

Household Furnishings in 1949

Issued by

Your county home demonstration agent and extension home management specialists of Texas A. & M. College

DEMAND

Continues heavy.

SUPPLY

More adequate now than since prewar years.

PRICES

No general decline likely, as long as there is a shortage of such basic raw materials as lumber and steel; these shortages are not as severe as a year ago.

Some lower priced merchandise is expected, as there is pressure from dealers for furniture in a price range to fit \$1800 to \$2000 income levels.

The present situation is relieved somewhat by "seconds" on the market.

QUALITY

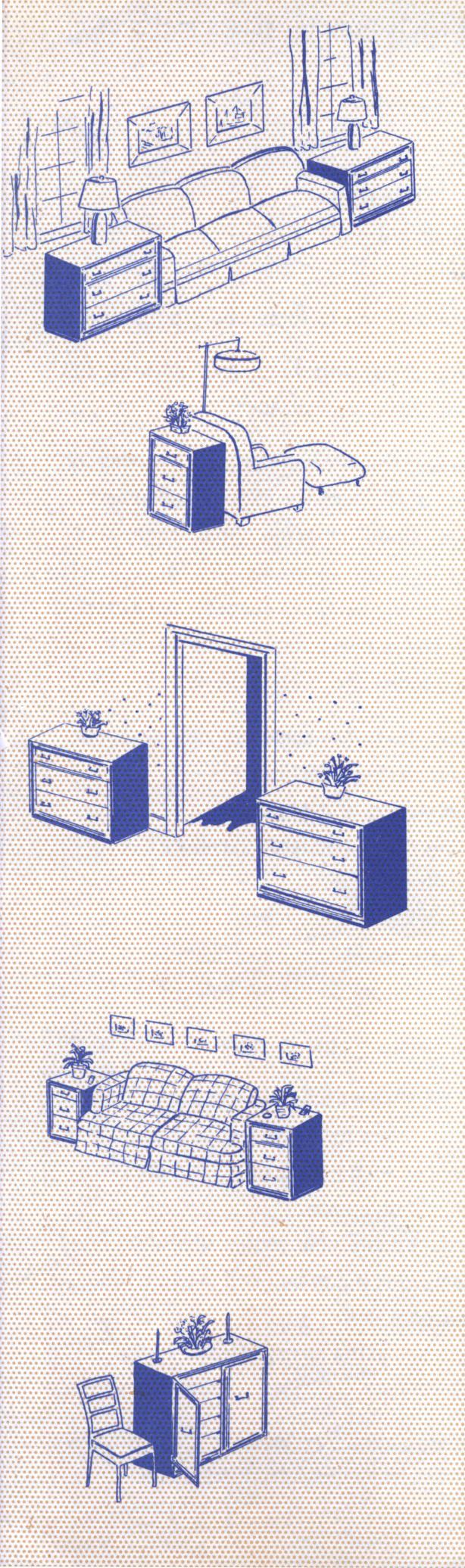
During the war when scarce supplies and labor had to be profitably utilized, new and improved production methods were developed and most home furnishings have improved in quality and utility.

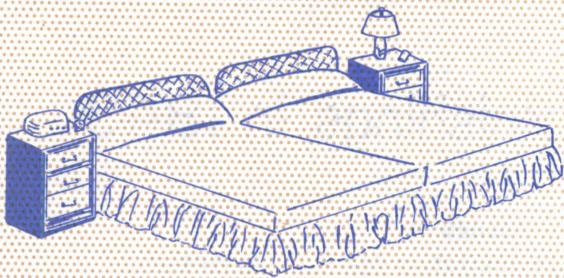
Construction is more dependable.

Better finishes, mar-proof table surfaces and special purpose glues for furniture have been developed.

Upholstering materials are of better quality and there is a wider choice of color and patterns.

Mattresses and springs are available in longer lengths; springs are lighter in weight and some have aluminum frames. Mattresses have stronger, better sidewalls.





Asphalt saturated felt is used to replace burlap as a backing for linoleum.

Textile dyeing has improved.

TRENDS

Manufacturers are giving more attention to individual needs and preferences.

New chair styles are both comfortable and practical.

Sofa-beds have improved, with deep inner springs, full size mattresses and easier operation.

Floor coverings - Woven wool carpets and wall-to-wall carpets have moved out of reach of low income consumers. Cotton or fiber rugs, small imported Indian rugs, wool and hair rugs or linoleum are available. So far, synthetics have not been used to any extent in carpets, but experimental work in this line is being done. Linoleum has "stepped out of the kitchen into pretty rooms."

Fabrics - In shopping, these are some new developments:

Flame-proofed upholstery and blankets.

Moth-proofed upholstery and blankets.

Foam rubber stuffing for upholstered furniture.

Permanent finish curtains.

Crease-resistant fabrics.

Rayon and cotton bath towels are advertised.

Rayon and wool blankets are on the market.

Tables - available in various shapes to adjust to limited space.

Sectional groups of furniture will adjust to space limitations.

The demand by homemakers for more storage space has resulted in development of such pieces as double dressers and chests, and chests on chests.

Furniture has developed interchangeable, utilitarian features, such as chests which can be used in living room, dining room or bedroom.

But these items are still in the luxury class.

