

# The Budget-Planned Home

I N T H E T E M P O O F 1 9 3 4

*As exemplified at  
the 1934  
Century of  
Progress*

IN THE LUMBER INDUSTRIES

ALL WOOD HOUSE

*Sponsored by the*

NATIONAL RETAIL FURNITURE ASSOCIATION



# The National Budget Plan

## How a Small Investment May Grow into a Completely Furnished Home

WE WENT to the highest authority in the land—the American Family—to find out how homes are furnished. Here's how:

**1. NECESSITIES** are the first things purchased. These include the bare essential items which serve the purposes of utility and beauty. Other things will be added on—and become necessities—but certain elemental home furnishings are required to meet initial needs. In the living room, seating accommodation for the family and four guests is considered essential, as are two tables and two lamps. An eight-piece dining room suite is a satisfactory minimum; bedroom necessities include a three-piece suite, with mattress, springs and pillows; all rooms require floor coverings. For the four rooms in this home, the necessities total less than \$1,000.

**2. CONVENIENCES** are added to make for a more comfortable existence after the bare necessities are well-nigh paid for. These include additional seating accommodations, a desk in the living room, additional pieces in dining and bedrooms.

**3. FINISHING TOUCHES**  
After the first two steps we come to the little things that make for gracious living: the finishing touches; accessories, additional longed-for pieces of furniture; musical instruments, and pictures. Window curtains or draperies will be border-line between the convenience and finishing touch classifications.

Following the recommendation of leading authorities, the cost of furnishing the home was set as approximately one quarter the cost of the house. In determining the cost of the equipment, the price levels prevailing in approximately 300 typical communities were surveyed. This cost was apportioned among the several classes of furnishings in such a way as to insure the maximum satisfaction in serviceability, comfort and beauty. The four rooms were furnished throughout in merchandise available at your furniture store, with necessities for less than \$1,000; the conveniences for \$400 more; and all the rest for another \$400—a total of \$1,800.



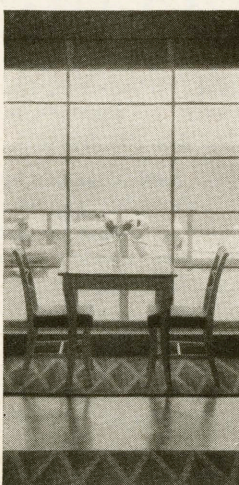
# The Tempo of Today



A "Convenience"

provide individual as well as common needs and tastes; to create an atmosphere of sheltered ease and intimacy for the family, and of gracious hospitality for its guests.

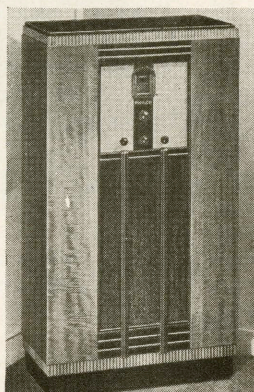
Furnishings throughout are in the contemporary style, which bases design upon function, aims at simplicity without bareness or crudity, and relies upon sound proportions, graceful line, interesting materials, and rich but quick coloring.



A "Finishing Touch"

RENEWED IN SPIRIT, the America of 1934 goes forward toward fuller and more comely ways of life. The new tempo is quicker, more exhilarating; the new spirit more discerning.

Furnished in the tempo of 1934, and designed to fit today's needs and aspirations as a becoming garment fits its wearer's price, the Budget House aims to unite—at modest and wholly practical cost—comfort and beauty, convenience and distinction. It seeks to exile drudgery and conserve leisure; to



To some: "A Necessity"  
For others: "A Finishing Touch"

The house as a whole was planned, not as a temporary show-room or stage-setting, but rather as an enduring and satisfying background for gracious living. Nothing essential to that end has been omitted; nothing foreign to it included. Furnishings were chosen and arrayed to leave space, and the sense of spaciousness, for people; and only such things were used as promised to become the servants, not the masters, of their owners.

