

DO NOT DESTROY THIS—GIVE IT TO A FRIEND



The Victoria Beach News

No. 7

VICTORIA BEACH, MAN., JULY 27, 1926

✧ Ideal Beach for Winnipeg Residents ✧

OF ALL THE BEACHES which line the shores and the bays of Lake Winnipeg, Victoria Beach is most worthy of attention. It is superbly located to fulfil its mission to the good citizens of Winnipeg and their families, answering all the demands made upon it by those who desire to find a spot close to the busy whirl of the city and yet retaining in its environment the quiet, restful atmosphere that adds so much to the enjoyment of a summer-heated people.

Victoria Beach is part of the Laurentian extension of rocks which contain much precious mineral and which have attracted north-western Manitoba people from all parts of the United States, Canada, Australia and the Old Country. Lying close to Lake Winnipeg, which enjoys the distinction of being the third largest body of fresh water in the world, it is blessed with plenty of moisture, so that it has cold springs of water bubbling here and there and one finds it quite easy to secure by means of inexpensive wells the most refreshing drinking water.

This presence of abundant moisture clothes the island with verdure. Silver birch, ash, poplar, and all the ever-green trees so common in northern lands here flourish to great heights and spread their covering branches across lanes and cottage sites. It brings also to gladden the eyes the most beautiful flowers and fruit and as the headquarters of the Natural History Society of Manitoba, its plant life is being studied by those who are in a position to give forth knowledge to the world in its most authentic and complete form.

Victoria Beach is dotted with the most alluring coves and bays where children and their elders deposit themselves and lie close by in the sand. Few spots have such fine sand and granular qualities.

Fifteen to twenty varieties of wild fruit are found on the island or its close vicinity. The season is just about to start and there is sufficient to keep the pickers busy for

weeks. Numbers in visitors do not seem to diminish the quantity of wild fruit nor mar its quality. This season is also a very fortunate one for wild fruits.

Its ample facilities for bathing, for finding health and vigor banking in the sunbath on the sand, which is said to be the best medicine known, according to most eminent medical men; its long shaded lanes, its well-kept and provisioned stores, a cozy inn and beautiful club-house for members, with canoeing, boating and fishing attractions, give Victoria Beach an excellent advantage over all other Lake Winnipeg beaches.

Only private picnics are allowed on the grounds, no public gatherings being privileged to come down, this being the policy of the Company in the interests of those cottages and property owners who desire to get away from the glare and the din, the loudness and the fantastic of present-day outings.

The Community Club also is an influential factor of the family life at Victoria Beach and all that adds to the welfare and the congeniality of cottage life at summer resorts find sympathetic co-operation from the management and the owners of the beach property.

None of the Lake Winnipeg beaches has such a largely attended congenial church service, as is held each Sunday for one hour in the coolness of the Victoria Beach Club-House. It is a real unique church with heart-entrancing led by the Club orchestra, where members of all denominations and crowds are glad of the opportunity "to start the week aright."

The dances, the lectures and other entertainments arranged during week-nights in the Club-House serve to keep the young interested, so that they do not find time drag heavy when indoor amusements are desired. This is a real community resort, with everyone trying to do his or her best to make the stay of the visitor the pleasantest of memories.

Transacting The Club's Business

The Executive of the Victoria Beach Club held an executive meeting in the Company's office in the city on July 15, President Borrowman in the chair. It was decided to purchase a gramophone, a Phonothetic, making the first payment of \$25 on an \$85 instrument. This is for use in the Club-House on evenings when there is no orchestra present for dancers. The insurance was renewed for \$2,800 for three years, this time divided through the Victoria Beach Company's agency and the Portage La Prairie Mutual. It was decided to hold the land sports for kiddies especially, on Civic Holiday, August 2. Dr. McClung, J. S. Little, and Mr. Withrow were named to cooperate with Mr. Williams, who has secured about \$50 for the prizes. The sports will be run off beside the station, and not on the golf course as in the past two seasons. The Church executive was given a vote of thanks for contributing 50 new chairs towards the furnishings of the Club-House, making 150 altogether the Church has donated.

