

FROST.

All England is a Garden



CORONATION YEAR



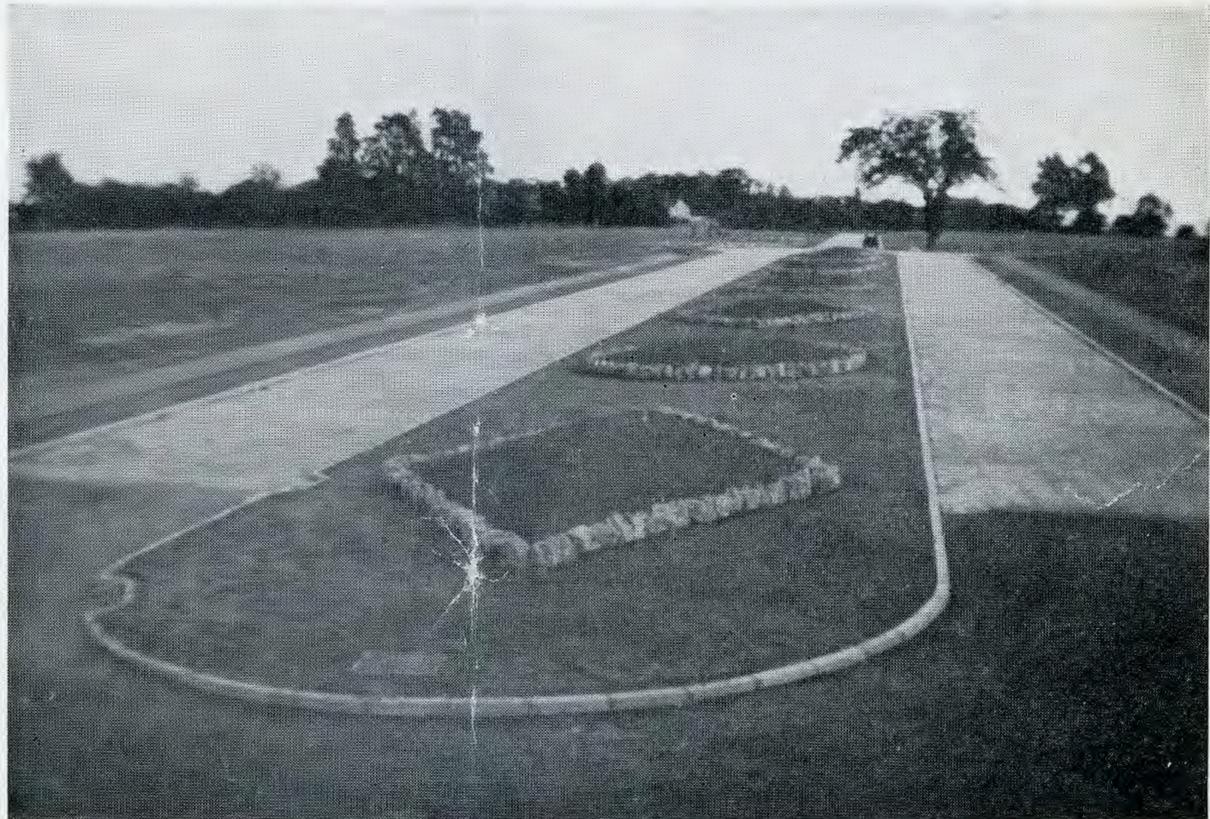
1937

“All England is a Garden”



MAIDENHALL-
HIGHNAM
ESTATE

*Entrance off
Newent Road*





A Garden Suggestion for your Plot

“All England is a Garden”

Most English Counties have some outstanding feature which designates the character of the whole, such as the Lakes and Fells of Westmorland, the Downs of Sussex, the Moors of Devon, the Fens of Lincolnshire, but in Gloucestershire with its Forests and Plains, its Highlands and Lowlands, its Rivers and Waterways, renowned the world over for their beauty and commercial value, its cities of ancient origin but now resplendent with all modern amenities and essential industrial enterprises necessary for the living of its people, you have a combination of attractions the like of which few counties can boast.

