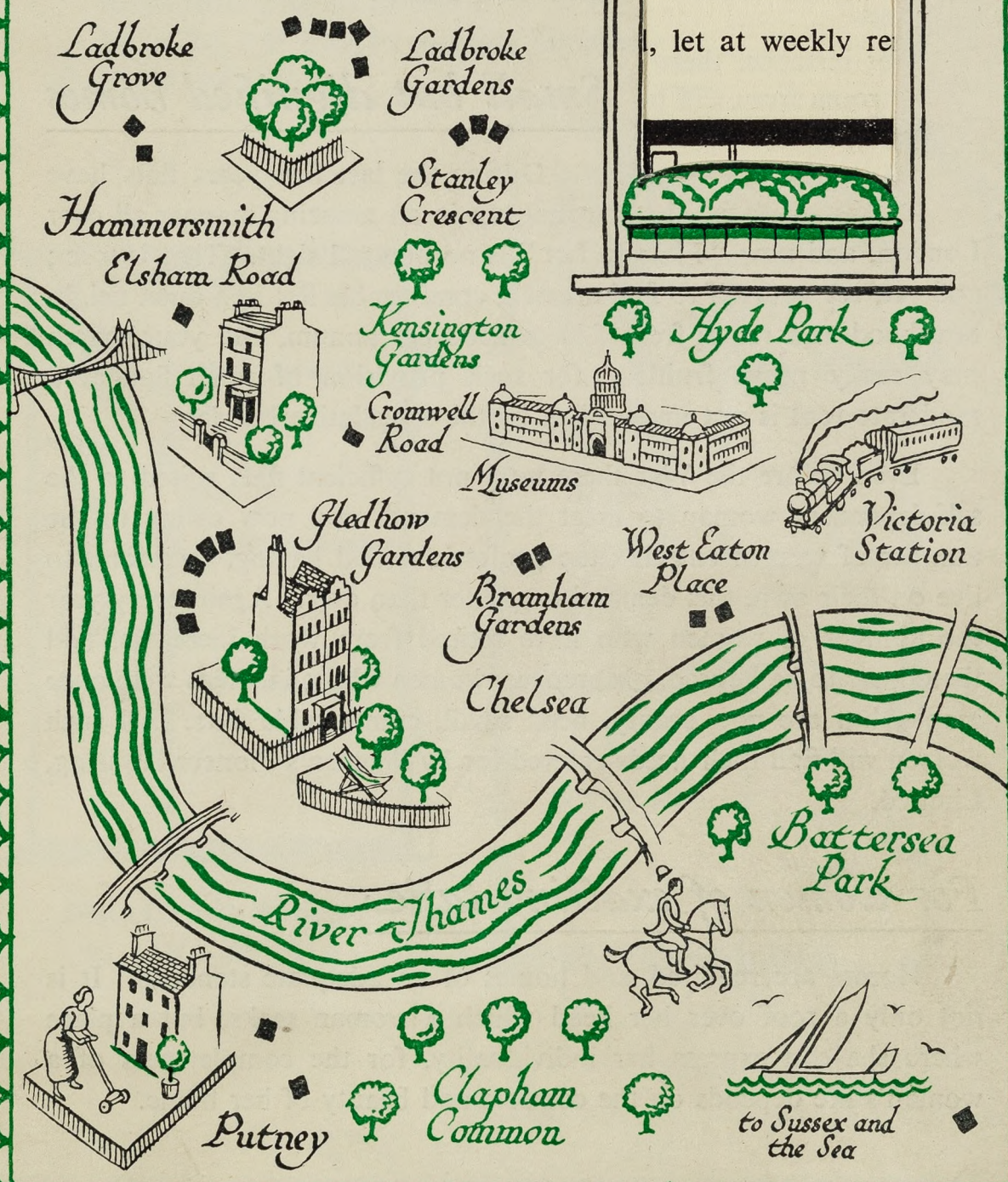


363.  
592  
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WOM

# WOMEN'S PIONEER HOUSING LTD

83 BUCKINGHAM  
PALACE RD. S.W.1



to Sussex and  
the Sea

363-592-0941 WOMI

# 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.

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# ANNOUNCEMENT

Pioneer Flats are of four types :—

"ONE ROOM FLAT" consisting of Bedsitting-room and kitchen, or fitted kitchen cupboard, share of bathroom.