It was decided to charge guests at Pinehurst Inn 50 cents, and the same fee to members of the Air Force who attend the Saturday night dances as guests. Rev. Dr. Springett's request to deliver a lecture some night next week was approved. An invitation to the Royal Life Saving Society to attend the annual sports day was approved. Nothing was done in regard to painting the Club-House or installing sanitary closets owing to lack of funds.

Not For Large Public Picnics

Victoria Beach is not a large public picnic-ground. This is stated owing to the large number of organizations who have asked for permission to spend the day at this resort, and who, in one or two instances, have felt hurt at the refusal. One was the 90th Battalion, a regiment whose history and gallant record everyone at Victoria Beach is proud to honor. But there are no facilities for a large picnic. There are no large picnic-grounds or sanitary conveniences. The beach is ample, to be sure, but the bath-house is small and can only accommodate a score at one time.

But Victoria Beach welcomes small parties of picnickers and family gatherings. For such there is ample accommodation and the Company will see that there is hot water, tables and benches provided.

The bath-house is also available for this number. The Victoria Beach Company could make more profit out of a large picnic party, but their purpose is to develop the Beach as a residential resort.

"Steve is to be congratulated on the excellent greens he has secured at the golf course," writes a correspondent. It is equal, he says, to many of the city links.

Another correspondent wants to know why there is not electric juice brought in from Pine Falls, and thus give Beach residents a chance to use electric stoves, toasters, and washing machines?

VICTORIA BEACH FIFTH ANNUAL REGATTA

I desire to enter the following events:

Age last birthday..... Signature.....
This form to be placed in the Victoria Beach Company's office before 12 noon on Saturday, July 31.

Alderson & Rutheuff
401 ROSS AVENUE PHONE: 2-2222
QUALITY AND SERVICE
Wholesale and Retail Vegetables

Your stay at the Lake is made more fascinating by a liberal use of the products of the

Canada Bread Company
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is
CRESCENT
OLD-FASHIONED
ICE CREAM

—Something wholly different from anything you have ever experienced in Ice Cream. Try this week's Special Brick —It is Delicious Beyond Words!

Crescent Creamery Company Limited

"Beauties of The Beach"

The young ladies who appear in the picture on the front page of this week's issue of the VICTORIA BEACH NEWS are: From left to right: Misses Mary Sprague, Kitty Lavender, Audrey McIntyre, Mollie Thompson, Alfreda Lehmann, Verona Conklin, Joan Wansborough, and two guests at the "Inn."

Thanks to the
Canadian Jewellery and Importing Co. Ltd.
437 MAIN STREET WINNIPEG, MAN.
FOR A NICE CUP

Mrs. M. M. Ateah is giving the oddest prize for our Annual Sports and Regatta Day ever given at the Beach. Get ready, girls; train your fingers!

Mr. Frank Avery, of the "Free Press," was a visitor to Dr. F. Sedlak. Mr. Avery was returning from the gold-fields of Manitoba, and his reports will be found in the "Free Press." The black fly is the pest of those regions and drives the prospectors away.

Mrs. M. M. Ateah and daughters are preparing for a fine annual reception, combined with a barn-dance. This will be one of the most popular events of the season.

Kiddies' Sports Day

Kiddies, get ready for Monday, Aug. 2, at 2.30 prompt! Racing will take place near the Picnic Grounds, and will consist of all kinds of running and other events.

A special day was set aside for a fishing competition for boys and girls 14 and under. The first prize is a fishing-rod, complete with line and reel. This was for the largest catch. There was also a prize for the smallest and funniest catch.

The races embrace:—
BOYS
4 years and under, 5 years and under, 6 years and under, 7 years and under, 8 years and under, 9 and 10 years, 11 and 12 years, 13 and 14 years.

GIRLS
4 years and under, 5 years and under, 6 years and under, 7 years and under, 8 years and under, 9 and 10 years, 11 and 12 years, 13 and 14 years; Father and Son Relay; Mother and Daughter Relay.

Besides the above there will be a number of other races such as Back-Heads and Three-Legged Race, etc. Entries will be taken as the race is called.

Some remarkable big catches of fish are being made at the pier these afternoons.