Colors and designs shown in the Budget-Planned home were chosen to harmonize with the particular Lumber Industries' House at the World's Fair—and most other American homes as well.



● The Living Room

BASIC PIECES in our living room are a sofa, four chairs, two walnut tables, two lamps and a rug. A cedar red and a soft blue are used as foils for the attractive walls, with a touch of yellow for accent.

The "convenience" classification adds a kneehole type home desk of cherry (with office type files in the drawers) and a mirror, as well as additional seating accommodation.

The card table grouping in the window shows how much the finishing touches add to a room. The pictures are keyed to the color scheme. The type of glass curtains effectively tempers the sunlight, and affords a charming play of light and shadow.

## ACKNOWLEDGMENTS

Upholstered Furniture: Kroehler Manufacturing Co., Naperville, Ill.  
Floor Coverings: Bigelow-Sanford Carpet Co., Inc., New York City.  
Ozite Rug Cushion: Clinton Carpet Company, Chicago, Illinois.  
Tables: The Dearborn Company, Chicago, Illinois.  
Lamps: Sandel, Incorporated, Chicago, Ill.  
Desk: Wabash Cabinet Company, Wabash, Ind.  
Mirror: Conroy-Prugh Company, Pittsburgh, Pennsylvania.  
Card Table Group: Wisconsin Chair Co., Port Washington, Wisconsin.  
Pictures: Colonial Art Company, 61 E. Van Buren St., Chicago, Illinois.  
Radio: Philco Radio and Television Corporation, Chicago, Illinois.  
Glass Curtains: Chicago Fabric Co., Chicago, Illinois.  
Interior Illumination: The Holophane Co., New York City.

## THE BUDGET

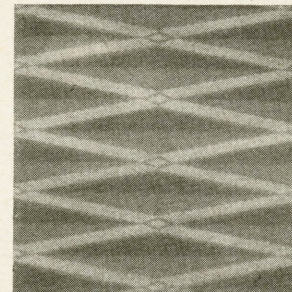
Necessities:	
Two piece upholstered suite.	\$120.00
Lounge Chair.....	40.00
Wing Chair.....	37.00
Occasional Chair.....	21.50
Coffee Table.....	11.00
Reading Table.....	15.00
Rug (in 9 x 12 size).....	67.50
Floor Lamp.....	13.00
Table Lamp.....	6.00
Conveniences:	
Desk.....	39.00
Additional Chair.....	37.00
Chairside Table.....	10.00
Additional Lamp.....	6.00
Finishing Touches:	
Card Table & chairs.....	55.00
Radio.....	85.00
Window curtains, comparable weaves from 35 cents a yard to \$2.00 a yard; accessories, rug cushion and pictures.....	120.05
	\$683.05



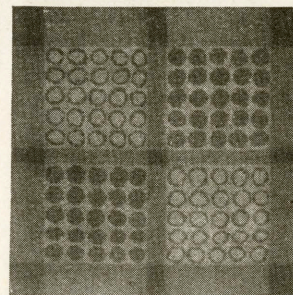
# Budget Planned Floor Coverings

WELL PLANNED BUDGETS allot from 15 to 20 per cent of the total for floor coverings. We provide about \$240 of our \$1,800 total for Bigelow-Sanford rugs, and allow about \$35 for the Ozite rug cushion.

The living room floor carpet has a base of cedar red, with shading of a slightly lighter tone. A sand-yellow rhomboid pattern is accented with a small blue diamond, harmonizing with the furniture. With the woody walls, strong colors were needed and used to give strength and character to room.



