

The Monetary Times

Trade Review and Insurance Chronicle
OF CANADA

ESTABLISHED
1867

TORONTO, APRIL 16, 1920

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

G. MONTEGU BLACK

BARTLE M. ARMSTRONG

BLACK & ARMSTRONG

SUCCESSORS TO
ROBINSON & BLACK

WINNIPEG

REAL ESTATE
AND INSURANCE

Valuators of Farm Land and City Property

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

TORONTO

MONTREAL

NEW YORK

Royal Bank Building

Equitable Building

*Sound
Investments
in Bonds and
Preferred Stocks—*



Any bond or preferred stock you buy from us has been purchased previously for our own account after strict investigation of the security and other factors behind the issue.

THE
National City Company
Limited

Canadian Head Office:

74 Notre Dame Street West, MONTREAL

10 King Street East,
Toronto, Ont.

67 Morris Street,
Halifax, N.S.