Rents from £35 to £60 p.a.

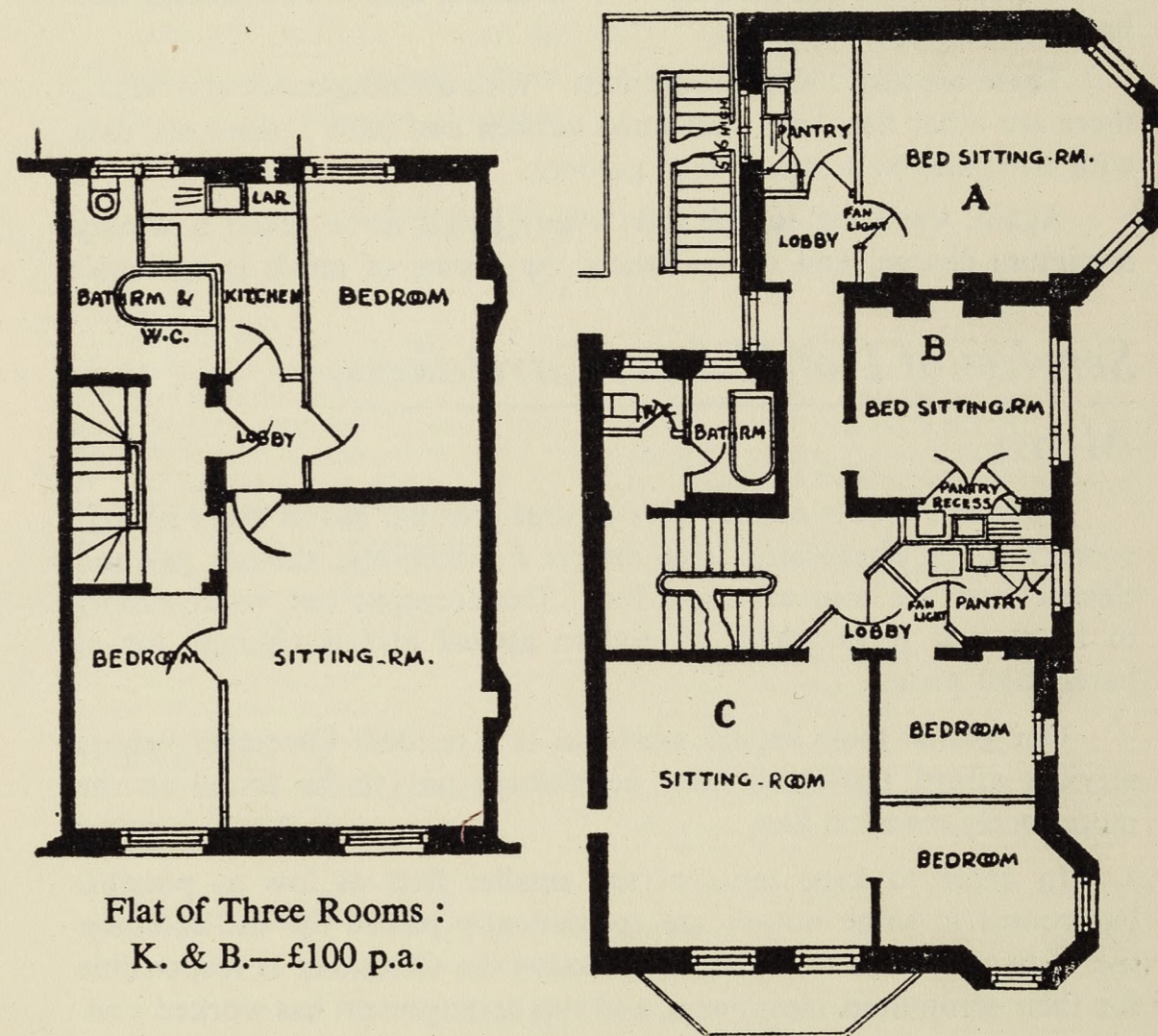
"TWO ROOM FLAT" consisting of Sitting-room, Bedroom, kitchen, share of bathroom.

