

A SUCCESSFUL HOUSING SOCIETY.

EALING TENANTS LIMITED.

(Registered pursuant to the Industrial and Provident Societies Act, 1893).

In Membership with the Co-partnership Tenants' Housing Council and Co-partnership Tenants, Limited.

Registered Office: 7 Winsome Crescent, Brentham, Ealing, W.

Chairman—MR. WILLIAM HUTCHINGS.

Secretary—MR. WILLIAM FLETCHER.

ADVANTAGES OF THE SOCIETY.

In the first place it must be understood that the Ealing Tenants Limited is a Society with ideals. Its purpose is not the mean one of covering every available inch of space with brick and mortar boxes, topping off with slate lids and charging rack rents. Instead of the almost universal policy of crowding from thirty to forty, or even more, houses on a single acre, this Society only builds a very limited number to the acre. It is obvious that spaces of land are left uncovered, and these are devoted to giving a portion to each house, and also making playgrounds. Twelve and a half acres of land have been allotted for cricket, croquet, tennis, etc. Everywhere gardens, trees and views meet the eye. A magnificent Club and Institute is provided for the tenants.

Next it is to be understood that the Ealing Tenants Limited is a Co-partnership Society. Every tenant is invited to become an Investor, with the obligation to gradually increase the holding by instalments during tenancy. The tenant pays a fair market rental, and, as a partner, has a share of whatever profits are made, in addition to interest on his investment.

The tenant's position is as follows:—(1) He gets a house at a rental which, if accommodation and other things are compared, is not higher, and is probably lower than he would have to pay elsewhere. (2) He can invest in the Society of which he is a tenant any savings he finds it possible to make out of his earnings, at four per cent. (3) Should values go up, he gets the benefit either by way of a dividend on his rent or by paying a rental which is below the market value. In addition to payment of interest on investments a dividend of 1/6 in the £ on rentals was placed to the credit of the Investors' accounts for the year ended December 31st, 1912. (4) He secures practically all surplus profit after the fixed charges have been met. (5) He secures a social atmosphere which awakens new interests and creates a collective friendship unknown under the individual system of ownership. (6) He secures freedom from loss on his savings, should circumstances require him to leave the neighbourhood. (7) The capital for building his house is provided at a cheaper

rate than it could be obtained on any other system that is commercially sound. (8) The tenants, as a whole, can relieve themselves of dependence on outside capital altogether by acquiring through investment or by accumulated capital, the value of the property.

RENTS.

The rents of the houses vary from 7/- to 15/- per week, exclusive of rates and taxes. The latter average about 6/10



A CORNER OF THE CRICKET GROUND (EALING TENANTS LTD.)

in the £. On these rents it is expected that fair dividends will be paid, which will be capitalised, and thus the actual burden of rent to the tenant investors will be steadily reduced.

The Brentham Estate, the property of the Ealing Tenants Limited, is entered from the Mount Avenue, just by St. Peter's Church, and is fifteen minutes' walk from Ealing Broadway; also by Brentham Station, on the Great Western Railway.