indulge your taste.



473 Double Bow Rocking Chair—
also available with back cushion
Width 1' 1 1/4" (60cm), Depth 2' 6" (76cm),
Height 3' 4 1/2" (103cm).

474 Corner Cabinet
Width 2' 6" (76cm), Depth 1' 6" (46cm),
Height 6' 0" (183cm).



472 Double Bow Chair—also available without back cushion
Width 1' 1 1/4" (60cm), Depth 2' 3" (69cm), Height 3' 5 1/2" (106cm).



335 Easy Chair
Width 2' 3 1/2" (70cm), Depth 2' 7 1/2" (80cm), Height 2' 11" (89cm).



504 Coffee Table
Length 3' 5" (104cm), Width 1' 6" (46cm), Height 1' 5½" (45cm).



454 Supper Table
Length 3' 3" (99cm), Width 2' 8½" (83cm), Height 1' 5½" (44cm).



498 Nest of Three Tables
Large Table 1' 10½" x 1' 1½" (57cm x 35cm), Height 1' 4½" (42cm).



506 Drop-leaf Supper Table
Open 3' 6" x 2' 11½" (107cm x 90cm), Closed 3' 6" x 1' 4½" (107cm x 43cm), Height 1' 7" (48cm).



459 Occasional Coffee Table
Length 3' 5" (104cm), Width 1' 6" (46cm), Height 1' 2" (36cm).



748 Occasional Table Length 2' 4½" (72cm), Width 1' 5½" (44cm), Height 1' 5½" (44cm).



732/3 Nest of Trinity Tables
Length 3' 9" (114cm), Width 1' 7½" (50cm), Height 1' 8" (41cm).



733 Small Trinity Table
Length 1' 6" (46cm), Width 1' 2½" (37cm), Height 1' 3" (38cm).



354 Nest of Three Tables
Large Table 2' 1½" x 1' 5½" (65cm x 44cm), Height 1' 3½" (40cm).

Old Colonial



305 Windsor Tub Chair
Width 2' 3" (69cm), Depth 2' 2" (66cm), Height 2' 8" (81cm).



317 Grandfather Easy Chair
Width 2' 5" (74cm), Depth 2' 5½" (78cm), Height 3' 1½" (95cm).



470 Tub Rocking Chair
Width 2' 3" (69cm), Depth 2' 6½" (78cm), Height 2' 9" (84cm).



315 Grandfather Rocking Chair
Width 2' 5" (74cm), Depth 2' 7" (79cm), Height 3' 1½" (95cm).



435 Goldsmith Rocking Chair
Width 2' 0" (61cm), Depth 2' 4" (71cm), Height 2' 9½" (85cm).



428 Quaker Rocking Chair
Width 2' 0" (61cm), Depth 2' 4" (71cm), Height 2' 9½" (85cm).



451 Low Seated Fireside Chair
Width 1' 9" (53cm), Depth 1' 7½" (50cm), Height 2' 3" (69cm).



452 Rocking Chair
Width 1' 9" (53cm), Depth 2' 4" (71cm), Height 2' 2½" (67cm).

The above chairs shown with back cushions are available without.



563 Open Shelf Top Unit

Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm). Depth 11 1/2" (30 cm).



585 Top Unit with Cupboard

Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm). Depth 11 1/2" (30 cm).



586 Glazed Door Top Unit with Open Cupboard

Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm). Depth 11 1/2" (30 cm).