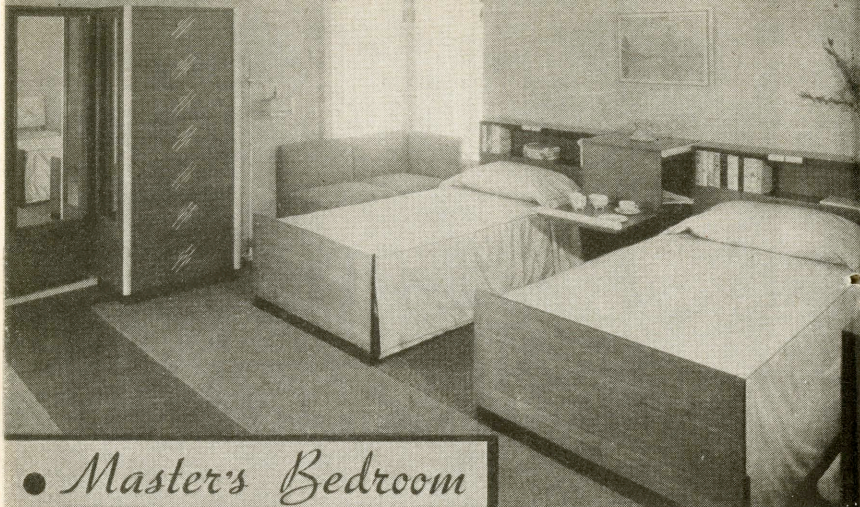
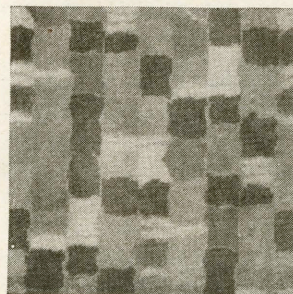
The cedar-red tone is echoed in the dining room rug, which has the same basic color throughout, with a self-toned pattern of circles alternating in squares. While this carpet would be equally at home in any room, it harmonizes especially well with walnut and with the blue in the seat-covers in the chairs.



An interesting treatment is given the Master's bedroom, where a herringbone "shadow-lite" rug runner is used at the foot of the twin beds, on either side, and in between. This same arrangement may be used if a full size bed is used—without the center strip, of course.



Highly effective with the furniture and background, the Ashton rug in the Modern Maple Bedroom possesses character, strength and restfulness, all essential for a bedroom. A dull brick red, a blue green and a lighter green, and sand color are effectively employed in this sturdy, popular priced carpet.



## Master's Bedroom

ONE OF THE MOST unusual suites of furniture ever produced is the "Tempo" bedroom in "functional modern" design. Wherever possible, each item of furniture serves a double purpose. The headboard of the bed contains a bookshelf and reading lamp, with generous storage space beneath. The "dressing desk" serves either for a vanity or correspondence, and has a cosmetic tray of porcelain, at top, right. The "vanitier chest" contains double full-length mirrors, and a roomy hat cupboard above.

### ACKNOWLEDGMENTS

Bedroom Suite: Tennessee Furniture Corp., Chattanooga.  
Two-piece Settee: Kroehler Manufacturing Co., Naperville, Ill.  
Rug Runners: The Bigelow Carpet Co., Inc. New York City.  
Radio: Philco Radio & Television Corporation.  
Glass Curtains: The Chicago Fabric Co., Chicago.  
Cord Valances: The E. L. Mansure Co., Chicago.  
Mattress and Spring: The Rome Co., Syracuse & Chicago.  
Pillows: The American Feather Products Corp., Chicago.  
Picture: The Colonial Art Co., Chicago.  
Lamp: Sandel, Inc., Chicago.  
Interior Illumination: The Holograph Co., New York City.