If this be true, and it is, and more, then Gloucestershire may rightly be described as one of the beautiful gardens of this England of ours.

“All England is a Garden,” for there is no country in the world with such well-defined seasons which produce the wonderful foliage and flora of our hills and vales, each season attaching to itself a peculiar and appropriate beauty.

Every garden has its “choice bit,” its *par excellence*, where the perspective of the whole or its part are seen to the best advantage from some harbour of peace and seclusion, yet near to that structure we call “Home.”



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AN AERIAL VIEW EMBRACING MAIDENHALL-HIGHNAM ESTATE



*Looking West from the Estate, with
The Leddon and Lassington Wood
in the foreground*



*Highnam Village and Green.
The Estate as central feature*

for Yourself

you would wish—in fact, let it be *yours*. Use all the crafts at your disposal—the Carpenter, the Brick-layer, the Mason, the Slater, the Electrician, the Plumber and many others, but let their finished work be symbolical of *you*.

If you want such a “Home” why not build it in a garden? Why not in the beauty spot of that garden?

Gloucester a City of character and tradition

Bloody battles have been fought time and again for this key position between East and West. The county formed the western frontier of Roman Britain, their appreciation of its beauty was practically expressed in their building of magnificent villas in its valleys and the establishment of cities that today throb in the atmosphere of tradition and antiquity. Those old Romans were right! We look back upon their selection of site, their structure, some of which still stand as things of beauty and good to look upon.

What contribution are we making to the maintenance of character and tradition, that these things may live and be passed on to those who follow, as worthy efforts of our time in the light of our "vision" and this "progressive" age? Are we building "Homes" of character? In this age of "suburbia" are our suburbs all that we have a right to expect?

Land Cheaper than Cloth

An astounding statement to make, yet true!! The cloth in the suit you are wearing, on an average costs ten shillings per yard super, yet you can buy Freehold Land at Highnam at *one quarter* to *one third* of the price of cloth. Has this fact ever occurred to you before? The sites are yours for the buying!! At such a price, one might almost say, for the asking, and that in this beautiful garden we call "Our England." What is more, the most exquisite site in this garden can be yours for all times. Perhaps the ideal site for the normal home is from 750 to 1,000 square yards. Room!! Space!!—yes, it is more air space that we require for our homes,



Other Days—Other Ways!

Time was when the Terrace House was the “vogue,” when the characteristics of structure were displayed in mass formation only—when the mechanization of industry of the early nineteenth century produced a line of thought that made it necessary to live on the “doorstep” of our business or office. Those days the herding instinct was strong in us and we elected to live in accommodation that could be described now as well-appointed “pigeon lofts.” So-called “Homes” were as like as peas, apart from their internal decoration and furnishings—the window-box became a feature and the back garden a place to sit in, bedecked in the finery reserved for the Sabbath only. When the morning walk or ride to the business was the privilege of the select few—those were “good old days”—were they?

What of Today?

The internal combustion engine of the private car and public vehicle, the road surfaces and their spaciousness have made it possible for the busy City man or woman to live surrounded by the beauties of nature, to enjoy the health and happiness of wide open spaces which are theirs by right and still be within minutes or easy distance of the shop, office or factory, that provides a means of getting a living. The “Home” provides the means of living a life.

If you agree there is a difference between the two, then the “Home” should portray the personality, in the best and widest sense, of its owner. Workers often say “they are not in business for their health,” but if asked if they would live in healthy surroundings the answer would be a definite “Yes.”



