

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

THE
VICTORY

Insurance Company, Limited

Subscribed Capital £500,000
Paid-up - - - £250,000

BANKERS:
LLOYD'S BANK, LIMITED
THE LONDON JOINT CITY & MIDLAND BANK, LIMITED


FOR REINSURANCES

Directors:
SIR BYRON PETERS, K.B.E. | SIR CHARLES DAVIDSON
EDWARD DEXTER, F.C.A. | ROBERT HEADRICK
CHARLES H. TRENAM, *Managing Director*

Manager: HARRY L. SMATHERS *Secretary:* F. CECIL VARLEY

Head Office .
LOMBARD HOUSE, GEORGE YARD
LOMBARD STREET, LONDON, E.C., 3

Telegrams "EMOCREVO, GRACE, LONDON"

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.