



The Victoria Beach News

No. 8

VICTORIA BEACH, MAN., AUGUST 3, 1936

::: Looking Into The Future :::

THE preservation of Victoria Beach as it stands to-day, with its great area of magnificent trees, giving shade and freshness to the cottage-owners, adding to their health and happiness in visions of supreme beauty, should be the first responsibility of every owner, tenant, and, in fact, every member of a family.

The first hazard is fire. Every movement which tends to avoid such a danger should be encouraged, and nothing should be countenanced which in any way might start a fire amongst the dry leaves, twigs and moss which are spread over the ground beneath the trees to the depth of several inches.

Careless throwing of matches or of lighted cigarettes or cigar stubs should be watched, and those with whom such action has become a habit, made to see the error of their ways.

Throwing out hot ashes or starting fires in camp style should be forbidden. Recently picnickers resting along Sunset Boulevard have started fires to heat water and then have gone away and left them to tender care of the Police Service.

There is no beach in Manitoba which has been blessed with such an abundance of foliage as has Victoria Beach, and this adds to the value of every individual's holding. If by any neglect of the warnings which are given through signs and other means, a fire should start on this beach, and should extend in its area, the destruction wrought would be irretrievable, and the beauty of Nature which calls forth the admiration of all visitors would be marred beyond repair.

The Municipality and the officers of the Beach Company

would do well to impress on the people who wander through the leafy lanes of this beach what not to do in order that this beach should be preserved for all times in its glorious covering. The time is not far distant when the municipality must take up seriously a better supply of water to every section of the beach which has cottages. Pumping engines or large reservoir tanks must some day be placed within easy reach of those who are prepared to fight the elements of danger. It may seem to many a rather large expenditure to secure this protection when the Beach is only inhabited by cottage-owners for two, or at the most three months of the year, and when it is known that an extra \$1,000 added to the expenditure of the Manitoba Council will also add several mills to the taxation. But the matter should be faced. Expert advice should be secured to arrive at the wisest plan, one that can commend itself to all those who live at the Beach for a short or long period in the year. That should be the first step, to secure expert opinion and an outline of what is best to be done.

Much credit should go to the Victoria Beach Company's staff and to the Municipal Council's officers for the freedom which has been enjoyed from any untoward outbreak of fire. From time to time small fires have been discovered and prompt measures taken to quell any outbreak. But there should be at hand every modern facility to fight such an intruder. Insurance companies are in receipt of a large revenue from premiums paid for the protection of cottages, and their advice should be considered when the subject is taken up in a practical way.

DO NOT DESTROY THIS—GIVE IT TO A FRIEND

The Annual Land and Water Sports—Results of the Contests

The youths of the beach who took the responsibility of "putting over" the annual sports day, did excellently, and next year, if they are given another chance, will do even better. There was a large crowd on the pier and along the banks, and the entries were large and the contests keenly enjoyed.

What a finer showing there could have been made if the large number of youngsters, who seem to excel in land races, could only be trained to engage in water sports. The result would be, more useful lives and a finer spirit. It does not require any genius or sustained effort to be a good land runner, but to excel in water sports it is different. A greater effort should be made to secure a larger entry list in the sports next year.

Girls 14 and under—1. Anne Smith; 2. Jackie Sprague; 3. Della Young.
Boys 14 and under—1. Jack Conklin; 2. Aubrey Foy; 3. Bruce McLarty.
Girls 15 to 17—1. Laura McLarty; 2. Mollie Thompson; 3. Bessie Gee.
Boys 15 to 17—1. Elwin Argue; 2. E. Johnson.
Girls 18 and over—1. Gladys Gee; 2. Mary Sprague.
Boys 18 and over—1. Dan Sprague; 2. Don McLarty; Jack Withrow.

Long Dive—1. Jack Spencer; 2. Elwin Argue; 3. George Starr.

Men's Crab Race—1. Dan Sprague; 2. Edward Ateah; 3. Alfred Ateah.

Ladies' Crab Race—1. Mary Sprague; 2. Laura McLarty; 3. Gladys Gee.

Men's Canoe Singles—1. Dan Sprague; 2. Alfred Ateah; 3. Norman Fraser.

Men's Canoe Doubles—Jack Conklin and George Starr; 2. Alfred Ateah and L. Rupert; 3. Terry Rooke and Theo Stewart.

Ladies' Doubles—1. Mollie Thompson and Verona Conklin; 2. Gladys Gee and Kay Press; 3. Misses Ateah and Johnson.