Rents from £55 to £75 p.a.

"THREE ROOM FLAT" consisting of Sitting-room, two Bedrooms and kitchen; bathroom.

Rents from £100 to £130 p.a.

BLOCKS OF FLATS recently acquired, let at weekly rents of 13s. to 22s. 6d. p.w.



Flat of Three Rooms :  
K. & B.—£100 p.a.

Three Flats :  
A—£45 p.a. B—£35 p.a. C—£77 p.a.

No dull uniformity

The Architect, Miss Leverkus, F.R.I.B.A., designs each flat and knows what a woman needs.

One charm of "Pioneer" flats lies in the fact that, being for the most part converted from large and beautiful houses, they are all dissimilar. The flats vary in type and arrangement, consequently in rent, and cannot always be accurately classed under the foregoing headings.

For instance, there are a few "Three Room flats" with share of bathroom from £75 p.a., and "Two Room flats" with kitchen and bathroom all self-contained.

There are also "One Room flats" with dressing-room and bath ; there are other flats with combined kitchen and bath ; there are flats with balconies and others with gardens.

Again, there are service flats where meals come under a weekly minimum charge, and others where the taking of meals is optional.

Services of Hot Water, Caretakers,

Meals

"Pioneer" flats do not have central heating, but in every sitting-room a much appreciated coal fire is a possibility, though gas and electric fires are also arranged for. The constant hot water supply to baths and sinks makes a modern appeal and is charged for at barely cost price.

One of the most valued amenities is a resident Caretaker, whose services afford protection and helpfulness not to be found in the more lonely mansion flats.

In order to keep rents of the smaller flats as low as possible bathrooms in some houses are conveniently placed for the common use of two or three flats ; in these cases the Caretaker is responsible for their scrupulous cleanliness, and this arrangement has worked well.

In the Service Houses the cost for food and service is very moderate.

Personal attention

The keynote of successful property management, and the factor which makes for the comfort and satisfaction of the tenants, is the constant personal attention given to the houses by the Society's Manager and Staff.

Escape from crowded streets

Do you wish to live outside the noise of London ? "Pioneer" flats offer quiet, and attractive gardens at Putney.

Do you wish to live by the sea ? "Pioneer" flats are ready at Sussex Square, Brighton. Here is also a furnished room, which can be had for a week-end or longer.

"PIONEER" HOUSES

1921-1935

- |   |  |
|---|--|
| 167, HOLLAND PARK AVENUE, W.11.             | 126, 128, 130, ABBEY ROAD, N.W.6.                          |
| 28, PHILBEACH GARDENS, S.W.5.               | 1, ST. STEPHEN'S CRESCENT, W.2.                            |
| 134, HOLLAND ROAD, W.14.                    | 5, CLANRICARDE GARDENS, W.2.                               |
| 24, 25, 29, 30, 31, GLEDHOW GARDENS, S.W.5. | 65, HARRINGTON GARDENS, S.W.7.                             |
| 16, 21 & 22, STANLEY CRESCENT, W.11.        | 14, OAKHILL ROAD, PUTNEY, S.W.15. <i>2 rooms.</i>          |
| <i>73</i> 65, WEST CROMWELL ROAD, S.W.5.    | 14, ST. GEORGE'S ROAD, N.W.6.                              |
| 62 & 67, LADBROKE GROVE, W.11.              | 15 & 16, BRAMHAM GARDENS, S.W.5.                           |
| 11, 13, 14, 15, 34, LADBROKE GARDENS, W.11. | 3 & 4, GLIDDON ROAD, W.14.                                 |
| 16 & 19, LADBROKE SQUARE, W.11.             | 34, KENSINGTON PARK GARDENS, W.11.                         |
| 28, BARKSFON GARDENS, S.W.5.                | 79, LADBROKE ROAD, W.11.                                   |
| 10 & 12, WEST EATON PLACE, S.W.1.           | 25, NEVERN PLACE, S.W.5.                                   |
| <i>17</i> 17, NEVERN ROAD, S.W.5.           | 45, SUSSEX SQUARE, BRIGHTON.                               |
| 151, CROMWELL ROAD, S.W.5.                  | 12, COLINETTE ROAD, PUTNEY, S.W.15. <i>X Large single.</i> |
| 2, PORCHESTER SQUARE, W.2.                  | 2, HORBURY CRESCENT, W.11.                                 |
| 14, COLLINGHAM ROAD, S.W.5.                 | NIGHTINGALE HOUSE, DU CANE ROAD, SHEPHERD'S BUSH, W.12.    |
| 99, OAKLEY STREET, S.W.3.                   | BROOK HOUSE, GUNNERSBURY LANE, ACTON, W.3.                 |
| 62 & 63, REDCLIFFE GARDENS, S.W.10.         | BROWNING HOUSE, WOOD LANE, SHEPHERD'S BUSH, W.12.          |
| 8, STANLEY GARDENS, W.11.                   |  |
| 17, ELSHAM ROAD, W.14.                      |  |

