The Monetary Times

Trade Review and Insurance Chronicle **OF CANADA**

ESTABLISHED 1867

TORONTO, MAY 7, 1920

TEN CENTS \$3 PER ANNUM

Trade with France

BRITISH CHAMBER OF COMMERCE, THE 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

The Canadian Appraisal Company, Limited

Full consideration must be given to the present 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 little events of the base of th

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

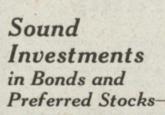
Correspondence Invited

Head Office, 17 St. John Street MONTREAL TORONTO NEW YORK **Royal Bank Building** Equitable Building



Valuators of Farm Land and City Property

AND INSURANCE



10 King Street East,

Toronto, Ont.



67 Morris Street,

Halifax, N.S.

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.

National City Company

Limited

Canadian Head Office 74 Notre Dame Street West, MONTREAL

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