### THE BUDGET

#### Necessities:

Three piece suite, (Bed, "dressing desk", mirror, and chest).....	\$135.00
Rug runners.....	58.80
Mattress, spring, pillow.....	49.45

#### Conveniences:

Bedside Cabinet.....	23.00
Vanitier Chest.....	77.00

#### Finishing Touches:

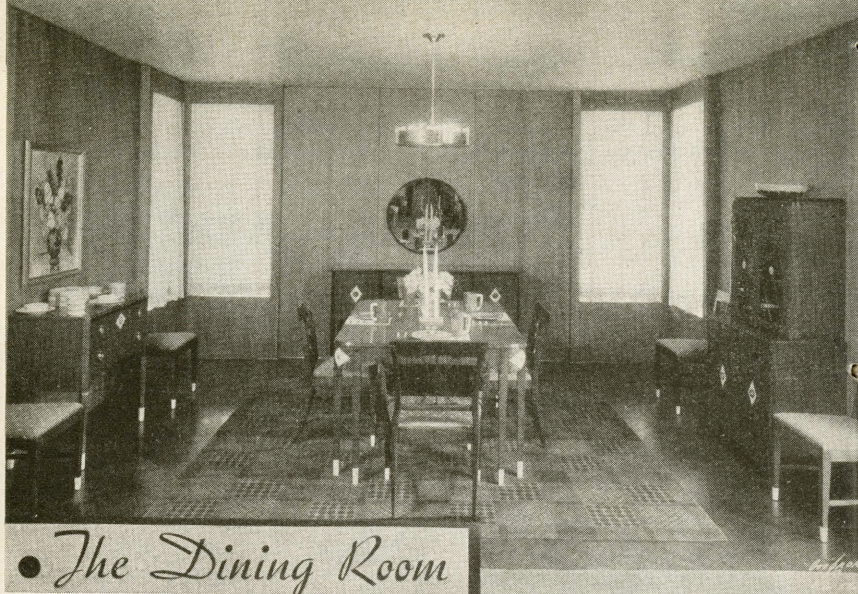
Chair.....	11.00
Bench.....	8.50
Two-Part Settee.....	59.00

Glass curtains & valances, Rug Cushion, comparable bedspreads & radio; also additional bed, mattress, spring & pillow.....	129.20
	\$491.95

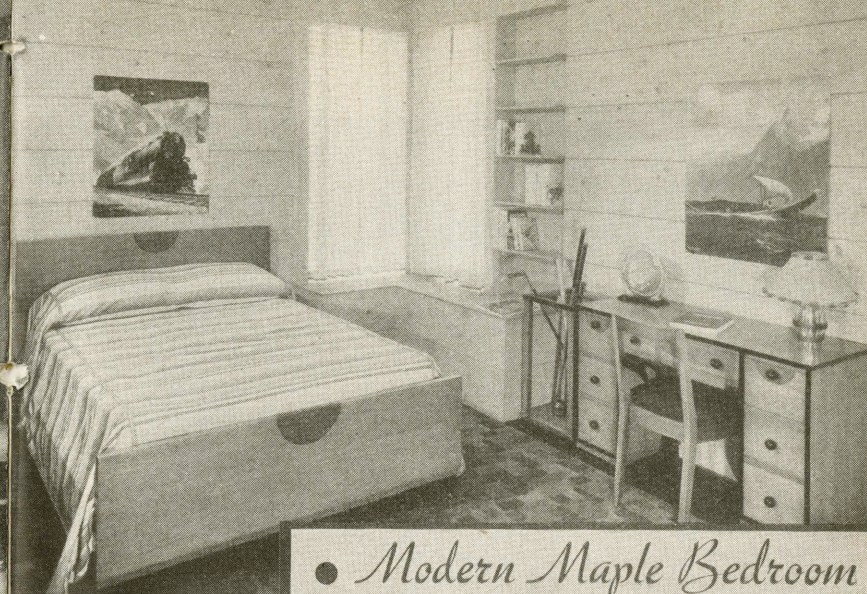
In addition to the pieces shown in the room, there is a wide field for choice in your furniture store, for the suite has plain headboard and footboard, and also footboards which contain the bookshelf feature, and a variation with built-in cedar-lined chest.

The settee or chaise longue in the corner is in two parts.