For particulars apply to: *W.G. MARTIN.*  
MISS ~~E. A. BROWNING,~~

Manager and Secretary,

83, BUCKINGHAM PALACE ROAD,

S.W. 1.

*5494.*  
VICTORIA 4494.

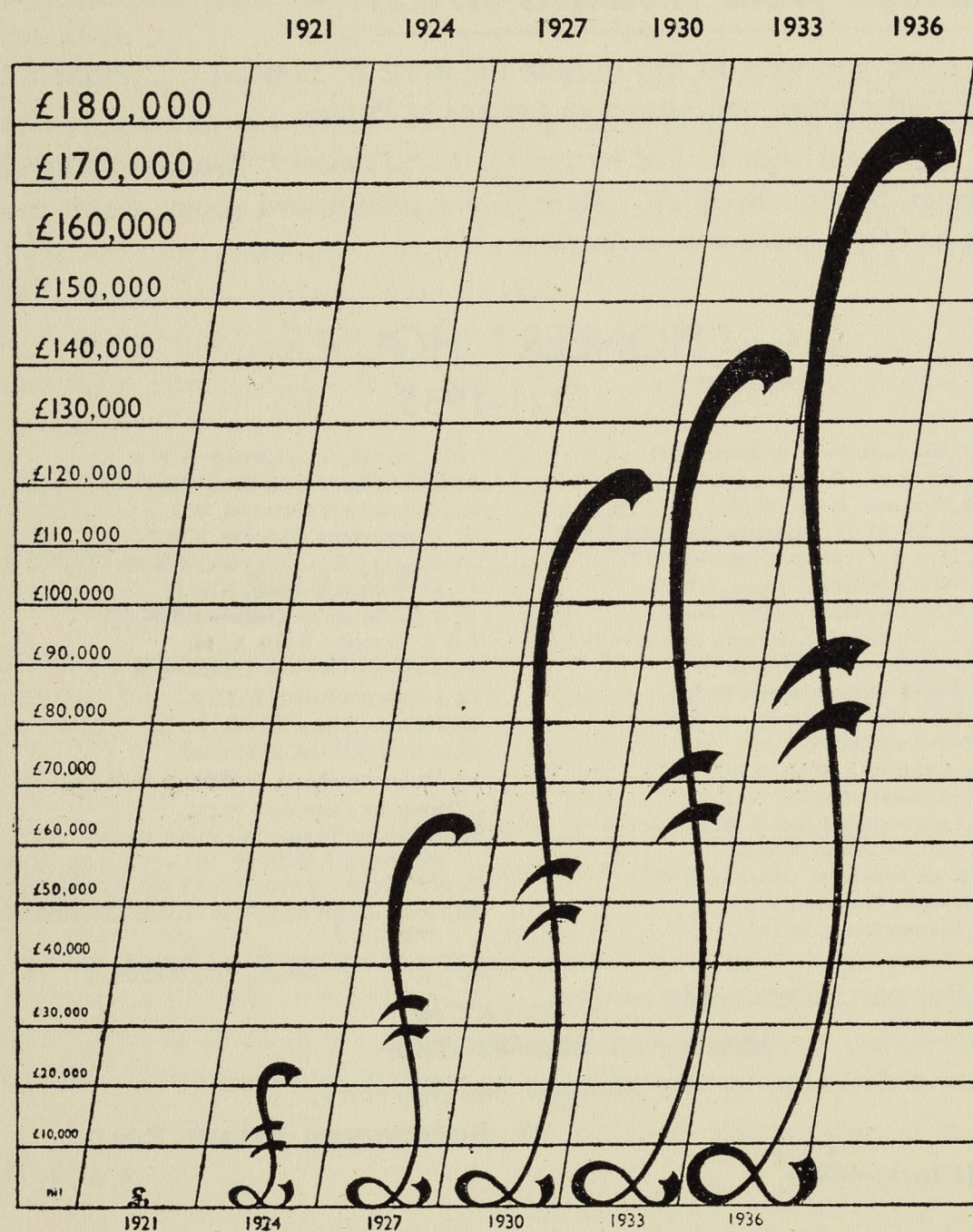
*Oakhill Rd 2 rooms*

# AN INVESTMENT FOR SECURITY

## *A Remarkable Record*

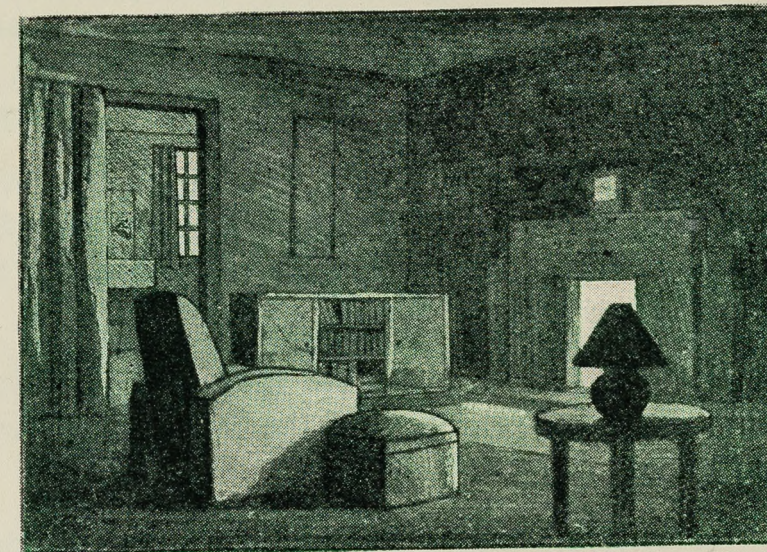
Beginning in 1921 with less than £100, through the enterprise of a group of public-spirited women, the Society has received the support of a rapidly-growing number of members, tenants and investors, and has thereby been able to procure properties which by 1935 provided homes for over 500 "Pioneer" tenants.

Here is the graphic story of the growth of the VALUE OF PROPERTIES OWNED BY WOMEN'S PIONEER HOUSING LTD.



