

Political fight delights editor

Newspaper editors took their politics seriously in earlier days and they often became as deeply embroiled in hot election campaigns than many of the candidates who were looking for election.

The Patriot, which was violently Liberal, and The Guardian, which was just as violently conservative, fought long and bitter battles through their editorial columns, and at times they devoted their entire front pages to a single speech given by the party leader.

Of all the periods of sharp political controversy none could possibly have been more bitter than the 1930's when both newspapers fought the political arena as though their very existence depended on their own party winning the battle.

The fortunes of war had been fairly even up to the mid-thirties, with the Liberals winning the provincial elections since 1900, and the Conservatives and the Liberals alternating their 18 members to the Liberals 12, and that set the stage for the mid-depression battle of 1935.

Editor of the Patriot at the time was Reuben MacDonald, a man who gave a large part of his attention to politics. Never could there have been a newspaperman who took his politics any more seriously, and he worked long and efficiently at the task of supporting his own party in the public eye, and of fighting off the attacks hurled at the Liberals by the rival Guardian's editorial staff.

Leader of the Liberals at the time was the renowned Walter W. Lea, a prominent Victoria farmer who was a capable debater and was widely and favorably known among the Island's farm population.

Conservative leader was Dr. Walter MacMillan who took over leadership of the party and the Premier when J.D. Stewart, died in mid-term.

The Conservatives appeared to have one advantage at his outset because Mr. Lea was in poor health. Instead, he was confined to his bed through most of the campaign.

But the mantle of campaign leader fell on Thane A. Campbell of Summerside, then a young man who is now Chief Justice of this province.

Mr. Campbell did an outstanding job of filling the gap, and the campaign was remarkable for the keen spirit of competition, as Dr. MacMillan was a doughty fighter and a tireless campaigner who travelled all over the province to appear at the political meetings, and somehow always managed to turn up a few days before the election.

But of all the campaigns none labored any harder, none could have been more keenly interested, nor more deeply concerned than Patriot Editor Reuben MacDonald. His newspaper for he was publisher as well as editor, carried the campaign to its climax which came with polling day on July 23, 1935.

The Conservatives had fought determinedly but as the campaign progressed it was becoming more evident that they were fighting a losing battle. The dark shadow of the "Great Depression" was over the land, the Bennett Government was in power at Ottawa and it was blamed, with a great deal of success, by the Liberals for being directly responsible. Of course the Tories here at home were tarred with the same brush. At meeting after meeting across the province — joint meetings were the vogue in those days — the vociferous support given to the Liberals indicated a change of government was more than likely.

But nobody, including Mr. MacDonald, ever dreamed the result would be a solid 30 Liberal seats and a complete white wash for the Conservatives. But that's exactly what happened.

Liberal supporters celebrated through the night what was acclaimed at the time as a record win for the British Commonwealth. But none could possibly have been any happier than Reuben MacDonald, the editor of the paper which this year is observing its 100th year of publication.

The old Patriot office on Richmond Street was gay that night as a jubilant crowd of party supporters shouted their cries as they watched the results from all over the province being marked up on a huge blackboard.

At one stage it appeared that the Conservative would make the grade. Harry McLean of Souris was leading up the last few polls in his First Kings constituency. But the final count showed that there too a Liberal had won the day, and the triumph was complete.

Reuben MacDonald was not shouting loudly in his reaction to the unexpected degree of his victory. He was a quiet man who absorbed his feelings of triumph quietly. But none in the room through was more satisfied — none could be — than the man who had taken the campaign so seriously and had fought it so tenaciously.



REUBEN MACDONALD



THE WINNER—COLIN MACNEVIN

In an era when athletics perhaps played its biggest part in Island life, not the least of the great events was The Patriot Road Race. Shown above are the contestants in one of the competitive battles in the early days of this century. Seated in the centre is that year's big winner, Colin MacNevin. How many others in the group do you remember?



GREAT CHAMPIONS OF THE PAST

Great athletic names of the past, many of them still echoing down through the present, are among those men shown in picture above of the Charlottetown Fire Department in the years from 1885 to 1900. Some of those in the photo are the late Premier and Senator J. Walter Jones, Lou MacMillan, Toby MacMillan, Major Ham Bethune and Lieut. Col. D. A. MacKinnon.

A century of advertisers

Down through the years adverting has been a necessary part of newspaper publication, its main source of revenue. It has also been the medium through which merchants told the people of the merchandise they had available.

