

PROSPECTUS

OF
THE EQUITABLE INSURANCE ASSOCIATION
 OF NEW ZEALAND,
 FOR
FIRE, MARINE, LIFE, AND FIDELITY
GUARANTEE INSURANCE.

HEAD OFFICE DUNEDIN.

Temporary Offices:
 Albert Buildings, 148 Princes street (opposite Post Office).

CAPITAL £1,000,000

In 500,000 Shares of £2 each.

First issue, 200,000 Shares, in respect of which there shall be payable 6d on application, and 6d on allotment, and two calls of 6d each, payable at intervals of three and six months after allotment; beyond which is not intended to make any further calls, but if any call be required it shall not exceed 6d at one time, and three months' notice shall be given.

PROVISIONAL DIRECTORS

(With power to add to their number):

DUNEDIN:

Messrs. JOHN BATHGATE, M.H.R.

E. B. CARGILL

GEORGE ESTHER, of Esther and Low

JAMES GORE, Mayor

WILLIAM GREGG, of W. Gregg and Co.

D. GRANT, of Granton

JAMES HAZLETT, of Mackerras and Hazlett

JAMES HOGG, of Hogg, Howison, Nicol, and Co.

ALLAN HOLMES

FRANCIS MEENAN

C. S. REEVES

JAMES ROBIN, of J. Robin and Co.

A. SCULLAR, of North and Scullar

JAMES SEATON, M.H.R.

JOB WAIN, JUN.

JAMES WILKIE, of J. Wilkie and Co.

T. M. WILKINSON, of Wilkinson and Pettit.

JAMES WILSON, of J. Wilson and Co.

J. MAITLAND JONES, of Proctors, Jones and Co.

J. PATTERSON, of Patterson and M'Leod

J. SPEIGHT, of J. Speight and Co.

INVERCARGILL:

Messrs. W. BULLIED, of Price and Bullied

A. BLACK, of Rodgers and Co.

F. FLEMING, of Fleming and Gilkson

P. L. GILKSON, of Fleming and Gilkson

JOSEPH HATCH

J. KINGSLAND, of Kingsland and Sons

A. MAIR

W. S. MOIR, of Moir, Johnston, and Co.

W. J. MOFFETT

H. E. OSBORNE

W. PAISLEY

J. G. PRICE, of Price and Bullied

W. PINKERT, of Pinkert and Newman

W. SLOAN, of Sloan and Sons

W. WILSON, of Cowper and Wilson.

OAMARU:

Messrs. J. ALLAN

J. CRAIG, of J. Craig and Co.

G. DALGLEISH, of M'Callum and Co.

S. GIBBS

A. J. S. HEADLAND

J. HOOD, of Hood and Shennan

T. MEEK, of J. and T. Meek

W. H. S. ROBERTS

Other names will be added in a day or two.

Who shall hold office for not longer than one month after allotment of the shares, when a meeting of Shareholders will be convened for the election of Directors for the first year.

Names of Provisional Directors in other centres will be added in future advertisements.

BANKERS:

The Colonial Bank of New Zealand.

SOLICITORS:

Messrs. Bathgate and Meeson,

BROKERS:

Messrs. W. P. Street and Co., Liverpool Street.

INTERIM SECRETARY:

W. C. Kirkcaldy.

FIRE AND MARINE DEPARTMENT.

There exists among Insurers in this colony a feeling of dissatisfaction with the present system of Fire Insurance.

Rates are deemed too high by Insurers, but are affirmed by Insurance Offices to be no higher than is dictated by prudence.

The only solution of the difficulty is the introduction of a principle whereby the Insurers may receive a share of the profits by the issue of bonus policies.

