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 linola 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)

12 Illustration of bathroom, from Twyfords, Booklet No. 489: Coloured “adamant” sanitaryware catalogue of bathroom fittings, 1935 (BADDA 3407, 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)