

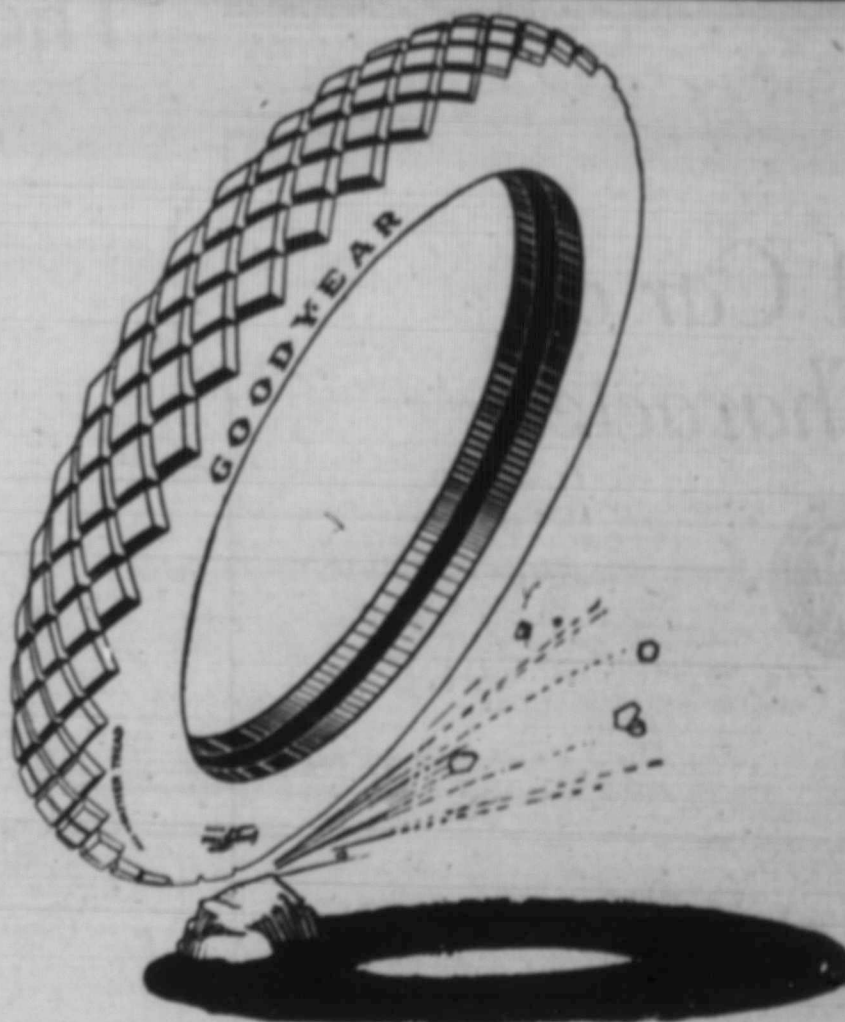
ected like the officers of an ordinary society by the members themselves, the office rotating as far as possible in true democratic fashion.

The most difficult problems to be determined in detail when the order is created will be the qualification of members and the manner of their selection. The standard must not be so high as to discourage effort on the part of a considerable portion of the citizens, nor so low as to remove the stimulus which is given by a prize that, though difficult, may yet be attained through reasonable exertion. The order must not become the monopoly of a class if it is to maintain its superiority over the titled nobility which it is designed to supersede. It must not be open to mere wealth since that would enable a man who exploits his country during his prime to rehabilitate himself in his old age and bask in his country's smile for the rest of his days. But the man who promotes a new industry of national necessity to a high state of perfection, the farmer who brings his country before the world by taking an international prize for turnips, wheat or livestock, the mechanic who invents a new labor-saving device, the doctor who discovers a new panacea for human ills, the author who writes a great book, the clergyman who practices what he preaches, the educator who knows how to trim the dead wood from the heart of oak, the politician who can nurse a constituency without corrupting either himself or his electors, all these are as deserving of public recognition as the occasional genius whose light dazzles his contemporaries, and can only be seen distinctly as it flickers over his tombstone.

The council of award or selection must also be considered with the utmost care. At first it might be well to begin with a composite council chosen from all national societies in the various organized industries and professions. In time, the new machinery could be modified and adapted to new conditions in the light of new experiences. The first council should be a nucleus of merit, but not chosen for wealth or birth or religious prestige. An order of merit designed to stimulate public service by the public recognition of service rendered should take no account of a man's color, race or creed. In fact, one of its prime functions would be to nationalize all colors, races and creeds within its bounds. In this way, the two historic races and the two historic religions should be one in friendly effort to Canadianize all those who now look to Rome, Berlin, Petrograd, London, Edinburgh or Dublin, as their political capital. In this way, a Canadian order of merit would tend to lift above race and creed, province and clan all those who possess talent and energy, and would by simple recognition at Ottawa, give them a foretaste of the chaste reward of virtue awaiting them in the Islands of the Blest. But, above all, the phrase "going to Ottawa" would lose its sinister suggestion of log-rolling and would in time connote the highest honor in the nation's gift—the modest recognition of great service not to oneself but to one's country.



Ready to do the Chores



Save Your Tires

A certain man after talking for an hour to good effect on Food Conservation hurried out of the hall and sprang into his waiting car.

Impatient to get to his next audience five miles away, he threw in the clutch and fairly jumped into full speed. Around the corner on two wheels, bumping sharply over culverts, in and out of ruts, he tore along.

He is an energetic man—and an earnest one.

But, his mind wholly given to the important work of saving food, he, like many others, sometimes forgets that other resources must also be conserved.

And so, he does not learn to save his Tires. He wracks them without knowing it.

When careful tire-users buy one set of Tires, the unthinking man buys two.

One man gets 10,000 miles from his Goodyear Tire. The other gets only 4,000.

Yet all Goodyear Tires are the same. To get less than the highest mileage is proof of abuse (however unwitting) or neglect.

Consider what such tire-treatment means to-day. The absolute loss of valuable rubber, valuable cotton, valuable labor.

It is our business to supply a large share of the Tires used in Canada. It might appear that the careless use of Tires would benefit us. We cannot hold this view. For the greater mileage Goodyear Tires are made to give, the greater our business must grow.

Also we believe the waste of materials and labor in this day to be a national transgression.

Let every man who uses Tires, resolve to drive sensibly, watch his Tires, study the proper care of them, and get every mile of wear the Factory builds into them.

This Book is Sent FREE

We have printed a book which tells plainly how to get the most out of Tires. Look for it in the tool kit when you buy your car. If you don't find it write to us for a free copy. Mention this paper. Keep your tires right from the start.

More Help for the Car Owner

Tire-dealers who display this emblem will help you care for your tires. Make use of their services to get greater mileage.



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