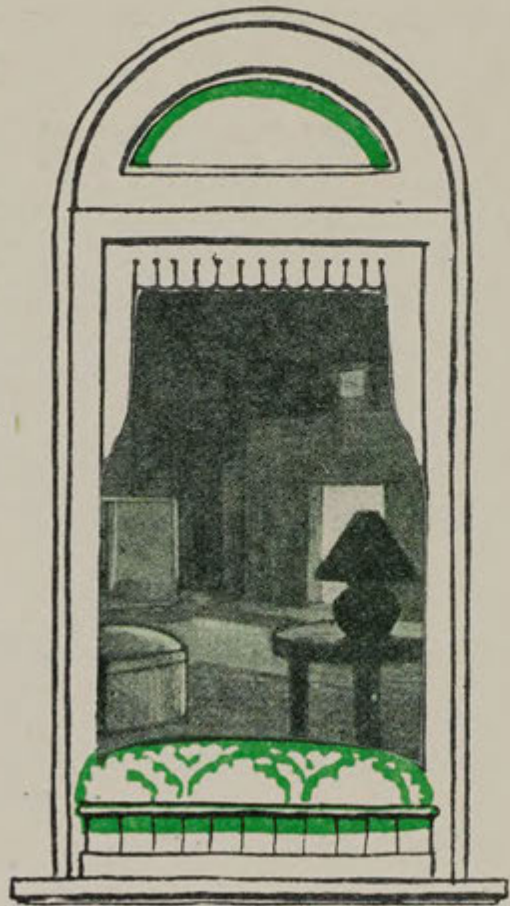


WOMEN'S PIONEER HOUSING LTD

83 BUCKINGHAM
PALACE RD. S.W.1



Ladbroke
Grove



Ladbroke
Gardens

Stanley
Crescent

Hammersmith
Elsham Road



Kensington
Gardens

Hyde Park

Cromwell
Road



Museums



Victoria
Station

Gledhow
Gardens

West Eaton
Place

Bramham
Gardens

Chelsea



Battersea
Park

River Thames



Putney

Clapham
Common



to Sussex and
the Sea

I M P O R T A N T

WOMEN'S PIONEER HOUSING LIMITED



is a Co-operative Society, formed in 1921 with the object, which it is more and more ably fulfilling, of providing attractive flats for women who must make their own homes.

Small but dignified homes

During the last few years flats have sprung up in an amazing manner all over London, and now "Flats to Let" is no unusual sight. That is true ; and yet, set yourself to find a small, comfortable flat in a quiet neighbourhood at a rental from £40 to £100 per annum, and your search may easily prove fruitless, for such provision of small flats at a moderate rent is not undertaken by the speculative builder.

Even before the War there were not sufficient flats suited to the self-dependent woman to meet the demand, and now owing to the number of women entering the professions and having, therefore, to live on their own, this demand is greater than ever. Again every year the number of women who have retired from work increases, and these have to be housed. Moreover, women whose incomes were once ample, but are now scanty, need small, comfortable flats. All such women will find their needs catered for by Women's Pioneer Housing, Limited.

For women of exacting taste

Homes are required, and homes of an adequate standard. It is not only a roof over her head which a woman seeks, but a place where she can express her individuality, for the completeness of a woman's life depends on the comfort and beauty of her home.

