Plates

1 Sitting room of 17 Rosamund Road, Wolvercote, Oxfordshire, 1995 (James R. Ryan)
2 Kitchen of 17 Rosamund Road, Wolvercote, Oxfordshire, 1995 (James R. Ryan)
3 Front cover of *Modern Home*, November 1931 (The Knitting Reference Library, Winchester School of Art, University of Southampton)
4 Poster for the National Building Society, c. 1935 (BADDA 4721, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)
5 Poster for Woolwich Equitable Building Society, c. 1935 (BADDA 4715, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)
7 Illustration of ‘Modernistic’ linoleum in ‘Catesbys one-piece linolea squares’, from *Catesbys Colourful Cork Lino*, 1938 (BADDA 181, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)
8 Front cover of brochure for St Margarets Estate, Edgware, *Be Modern at St Margaret’s*, c. 1935 (BADDA 315, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)
9 Front cover of brochure for Goodchild’s Enfield Town Estate, c. 1935 (BADDA 4163, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)

10 Advertisement for Electrolux appliances, from *Homes and Gardens*, December 1929 (© Mary Evans Picture Library)

11 Advertisement for dining hatch, from *Ostens Servway: the modern service hatch*, c. 1930s (BADDA 1413, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)


14 Modernistic wallpaper sample (detail), c. 1930s (SW204, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)

15 Dutch tile wallpaper sample (detail), c. 1920s (SW965, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)

16 Front cover of *Feltcraft by Penelope* depicting a galleon, c. 1940 (BADDA 2012, courtesy of the Museum of Domestic Design & Architecture, Middlesex University, www.moda.mdx.ac.uk)


18 Sample of ‘Bedroom paper, H 1095, 1/3 per piece’ (detail), from *Ideal Papers for Ideal Homes, Crown Wallpapers*, Ideal Home Exhibition, 1927 (author’s collection)

19 Detail from front cover of *The Book of the Home* depicting ebony elephant, c. 1920s (author’s collection)

20 Illustration of mantelpiece featuring teak elephants, from *Claygate Fireplaces*, 1937 (author’s collection)