• *The Dining Room*



• *Modern Maple Bedroom*

EIGHT PIECES are recommended as a minimum for the dining room; investment in ten pieces is sound, inasmuch as it frequently is impossible to obtain harmonizing pieces to "fill in" after the original stock produced is exhausted. Hence the necessities may appear to be greater proportionately in this room than in others; the convenience and finishing touches naturally will be less.

The design of the furniture shown here is modern—but not *too* modern. The wood, striped American Walnut, is accented with touches of ivory and old gold. Legs of table, chairs and other pieces are in maple, finished walnut. The cedar red "circles" pattern in the rug was selected for its effective contrast to the walnut background, in color and in line.

#### THE BUDGET

Necessities:	
Table, six chairs & Buffet	\$169.50
Rug (in 9 x 12 size)	67.50
Conveniences:	
China Cabinet	62.00
Finishing Touches:	
Server	29.00
Additional chairs if desired, rug cushion, window curtains, comparable weaves, pictures and incidentals	47.00
	<b>\$375.00</b>

#### ACKNOWLEDGMENTS

*Dining Room Suite:* Valentine Seaver Division, Kroehler Mfg. Co.  
*Rug:* Bigelow-Sanford Carpet Co., Inc., New York City.  
*Ozite Rug Cushion:* Clinton Carpet Co., Chicago.  
*Table appointments:* Helen Hughes Dulany, Chicago, Ill.  
*Picture:* The Colonial Art Co., Chicago.  
*Glass Curtains:* The Chicago Fabric Co., Chicago.  
*Lighting Fixture:* Luminator, Inc., Chicago.

Since the budget projected here-in does not include linens, silverware or other items which frequently come under the gift classification, it is only fair to point out that accessories may make—or break—the attractive appearance of any room.

#### ACKNOWLEDGMENTS

*Bedroom Suite:* Showers Bros. Co., Bloomington, Ind.  
*Carpet:* Bigelow-Sanford Carpet Co., Inc., New York City.  
*Ozite Rug Cushion:* Clinton Carpet Co., Chicago.  
*Mattress & Spring:* The Rome Co., Chicago & Syracuse.  
*Pillows:* American Feather Products Corp., Chicago.  
*Draperies & Bedspreads:* Chicago Fabric Co., Chicago.  
*Trimming:* The E. L. Mansure Co., Chicago.  
*Juvenile Books:* Reilly & Lee, Chicago.

HERE IS A bedroom suite created especially for those who like modern line and color—without bizarre and grotesque freakishness; for those who love the strength and rich color of solid maple; who appreciate fine dustproof construction, center drawer guides, etc. To those who have longed for such distinctive modern furniture, it will be a pleasant

surprise to learn that three pieces—bed, chest and dresser or vanity—are available for \$79.50, when they have learned to expect far higher prices for comparable merchandise.

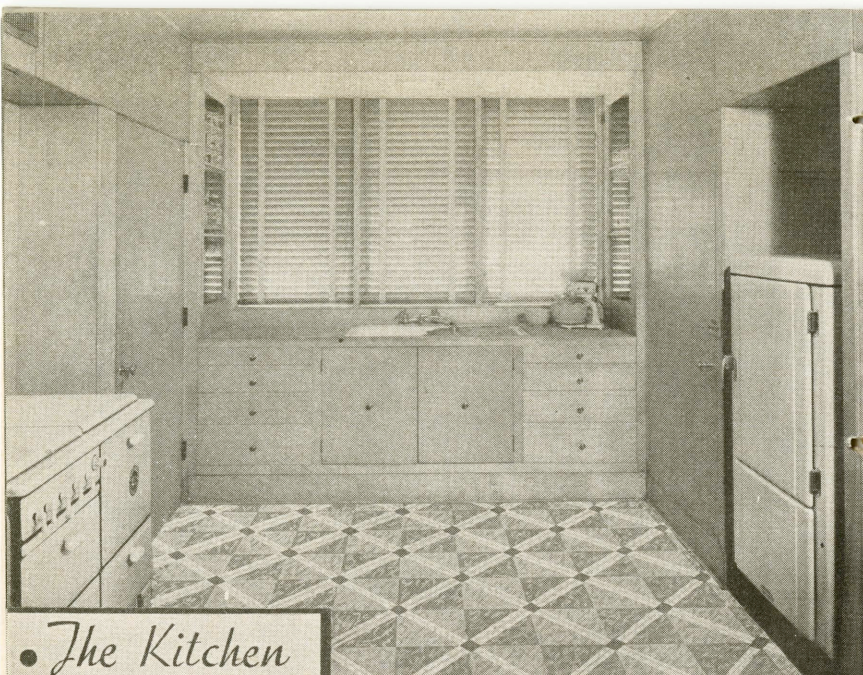
Suitable for adult or youth, the room has an especial appeal for the young man, with its virile colors—black and red lacquer are used in addition to the maple fruitwood finish. While designed to suit a young man's fancy, with slight changes in the accessories, the setting may easily become a girl's room or a guest room.