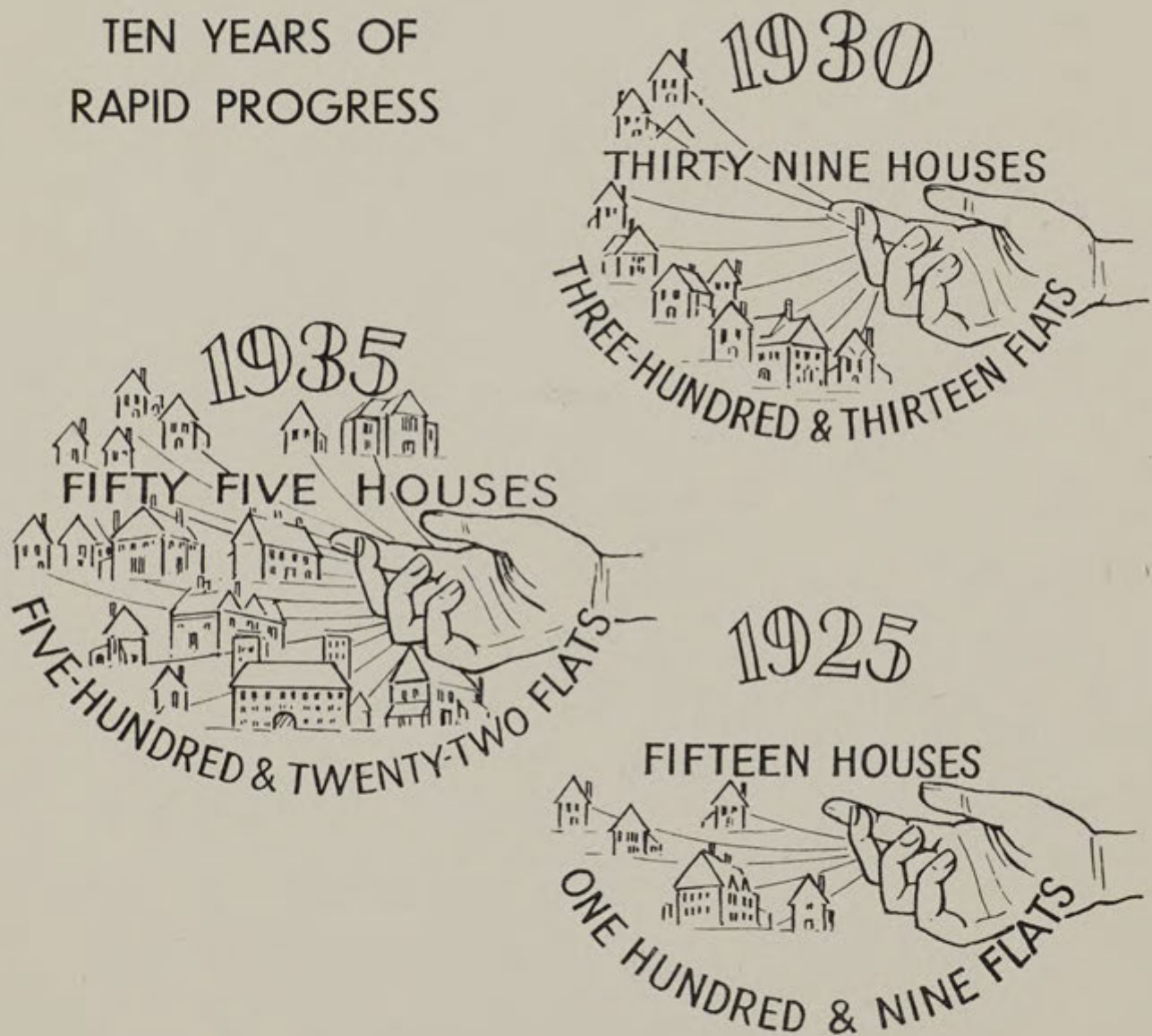
ANNOUNCEMENT

Co-operate and Control your Own Home

Tenants are members of the Society, and take part in the management through direct representation on the Committee of Management. Most of the tenants are substantial investors in the Shares and Loan Stock of the Society, and all have a direct interest in keeping up the tone and the value of the property.

Any member who has invested £200 in the Society has the right to nominate a tenant.

TEN YEARS OF
RAPID PROGRESS



FOR SELF-DEPENDENT WOMEN

THE CAPITAL of this Society has been raised by the issue of Ordinary Shares to the value of £57,000 and Loan Stock to the value of £73,000. Further Capital is needed and can be utilised to bring in an immediate and certain return to the Society.

ORDINARY SHARES are all £1 each, and no individual may hold more than 200 of these Shares. The Dividends are paid according to the earned income of the Society, and 6 per cent. was paid for twelve years and 5 per cent. in 1935.

LOAN STOCK is a fixed Interest-bearing Stock yielding $4\frac{1}{2}$ per cent., and takes priority over the Ordinary Shares both as to Capital and Interest.

(Particulars and application forms may be had from the office.)

Security for Capital and Dividends

The confidence of investors in Women's Pioneer Housing Limited is based on—

(1) valuable properties in desirable neighbourhoods, converted into up-to-date dwellings, arranged so as to be unquestionably lettable ;

(2) inevitable and ever-increasing demands for the "Pioneer" type of flat, among women who are taking up their own independent mode of life ;

(3) settled and satisfied tenants, many of whom have already occupied the flats for a number of years ;

(4) adequate funds provided to cover repairs and depreciation ;

and lastly,

(5) the provision of the Industrial and Provident Societies' Acts that the accounts of the Society must be audited annually by one of the panel of public auditors appointed by His Majesty's Treasury.

A COSY "PIONEER" FLATLET

EVENING
BRINGS
ALL
HOME



Future Outlook

Experience goes to show that the Society should continue its contribution towards the housing of women, which still presents an unsatisfied need—by the provision of more and more well-planned flats of one or two rooms and offices, at rents from £35 per annum for the former, and £55 for the latter. For such flats, maintained in the most modern manner, within the limits of moderate rents, there is an insatiable demand.

There is also a great need for accommodation for older women, who need flats with attendance and meals. There is a further overwhelming demand among women of the professional nursing class for comfortable bed-sitting-rooms with proper amenities.

The first aim of the Society has always been, and must always remain, the provision of what is needed, and not the search for large profits. According as new capital is subscribed, this programme of Service will continue to go forward.

Those who like to know their Investments are working for a purpose socially beneficial, while giving a reasonable return, are invited to consider Women's Pioneer Housing, Limited, and to satisfy themselves of its growing prosperity and efficiency, by applying for further information and the latest Balance Sheet.

To do so involves enquirers in no obligation whatever.



FOUNDED 1921 BY ETHELDRED A. BROWNING.

President :

The Hon. Lady SHELLEY-ROLLS.

Chairman :

W. E. A. NORMAN, Esq., A.S.A.A.

Committee of Management :

Mrs. BERNARD BUTLER.

Mrs. KIRK.

Mrs. C. H. ELLIOT.

Miss G. LENNOX.

Miss D. E. EVANS.

Miss HAVERS (Tenants' Representative)

CLAUDE HARRISON, Esq.,
F.R.I.B.A.

Miss PARKYN „ „

Miss WALDRON „ „

Consulting Architects and Surveyors :

Messrs. R. CREESE HARRISON & SON, 28, Craven Street, W.C.2.

Architect :

Miss GERTRUDE W. M. LEVERKUS, F.R.I.B.A., 5, Gower Street, W.C.1.

Solicitors :

Messrs. TORR & CO., 38, Bedford Row, W.C.1.

Auditor :

Miss E. WATTS, B.A., F.C.A., 13-14, Dartmouth Street, S.W.1.

Bankers :

MIDLAND BANK, LTD., 89-91, Buckingham Palace Road, S.W.1.

Manager and Secretary :

Miss E. A. BROWNING.

Registered Office :

83, BUCKINGHAM PALACE ROAD, S.W.1

Victoria 4494