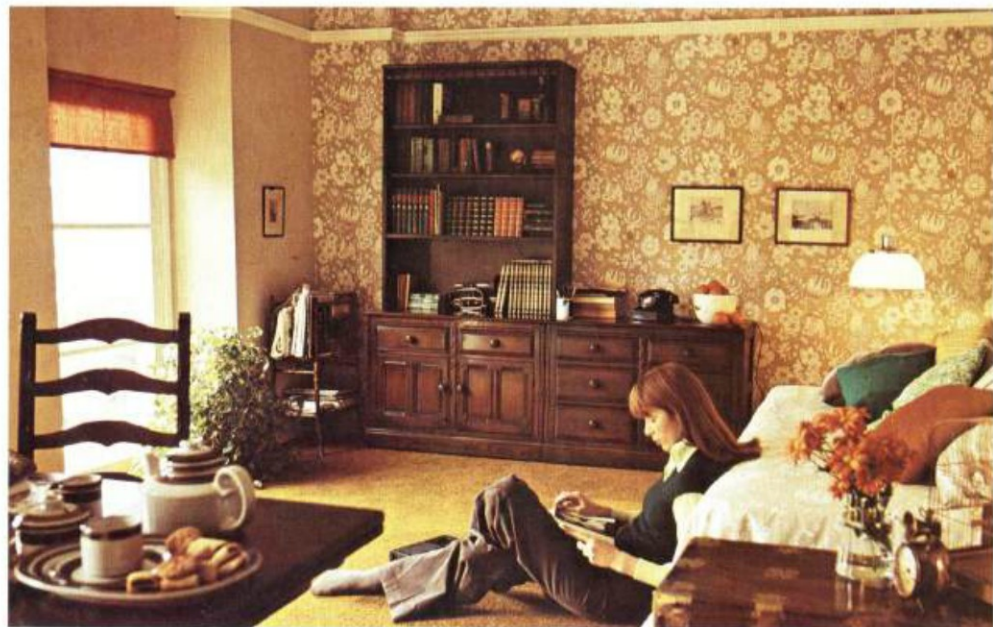
588 Glazed Door Top Unit with Cupboards

Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm). Depth 11 1/2" (30 cm).



582 Base Unit

Height 2' 3 1/2" (70 cm). Width 3' 2 1/2" (98 cm). Depth 1' 7 1/2" (50 cm).



584 Top Unit with Drop Flap Cupboard

Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm). Depth 11 1/2" (30 cm).

580 Base Unit

Height 2' 3 1/2" (70 cm). Width 3' 2 1/2" (98 cm). Depth 1' 7 1/2" (50 cm).

Mural



590 Corner Base Unit
Height 2' 3 1/2" (70 cm).
Width 1' 8 1/2" (52 cm).



589 Corner Top Unit
Width 2' 7 1/2" (80 cm). Depth 1' 1 1/2" (35 cm).
Height 4' 1 1/2" (126 cm).



598 Half Width Cupboard Base Unit
Width 1' 8 1/2" (52 cm). Depth 1' 7 1/2" (50 cm).
Height 2' 3 1/2" (70 cm).



599 Half Width Open Shelf Top Unit
Width 1' 8 1/2" (52 cm). Depth 1' 1 1/2" (30 cm).
Height 4' 1 1/2" (126 cm).

To clothe a wall.

Mural wall units are an extension of the Old Colonial range – book-cases and cupboards that can be used happily as single units to add charm to any room or that will clothe and grace a complete wall with timeless elegance. Mural units are designed to fit alongside each other, with special 'bridging' corner units. You can buy one at a time and add to them over the years or act on the grand scale and create a complete library.



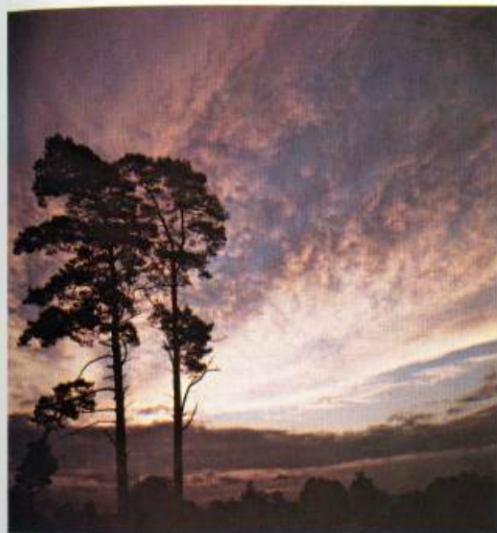
587 Glazed Door Top Unit with Drop Flap Cupboard
Height 4' 1 1/2" (126 cm). Width 3' 2 1/2" (98 cm).
Depth 1' 1 1/2" (30 cm).

581 Base Unit
Height 2' 3 1/2" (70 cm).
Depth 1' 7 1/2" (50 cm).
Width 3' 2 1/2" (98 cm).





The Pine Line



Scots pine (*pinus sylvestris*) is the native conifer of the British Isles.

