

DIRECTIONS IN CULTURAL HISTORY

DESIGN AT HOME

Domestic Advice Books in Britain
and the USA since 1945



GRACE LEES-MAFFEI

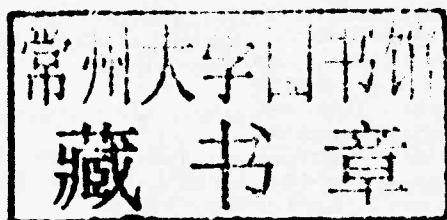
SERIES EDITORS **GILLIAN SWANSON AND BEN HIGHMORE**

ROUTLEDGE

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and the USA since 1945

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Design at Home

Domestic advice literature is rich in information about design, ideals of domesticity, consumption and issues of identity, yet this literature remains a relatively neglected resource in comparison with magazines and film.

Design at Home brings together etiquette, homemaking and home decoration advice as sources in the first systematic demonstration of the historical value of domestic advice literature as a genre of word and image, and a discourse of dominance. This book traces a transatlantic domestic dialogue between the UK and the US as the chapters explore issues of design, domesticity, consumption, social interaction and identity markers including class, gender and age.

Areas covered include:

- the use of domestic advice by historians
- relationships between advice, housing and the middle class
- links between advice and gender
- advice and the teenage consumer

Design at Home is essential reading for students and scholars of cultural and social history, design history, and cultural studies.

Grace Lees-Maffei is a Reader in Design History at the University of Hertfordshire and the Managing Editor of the *Journal of Design History*. She researches the mediation of design, edited *Writing Design: Words and Objects* and co-edited *Made in Italy: Rethinking a Century of Italian Design* and *The Design History Reader*.

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For the generations:
Sylvia and Peter Lees
Mildred Lees, Rosemary Jankowska
and, in memoriam,
James Lees and Stanislaw Jankowski.

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Tables

- 2.1 Narrative analysis of The Good Housekeeping Institute's *Book of Good Housekeeping*, London and Chesham: Gramol Publications Ltd., 1946 (1944, 1945).
- 2.2 Narrative analysis of Agnes Miall, *Modern Etiquette*, third edition, 1961.
- 5.1 Life course narrative analysis of Pam Lyons, *Today's Etiquette*, 1967.

Text

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Contents

<i>List of illustrations</i>	ix
<i>Acknowledgements</i>	xiii
<i>Permissions</i>	xv
 Introduction – Defining a genre: domestic advice literature	 1
 Part I	 9
1 The roots of domestic advice literature	11
2 Real ideals: advice and fiction	45
 Part II	 73
3 From <i>Decline and Fall</i> to <i>Rise and Sprawl</i> : advice for the middle classes	75
4 <i>Easier Living? Lady Behave!:</i> gender and domestic advice literature	115
5 Advice and <i>The Teenage Consumer</i> at home	151
 Conclusion	 190
 <i>References</i>	 194
<i>Index</i>	225

Illustrations

Figures

1.1	Cover, Lady Troubridge, <i>The Book of Etiquette</i> [1926] 1958	17
1.2	Portrait of Lady Troubridge, <i>Etiquette and Entertaining</i> , 1939	17
1.3	Cover, Lady Troubridge, <i>Etiquette and Entertaining</i> , 1939	18
1.4	Portrait of Lady Elizabeth Anson, Back Cover, Lady Elizabeth Anson's <i>Party Planners Book: The Complete Guide to Entertaining Stylishly and Successfully</i> , 1986	19
1.5	Jacket design by Anita Turpin for Lady Elizabeth Anson's <i>Party Planners Book: The Complete Guide to Entertaining Stylishly and Successfully</i> , 1986	20
1.6	'Disguising' an 'intimidating room', <i>Party Planners Book: The Complete Guide to Entertaining Stylishly and Successfully</i> , 1986	21
1.7	'Efficient grouping of kitchen equipment', Christine Frederick, <i>Scientific Management in the Home</i> , 1920	25
1.8	Cover, <i>Which?</i> Autumn 1957	27
1.9	Foreword by Anna Neagle, <i>How to be a Good Hostess</i> , ca. 1950	29
1.10	Cover, <i>Woman Week-End Book</i> , [1948] 1950	35
1.11	Cover, <i>Woman Week-End Book Number Two</i> , 1949	36
1.12	Cover, <i>The 'Creda' Housecraft Manual</i> , 1958	36
1.13	Vinyl flooring by Marley, <i>Woman's Own Book of Modern Homemaking</i> , 1967	39
1.14	Cover, <i>It's Your Party: A Book of Successful Entertaining</i> , 1961	40
1.15	'From Smith's to You', Preface, <i>It's Your Party</i> , 1961	40
1.16	Party recipes featuring Smith's Crisps, <i>It's Your Party</i> , 1961	41
2.1	Cover, Florence A. Tapsell, <i>The Little Housekeeper: First Attempts</i> , 1913	54
2.2	Cover, Margaret Nicol, <i>Homecraft and Homemaking</i> , 1952	55