EXCURSIONS

TICKETS ON SALE DAILY TO SEPTEMBER 30th

FINAL RETURN LIMIT, OCTOBER 31st, 1926

PACIFIC COAST
\$75.60 RETURN FROM WINNIPEG
To VANCOUVER, VICTORIA

Small additional charge via Prince Rupert, to cover meals and berth on steamer.

Proportionately Low Fares to Points in Washington, Oregon, and California.

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EXTEND YOUR TRIP TO ALASKA

For a 10-day trip—Vancouver to Sitka and return. Meals and berth included.

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JASPER NATIONAL PARK
BEFORE RETURNING

GOLF CLIMB HIKE SWIM
RIDE MOTOR

Jasper Park Lodge

Open to September 30th, 1926

RATES: \$6.50 per day and up. Meals included.

EAST

\$71.65

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Low Fares to Other Points

CANADIAN NATIONAL RAILWAYS

Use CANADIAN NATIONAL Express Money Orders, Foreign Cheques, etc.

Also for Your Next Shipment

Among "The Beach Folks"

Dr. Reuben L. Hurst, Carlton Street, Winnipeg, spent the week-end as guest of Dr. and Mrs. Frank Sedziak. Dr. Hurst is building a cottage which he expects to be into within a few days.

Major and Mrs. Hobbs were guests of Mr. and Mrs. D. P. Smith for a few days, returning to the city Monday night. They will shortly take up their residence in the East.

Mr. and Mrs. Frank Cancilli and family spent Sunday at the Beach, guests of Dr. and Mrs. Sedziak.

Stan Wagner was the guest of Aidan Conklin over the week-end.

Mr. and Mrs. Arthur Morrison will be guests at the Inn over the week-end.

Miss Marion Syme and Miss Erb were guests of Mr. and Mrs. Robert Crawford over the week-end. Mr. and Mrs. Crawford have been East on a ten-days' trip.

Prof. and Mrs. R. Fletcher Argue have been guests at the Beach for a few weeks.

Canon Stephenson and Mrs. Stephenson are enjoying their summer at the Beach and speaking highly of its qualities. The canon may take one of the services Sunday before returning to the City.

Captain and Mrs. Crossley Greenwood, Grosvenor Avenue, spent Sunday at the Beach.

Mrs. Howard Sainsbury was a recent guest of Mrs. Robert K. McClung.

Miss N. Parson has been visiting Dr. and Mrs. McClung for a few days.

Frederick M. Smith, general agent of the Canadian National Express Company, has one of the most beautiful gardens on the Beach, beds of flowers surrounding his cottage on King Edward. Mr. Smith is particularly proud of the bloom of his Snapdragons.

Miss Inez Helen George was a tea hostess on Friday afternoon at the home of her aunt, Mrs. W. A. Wood, Iona Lodge.

Mr. and Mrs. H. Bass and the Misses Dora Sparks and Kate Ross spent the week-end with Mr. and Mrs. Jack Hodges at "Weebalsum."

Mrs. W. A. Wood, Iona Lodge, entertained a house-party over the week-end. Among her guests were Mr. J. P. George, the Misses George, Mrs. C. H. Henderson, and Mr. Edwin Chown.

Mr. Howard Law, Soliciting Freight Agent, Canadian National Railways, with his wife and two sons, are spending their vacation at Victoria Beach.

Mr. D. Bell and his three sons are renting a cottage on Eighth Avenue for the month of July.

Miss Charlotte McFadyen is spending two weeks, the guest of Mrs. Sheldon, on Seventh Avenue.

Mr. Daly, one of the department managers of the T. Eaton Company, is down with his family, this being their fourth season.

M. Berry has Sergt. Moon's cottage for the last two weeks of July.

Mrs. W. Pinkett and Miss Corrine Joly are visiting Mr. and Mrs. Knott, Derwent, Fifth Avenue.

—Thom's Bakery—

VICTORIA BEACH - MANITOBA

CHARLES THOM, a Scotchman's son,
Opened a bakery and makes it run.
The people are squealing
But they are willing
To pay nine cents a loaf
Hoot, Mon!
'Cause its so tasty,
And so is his pastry,
Hoot, Mon!

BREAD CAKES PASTRY

EAT MORE OF THEM AND BE STRONG

"OGILVIE'S ROYAL HOUSEHOLD and GLENORA
FLOURS USED EXCLUSIVELY."