War-Canoe Race—1. Don Stuart, Bill Coombe, Denny Rooke and Sid Press; 2. Aidan Conklin, Don McLarty, Jack Conklin and Don MacLean; 3. Messrs. Ateah, Johnson, Ateah and Rupert.

The boys' committee, which had charge of the sports day and put it over, desire to acknowledge gifts towards the prize list and the expenses. First the Victoria Beal Company, \$50 in cash; John Falls, \$10 in cash and a box of chocolates; Mr. Tison a large cake; T. Eaton Company, through Mr. Dalley peddles and four flashlights; Canadian Jewelry Company, silver cup; Mrs. Ateah, a live cat; W. E. Marata, \$10 in cash. They are also indebted to Oscar Withrow, Hugh Watson and Jack Conklin for the splendid work done in the erection of equipment for the day.

Don Withrow, Dan Sprague, Terry Rooke and Aidan Conklin donated the ponies and were backed up by a committee consisting of Misses Mollie Thompson, Laura McLarty, Mildred Mathey and Mary Sprague, and Messrs. Don McLarty, Dan Beaton, Keith Melkie, Sigmond Sobchik, George Starr, Stan Wagner and Don MacLean.

The officials in charge of the sports were: Starter, A. A. Morrison; Announcers, Len Pratt and Cecil Pratt; Clerk of the course, Terry Rooke; Judges, L. F. Borrowman, J. J. Conklin, D. A. McLarty, D. P. Smith, W. A. Kingsland and E. P. Withrow; Referee, Aidan Conklin. Len and Cecil Pratt, who have officiated for many seasons at these sports, were a great assistance, their experience being essential to its success.

Children's Land Sports

The races for the children, and their mothers and fathers, were run off alongside of Donald Cottage Grove, at the foot of Fourth Avenue, and thanks to the Beach Company's efforts in clearing it of all obstructions and levelling the ground, it made an ideal course. No one lost owing to the state of the area. The officers in charge displayed plenty of snap and experience.

The results of the children's sports were as follows: Mother and daughter — Mrs. Sprouton and daughter; Mrs. Grant and daughter.

Girls 13 and 14—Hilda Castle, Shirley Clapham, Flossie Clafson.

Girls 11 and 12 — Mary Little, Kathleen Corke, Elsie Lehmann.

Girls 9 and 10 — Margaret Fraser, Margaret Mitchell, Marjory Southworth.

(continued on page 3)

**We Make Ice
in
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Milk is the IDEAL Summer Food—if
you obtain it in IDEAL CONDITION.

**Crescent
Milk**

comes from the ice-pack in our delivery wagon—sweet and cool in the hottest weather. We make our own ice, and we make an abundance of it to insure ample protection for "Crescent" perfectly Pasteurized Milk.

Crescent Creamery Company Limited

Girls of 8—Beth Gibb, Muriel Fraser, Isabel Miller.
Girls of 7—Beatrice O'Brien, Janet Grant, Margaret Haines.

Girls of 6—Joan Sprouton, Margaret Guest, Margaret Alexander.

Girls and Boys of 5—Dora Simons, Chris Adamson, Pearl Booth, Peter Reeve.

Father and son—S. Clapham and son, Mr. Craig and son.

Boys 13 and 14—David Miller, Leslie Palmer, Norman Clapham.

Boys 11 and 12—Desmond O'Brien, Bob Bryant, Ken Davidson.

Boys 9 and 10—Douglas Johnson, Norman Batten, John Billcock.

Boys of 8—Hugh Sprouton, Harold Brown, Iddia Elias.

Boys of 7—Reynard Thagart, Walter Simmons, Billy Guest.

Boys of 6—Bruce McBean, Victor Thagart.

Boys and Girls—Allan Bolton, Cyril Bryant, Eric Lehmann.

Stone relay race, Girls—Hilda Castle, Margaret Fraser.

Stone relay race, Boys—Leslie Palmer, Desmond O'Brien.

Biscuit and Whistle race, Girls—Elsie Lehmann, Elsie McLachlan.

Three-legged race, Girls—Hilda Castle and Frances Watson.

Three-legged race, Boys—Desmond O'Brien and Norman Clapham.

Biscuit and Whistle race, Boys—Douglas Johnson, Franklin Syme.

Hidden candy race, Boys—Tom Walton, Walter Simmons.

Officers in charge—J. S. Little, Prof. McClung, W. P. Withrow, T. E. Williams, G. J. Reeve, Angus More.

Mayor Frank Sprague presented the prizes in the Club-House, and the programme was voted a big success, thanks to the promoter, Mr. Williams.