The glory of solid pine

The Ercol Pine Line brings you the glory of solid pine; a warm wood, kind to the touch, worked and finished with a craftsmanship that can seldom be matched today. Every piece is hand wax finished to realise the natural beauty of pine to the full. All Ercol's unique expertise in handling solid wood is brought to bear to give you pine furniture that will not let you down. Timber for the Ercol Pine Line is solid wood conditioned to scientific standards of precision and accuracy that are probably unique. This makes for great strength and stability. Ercol Pine Line furniture is available in natural hand-waxed finish that brings out the full beauty of the honey-to-rose tones of the wood.

Living with pine

Not so long ago most pine furniture was found only in kitchens. Ercol have changed all that! Pine is beautiful, and to this natural beauty Ercol have added impeccable craftsmanship. The result is the Ercol Pine Line: pine furniture of such a high standard that it is a pleasure to live with in any room in the house. Ercol bring you pine for the dining room, pine for the bedroom and now even pine upholstered furniture. The Ercol Pine Line has the happy

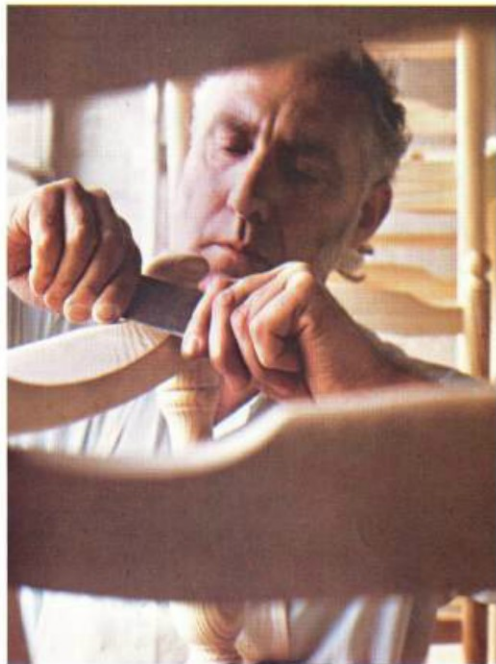


Two? Four? Six? Eight? What do we appreciate? The Ercol Pine Line extending table, obviously, when it's a question of accommodating varying numbers of people. Closed it's just right for intimate meals for four people; opened it accommodates eight very handsomely. The extra leaf is cunningly hinged and balanced, so it is easy to put into place, and it stores out of sight underneath when not in use.

characteristic of looking superb in a traditional or very modern interior. For instance, you can 'dress' a Pine Line room with the most breath-takingly space-age style accessories – and it looks great.

To your taste

There are two types of handles that are right for pine: wood or brass. So we give you a choice: turned from solid wood and hand-waxed finished or best quality brass. Most brass handles these days aren't solid but we thought that alongside the virtues of solid pine you deserve solid brass handles, too.



A craftsman with a fine steel blade and an experienced eye puts a fine finish on solid Scots pine.



635D Large Dresser Length 4' 5½" (136cm), Depth 1' 6" (46cm), Height 5' 5½" (166cm).



647C Corner Cabinet Width 2' 6½" (78cm), Depth 1' 7" (48cm), Height 6' 0" (183cm).

The Pine Line

Craftsmanship in solid wood.

The Ercol Pine Line is pine furniture at its best. For two important reasons: how we treat our specially selected timber; and how much care and devotion we put into making and finishing each piece. The timber itself is conditioned by Ercol to laboratory standards of accuracy. Whether you put your Pine Line furniture into a centrally heated house or a cottage that has more traditional heating, it will not let you down.



635 Large Sideboard

Length 4' 4½" (134cm), Depth 1' 5½" (45cm), Height 2' 8½" (83cm).



637 Small Sideboard

Length 3' 0" (91cm), Depth 1' 5½" (45cm), Height 2' 8½" (83cm).



637D Small Dresser

Length 3' 0½" (93cm), Depth 1' 6" (46cm), Height 5' 5½" (166 cm).



641 Dining Chair

Width 1' 6" (46cm), Depth 1' 7½" (50cm), Height 3' 3½" (101cm).

639 Large Refectory Table

Length 6' 0" (183cm), Width 2' 7½" (80cm), Height 2' 4½" (72cm).