J. H. FALLS

GROCERIES, CONFECTIONERY
AND GENERAL MERCHANDISE

VICTORIA BEACH - MANITOBA

J. J. H. McLEAN & CO.

THE HOME OF THE
HEINTZMAN & CO. PIANO
AND
VICTOR ORTHOPHONIC

Rules for Saturday, July 31

Saturday, July 31, is the annual sports day at Victoria Beach, when swimming, diving and canoe events will be run off at the pier, the participants being residents of the Beach and the Camp-site of two weeks' duration. This is the fifth annual carnival of aquatic sports. The Committee has been working for some weeks getting the programme in shape, and all they want is a big entry list. Entries can be handed in at the Company's offices at the Beach. The following are the rules governing events:

No entrance fee will be charged.
Contest open to any resident or tenant of two weeks' duration at Victoria Beach.
Contestants may enter any number of events for which they are eligible.

Points for Grand aggregate are as follows: 1st prize, 3 points; 2nd prize, 2 points; 3rd prize, 1 point.

In team events points won will be divided by number on team.

In the event of a tie the cup will be awarded to the younger of both of the same sex, and to the girl in case of a tie between boy and girl. Judges' decision will be final.

Handicaps may be set by Race Committee. Canoes will be picked for the tilting competition.

Races will be run in order as posted. Be ready!

PRIZES

For over six competitors, there will be awarded a 1st, 2nd and 3rd prize; For 3 to 5 competitors a 1st and 2nd prize; For 3 competitors, a 1st prize; Less than three competitors, no race.

While entries will be accepted up to the time of race, all competitors are asked to enter their names before noon of Saturday. Of all things, be on time for each event, so as to avoid unnecessary delay.

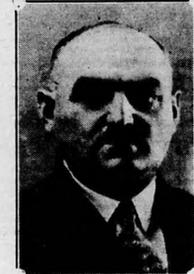
Forms may be obtained from the office of the Victoria Beach Company, or members of the Committee.

Mr. and Mrs. W. G. Stewart, Fourth Avenue, had as their guests over the week-end, Horace Hovey, Mike Shea and Donald Agnew.

Mr. and Mrs. E. C. Orr spent last week-end, the guests of Mrs. W. H. Johnston.

Mrs. Arthur Allen has come to spend 10 days and join her children, who have been staying with Mrs. A. Smith for the past three weeks at "Twi-Lite" Cottage, Eighth Avenue.

::: Heads a Great System :::



W. A. KINGSLAND

General Manager of western lines, Canadian National Railway system. Mr. Kingsland has been in the transportation business since 1887, and has shown genius particularly fitted for the operation of the large western region of the company. Mr. Kingsland joined the Canadian Northern lines in 1904, later was included in the Government systems, and came to Winnipeg in September, 1925. Mr. Kingsland is always on the move. Duties require his attention at many parts of the great system during the course of the year, but members of the Victoria Beach Club Executive, who have had occasion to wait on Mr. Kingsland, have found him courteous, obliging and sympathetic with the plans of the community. Unfortunately, the sudden dissolution of Parliament left some of the Canadian National appropriations "in the air," and the anticipated improvements for Victoria Beach, planned by the Company, have had to be postponed until next year.

It has been suggested that the property east of the station, from Barager's store, should be made into a park, with shrubs and flowers, enclosed in a pretty fence with green and white posts. Nearly all stations in Manitoba are surrounded with a lawn of grass and dotted with flower beds. A Carragana hedge would grow quickly. What about it, Mr. Mayor?

Union Abattoir Co.

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VICTORIA BEACH - MANITOBA

QUALITY MEATS UNRIVALLED SERVICE

THE VICTORIA BEACH NEWS

Published at Victoria Beach every Thursday throughout the summer season, June 15 to the end of August. Devoted to the best interests of the cottagers and the merchants of Victoria Beach.

Initial circulation, 5,000 copies, and distributed free. Communications and items of news to be sent to the EDITOR; all business matters to be addressed to the BUSINESS MANAGER, Dr. SEDZIAK, Victoria Beach.