Think it out

There are 168 hours in every week and there are very few of us indeed who work eight hours of every day in every week of any year. Of the 8,760 hours of the year then, the majority of the leisure 5,840 hours at least, are spent—where? At home—then why not build a “Home” of the features and characteristics that you require, give it the amenities that

ANOTHER AERIAL VIEW



Looking East from the Estate to the City of Gloucester



Looking north from the Estate, with Malvern Range and British Camp in background

—such a plot provides it. House, Garage, Gardens (Ornamental and Kitchen). Tennis or other Lawns—it is for you to plan—but the obligation is yours to plan in *your* way. You may have longed for a rock garden—then build it ; a rose garden—then make it ; an old English Garden—then set it. H. C. Bailey wrote :

“ The origin of civilization is man’s determination to do nothing for himself which he can get done for him.”

The invitation is yours to become uncivilized !!!

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The Maidenhall-Highnam Estate

*in the Parishes of
Lassington, Over and Highnam
Gloucestershire*

affords the opportunity to those of creative ability to make beautiful Homes for themselves. Thank God the ability to create is not the prerogative of any one class—it can be universally practised.

It is a Fact

stupendous though it may seem, you can acquire millions of cubic yards of this choice estate in plots at the rate of one-thousandth part of one penny per cubic yard. This is not guess work—it is the result of careful mathematical calculations.

You want to own this "England"

the opportunity presents itself—buy now—or for ever hold your tongue—you can be a land owner if you want to be!

Build Your Home

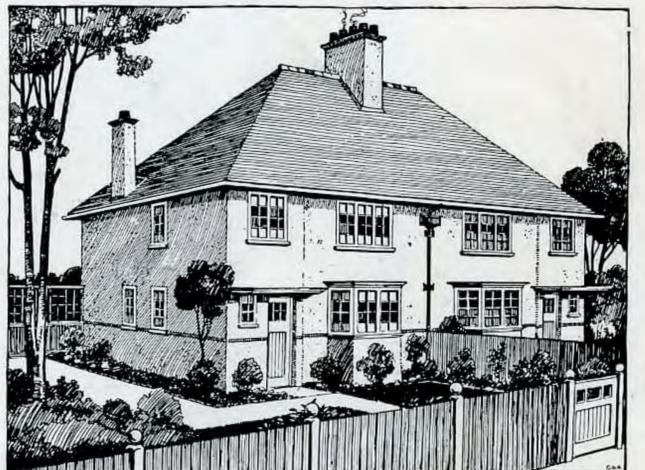
in the shadow of the "Lassington Oak" reputed to be 600 years old—the hoary old gentleman of the County.



