



EDITORIAL FROM THE "SOUTHERN TRADE RECORD," CINCINNATI, OHIO.

In response to inquiries this paper says: *If any of our subscribers are in need of facts or desire information in any line, our experienced and trained staff of reporters, investigators, and correspondents in all parts of the United States are at their service, these reports may be relied on as being unbiased and unprejudiced, as without favor the worthy will be endorsed and the unworthy condemned.*

A RELIABLE HOROLOGICAL INSTITUTE.

The Accuracy of a Former Recommendation Fully Confirmed.

It is with some feeling of satisfaction that the Southern Trade Record sees a vindication of former indorsements of worthy firms, individuals, corporations, schools, etc. We have always given careful attention to inquiries received from subscribers, and furnish them reliable information on any desired subject free of charge. The Southern Trade Record has the largest circulation of any trade journal in the country, and no other publication of its class could employ such a large staff of experienced editors to make these expensive investigations, solely in the interest of its subscribers. A number of months ago we received several letters, asking us to recommend the best school to learn the art of making watches. We fully realized the importance of the subject, and the confidence which would be reposed in our answer. We made a careful investigation locally, and also referred the matter to our representatives in all the principal cities, and we found that the Canadian Horological Institute, of 115 King St., E. Toronto, Canada, was the acknowledged leader in their line. We made editorial indorsement accordingly. Only recently we received similar inquiries from other of our subscribers, and to verify the correctness of our former decision, we placed the matter in the hands of other of our investigators, who knew nothing of our former decision, and, after the most exhaustive research, they also have reported in favor of the Canadian Horological Institute, which proves conclusively that they are doubly worthy of patronage and confidence, and also that the trained reporters of the Record never do anything by halves. In this institute the range of instruction covers all requirements. One is taught to repair, plan, design and make fine watches and chronometers from the solid metals, purely for educational purposes.

We have no interest in this school except to recommend it as the best, and we are proud of the fact that an unreliable or purchased indorsement has never appeared upon the pages of the Southern Trade Record.

Extract from a letter, written to us by an expert in the United States, who has been instrumental in sending us three students:

"It affords me great pleasure to think that I have been of some assistance to you. It grieves me to think there are so few men in our trade who are interested or can appreciate a worthy master. Your graduates will not hurt me and I feel sure they will be a credit to the profession."

This is the spirit which animates really good workmen—of everyone who is not only *considered* to be a good one but who really *is* one.

Poor workmen, with fictitious reputations, who have no real merit to back them up, often assail the merits of good workmen coming from a school. All that this means is, they are simply afraid of the possibility of every prospective student of ours being a future competitor of theirs.

The young man who *thinks* for himself and desires to have something to say regarding his own future should send for our circulars.

Canadian Horological Institute, 115 King Street East. TORONTO, ONT.

H. R. PLAYTNER, Director.