Hints to Visitors to the "Greens"

Out at the golf course there are some participants who do not appreciate the time and labor which has been put in by several people to make the greens such a high standard as they are to-day. Through carelessness or inexperience there are a few who are not following out the rules of the sport. Here are what some visitors are doing:

1. Climbing up and destroying the face of the bunkers.
2. Throwing golf clubs on the greens.
3. Neglecting to tee off from a bad lie on the fairway, thereby causing serious damage to the growing turf.
4. Slow players neglecting to allow faster exponents to go through.

Only players are allowed on the course. It is dangerous for all others to walk around, and it spoils the play for those engaged in "swatting" the little balls. A refreshment stand has been placed at the starting point.

Ask for Royal Shield Brand

TEA COFFEE SPICES EXTRACTS
JELLY POWDER BAKING POWDER

Packed and Guaranteed by
CAMPBELL BROS. & WILSON, LIMITED
Importers and Wholesale Grocers
WINNIPEG MANITOBA

HAVE YOU TRIED
W-H-I-T-E R-O-C-K
Pale Dry Ginger Ale
DELICIOUS AND REFRESHING

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Mid-Winter Frolic Recalled

Some people think that Victoria Beach is quiet and lonely in the winter months, but if any one of them had been present at the New Year's Eve dance in the Victoria Beach station, when 40 persons were in attendance, their opinion would have been changed. Mr. and Mrs. Robert Crawford were present and when they took the train for Winnipeg at 6 o'clock in the morning the dance was still in progress, 10 couples insisting on the fiddlers continuing to play for square dances in which all joined.

Everyone should be out to make the Annual Sports Day, July 21, the biggest day Victoria Beach has ever seen. Ask your friends to spend the week-end. Kiddies' sports are to be run off on the following Monday, Civic Holiday in Winnipeg. But the swimmers and the divers and the canoeists should be encouraged to keep up the practice and the experience, and they should be greeted by a large crowd.

A correspondent asks: "Why not arrange a concert Friday night in the Club-House? There is plenty of talent available, and the audience would be large."

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Means QUALITY Wherever it Appears

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ANDERSON TRANSFER
WOOD - ICE
VICTORIA BEACH - - - MANITOBA

G. B. BARAGER
GENERAL STORE
Across the track from the Station.
Whether you come for the day or the season we invite you to "hit our store and feel at home. Meet your friends here, have your luggage, and make use of us and our store.
We have a complete range of Campers' needs at best possible prices.
VICTORIA BEACH - - - MANITOBA

Sunday morning service, August 1, will be taken by Rev. W. E. Matthews, of Broadway Baptist Church. Mrs. Matthews will sing the offertory solo, and George Starr of the orchestra will play a cornet solo.

The Church Executive meets at the close of the service Sunday morning, August 1.

The Distribution of Regatta Prizes will take place in the Club-House, starting at 9 p.m. Mr. W. A. Kingsland and a party of high C.N.R. officials will attend the Regatta.

Every resident is a booster and every booster is a future resident.

A correspondent wants to know why Grand Beach people fill the first two coaches of the train at Winnipeg and leave the rear coaches empty, forcing Victoria Beach people at Grand Beach to carry baggage up several coaches when the cut-off is made.

Sunset Boulevard signs are badly wrecked and should be replaced. Patriotic signs are so worn out that in some places they look like "Patrick."

Get That Costume Ready!

How are you getting on with your costume for the Masquerade Dance, to be held Saturday night, August 7, for the benefit of the orchestra?

There are ten prizes offered, two for the prettiest costumes, two for the best character costumes, two for the most original costumes, each for ladies and gentlemen, given by the Victoria Beach Club. Then Dr. Neil John MacLess is offering two special prizes for the lady and the gentleman, who portrays in their costume the best attractions of Victoria Beach or what it best stands for as a community beach.

Mrs. Withrow is also giving two special prizes for the best boy's or girl's costume, ages between 11 and 12; and also ages 13 and 14.

The orchestra will be dressed to fit the occasion, and it is desired that everyone, whether they are going to dance or not, should be in costume. Tickets are selling rapidly and indications are for the largest crowd that has ever attended a Victoria Beach Club dance.