This room deserves to rank as one of the outstanding home furnishing values of the century.

#### THE BUDGET

Necessities:	
Three piece suite (bed, chest, dresser)	\$79.50
Mattress	29.75
Spring	17.75
Pillows	3.95
Rug	47.50
Conveniences:	
Vanity Desk	29.95
Lamp	6.00
Chair	8.65
Finishing Touches:	
Golf Stand, Window Curtains of comparable weaves, Incidentals, Bed Spread	26.95
	<b>\$250.00</b>





## • The Kitchen

THE KITCHEN is the world's most important work shop. Three times a day 26,000,000 persons (the largest occupational group in the country) work in the nation's kitchens.

Necessities in any kitchen would include a range, a refrigerator, and a cabinet. In this kitchen, additional equipment includes the labor-saving devices which take preparation of food out of the drudgery class, and remove the onerous task of dishwashing.

The Garland table top range shown here is of a type sold in most furniture stores, in the price level found acceptable to most consumers. The Norge electric refrigerator is likewise of the style and price range suited to today's public.

While the Conover dishwasher shown here is built-in, a movable unit made by the same producer is sold in many furniture stores. The Mix-Master does a dozen kitchen tasks speedily and well; the Measured Time clock sounds a warning when allotted cooking periods have ended.

A Hoover vacuum cleaner, while it serves the entire house, is shown in the kitchen. Kitchen floors must take punishment. Sloane-Blabon Linoform was selected for its durability and the character of its pattern.

### ACKNOWLEDGMENTS

*Refrigerator:* Norge Corporation.  
*Gas Range:* (Garland) Detroit-Michigan Stove Co.  
*Linoleum:* Sloane-Blabon Co., W. & J. Sloane, Distributors.  
*Vacuum Cleaner:* The Hoover Co.  
*Clock:* Measured Time, LaPorte, Ind.  
*Mix-Master:* The Chicago Flexible Shaft Co.  
*Kitchenware:* Federal Enameling & Stamping Co.  
*Radio:* Philco Radio & Television Corp.  
*Electric Dishwasher:* The Conover Co.



GO TO YOUR

# Furniture Store

FOR THE FURNISHINGS SHOWN IN THIS HOME

These merchants are displaying the Budget-Planned Home Necessities

Sterchi Brothers Store, Florence, Alabama.  
Sterchi Brothers Store, Huntsville, Alabama.  
Barker Brothers, Los Angeles, Cal.  
C. W. Daniels Co., Colorado Springs, Colo.  
American Furniture Co., Denver, Colo.  
Watkins Brothers, South Manchester, Conn.  
M. Megary and Company, Wilmington, Delaware.  
Sterchi Brothers Store, Jacksonville, Florida.  
Sterchi Brothers Store, Atlanta, Georgia.  
Sterchi Brothers Store, Macon, Georgia.  
Leath & Company, Aurora, Ill.  
CHICAGO

Petersen Furniture Co., 1048 Belmont Ave.  
Petersen Furniture Co., 6531 S. Halsted St.  
Petersen Furniture Co., 4135 W. North Ave.  
Alexander H. Revell, Jr., Inc., Wabash & Lake.  
O. W. Richardson Rug & Furniture Co., 125 S. Wabash Ave.

