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DIRECT TRADE

An exchange points out that the Postmaster at Washington, D. C., is working out a novel plan to eliminate the middleman and arranging matters so that citizens of Washington and various other towns may materially reduce the cost of living by buying direct from the farmer.

The method adopted by the Postmaster is to furnish enquiries with lists of the names of farmers who are willing to utilize the parcel post for the direct shipping of farm goods. These lists contain prices of marketable commodities and include postage. Information is being given out at all post offices and quotation prices of foods are placarded everywhere. Among the principal products offered for sale are vegetables, poultry, fruit, butter, eggs, jellies, flowers and other things. Our exchange says that an idea of the saving effected by the method of buying may be gained from the fact that when eggs were selling in Washington at 45 cents a dozen, strictly fresh eggs were obtainable direct from the farm for 25 cents which, with the postage and cost of mailing brought the price finally up to 28 cents a dozen.

It is undoubtedly true that much could be saved by consumers in buying direct from the producers, as is suggested by the Washington Postmaster. The trouble with the scheme, however, is that it is altogether in the interest of the consumer and leaves the producer just where he was under the old system. The farmers who supplied the Washington market no doubt received 25 cents a dozen for their eggs before the parcel post system was adopted, while the Washington consumers paid their retailers 45 cents for them. The retailers set both the buying and selling prices; the farmers are willing to accept the former and the consumer is obliged to accept the latter unless, as has been done in Washington, he steps in and gets ahead of the retailer. We do not see that the farmer is specially benefited by the arrangement. It makes little difference to him whether he gets his 25 cents a dozen from the retailer or from a private customer. Indeed the former usually means less trouble.

In our own province the parcel post is quite extensively used both in buying and selling and its use might well be even further extended. Both by parcel post and by private carriers many citizens of Charlottetown, and doubtless of towns and villages through the province, procure many of their supplies regularly, direct from the farmers. Where this is done the business has been mutually arranged and is conducted on the strength of mutual confidence; the consumer knows just what he is getting and, generally speaking, he is getting the best product that the farmer has to dispose of.

Quite a number of farmers have won for themselves a reputation for honest and superior products. Those who buy their butter, eggs, poultry, milk, cream &c., have the fullest confidence in their cleanliness and in their honesty. The demand for such products is practically unlimited even in this little province. To these the parcel post or the system of dealing direct with the consumer is a great boon and their products bring as they have a right to, higher prices than the goods thrown indiscriminately on the market. The secret of good prices and ready sales lies in the quality of the product and there will be no difficulty in establishing a direct trade at good prices with the consumer when the quality is assured.

MISSING WORD COMPETITION

"The country is not interested in politics, of which we have all time ad nauseam." Thus says The Patriot in its yesterday's issue and by way of example devotes three columns of its precious space, not to politics but political abuse.

It would be impossible for any self-respecting journal to compete with our Contemporary in its use of billings-gate; it is quite an adept at mud-slinging and for those who like that sort of controversy it is just the sort of controversy they get. But it does not appeal to the thinking part of the community and the others are welcome to it.

In yesterday's issue of The Guardian we asked: "Why did the Field Secretary in his report to the Patriot suppress the names of the two speakers who made ridiculous charges against the Government in connection with the appointment of a prosecutor for Prince County? The names of all the other speakers whose remarks were reported were given; why weren't these two? Our report of the proceedings and those appearing in the Summerside Journal and Summerside Farmer were practically identical. What is the significance of the anonymous statements in The Patriot's report? Why should the names have been suppressed?"

The Field Secretary fails to respond at all, while The Patriot satisfies itself merely with a fusillade of billings-gate "which cuts no ice."

Why this ominous silence? True, we are invited to ask certain gentlemen for the names of the speakers, but why should we adopt this round-about way when it is open to The Patriot or its reporter, the Field Secretary, to supply the information? The names of all the other speakers were given along with their contribution to the discussion, why should it be necessary for The Guardian or any of its readers to apply personally to others present to have their curiosity satisfied?

The tactics adopted in this instance are characteristic of the policy pursued by The Patriot and its new-found friends, since November last.

