

BANKERS
OR
MANUFACTURERS
CONTEMPLATING
STOCK or BOND ISSUES

require a correct and disinterested valuation of the property upon which the securities are to be issued.

We perform the very highest character of such work.

We have appraised over two thousand properties including several hundred representative plants in the Dominion.

(Complete information regarding our services furnished without obligation to the enquirer.

National Appraisal Co.
120 St. James St., Montreal



**Helping
the
Operator**

We suggest that subscribers practise the following:—

1. Always consult our latest directory, because numbers are frequently changed.
2. In a moderate tone, speak slowly and distinctly directly into the mouthpiece with your lips not more than an inch away.
3. Answer promptly when your bell rings. It saves "Central" ringing again; saves the calling party's time, and speeds up business generally.
4. When you answer give your name or the name of your firm instead of the old-fashioned "Hello," thus allowing the conversation to begin without waste of time.

Co-operation with the operator, as above, cannot but help your service.

The Bell Telephone Co.
of Canada



Appraisal



Service

**FOR INSURANCE AND
FINANCIAL PURPOSES**

EVERY manufacturer should make a careful study of fire insurance. If Co-Insurance is carried, the insured must satisfy himself as to the true present worth of his plant before he can safely and economically place his Insurance.

An Appraisal will establish the values necessary to determine the correct amount of full or percentage insurance that should be carried. It also forms the only independent proof of loss in case of fire.

Our Appraisals are based on present day replacement costs, are exhaustive in detail and departmentally classified.

Our Plant Ledger is a medium whereby our Appraisals can be used to advantage by your accounting department at all times as a sound basis for your cost accounts and for keeping complete detailed data of unit repair cost and capital additions to Plant.

We solicit your correspondence.

Dominion Appraisal Company Limited
10 Wellington St. East, Toronto: 4 Hospital St., Montreal.