645 Small Refectory Table Length 4' 6" (137cm), Width 2' 6" (76cm), Height 2' 4½" (72cm). (Shown with **608 Kitchen Chair**).



663 Round Drop-leaf Table Length open 4' 1" (125cm), Length closed 2' 0½" (63cm), Width 3' 6½" (113cm), Height 2' 4" (71cm). (Shown with **714 Fan-Back Chair**).



704 Pine Extending Table Illustrated open, Length 6' 1½" (187cm).  Length closed 4' 5½" (136cm).  Width 3' 6½" (108cm), Height 2' 4½" (72cm). (Shown with **641 Dining Chair**).

Beech with pine is fine.

Natural solid timbers have an interesting characteristic – they blend well together. So Ercol Windsor Chairs in natural-finish beech and elm go well with Pine Line furniture, as you can see from the picture. This is true not only of the chairs shown here but of Windsor easy chairs also.



365A Quaker Windsor Armchair
Width 2' 0" (61cm), Depth 1' 9½" (33cm), Height 3' 1½" (95cm).



737 Chiltern Swept-Back Chair
Width 1' 5½" (45cm), Depth 1' 6" (46cm), Height 2' 7" (79cm).

The Pine Line



709 Pine Easy Chair
Width 2' 4" (71cm), Depth 2' 10" (86cm),
Height 2' 10" (86cm).

708 Pine Coffee Table
Length 3' 5" (104cm), Width 1' 6" (46cm),
Height 1' 5 1/2" (45cm).

709/2 Pine Settee
Width 4' 3 1/2" (131cm), Depth 2' 10" (86cm),
Height 2' 10" (86cm).

728 Pine Coffee Table
Length 2' 2" (69cm), Width 2' 3" (69cm),
Height 1' 1" (33cm).



700 Pine All-Purpose Cabinet
Width 1' 4 1/2" (43cm). Depth 1' 4" (41cm).
Height 1' 8 1/2" (52cm).



702 Headboard
Width 4' 11" (150cm). Adjustable fitments for use with
divan sizes from: 4'5" (135cm). to 5'0" (152cm).

703 Headboard
Width 3'3 1/2" (100cm). Adjustable fitments for use with
divan sizes from: 2'1 1/2" (90cm). to 3'3 1/2" (100cm).



698M Dressing Chest
Width 2' 5" (91cm). Depth 1' 6 1/2" (47cm).
Height 3' 1 1/2" (120cm).

699 Pine Mirror
Width 1' 11" (58cm). Depth 4" (10cm).
Height 1' 6 1/2" (46cm).



701 M Dressing Table
Width 3' 0" (91cm). Depth 1' 6 1/2" (47cm). Height 3' 1 1/2" (121 cm).



The Pine Line



698 Pine Chest of Drawers
Width 3' 0" (91cm), Depth 1' 6½" (47cm), Height 2' 5" (74cm).



701 Pine Side Table
Width 3' 0" (91cm), Depth 1' 6½" (47cm), Height 2' 5½" (74cm).





The Soft Touch/Savernake

The Soft Touch is Ercol's own, special contribution to fully-upholstered living room furniture. It brings you comfort and strength. And it does so because Ercol build these suites to standards of craftsmanship that are probably unmatched. We construct a strong frame of solid English elm, a frame that gives proper support because it is designed especially for the needs of the human body at rest. Deep foam cushions rest on a resilient, seat base, and are made up of foams of varying firmness. The Ercol Soft Touch brings you support and softness: for true comfort you need both.

This is Savernake (the name of an ancient British forest), which is distinguished particularly by the long, elegant curve to the back of the settee. The flowing line of natural polished wood is part of the total Ercol vision: it makes a feature of the actual elm frame and is unmistakably Ercol in its use of solid wood. That a part of the actual frame is revealed is the Ercol signature – it is our pledge that we hold faith with you in honesty of construction, even in the parts you cannot see. The choice of fabrics is yours: the Ercol swatch books hold nearly 100 designs.



650/3 'Savernake' Upholstered Settee
Width 7' 1" (216cm). Depth 3' 5 1/4" (105cm). Height 2' 7 1/4" (80cm).



650 'Savernake' Upholstered Easy Chair
Width 3' 0" (91cm). Depth 3' 1" (94cm). Height 2' 7 1/4" (80cm).