Early Patriots told the story of arrivals of ships from England and Scotland, the United States and West Indies and related the items of cargo and where they could be purchased. Many sales were made direct from the ships anchored along the busy waterfront and the wharves of that day were thronged with visitors.

Back in Confederation years when Canada was in the making, Island merchants were advertising their wares and some of the names appearing then are still well known. Others have long since faded from the local scene but are nostalgically recalled by old timers.

Among them was J.H. Myrick who was operating a fish market on Grafton Street; D.A. Bruce, tailor; L.E. Frowse, dry goods; Apothecaries Hall (still there as the Hughes Drug Co.); Fred W. Hyndman, insurance agent; Beer and Goff, grocers. There were two large items of farm machinery being widely advertised at the time and some older farmers of today may recall hearing their parents or grandparents speak of them. They were the Hooper Drill and the Randall Pulverizing Harrow.

Over the years the volume of advertising increased and many new names appeared in Patriot pages. Some of the old ones remained. The principal advertisers 50 years ago — and 50 years after Confederation — included such remembered firms as Morris, Smith and Beer, boys and girls boots; Alley and Co., books; A. Pickard and Co., coal; Hughes Drug Co.; Beer and Goff, grocers; E.A. Foster, Johnson and Johnson and H.J.

Mabon Co., drugs. The latter firm, now as then, was in Montserrat. Others included the J.M. Loo and Co. meat plant; Moore and McLeod and Frowse Bros., department stores; and G.H. Taylor, Jeweller.

DOGGY COMFORT OSTERBUND, Sweden (A.P.) City council here has decided to build a dog's room in a downtown park. It will be a 3-by-5-foot sandbox with a central stone pillar. It will have a sign over it saying "for your friend the dog." Nine more are being considered.

CONGRATULATIONS TO THE EVENING PATRIOT ON THEIR 100th Anniversary

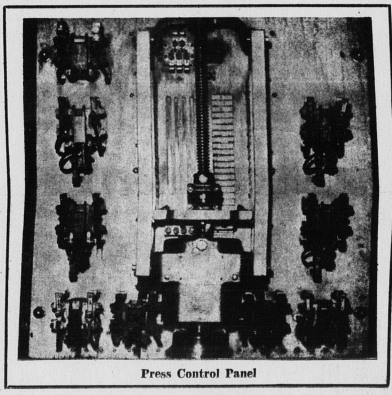
JEWELLERS LTD

for 100 YEARS The Evening Patriot

has provided the people of Prince Edward Island with interesting news from across Canada and other parts of the World. It has helped the people of this Island to know each other better. Its pages have reported the story of local events and happenings. It has been a forum for the discussion of current problems. Today, with fast wire service and modern typesetting equipment, the happenings of the day are brought to you faster than ever before. This gives you up-to-the-minute news and comment for your reading pleasure.

congratulations from a Supplier

THE POWER OF THE PRESS ELECTRICITY

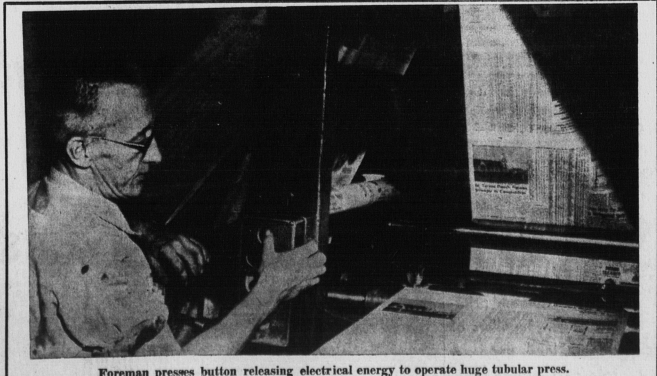


Press Control Panel

It is a little over three-quarters of a century since ELECTRICITY was made available to the people of Prince Edward Island. Over the years, electric power has made a major contribution to progress in both home and industry.

During the past twelve years, the average cost of electricity to the consumer had been reduced by thirty percent until today, Maritime Electric Co. Ltd. rates compare favourably with other areas in the Atlantic region. Lower rates are made possible by you, the ratepayer making ELECTRICITY work for you for every task in the home, on the farm, at the job and in the community.

ELECTRICITY POWERS PROGRESS



Foreman presses button releasing electrical energy to operate huge tubular press.

Congratulations To The Charlottetown Evening Patriot On Completion Of 100 Years Of Public Service.

MARITIME ELECTRIC Company Limited