

UNDER LICENSE FROM THE BOARD OF TRADE.
THE HORNSEY FREEHOLD ESTATE
TONTINE COMPANY
(LIMITED).

CAPITAL £15,000, IN 3,000 SHARES OF £5 EACH.
DEPOSIT £1 PER SHARE ON APPLICATION.

CHAIRMAN.

Rev. KENNETH MACKENZIE RIED TARPLEY, M.A., J.P.,
Floore, Northamptonshire, and Camden Town, Middlesex.

DIRECTORS.

Mr. R. W. ALLDRIDGE, 24, Rood-lane, Fenchurch-street.
" B. BRETT, 53, Trinity-square, Southwark.
" T. BREVETOR, Jun., Ash-grove, Hackney.
" SAMUEL COOK, Five-houses, Clapton.
" J. LONG, 5, Cambridge-terrace, Dalston.
" T. J. PHIPOS, 29, Theberton-street, Islington.

(With power to add to their number.)

AUDITORS.

Mr. F. W. MILES, Morden-place, Lewisham-road.
Mr. JOHN WAINWRIGHT, 10, Thornton-st., Hoxleydown.

SOLICITOR.

Mr. O. E. RANDALL, 14, Tokenhouse-yard, City, and Hackney.

BROKER.

Mr. CHARLES VANE CLARK, 2, Hatton-court, and
Stock Exchange.

ARCHITECT AND SURVEYOR.

Mr. W. E. WILLIAMS, 75, Coleman-street, City.

BANKERS.

BANK OF LONDON, Threadneedle-street.

SECRETARY.

C. W. MULLINS, 3, Adelaide-place, London-bridge, late
Superintendent of Agencies to the "Union" Insurance Office,
Cornhill.

OFFICES—2 and 3, ADELAIDE-PLACE, LONDON-BRIDGE.

To effect a provision for the future by any legitimate means, is, to the careful and prudent, a privilege as well as a duty—a conviction which must more especially force itself upon parents, or those upon whom any dependent claims may devolve; acting upon this idea it will be seen that the above Company has, by the under-mentioned development of its objects, sought to obtain such a mode of investment for this purpose as must prove a valuable desideratum on the subject to all in like manner concerned.

The objects alluded to are—

The purchase of an eligible Freehold Estate well adapted for building purposes at Hornsey, near the Church and Station, in the main road leading from Hornsey to Tottenham and Enfield.

The laying out such Estate in sites for Villa Residences.

The making advances for building in respect thereof.

The leasing such sites (after roads and sewers shall have been made) for 99 years, at ground-rents calculated to realize an excellent percentage on the outlay.

The distribution of such ground-rents annually (as dividends) amongst the existing Shareholders or their nominees; and

The payment (at the end of 21 years, after public sale of the property) "of the whole of the proceeds arising therefrom to the survivors."

This Company also offers the singular advantage to its Shareholders of obtaining a certain profit without the slightest risk, as, by payment of a small sum in addition to the share-money at the outset, the amount of both share and premium may be secured in the event of any nominee's decease, whilst, in the interim, the annual dividends payable will, by their accumulation on the one hand, from the increase of buildings on the Estate, and the decrease in number of the receivers on the other, afford an average return, equal, if not superior, to that arising from any other investment.

When, therefore, in addition to the foregoing, the desirable ultimatum of having the original share-money quadrupled by survivorship within the reasonably calculated period of 21 years, the Company may, it is believed, fairly claim for itself an unrivalled superiority over modern undertakings, as the following examples will further serve to illustrate, viz.:—

"A parent, married or widowed, having, say, four children, and for whose future welfare a natural anxiety is felt to provide, takes a corresponding number of shares in this Tontine Company on the lives (as nominees) of such children;—three of such children die within the period of distribution, whose share-money (provided it be insured at the outset) could be re-invested by the purchase of a similar number of transferred shares for the benefit of such surviving child, who would thus, at the end of 21 years, get the whole amount of profit formerly attaching to the three lives lapsed, and to which they would have been otherwise entitled, so that in the event of a single survivor, the same pecuniary advantages would be realised as though the whole number were living; but, supposing the whole of the four lives to have dropped before such 21 years, even then would no present loss be sustained, by reason of the return in full of the share-money from the insurance source, but on the contrary, a profit have accrued from the intermediate and constantly increasing dividends payable during the successive periods of such children's existence."

Again, in the case of a single individual,—

"A person of say 50 years of age, having a little money to invest, and desirous of turning it to the best account, not simply for himself (as placing it in a sinking fund would involve), but of securing its reversion in case of death to any child, relative, or friend, by converting such money into Shares in a Tontine similar to that of the Hornsey Company on the nomination of his own life, and insuring such Shares at the outset, such person could safely dispose of the original amount by will, receiving during life (if not surviving until the period of distribution) the accumulating dividends arising from the ground-rents, &c., and though not benefited beyond such return for his or her money by reason of death, securing nevertheless to his or her representatives the amount in full of the original investment, and further, in the event of such person's nominating another than his own life upon which such Share may be held, and such Nominee be surviving at such Shareholder's decease, then the expected ultimatum of some fourfold return of the original amount must lend a satisfactory importance to the bequest alluded to."

The License of the Board of Trade, and Certificate of Limited Registration, never yet accorded to any Company of the kind, not only removes all liability from its Shareholders, but in the Governmental authority, conveys the greatest guarantee of the legitimacy and propriety of the undertaking.

Irrespective of its internal advantages, the Company's progress is calculated to confer the great local benefit of causing an increase of rate-payers over rate-receivers.

Amongst the valuable inducements offered by the Company in the building operations alluded to, may be mentioned the opportunity thereby afforded to Lessees of ultimately converting their property into freeholds,—and the means of transit already existing, as well as in contemplation, of Railway and Omnibus communication.

It is, therefore, submitted that the objects of the Hornsey Freehold Estate Tontine Company (Limited) are fairly considered by its projectors to be "without the pale" of antagonism, since enjoying as it does the favourably expressed opinions of the Public Press,—not a single objection has been made to their perfect security and success.

Applications for Prospectuses and Shares to be made at the Company's Offices, 2 and 3, Adelaide-place, London-bridge.