The Soft Touch/Wychwood



721/2 'Wychwood' Settee
Width 5' 1" (155cm), Depth 2' 10" (86cm), Height 2' 9 1/4" (85cm), Patent 1425708



721 'Wychwood' Easy Chair
Width 2' 11" (89cm), Depth 2' 10" (86cm), Height 2' 9 1/4" (85cm), Patent 1425708

The 'Wychwood' combines all the skills of the chairmaker's art, in upholstery and in wood. Yet it is a totally new approach. Here is a genuinely 20th century solution to the problem of providing truly comfortable sitting. In other Ercol fully upholstered suites in our 'British Forests' range, we allow just a part of the solid elm frame to show: in the 'Wychwood' we reveal it all. Solid English elm, fashioned and hand wax finished with loving care to reveal its individual beauty: this is the authentic Ercol touch. In this frame we have suspended a completely re-thought cushion system.

Whichever way you sit, the cushions adapt to you – close and soft and snug. The seat, back and arms form a cradle. This is no plastic shell covered in foam, but a cushion system resting in a sling. Cushion system? Yes – the seat is built up from as many as four foams: from firm to very soft. And arms and back are equally carefully constructed. The result is that you get the kind of support the body needs for real comfort, plus the kind of softness that is sheer luxury.

Choose a fabric that suits your home and your ideas: Ercol offer you a wide range.



721/3 'Wychwood' Settee
Width 6' 4" (193cm), Depth 2' 10" (86cm), Height 2' 10 1/4" (88cm), Patent 1425708





The Soft Touch/Richmond

Assured, elegant, timeless. Here is a fully-upholstered suite which not only gives you instant softness and long-term comfort, but which asks to be seen and admired from all sides as well. A particularly fine feature of the Richmond suite are the ladder backs of solid, carved elm and the classic curve of the arm with the Ercol 'signature' of timber revealed. It is one of the happy characteristics of elm that curves cut into the timber by the craftsmen seem to bring out the very best of the unique beauty of elm grain.

Deep foam cushions rest on a resilient seat-base which is itself covered in a layer of foam. And the solid elm frame is made to the highest standards of craftsmanship: in its design for comfort, to give you correct support for true relaxation; in its immensely strong construction; in its superb finish, even the parts you cannot see.

As to fabrics, Ercol offer you some 100 designs, including modern woollens, man-made fibres, and authentic William Morris and other traditional designs from Sandersons.



662 'Richmond' Upholstered Easy Chair
Width 2' 11" (69cm), Depth 3' 1/4" (95cm), Height 2' 6" (76cm).



662/3 'Richmond' Upholstered Settee
Width 6' 3/4" (192cm), Depth 3' 1/4" (95cm), Height 2' 6" (76cm).



The Soft Touch/Arden



Here is the Soft Touch from Ercol with the modern line: Arden, one of our British forests range of fully upholstered living room suites. It, too, has the Ercol signature of part of the elm frame proudly revealed – our pledge of meticulous construction throughout. 'Arden' is a very considerable design achievement, in aesthetics and in comfort. It succeeds in harmonising a geometric, modern line with true support and relaxation. Too much modern furniture looks elegant because it is merely low: it therefore fails to support the shoulders, let alone the head.

In 'Arden,' as in the other fully upholstered suites, Ercol have

based the proportion of the seat and the back, and their related angles, on the need of the human body at rest. And yet 'comfort above all' does not detract from the modern line. The 'Arden' back is high enough, but the subtle concave curvature along the tops of the back cushions removes all sense of ponderousness. Study the profiles of the chair and settee: you will find 'Arden' fits superbly well into the most uncompromising modern interior.

The character of an upholstered suite changes according to the fabric; in the Ercol swatch books you will find the design that belongs to you.



697/3 'Arden' Upholstered Settee
Width 6' 6" (198cm), Depth 3' 0 1/2" (93cm),
Height 2' 6" (76cm).



707 'Arden' Upholstered Stool
Width 1' 10" (56cm), Length 1' 10" (56cm),
Height 1' 0 1/2" (32cm).

697 'Arden' Upholstered Easy Chair
Width 2' 0" (91cm), Depth 3' 0 1/2" (93cm),
Height 2' 6" (76cm).



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