DR. F. SEDZIAK

General Practice, Gynecology and Obstetrics

ARTHUR ROAD - VICTORIA BEACH
Between FOURTH and FIFTH AVENUES

CHURCH SERVICE

Rev. W. E. Matthews, Minister of Broadway Baptist Church, Winnipeg, will conduct the Sunday morning service in the Club-House at 11 o'clock, August 1. Mrs. Matthews will sing the offertory solo.

A. LARSON

CONTRACTOR AND BUILDER
ESTIMATES CHEERFULLY SUPPLIED
LOT 11, 7th AVENUE - - - VICTORIA BEACH

Pelissiers Ltd.

"Golden Glow" Ale and "Capitol" Beer
Can be obtained from Frères Pelissiers;
Drink a few bottles or drink a whole tier,
You will be as healthy as Frères Pelissier.
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Province of Manitoba Savings Office
Clarry St. and Notre Dame Ave. 2nd Main St.
WINNIPEG

WRITE PHONE OR WIRE DIRECT TO PINEHURST INN

VICTORIA BEACH, MAN.
Spend your vacation at Pinehurst. A home from home. Prices low - Meals served to visitors. Picnic parties catered for.
Mrs. E. BIRDALL, Prop.

To enjoy Best Special Dishes, cooked by Experienced Chefs,

PATRONISE
FRANK'S CAFE
DONALD STREET Opp. CAPITOL THEATRE
Open All Night

Great Events of "The Great Day"

The big event for Saturday, July 31, is the Annual Regatta, the arrangements for which have been in the hands of a capable committee of young men who have secured a large list of beautiful prizes for contestants. All that is necessary is to secure a big entry list for each event. The first competition will start at 3.45, shortly after the arrival of the 1.10 Special from Winnipeg. The races will be run off at the pier. The list of contests is as follows:—

1. Swim, Girls 14 and under.
2. Swim, Boys 14 and under.
3. Swim, Girls 15 to 17.
4. Swim, Boys 15 to 17.
5. Swim, Ladies 18 and over.
6. Swim, Men 18 and over.
7. Long Dive, Mixed.
8. Crab Race, Mixed.
9. Canoe Singles, Ladies.
10. Canoe Singles, Men.
11. Canoe Doubles, Ladies.
12. Canoe Doubles, Men.
13. War Canoe Race, Four Men to a canoe.
14. Canoe Tiltling.
15. Sailing Race.

There are now 150 subscribers who are having the noon edition of the "Five Frons" delivered to their cottage doors. Mr. Barager has a staff of six delivery boys. Orders left at Mr. Barager's store will be promptly attended to.

Annual Sports Day
Starter and Announcer

ARTHUR MORRISON

Playgrounds Commissioner, who has consented to start the events at the Water Sports, Saturday afternoon, July 31, beginning at 3 o'clock. Mr. Morrison will handle the pistol and the megaphone.

A correspondent writes that many would like to be present at a service conducted by Rev. Dr. Doyle before they return to the city.

The slide at the foot of Patricia Avenue was out of commission last week-end, much to the sorrow of the youngsters, in the water by the hundreds.

The "Keenora" makes Victoria Beach its regular calling-point each Saturday night, leaving for Selkirk at 3 o'clock Sunday morning. Many of the passengers attend the Club-House dance.

The youth behind the soft drinks' counter at Jack Fall's store is a walking advertisement for Wrigley's.

TENANT This Year---OWNER Next Year

That is the way it usually works out. Have you picked out your lot or house for next year?

While you will not be importuned to buy, you will find our Mr. DOWNIE at the Beach office willing to show you property still available from the original owners. You will be surprised at the reasonable price asked and the easy terms under which property can be purchased. There is only a limited number of choice lots still available, and if you contemplate locating at Victoria Beach in the near future, you would be well advised to secure your lot now.

We have also for sale a large log cottage, with four bedrooms and about 200 feet of verandah, located on Sunset Boulevard. The owner, having left the City, has instructed us to sell this at \$2,500, fully furnished.

For maps and full information of available property apply at the office of

The Victoria Beach Company, Ltd.

Owners and Managers of Townsite
at the Beach, or

317 PORTAGE AVENUE - TELEPHONE: A-1029

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