2.3	Cleaning Cupboard, Margaret Nicol, <i>Homecraft and Homemaking</i> , 1952	56
2.4	Cover, Heather Barrie, <i>Practical Homecraft</i> , 1950	57
2.5	Endpapers, The Good Housekeeping Institute's <i>Book of Good Housekeeping</i> , 1946 (1944, 1945)	62
2.6	Cover, Adrienne Spanier, <i>Furnishing and Decorating in Your Home</i> , 1959	65
2.7	The eight Betty Crocker official portraits	68
2.8	Cover, <i>Betty Crocker's Guide to Easy Entertaining: How to Have Guests – And Enjoy Them</i> , 1959	69
3.1	'Should be addressed H. E.', drawing by Osbert Lancaster, in Nancy Mitford, ed., <i>Noblesse Oblige</i> , [1956] 2002	82
3.2	Illustration facing John Betjeman's poem 'How to Get On in Society', drawing by Osbert Lancaster, in Nancy Mitford, ed., <i>Noblesse Oblige</i> , 2002 (1956)	83
3.3	'It is a tremendous pleasure sharing one's treasures with others', John, Duke of Bedford, <i>A Silver-Plated Spoon</i> , 1959	84
3.4	'The Raw Material of One's Contempt', by Nicolas Bentley, in John, Duke of Bedford <i>The Duke of Bedford's Book of Snobs</i> , London: Peter Owen, 1965	85
3.5	'Do not make a joke of the hired help', by Nicolas Bentley, in John, Duke of Bedford <i>The Duke of Bedford's Book of Snobs</i> , London: Peter Owen, 1965	86
3.6	'Are only interested in the commonplace things', by ffolkes, in John, Duke of Bedford <i>How to Run a Stately Home</i> , 1971	88
3.7	Utility B2 metal bedstead, introduced May 1945	98
3.8	Oak occasional table model no. 2060, Cotswold Range, Utility Furniture	98
3.9	'Vulgarity', in Alan Jarvis, <i>The Things We See No. 1 Indoors and Out</i> , 1946	100
3.10	Cover, <i>Demonstration Permanent Houses</i> 1946, 1946	102
3.11	Cover featuring chair courtesy of Peter Jones, <i>Woman's Own Book of Modern Homemaking</i> , 1967	104
3.12	Hille Storage Wall System, <i>Woman's Own Book of Modern Homemaking</i> , 1967	106
3.13	Hille Series 1 wall storage system, Geoffrey Salmon, <i>Storage: A Design Centre Publication</i> , 1967	107
3.14	'David Mellor for the uncluttered modern table', <i>Woman's Own Book of Modern Homemaking</i> , 1967	109
4.1	'The perfect example of a formal dinner table in a great house', Emily Post, <i>Etiquette in Society, in Business, in Politics and at Home</i> , [1922] 1940	118

4.2	Cover, <i>The Housewife's Book</i> , 1937	119
4.3	'Kitchen-Utensil Closet', drawing by Stephen J. Voorhies, in Emily Post, <i>The Personality of a House</i> , [1930] 1948	121
4.4	Illustration by Belinda Lyon for Pamela Lyons, <i>Today's Etiquette</i> , 1967	123
4.5	Illustration by Seymour Chwast, <i>Esquire Party Book</i> , [1935] 1965	125
4.6	'Pyrosil Ware Consort Skillets in plain white. Can be used on top of a cooker. Detachable handles' in Elizabeth Good, <i>Tableware</i> , 1969	128
4.7	'Electric plate-warmer for the sideboard by English Electric with translucent china in plain white', <i>Woman's Own Book of Modern Homemaking</i> , 1967	129
4.8	'Possible design for a service trolley...', illustration by K. Baker, in George Salmon, <i>Storage: A Design Centre Publication</i> , 1967	131
4.9	'Room divider/peninsular unit from the Walker Art Center's Idea House II – built in Minneapolis, Minnesota, USA', Mary Wright and Russel Wright, <i>Guide to Easier Living</i> , [1950] 1954	134
4.10	Ilana Henderson's revolving kitchen, in Elizabeth Good, <i>Tableware: A Design Centre Publication</i> , 1969	136
4.11	Back cover, Sarah Maclean, <i>The Pan Book of Etiquette and Good Manners</i> , 1962	140
4.12	Cover, <i>Phyllis Diller's Housekeeping Hints</i> by Phyllis Diller, 1966	144
4.13	Cover, Amabel Williams-Ellis, <i>The Art of Being a Woman</i> , 1951	147
4.14	'How to Get Hold of the Men in Your Life', illustration by Jan Mitchener for Shirley Conran, <i>Superwoman</i> , [1975] 1977	147
5.1	'Don't grab your favorite page and go into seclusion', Betty Allen and Mitchell Pirie Briggs, <i>If You Please! A Book of Manners for Young Moderns</i> , [1942] 1950, 191	158
5.2	'This does not mean, of course, that a teenager should arrive home every evening with a starving crowd', illustration by Belinda Lyon, in Pam Lyons, <i>Today's Etiquette</i> , 1967	162
5.3	Cover, <i>Teen Zone: Stylish Living for Teens</i> by Judith Wilson, 2007	165
5.4	'Teenage Room', in Rosie Fisher, <i>Rooms to Grow Up In</i> , 1984	170