Staley Furniture Co., 6815 Stony Island Ave.  
Straus & Schram, Inc., 115 S. Wabash Ave.  
Straus & Schram, Inc., 3318 Lincoln Ave.  
Straus & Schram, Inc., 4128 W. Madison St.  
Straus & Schram, Inc., 834 W. 63rd St.  
Leath & Company, Decatur, Ill.  
Leath & Company, Elgin, Ill.  
Wolf Brothers, Forest Park, Ill.  
Leath & Company, Joliet, Ill.  
Cohen's Furniture Company, Peoria, Ill.  
Leath & Company, Peoria, Ill.  
Leath & Company, Rockford, Ill.  
Leath & Company, Springfield, Ill.  
Horace Link & Company, Paris, Ill., Brazil & Greencastle, Ind.

Leath & Company, Anderson, Ind.  
Finke Furniture Company, Evansville, Ind.  
Radigan Brothers, Gary, Ind.  
Atz Furniture Company, Goshen, Ind.  
Seifer Furniture Company, Hammond, Ind.  
Banner-Whitehill, Indianapolis, Ind.  
Fenker and Company, La Porte, Ind.  
C. Cree Gable, Muncie, Ind.

Ries Furniture Company, South Bend, Ind.  
Schultheis and Sons, Vincennes, Indiana.  
Irving Hartman Store, Cedar Rapids, Ia.  
Smulekoff's, Cedar Rapids, Ia.  
Petersen-Harned-Van Maur, Inc., Davenport, Ia.  
Davidson's, Des Moines, Ia.  
L. Ginsberg & Sons Company, Des Moines, Ia.  
Leath & Company, Dubuque, Ia.

A. D. McQuilkin Company, Fort Dodge, Ia.  
Emahizer Spielman Company, Topeka, Kansas.  
Wheeler Furniture Company, Lexington, Ky.  
Bensinger Outfitting Company, Louisville, Ky.  
Kirchman's, New Orleans, Louisiana.

Gomprecht and Benesch, Baltimore, Md.  
Hecht Brothers, Baltimore, Md.  
Howard Furniture Company, Baltimore, Md.  
B. Benemen & Sons, Cumberland, Md.  
Garver Furniture Company, Hagerstown, Md.  
Atherton Furniture Company, Attleboro, Mass.  
People's Outfitting Company, Detroit, Mich.

Leath & Company, Flint, Mich.  
Young & Chaffee Furniture Co., Grand Rapids  
Jury-Rowe Furniture Company, Jackson, Mich.  
Gillmore Brothers, Kalamazoo, Mich.  
Jury-Rowe Company, Lansing, Mich.  
Bishop Furniture Company, Muskegon, Mich.  
New England Furniture & Carpet Co., Minneapolis, Minn.

Batte Furniture Company, Jackson, Miss.  
North-Mehornay Furniture Co., Kansas City, Mo.  
Brady-Mehornay Furniture Co., St. Joseph, Mo.  
The Lammert Furniture Company, St. Louis, Mo.  
Orchard & Wilhelm Co., Omaha, Neb.