## 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.

# ANNOUNCEMENT

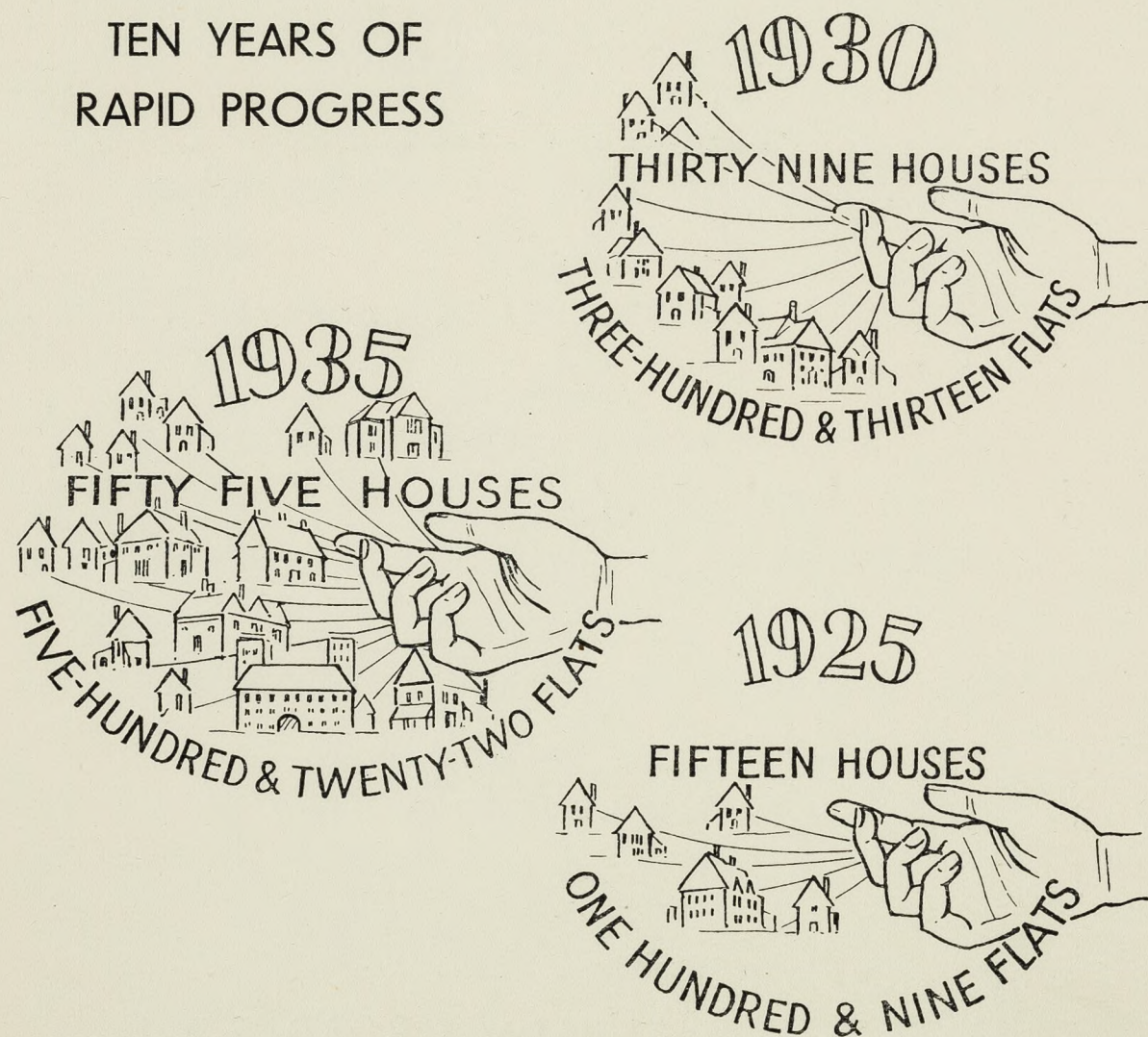
# FOR SELF-DEPENDENT WOMEN

## 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



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 4½ 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 ;

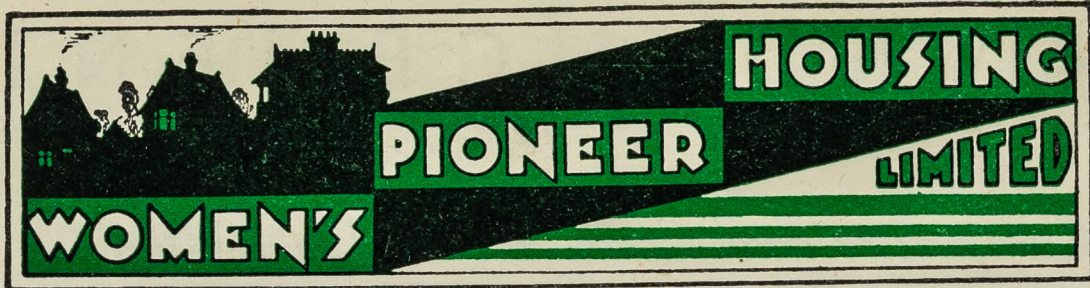
(2) inevitable and ever-increasing demands for the "Pioneer" type of flat, among women who are taking up their own independent mode of life ;

(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.



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 :*

W.G. MARTIN  
Miss E. A. BROWNING.

**Registered Office :**

**83, BUCKINGHAM PALACE ROAD, S.W.1**

Victoria 4494