Then, it will be remembered, we were treated to the "secret dossier" method of conducting a political campaign. A certain document was circulated amongst clergymen, quoted from in pulpits and in Presbyteries, and we were told that it would not be given to the press until such times as suited its compiler's convenience. We had little difficulty, with the assistance of the Lieutenant-Governor, in exposing the utter unreliability of the alleged facts and figures contained in the "secret dossier." Then a letter over a fraudulent name and address was published by The Patriot in support of its campaign of abuse and misrepresentation. We proved conclusively there was no such document.

person in existence in the town mentioned in the letter, and our Contemporary offered to give proof of its bona-fides to anyone who called at its office. The Guardian sent a representative, but the Editor of The Patriot could not, or would not, give the name of any citizen who knew or could vouch for the alleged letter-writer.

Now, we are invited to ascertain from people other than The Patriot and its reporter, the Field Secretary, the names that were suppressed from its report of the Prince County Temperance Alliance. Where is this sort of thing, going to end?

A "missing word competition" is all very well in its place, but after all the primary object of a newspaper is to give reliable information, not to suppress it.

INSIDE FINANCIAL HISTORY

In Wednesday's issue was published the report of the Canadian Bank of Commerce which speaks for itself. The Secretary has sent us advance proofs of the full report of the Bank which proves one of the most interesting documents published for sometime. In addition to dealing with the conditions prevailing throughout Canada, the report gives the inner history of the financial situation in London at the outbreak of the war.

"The gravity of the situation (says the Report) so suddenly created required prompt action if total ruin of the financial fabric of this country, if not of the world, was to be avoided, and on Saturday, August 2nd, the Government, in consultation with the leading merchant bankers, proclaimed a moratorium for bills of exchange. On Monday, August 3rd, fortunately a bank holiday, the banks met in conference and demanded a general moratorium, one of their reasons for this demand being that the call loans forming their second line of reserves had been 'frozen' by the bills of exchange moratorium. In order that the fullest consideration might be given to this absolutely abnormal state of affairs, the Government extended the bank holiday to August 7th, and during the interval additional measures were taken to preserve the financial stability not only of this country, but practically of the world at large. The principal measures consisted of a general moratorium for one month and the Currency Act, whilst the Government War Risk Insurance scheme was brought into operation. During this period war with Germany was declared on August 4th, and the Bank Rate was reduced from 10 to 6 per cent, on August 6th.

"The bills of exchange moratorium, while temporary in character, was relied upon to preserve the credit of the accepting houses until either they were able to secure remittances from abroad or their position became more defined; the general moratorium, by affording temporary protection to the community at large, allayed the feeling of panic and prevented runs upon the banks. The Currency Act, by which the Government took power to issue £1 and 10s. notes, convertible into gold at the Bank of England, and which empowered the joint stock banks to borrow the notes from the Government up to 20 per cent. of their deposits, provided a medium of currency which conserved the gold of the country as well as a means of assistance to the banks in case of need. The Government Insurance scheme enabled merchants to resume their trading operations, which had practically ceased owing to the prohibitive rates for war risk insurance, these being at one time as high as 20 per cent. or more.

"The banks resumed business on August 7th and by arrangement agreed not to enforce the moratorium except to prevent hoarding of gold, and as no restrictions were placed on withdrawal of funds for business purposes, public confidence was materially restored. A further reduction in the bank rate to 5 per cent., on August 8th, encouraged this sentiment, but the shadow of the great catastrophe which has just been averted still hung over the City. The money and the discount markets were practically lifeless, with the result that commerce generally was greatly affected, and in order to assist its resumption along former lines, it was considered necessary, first to re-establish the credit machinery and then to endeavour to unlock the foreign exchanges. Both were problems of very great difficulty in view of the general feeling of apprehension as to what would occur when the moratorium expired; for it was apparent that many in the financial and commercial world, especially the agencies of alien enemy banks in London, whose liabilities to the British public were enormous, would be quite unable to meet their commitments without assistance, owing to their resources being locked up at home or in foreign and enemy countries, and unless this position was cared for it would create widespread financial ruin in the City. The Government realized the urgency of the situation, and, in consultation with the financial leaders of the City, formulated from time to time the following measures for the purpose of accord the necessary relief:

