# Tlbe flometary <br> Trade Review and Insurance Chrunicle 

 OF CANADA
## PREFERENTIAL TARIFFS

A pamphlet on British Empire Prefer. ential Tariffs and their relation to Can. adian Trade has been compiled and pub. lished by this Bank. Copies may be had without charge upon application to the Foreign Trade De. partment, Montreal, or to any of our Branch Managers.

## Capital Paid Up and Reserves $\$ 35,000,000$ <br> Total Assets Over $\$ 500,000,000$

## THE ROYAL BANK OF CANADA

## The Canadian Appraisal Company, Limited

Full consideration must? be given to the present conditions of high costs if adequate insurance is to be provided, an adverse operation of the Co-insurance Clause is to be avoided, and a satisfactory adjustment is to be assured in the event of fire.

Buildings erected only a few years ago may very possibly be worth double their original cost to-day. This increased value is insurable and must be insured. A biter experience awaits the manufacturer who has not considered this necessity and who may have $t$ rebuild after a fire.

To guess at values when insuring is obvio usly bad business. A leading Insurance Company states "It is a fact that 85 per cent. of manufacturers do not carry enough fire insurance, as compared with their present
valuations."

An Appraisal made on the basis of to-day's costs of labour and material is the only sound foundation for correct methods of insurance.

Correspondence Invited
Head Office, 17 St. John Street
toronto
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REAL ESTATE AND INSURANCE

Valuators of Farm Land and City Property


## The National City Company

is a corporation engaged in the purchase and sale of bonds and other high class securities. Its interests are closely allied with the National City Bank of New York whose Capital, Surplus and Undivided Profits are over

$$
\$ 80,000,000
$$

and whose Total Assets as of November 17th, 1919, amount to over

$$
\$ 1,000,000,000
$$

## THE <br> National City Company

Toronto Office:;
10 King Street East
Tel. Main 623
Bonds for Investment

## Canadian Head Office:

74 Notre Dame St. West, MONTREAL Tel. Main 8480
50 offices connected by wire

