The Monetary Times

Trade Review and Insurance Chronicle OF CANADA

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TORONTO, JULY 2, 1920

TEN CENTS 83 PER ANNUM

THE ROYAL BANK

Capital and Reserves \$35,000,000



Total Assets \$580,000,000

685 BRANCHES

590 in Canada and Newfoundland 95 in West Indies, Central and South America

A complete banking service is offered to exporters, importers, manufacturers and others wishing to extend their business. Enquiries are solicited.

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REAL ESTATE AND INSURANCE

Valuators of Farm Land and City Property

The Canadian Appraisal Company, Limited

Full consideration must be given to the present rull 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

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

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What You Should Know about the

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