August 12th.—Proclamation extending scope of general moratorium. Government also authorized Bank of England to discount without recourse to the holders approved bills accepted before August 4th 1914.
August 31st.—Courts Emergency Powers Act relating to remedies for the recovery of money.
September 1st.—Proclamation extending period of bills of exchange and general moratorium, the latter to November 4th.
September 4th.—Government authorized Bank of England to provide acceptors with funds necessary to pay all approved pre-moratorium bills of maturity and to undertake not to claim repayment for a period of one year after the close of the war.
October 16th.—Arrangements made whereby the liquidator appointed for the alien enemy banks was enabled to pay their acceptances in full.
November 2nd.—Arrangements made between Government and banks and Stock Exchange whereby under protection afforded by Courts Emergency Act the necessity of forced realization of securities held as cover for stock exchange loans was avoided, the Stock Exchange not to be re-opened without the consent of Government.
November 4th.—Government scheme for making advances in approved cases to British traders carrying on an export business in respect of debts outstanding in foreign countries and the colonies.
November 16th.—Government scheme for enabling the Liverpool Cotton Exchange to be re-opened by authorizing advances required to meet market differences from 5d. per pound downward.

"The effect of these very practical measures has been beneficial in the highest degree—credit was revived, the money and the discount markets were re-established and the discounting of pre-moratorium bills at the Bank of England increased the floating supplies of money to such an extent that deposit rates were reduced to 2 per cent. and call and short loans have for some months past been obtainable at 1 to 2 per cent. Trade, which had become much restricted owing to the necessity of working on a cash basis, due to the cancellation of credits and a breakdown of the foreign exchanges, has gradually recovered and the creation of new bills has been encouraged by the restoration of credit throughout the loan and discount markets. The working of the foreign exchanges, which, as one writer remarks, 'resembles the pulse of the nation, exhibiting the degree of vitality, the state of health or weakness in the economic condition of the State,' has steadily improved, but owing to the moratorium and other difficulties still existing in many European and other countries, they are, with the exception of those with Canada and the United States, far from normal.

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THE GERMAN CULT

Sir,—Germany denied civilization the pledge of all civilization; which each country by their high plenipotentiaries signed to protect all weaker powers from aggression. That pledge the U. S. "the land of liberty," signed. Germany said: "Your pledge I disregard, I will break my pledge and I will break yours," and did so.

Now the U. S. has been insulted by Germany quite as much as Great Britain, and strange to say takes no notice of the rude defiance.

Now, if German Cult should prevail here would be good-by to liberty, not only in Europe but in sweet liberty-loving America.

The Monroe Doctrine would be a scrap of paper, if not for the sacred and grand document which should ever be in danger of being reinforced by the best energy of the people of the land of the free and home of the brave.

I am Sir, etc.
A MAN ONCE IN WASHINGTON,
of 43, P. E. I.

THE FIELD SECRETARY

Sir,—The Temperance Alliance has the utmost confidence in the good character of Rev. W. D. Wilson, our honoured Field Secretary. He has proved himself to be the right man in the right place. We regret that personal attacks have been made on him in your paper. It must have been from false information, as we cannot believe your paper would do this for the purpose of injuring him. We have always found Mr Wilson to be the soul of honour, and we shall hope that the Guardian will fully support him and his work. Yours, etc.,
Z. L. FASH,
President, Alliance.

[Note.—The Guardian has made no personal attack upon Rev. Mr Wilson. It stated that it had reason to believe the report of the Prince County Temperance Alliance, appearing in the Patriot, was supplied by the Field Secretary, and noted the fact that the two most serious reflections cast upon the integrity of the Government were ascribed to no speakers in particular. We have asked why the names of those two speakers should be suppressed, while the names of all the others were duly given. The Guardian has given, and will continue to give, every support to the cause of temperance and the Prohibition Act, and is firmly convinced that the Prohibition Act, with probably some further amendments, can be made effective for the progress and well being of the community, but it is not prepared to stand aside while the Patriot makes use of the officials of the Temperance Alliance in order to make party capital in attacking the Government. The Guardian and all right-thinking persons know that more has been done for the present Government since its power than during the years of its predecessors. And the Guardian will not submit to the Rev. Mr Wilson or any other official of the Alliance assisting the Patriot or utilizing its columns for the purpose of the Government and vulgar abuse of the Field Secretary. Apart from that the Field Secretary has the support and good wishes of the Guardian in carrying on the legitimate work of his office.—Ed. G.

TO DECOY THE GERMANS

SAINIA, Jan. 21.—Edward Rigby, son of Rev. Walter Rigby, who is now on H.M.S. Inconstant, writes in part of his father here, as follows: "Dear Dad, About 200 men and 55 petty officers and engineers artificers left Portsmouth for Glasgow last night. I am one three E. R. A. S., who came to join the Inconstant. I was rated at 28 knots, but makes 39. We are to be used for baiting German submarines, as was done on Dec. 27, at Cuxhaven, when two of our sister ships nearly got two Zeppelins, at this same time parrying with German submarines. It is a case of a little fellow running in and annoying the enemy until they will come out. The work is most dangerous, yet the Inconstant is being put to sea weeks before she should, just to strengthen this branch of the work.

