

The Monetary Times

Trade Review and Insurance Chronicle
OF CANADA

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TEN CENTS
\$3 PER ANNUM

Trade with France

THE BRITISH CHAMBER OF COMMERCE, PARIS (INC.) is composed entirely of British Subjects and Firms and possesses a powerful Canadian Section.

It puts its members in touch with suitable Agents. Obtains information on the Commercial Standing of French Firms.

Supplies exact Customs Classification of Goods. Notifies changes in French Customs Duties, proposed Commercial Legislation likely to affect Special Trades, etc.

Communicates Inquiries from French Buyers of British Goods.

Gives Commercial and Statistical Information of all kinds concerning Franco-British Trade.

The Foreign Trade Department will supply on request forms of application for admission to membership in the above and will forward the completed applications to THE ROYAL BANK OF CANADA (FRANCE) for transmission to the Chamber of Commerce.

The Royal Bank of Canada

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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 bitter experience awaits the manufacturer who has not considered this necessity and who may have to rebuild after a fire.

To guess at values when insuring is obviously 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

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