First Annual Fishing Contest

There were 32 entries and 29 competitors in last week's fishing contest. Kenneth Strang landed a pike weighing 13 lbs. and for quite a while appeared to be the winner, but Johnny Ateah managed to land an older brother of the same pike family and thereby became the lucky winner of the first prize. Arthur Robinson was lucky enough to land a fish or a minnow weighing two ounces, and thereby won the second prize. There were also two consolation prizes, which were won by Bill Jamieson for the biggest catch (Boys) and Margaret Fraser, biggest catch (Girls). This latter catch consisted of one small perch and was landed on the stroke of time.

Union Abattoir Co.
ST. BONIFACE - MAN.
We Supply Meats to JAMES KILPATRICK

Rendered Great Service



Dr. NEIL JOHN MacLEAN

Past President, who, after a number of years as President of Victoria Beach Club, retired last annual meeting. During his long tenure of office the doctor worked with singleness of purpose to place Victoria Beach Club on as high a standard as possible.

In one year he directed the executive in the building of the Club-House and handed it over at the close of his last term free of debt except for a few members' pledges. If Dr. MacLean did nothing else for Victoria Beach for this alone he is worthy to be placed in the Victoria Beach Hall of Fame.

Mr. Fred Larne and Mr. Stewart Mudie, two well-known local fishermen kindly donated the first prize consisting of a fishing-rod complete with reel and line. Johnny says he wouldn't sell it for \$50. Second prize was a reel; Third prize, scout knife; Fourth prize, necklace. The officials were Mr. Fred Larne, Mr. Mudie and T. E. Williams.

**JAMES KILPATRICK
BUTCHER**
VICTORIA BEACH - MANITOBA
QUALITY MEATS UNRIVALLED SERVICE

THE VICTORIA BEACH NEWS

Published at Victoria Beach every Thursday throughout the summer season, June 18 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. BEDZIAK, Victoria Beach.

Turn Out to the Masquerade

Showing appreciation to the orchestra for the services they have given to the people of this beach all summer, at the Saturday night dances and at the service Sunday morning, will be a privilege which all will have Saturday night, August 7, when the masquerade will be presented at the Club-House. It is the desire that everyone appear in costume, whether they are going to participate in the dancing or be lookers on.
 There are twelve prizes for the masquerade, eight given by the Club, and four by members who are taking a keen interest in the success of the event. The prizes by the Club are: Six for prettiest ladies' costume, and handsomest gentleman's costume; and the best character and the most comical of each sex; and one for each best dressed boy and girl.
 The specials are two by Dr. Neil John MacLean, representing the spirit of Victoria Beach, and two for the best boy and girl, 11 and 12 years of age, and 13 and 14 years of age. The latter two are given by Mrs. W. P. Withrow. It only remains for the people of the Beach to

assist the ticket-sellers and dispose of as many tickets as possible. The orchestra promise a lively programme, and the Interior of the Club-House will be worth visiting that night.

Obeying the Spirit of the Club's Rules

It is to be noticed that the Community Club-House, held Saturdays, is well attended every evening of the week, and the dancing and music enjoyed by all. This is different from the rather sparse attendance on the week nights of last season. There is a reason for this, regulations adopted by the house committee are carried out more in the spirit than in the text. This is as it should be. Let it not be forgotten that friends of members this year are potential members for next year if you show them a cordial welcome and a good time. No sacrifice of the Club's governing regulations is needed, but a generous interpretation of such well-thought-out rules will make membership in this live club sought after by many.

"The Tribune" has a delivery route at Victoria Beach. Anyone wishing to have the paper delivered has only to apply to one of the delivery boys at the station.

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 Means QUALITY Wherever It Appears

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 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 visit our store and feel at home. Meet your friends here, leave 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

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
 Distributed by
Luigi Calissano & Figli Co., Ltd.
 Cor. GRAHAM and VAUGHAN - - - WINNIPEG, MAN.
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Health Suggestions

SUNBURNS
 Most frequent and annoying incidents of the Beach life are sunburns. Though very seldom dangerous, they are usually quite painful and troublesome. It would be superfluous to write about their causation and symptoms—they are too well known. The only thing which may be mentioned in this connection is the fact they may be associated with muscular twitches and abdominal cramps, causing some anxiety to the patient who is ignorant of such association. These are not to be treated lightly, as it is a matter of medical records that duodenal ulcers are associated with severe burns.

