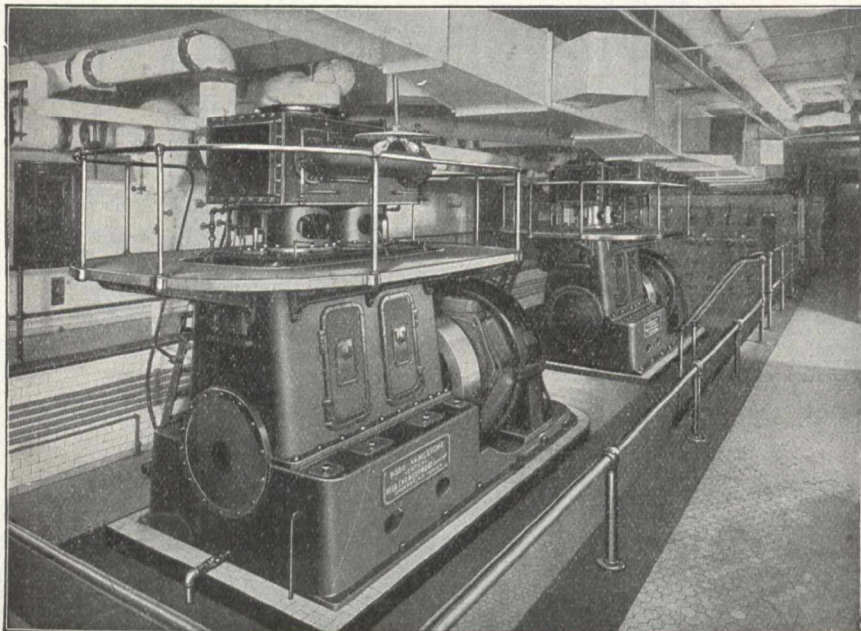


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(Continued from Page 7)

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EXPLOITING A PROFESSIONAL REPUTATION.

To the ethical sense of the conservative professional man there is something disquieting in the thought of deliberately exploiting a reputation. Yet only upon his reputation can he depend for increas-

ing his opportunities. He says perchance "let my work speak for itself," he dislikes to feel that any one is deliberately paid to speak for it. Yet through many subtle and untraceable channels he is securing publicity which redounds to his credit and his financial betterment. It comes only because he is worthy of it. Fully realizing the result though, perhaps with no deliberation of purpose he increases his reputation through public utterance and professional papers, and through the acceptance of official appointments he places himself in the public eye and the papers help to do the rest.

But there are perfectly proper and legitimate channels through which even this wide spread reputation may be further widened, channels which the engineer and the chemist, those who as individuals or concerned with industries in many fields are already utilizing.—Walter B. Snow, Publicity Engineer, Boston, Mass., in the Selling Magazine.

WHERE TO BUY

**An Engineering
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FOR INDEX TO ADVERTISERS
SEE PAGE 3.

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Reavell & Co., Ltd., Ipswich, Eng.

Anvils

Leslie & Co., A. C., Montreal, Que.

Automatic Railways

Babcock & Wilcox, Ltd., Montreal,
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Priddle, Arthur San Francisco, Cal.

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Derbyshire, England.

Belting

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McLaren Belting Co., J. C., Montreal,

Boilers, Marine, Stationary and Water Tube

Babcock & Wilcox, Ltd., Montreal,
Petrie, H. W., Ltd., Toronto, Montreal,
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Canada Wire Goods Mfg. Company,
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John A. Hart & Co.,

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Ltd., Darlington, England.

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Toronto & Hamilton Electric Co.,
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Conveyors

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Jeffrey Mfg. Co., Montreal, Que.

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