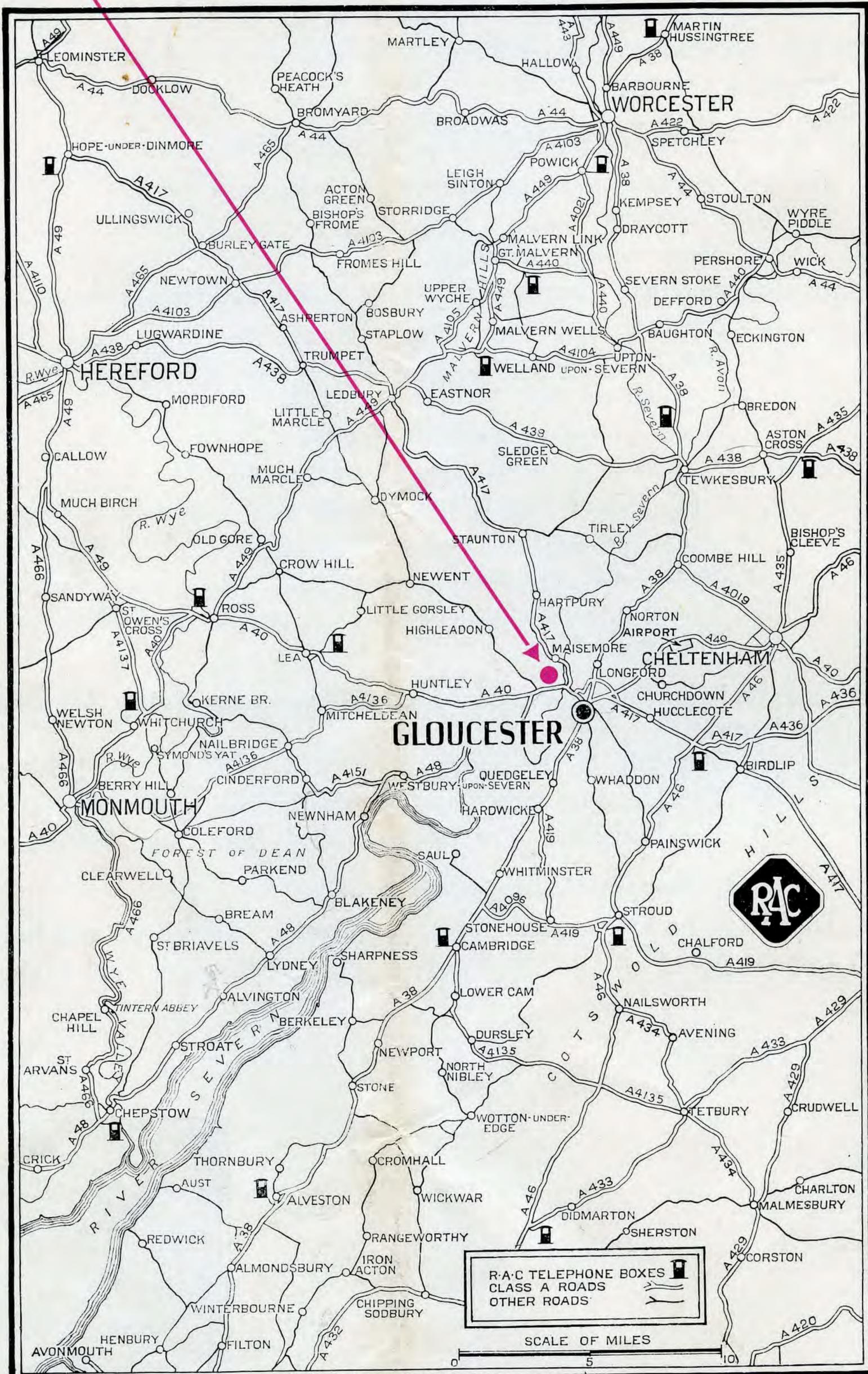
What Does it Offer?

1. Close proximity to the City of Gloucester with the advantages of beautiful Country.
2. Excellent elevation on slopes of Southern aspect.
3. The City Services available :
 - (a) Electricity.
 - (b) Most modern Drainage.
 - (c) Excellent Roads, Grass Verges and Pathways.
 - (d) Avenues of Trees.
 - (e) Water in abundance (the stuff that rots your boots, yet from which the best of beer is made).
 - (f) Good Transport facilities (Buses).
 - (g) Reservations for Outdoor Games, etc.
 - (1) Tennis Lawns and Courts.
 - (2) Bowling Green.
 - (h) Social Club and Institute.
 - (i) Amateur Gardening Club.
 - (j) Swimming Pool.
4. Vistas and views of astounding beauty of Mountains, Valley, Woodland and River.
 - (a) May Hill in the South.
 - (b) The Hereford Beacon and British Camp in the North.
 - (c) The Cathedral, The Severn Valley, The City, The Forest.
5. A Modern Shopping Centre of its own.

This is to be Gloucester's beautiful Garden Suburb of which the City may be proud—if you will it.



MAIDENHALL- HIGHNAM ESTATE



To Visit
The Maidenhall-Highnam Estate



A RED AND WHITE BUS
BRISTOL TRAMWAYS

FROM WESTGATE STREET, GLOUCESTER

will take you to the Estate
or to the Estate Office

BOOK TO LASSINGTON LANE



Times of departure from Westgate Street:
Every thirty-five minutes past the odd hour,
and fifteen minutes past the even hour