Every Insurer may thus obtain a direct interest in the business done, and while the premiums are maintained at a rate which will afford sufficient stability to the Company in the event of extraordinary losses, the Insurers really reap a benefit, as they share in the profits earned. The profits will be applied in the first instance to the payment of interest to the shareholders at the rate of 10 per cent. on the paid-up capital, and the profits beyond the amount required for such payment will be applied as follows:—After making suitable provision for a Reserve Fund, and for an amount to carry forward, a moiety of the balance will be reserved for the formation of a Bonus Fund for distribution among the owners of bonus poli-

cies on whose risk there shall have been no loss, and the remaining moiety at the disposal of the shareholders.

The advantages of this system are obvious, as every Insurer, having a direct interest in the welfare of the Association, will no doubt be induced thereby to exercise greater caution, and use his influence to bring as much sound business to the Company as possible. A large number of shares has already been applied for, but none will be allotted till all applications have been received, as it will be the policy of the Directors to allot the shares as widely as possible among probable Insurers.

ECONOMY AND CO-OPERATION

Will be made leading features in the management of the Association, and these are principles which cannot fail to ensure a marked success, especially as the Fire Business will be confined to the Colony of New Zealand, and therefore under the immediate control of the Directors.

LIFE DEPARTMENT.

The want of a local Life Assurance Company has long been felt, and this want has been only partially supplied by the Government Scheme; while the scale of premiums chargeable by foreign Companies, also doing business in less healthy regions, is slightly higher than that which could with safety be adopted in our own more temperate climate.

This Branch of the Association's business will be conducted solely on the mutual principle—that is, the whole of the net profits will go to the policy-holders on a system at once safe and equitable, while the Shareholders are benefited as the combination of the two branches of the business is conducive to economy in management, and affords opportunities of commanding business not secured by companies devoted to either branch alone. The success which has attended Mutual Life Assurance Companies elsewhere has been most remarkable. As an instance, the Colonial Mutual Assurance Society of Melbourne may be quoted, which, during the first year, issued 157 policies, and at the end of the eighth year had 4313 policies, with an annual income of £164,450.

Although power will be taken in the Articles of Association for the carrying on of this branch of the business, it is not intended to open the department until the Fire Business has been well established, and until the services of a thoroughly competent actuary have been secured.

The following reasons may be adduced from among many which might be urged to show the certainty that success will be attendant on the Company's operations:—

1. The Association will supply two acknowledged wants—viz., Fire Insurance conducted on principles equitable to Insurers; and Local Life Assurance.
2. The nature of the business to be engaged in is ordinarily very profitable.
3. The diversity of the Association's operations constituting a great source of strength.
4. The Association combining the popularity of the co-operative principle together with the security to be derived from a widely diffused proprietary.

The Memorandum and Articles of Association may be inspected at the office of the Solicitors.

Applications for Shares, which shall be made on the prescribed form, must be lodged with the Secretary, the Brokers, or the Colonial Bank of New Zealand, at any of its Branches.

CLEARING SALE!

ALEXANDER BROWNE, having purchased the
 STOCK AND BUSINESS

Carried on by A. WALKER, General Draper, 176 George Street,
 At the Enormous Discount of 9s. 5d. in the Pound,

Has now the pleasure of announcing his determination of making an

IMMEDIATE CLEARANCE,

Giving the public the entire benefit of the Enormous Reductions
 in all Departments.

The Stock, amounting to £2764, is now being RE-MARKED at
 exceptionally reduced prices, and buyers may expect the Grandest
 Value, with undoubted quality, ever before offered

in this market, commencing

SATURDAY NEXT, SEPTEMBER 16th.

FOR FOURTEEN DAYS ONLY.

NOTE.—Mr. Walker has for the past sixteen years enjoyed the reputation of having kept a first-class stock, selected from the best English houses, and his successor, in drawing attention to this fact, desires to assure former patrons and the public generally that he will always have on hand a splendid and well-selected stock to meet the requirements of all patrons.

SALE COMMENCES SATURDAY, SEPTEMBER 16th.

FOURTEEN DAYS ONLY.

COME EARLY | TO SECURE BARGAINS | COME EARLY

ALEXANDER BROWNE,
 GENERAL DRAPER (LATE A. WALKER),
 176 GEORGE STREET, DUNEDIN.