

Richings Park

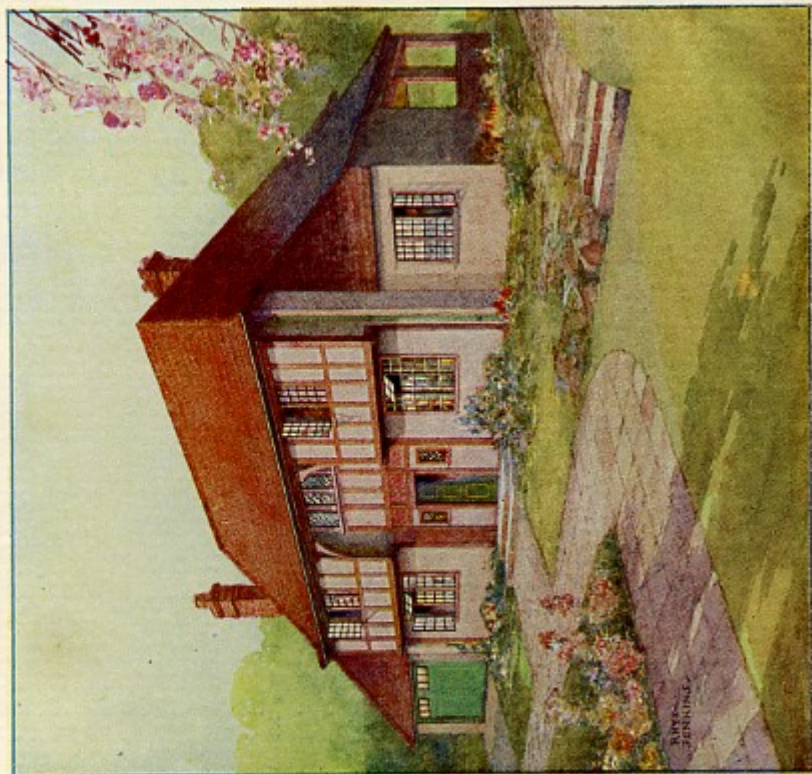
ITS MESSAGE

HOUSES WITHOUT DEPOSIT

BEING A NEW WAY OF HOME-BUILDING
WITHOUT FINANCIAL ANXIETY



Published by
THE RICHINGS PARK ESTATE LTD.
IVER, BUCKS
Tel: IVER 17



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Note: In the pocket at the end of this book will be found a list showing accommodation and prices of houses under the No Deposit System.

PREFACE

EVERY man wants to own his house. Not merely as an investment or a present refuge, but as a safe anchorage in his declining years and a valued legacy to those he loves.

Yet many a man must put this desire behind him, living on in dreary or inadequate surroundings, because he cannot afford to buy.

It isn't a matter of weekly payments. He knows only too well that he is paying more in rent than he would need to buy a house by instalments.

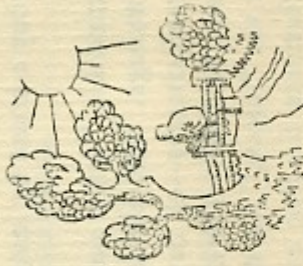
It is that formidable "lump sum" at the start that he cannot manage. The builder's deposit, the legal fees, the road charges—all have to be met in hard cash. It can't be done. The money he has he would need for the "move," for staircarpets, curtains, and the furniture for that extra room. . . . No, not this year . . . and so the dream dies.

Now here are houses without deposit. Freeholds on which the initial charges are paid by instalments. Homes to be occupied without ingoing expenses.

Does that sound too good to be true? Come down to Richings Park and see.

Is there, to be frank, a "catch" in it anywhere? Examine the details of the scheme and learn.

Conceived with imagination and sympathy, carried out with courage and great resources, the scheme is rising to success. But the pride of its founders rests in the knowledge that they are not merely selling bricks and mortar; they are providing the basis of a broader, fuller life to just those people who can use it to the greatest benefit.



OF HOME MAKING

THE condensing of the big towns that was born of the "industrial era" brought various evils in its train.

Travelling was slow, and provided that homes were within easy reach of work it didn't matter overmuch what they were like.

Building was done as expediently as possible, without forethought, design, or any great consideration for the simplest laws of health.

The first urgency of this industrial need passed, and the natural instincts of man rose again. He found he was being herded—most uncomfortably. No convenience, no pride of ownership—indeed, no life outside his work.

Above all, the health of the family suffered in a dozen ways, great and small. "Fresh air," said the doctors.

Fresh air he took, and immediately began to realise what his life lacked. He had lost the age-old delights of sunshine on green leaves, the smell of wood smoke in an autumn mist, the sparkle of dew on June roses.

So London began to grow outwards. To grow, until nowadays it is difficult to find a home that shall embrace the healthy life of the countryside within convenient reach of the centre.

Richings Park, however, fulfils these two conditions to a remarkable degree. For working days,

Changing needs

Progress the reward of discontent

A man's needs

