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our adverse trade balance. To assist this advertising campaign, one of these interesting corners should be established in every city throughout the Dominion. They would show the people, by practical demonstrations, the care and accuracy with which Canadian products are prepared, and the quality of the materials used in their manufacture. Not only would these exhibits be of benefit in increasing the sales of Canadian goods, but they would also add greatly to the knowledge possessed by Canadians of Canada's resources and manufactures.

CLASSIFICATION OF E.I.C. MEMBERS

At present the Engineering Institute of Canada is composed of honorary members, members, associate members, juniors, students and associates. The council of the Institute might advantageously consider an amendment to the constitution and by-laws, changing the title of "member" to "fellow," and of "associate member" to "member." Should the vote favor such an amendment, the Institute would then consist of honorary members, fellows, members, juniors, students and associates.

The advantages of these changes in titles are several. One of the most important is the abolition of the misleading and inaccurate title, "associate member." The general public, and all excepting those thoroughly conversant with the Institute's affairs, are likely to think that an associate member is one who is merely associated with the Institute, and who is not an active member. As is well known within the profession, an associate member is just as much a corporate member of the Institute as is a member, but a layman is not likely to grasp the full significance of the classification, and as a result the associate members are unquestionably suffering in professional status.

We believe that the classification of "fellow" would be popular among the present "members." The word "fellow" in all scientific societies is a mark of distinction and eminence. The public are familiar with the term and are accustomed to respect it. They know that in connection with many other societies, fellowship is the highest grade of membership obtainable. There is something about the title that resembles a technical degree. A "Fellow of the Engineering Institute" would more readily obtain public respect than a "Member of the Engineering Institute." The public has always associated "fellow" with distinguished and learned men, excepting when used as a slang term. The title, "member," is so common in connection with so many different societies of a general nature for which the only entrance qualification is an annual fee, that it carries no distinction whatever. Many laymen do not realize the vast difference between being a member of a Board of Trade, for example, and being a member of the Engineering Institute of Canada. But church, political and other societies include no fellowships; the term, "fellow," is reserved by almost universal consent for learned members of respected scientific and professional societies.

There are many associate members of the Institute who could readily qualify as members but who have never applied for the transfer because the annual fees for members are heavier than for associate members. The attraction of the title, "fellow," would undoubtedly induce scores of these men to apply for transfer, and in this way the funds of the Institute could be considerably augmented in an entirely legitimate manner.

If the rather long abbreviation "A.M.E.I.C." could be abolished, there would be more uniformity in the abbreviations indicating the different degrees of membership within the Institute. F.E.I.C., M.E.I.C., J.E.I.C., S.E.I.C., and A.E.I.C. would be readily recognized as the abbreviations respectively for fellow, member, junior, student and associate.

Another advantage would be the avoidance of confusion in regard to "associate members" and "associates," another point of difference which the public does not grasp and concerning which apparently the members of the Institute themselves are often careless. Return post cards have often been mailed to members of the Engineering Institute, on

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ESTABLISH AN "INTERESTING CORNER"

ONE of Cleveland's leading financial institutions, the Cleveland Trust Co., whose building is at a very prominent corner in the business section of that city, has offered the use of a space adjoining its head-office building, for exhibitions of machinery and other products of Cleveland factories. The idea conceived by the Cleveland Trust Co. will prove of interest to many other municipalities where exhibitions of products manufactured locally will be of educative value and will also arouse civic pride and add to local knowledge of civic affairs. The more that citizens know of the products that are manufactured within their own town, the more likely are they to be boosters for their own municipality and to realize better its advantages for themselves and their children.

The corner which the Cleveland Trust Co. devotes to these exhibits is semi-circular, slightly above the sidewalk level, and enclosed with a low but heavy ornamental metal arilink. Each firm is allowed to continue its exhibit for a week, and there is no charge for the space. Exhibits are booked in the order in which applications for the space are made to the trust company.

The public has taken so keen an interest in these demonstrations that the spot has been popularly named "Cleveland's Most Interesting Corner." At this corner the public can obtain a close view of the operations and processes entering into the manufacture of all their home products. The exhibitions are much like those interesting ones in the Process Building at the Canadian National Exhibition, which annually proves one of the strongest attractions of that great show.

The Canadian Manufacturers' Association is spending large sums of money in advertising to the Canadian people that they should buy Canadian-made goods and so reduce