The Fair Store, Binghamton, N. Y.  
George H. Graf & Company, Inc., Dunkirk, N. Y.  
Sachs Quality Furniture Co., New York City  
Samuel Mulwitz, Port Chester, N. Y.  
Goodman's Home Furnishers, Utica, N. Y.  
Sterchi Brothers Store, Asheville, North Carolina.  
Sterchi Brothers Store, Charlotte, North Carolina.  
Webb Brothers, Bismarck, N. D.  
Bear Furniture Company, Akron, Ohio.  
Reliable Furniture Company, Akron, Ohio.  
Cope Furniture Company, Alliance, Ohio.  
Livingston Furniture Company, Canton, Ohio.  
Peoples Globe Furniture Company, Canton, Ohio.  
The May-Stern Company, Cincinnati, Ohio.  
The Newton Company, Cincinnati, Ohio.  
Bing Company, Cleveland, Ohio.

Long & Company, Cuyahoga Falls, Ohio.  
W. S. Carlile & Sons Company, Columbus, Ohio.  
F. G. & A. Howald Company, Columbus, Ohio.  
Cappel Furniture Company, Dayton, Ohio.  
J. W. Rowlands Company, Lima, Ohio.  
Charles Schroer Company, Mansfield, Ohio.  
Schaffner's, Marion, Ohio.

C. O. Finerock Company, Massillon, Ohio.  
F. Cappel Furniture Company, Middletown, Ohio.  
Carlile Furniture & Carpet Co., Newark, Ohio.  
Cappel Home Furnishings Co., Springfield, Ohio.  
Cross-Leslie Furniture Company, Warren, Ohio.  
Danford Company, Wooster, Ohio.  
Marquette Furniture Company, Youngstown, O.  
Harbour-Longmire Co., Oklahoma City, Okla.  
Dickason Goodman Lumber Co., Tulsa, Okla.  
Martsolf Furniture Co., Beaver Falls, Pa.  
A. C. Huff, Bethlehem, Pa.

Levitt Brothers, Braddock, Pa.  
Woodward-Wright Furniture Co., Brownsville, Pa.  
Patterson Bros., Butler, Pa.  
York Furniture Company, Inc., Carnegie, Pa.  
Woodward Furniture & Carpet Co., Charleroi, Pa.  
Ellwood City Furniture Co., Ellwood City, Pa.  
Half Brothers, Homestead, Pa.

Euwer & Company, Inc., Jeannette, Pa.  
Ruben Furniture Co., McKeesport, Pa.  
McKees Rocks Furniture Co., McKees Rocks, Pa.  
G. F. Wright, Monessen, Pa.  
Haney Furniture Company, Newcastle, Pa.  
Klein's Furniture Co., New Kensington, Pa.

George J. Veach, Oil City, Pa.  
Penn Furniture Co., Philadelphia, Pa.  
Stern & Company, Philadelphia, Pa.  
Spear & Company, Pittsburgh, Pa.  
J. M. Willson & Sons, Sharon, Pa.  
Levitt Brothers, Vandergrift, Pa.

Sharp's Furniture Co., Washington, Pa.  
Woodward-Wright Furniture Co., Washington, Pa.  
Sterchi Brothers Store, Chattanooga, Tennessee.  
Sterchi Brothers Store, Knoxville, Tennessee.  
Leo Kahn Furniture Company, Memphis, Tenn.

Sterchi Brothers Store, Nashville, Tennessee.  
Fakes & Company, Fort Worth, Texas.  
Black Furniture Company, Houston, Texas.  
Brett Schneider Furniture Co., Appleton, Wisc.  
Leath & Company, Green Bay, Wisc.

Leath & Company, Kenosha, Wisc.  
Mica Furniture Company, Kenosha, Wisc.  
Leath & Company, La Crosse, Wisc.  
Frautschi's, Inc., Madison, Wisc.  
Leath & Company, Madison, Wisc.  
Bloch-Daneman Company, Milwaukee, Wisc.  
C. Niss and Sons Company, Milwaukee, Wisc.  
Bloch Furniture Company, Racine, Wisc.  
Grant Furniture Company, Racine, Wisc.  
Boston Furniture & Uphol. Co., Stevens Point, Wisc.  
Leath & Company, Wausau, Wisc.