"We go to-morrow on a four-hour trial. We already are provisioned and our magazines filled for active service in the North Sea. I might say regarding this ship, she is only some what bigger than a torpedo boat destroyer, which, in turn, is larger than a torpedo boat. She is exceedingly fast, but not a good sea-boat. I asked to be taken off the list for draft onto auxiliary cruisers, and put on for active service. I have drawn the most up-to-date and fastest cruiser in the British navy. Our commander and commodore are fighting for the love of their country, and will either decoy or sink in the attempt. We are decoys, or whatever is necessary to turn the enemy's head, so they will come out and get licked.

IS GLAD HE CAME.

"I am glad I came, and never more so than now, when I know I am going to sea on an uncompleted craft. She hasn't even been tried out, and we will be after the Germans near Cuxhaven before a week is up. I might say that the Inconstant has no buxheads of lifeboats, and once hit, will go down like a shot. We can go like we have a chance. We carry two 5-inch guns, torpedo tubes, and several smaller guns, quick-firing guns. The machinery is packed in so you can hardly crawl through between the turbines. The walk is barely a foot wide. There are fourteen engines, of different kinds, in one compartment. I was never so dumfounded as when I saw how they are packed in. Will drop a card when I can."

"Ted," as he is called, is very well known in London, Ont., where he resided for some years.

"Royal Syrup of Hypophosphites will fortify your system against the ravages of winter, give you perfect health and strength. It is guaranteed—give it an honest trial and it will prove to you its unique curative qualities. MacKinnon Drug Co., Cor. Great George and Kent Streets, 15, M.P.H.

FROM SALISBURY

The following letter has been received by Mr. Hugh F. McKay, Bradalbane, from his brother-in-law, Mr. J. W. McDonald who is now in Salisbury Plains:—
J. W. McDonald, No. 13265
E. Com. 5th Batt. 2nd Brigade,
Canadian Expeditionary Force,
Salisbury, England,
Dec. 29, 1914.

Dear Brother,—I was glad to receive your letter two or three weeks ago. Such delay in answering is the old story of the contest between the spirit and the flesh. I hope to hear from you soon again, and as I am afraid I cannot give very much light on war subjects I will fill up with some impressions of the Land and Lakes and of London. I am leaving for five days leave tomorrow and intend accompanying some of the Scotch fellows to Edinburgh. We are given a pass for the five days absence and a ticket good to our destination and back.

Half of the fellows in our bat returned this morning from their leave and each one had a store of tales for the edification of those who remained and told how he had won the heart of some English, Scotch or Irish lassie as the case might be.

I am finishing the letter after my return. I broke off when "Lights Out" sounded the night before leaving. I spent all my leave in Edinburgh except a few hours between trains in London when going to Scotland and when returning.

I was delighted with Edinburgh and enjoyed a view of the Scotch in their own country. It is often said that Edinburgh is one of the most beautiful cities in the world and that Princes Street, 'the Main Street of the town,' is the finest in the world. On one side of Princes Street are fine business blocks. Each block has a character of its own and is finer than such places of business in other cities. On the opposite side are gardens and parks and a statue of some notable man nearly every block. Two or three blocks from the Post Office and big railway station is Sir Walter Scott's Monument. I am enclosing a view of Princes Street showing the monuments, gardens and some business houses.

I liked to hear the accent spoken by the people in Edinburgh as well as the people in some of the towns on the way. The Edinburgh people appeared friendly and I had several long talks with men I met by chance when looking at some of the sights. Of course they were freer with a soldier than if I had been a visitor in ordinary times. The word "Canada" on the shoulder and Canada badge on the cap arouses their curiosity, and in some places where there are few Canadians visitors one of our fellows is quite a centre of interest.

I saw some of the old historic sights such as Holyrood Castle, John Knox's house and grave, Edinburgh Castle, Sir Walter Scott's Edinburgh residence for over twenty years, and Robert Louis Stevenson's birth place and residence in the city.

There were several of our company well acquainted in Edinburgh. I met some of their friends and spent one or two pleasant evenings in the homes of such people. I was beginning to admire some bonnie Scotch lassies; but had to hasten back to camp. My name was a good introduction as it had a real Scotch ring.

