

The Monetary Times

Trade Review and Insurance Chronicle
OF CANADA

ESTABLISHED
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TEN CENTS
\$3 PER ANNUM

FOREIGN TRADE DEPARTMENT

Canadian business firms wishing to extend their foreign trade should apply to the above Department in Montreal for information and assistance. All enquiries will receive prompt and careful attention.

This Bank has 550 Branches throughout Canada and Newfoundland, and 80 Branches in the principal trade centres of the West Indies, Central and South America. Branches also in London, Paris, New York and Barcelona.

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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
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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 National City Company Limited

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