

'Inducements to invest money in this undertaking' from the Otago Journal, No.1, January 1848 (NLS shelfmark: RB.m.174)

The Otago Journal, published in Edinburgh between 1848 and 1852, promoted the new settlement at Otago to potential emigrants across Scotland. It included letters from Scots who had already emigrated, as well as information about the settlement and accounts of the journey from Scotland to New Zealand. The Journal was produced by the New Zealand Company and the Association for Promoting the Settlement of Otago.

Transcription

Inducements to invest money in this undertaking

1. It is a landed investment. 2. It is land believed to be of the first quality in the country – picked land – selected by surveyors of established reputation and great experience, and intimately acquainted with the qualities of land in New Zealand. 3. The locality of Otago, after a very extended survey, was carefully selected as the most eligible in an island containing forty-six millions of acres, and all but uninhabited. 4. The climate, to a British constitution, is one of the finest and healthiest in the world. 5. The soil is rich and productive to an extraordinary degree; and the country is entirely free from droughts and hot winds 6. In the agricultural department, grain and green crops are grown of the very finest quality, and of all varieties; sheep and cattle thrive there in a very remarkable way – they improve in flesh and appearance from the moment they are landed from Sydney; and there is within and behind the Otago District a boundless extent of rich open pasture lands, which the experience of some years past at Nelson and Port Cooper, in the same island, has proved to be capable of growing wool, vieing in quality with the wool of Australia itself. 7. In the fisheries, the minerals, the timber, cabinet-woods, dye-woods, flax, and other native products, there are sources of wealth of great variety and abundance. 8. These great and manifold advantages, taken in connexion with the peculiar plan and character of the Colony, as embracing a provision for religious ordinances, schools, and a college, must be admitted to establish for this undertaking a claim – even apart from its bearing upon the great interests of Christianity – of the highest promise, as a field of national enterprise, and a safe and good investment for capital.