I am enclosing a New Year Souvenir of the Battalion which was received almost too late for Feb 1st, not to mention New Year.

Hoping this finds all well and in good spirit, Yours,
WILLIE.

The following letter has been received by Mr. George Horne, O'Leary, from his son now at Salisbury:—
Lance Corporal R. E. Horne, 32844
Clearing Hospital,
Connaught Canadian Military Hospital,
Taplow Bucks, England,
January 1st, 1915.

Dear Father:—The new year having begun I wish you all the richest and choicest rewards, and may all good it has in store glow back to you. I use to God's glory, honour and the extension of His universal kingdom. The first letter of the New Year goes to father, and may it carry even a small portion of the comfort, peace and love your son sends to you.

Well father, this is a rainy day, and being New Year, not much is doing. We are still fitting up the hospital, which shall be grand. Patients shall soon begin to come in. We still continue to enjoy the surroundings of Taplow, since coming here I have been given charge of the stores, clothing, provisions, etc., which I am still doing. To my surprise, night before last when we came on parade, I was made an non-commissioned officer, received my first stripe and made a Lance Corporal.

The next morning the Major came in and said, "Good morning Horne, where is your stripe?" "I said I haven't received one yet." "Then said he 'Put it on and wear it a universal until we give you something better.' There he added in a joke, 'Don't get drunk again and we will shove you along further.' You can only imagine how good I felt. Oh, how glad I was that I could leave aside drink, profane language, etc., for that is why I am making such progress. You see in order for me to be promoted, some one else must be reduced, so I can take their place, only a certain number of non-commissioned officers are permitted, and the staff is always filled.

If we were losing men the chance for promotion would be greater, and more rapid. However, I am on the royal road to success. Pray for me father! There will be lots of chances and time for promotion before the war is over, for the game is still young.

British to the Backbone

Bovril is and always has been British. Bovril took its origin in Canada; it is blended and bottled in Canada, and employs thousands of Canadian work-people. All the Directors are British, and, unlike some other beef preparations, it owns no cattle on enemy territory.

Bovril is the mighty British body-builder. It is the only food which has been proved by independent scientific experiments to possess body-building powers of from 10 to 20 times the amount taken.

It-must-be-BOVRIL

Of all Stores, etc., at 10/2, 25 c.; 2/0, 40 c.; 4/0, 70 c.; 6/0, \$1.30; 16/0, \$2.25. Bovril Cordial, large, \$1.25; 5/0, 40 c. 16-oz. Johnston's Fluid Beef (Vimbois), \$1.25. S.H.H.

and by no means near the ending. Many of the boys have been away on Christmas leave, but I stayed by the ship. We are not counting on being here many weeks before we depart for France. Before many months pass thousands and thousands of troops shall be hurled against the enemy. They are still training and shall be in fine shape. Far better to be well disciplined than to rush there not so. Troops of poor discipline are only waste put to the front. The war news seems very good at present but then... dark days come. We are sure to win in the end, but then the price both sides must pay—men and money, etc. As yet I have not received the Christmas box. Received one from Lilly Gorrie. Expect to get the others soon. Write me a long letter. Give my love to all. Lovingly, your son, ROBERT.

The Guardian Toronto Saturday Night

The Guardian has made arrangements with the Publishers of "Saturday Night" whereby it is able to make the following offer to new subscribers:—
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The Guardian
Charlottetown
Please enter my name for one year's subscription to "The Morning Guardian" and "Saturday Night" enclosed find \$4.50 in payment of same, as per your special offer.
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and everything you could want in the game.

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We are sole agents for P. E. Island for the boots of the above amalgamated factories. Nearly all of the heavy leather which is used in the manufacture of their own make or strong footwear for Men, Women, Boys and Children is tanned in their own plant. The tanning of their own leather puts them in the best position to make the best of boots. We intend soon to have lines made on our own best-fitting and nice looking lasts, and then they will be nearer to our own make of boots than any lines we know of, and prices will be lower. We challenge competition. We will carry a complete stock of these lines at our warehouse in Charlottetown. We will also carry a finer line for summer wear.

Wait for our traveller, who will call on you shortly and submit samples for Spring. As we also carry a full line of the MERCHANTS' and ANCHOR BRAND RUBBERS we will be able to supply you with all the different kinds of footwear needed, and you need only have one boot and shoe account.

G O F F & C O Charlottetown