The paramount sign of a sunburn is redness of the skin of the burned part, which may even sometimes be aggravated by vesicle formation, infection and all the serious consequences of same. Then, of course, comes the burning sensation in the part affected, which is usually most pronounced in about 6 to 12 hours after exposure. On the following day a certain amount of shock results, general weakness and malaise.

Treatment of sunburns is internal and topical. The newest method is that one of paraffin treatment. Paraffine is melted, a proper proportion of oil of eucalyptus or eucalyptol is added to same, the mixture is cooled down to just a little above the melting-point temperature, and applied with a fat, soft brush to the area burned. This gives immediate relief.

Internal treatment consists of an intensive elimination. A lot of liquids should be ingested—lemonade or orange-ade; weak coffee or tea are very useful. Sweet drinks should be avoided. Mild laxatives are also recommended. Any constipating foods should be avoided for a day or two, or till the symptoms subside. If there is peeling of the epidermis, olive oil should be used freely to help to maintain the elasticity of the skin.

SUNSTROKE

Sunstroke occurs after a prolonged exposure to the protracted heat. Though such a case has never been noted at this resort, it does not follow that it may not happen. In New York, Philadelphia, and even Montreal numerous cases occur daily during the hot summer spells. The symptoms begin with giddiness, nausea, and uncertain staggering gait. According to Color, there is pallor, the pulse is small, the heart's action weak, and the patient may quickly become unconscious. Externally the body may be clammy with sweat, but as a rule the internal temperature of the body may be lower than normal.

In treatment of this condition stimulants should be given freely, and if the temperature is subnormal, hot bath and internal lavage should be given. Eliminary treatment should be intense in these cases. Avoid ordinary soporifics, such as aspirin or phenacetin, as they increase the toxic state of the patient.

EXCURSIONS
 TICKETS ON SALE DAILY TO SEPTEMBER 30th FINAL RETURN LIMIT, OCTOBER 31st, 1928

PACIFIC COAST
\$75.60 RETURN FROM WINNIPEG
 To VANCOUVER, VICTORIA
 Small additional charge via Prince Rupert, to cover meals and berth on steamship.
 Particularly Low Fares to Points in Washington, Oregon, and California.
 CHOICE OF ROUTES STOP-OVERS
 EXTEND YOUR TRIP TO **ALASKA**
\$90 For a 10-day trip—Vancouver to Skagway and return. Meals and berth included.

EAST
\$71.65 TORONTO HAMILTON LONDON SARNIA WINDSOR
 Return Air-Rail
 Low Fares to Other Points

JASPER NATIONAL PARK
 BEFORE RETURNING
GOLF CLIMB HIKE SWIM RIDE MOTOR
Jasper Park Lodge
 Open to September 30th, 1928
 RATES: \$6.50 per day and up. Meals included.

CANADIAN NATIONAL RAILWAYS
 Use CANADIAN NATIONAL Express Money Orders, Foreign Cheques, etc. Also for Your Next Shipment

Among "The Beach Folks"

Sheriff Inkster came down to Victoria Beach on Monday, August 2, to spend his 83rd birthday among friends, and amid the trees Mrs. Inkster, when living, enjoyed so much.

Mr. and Mrs. N. B. Walton have taken a cottage on Fifth Avenue for the next two weeks. Mr. Walton is general superintendent of the Canadian National Railways.

David Turnbull, son of Dr. William Turnbull, was a guest at Mr. Conklin's cottage over the week-end.

George Starr, the cornetist in the orchestra, played for the last time Sunday, August 1, and this week started on a motor-drive to Chicago, which will end in Toronto, where his father is now in business. George Starr will attend Queen's University next term.

Rev. G. A. Woodside, D.D., minister of St. Stephen's Church, will conduct the services Sunday morning at 11 o'clock at the Club-House and Mrs. J. M. Rice will sing the offertory solo. Mr. and Mrs. Rice and family have been occupying a cottage for a number of seasons.

Sam Purvis has been stationed at the Beach as chief constable for the Canadian National Railways for the summer.

William Bell, the well-known Winnipeg realtor, was a guest at Pinehurst Inn over the week-end.

Mr. and Mrs. J. W. Bryant and family are spending the season at Victoria Beach. Mr. Lincoln Newman of Winnipeg, was their guest last week-end.

Miss Doris Swain is the guest of the Misses Margaret and Helen Mitchell, "Hidcom Rest."

Mrs. Wm. Ryan and sons, Jack and Sidney, of 654 Mulvey Ave., returned home Saturday after spending an enjoyable holiday with Mrs. E. H. Pascoe, "Norwood," Sixth Avenue.

Mrs. A. J. Perry, Home Street, has been a recent guest of Mrs. W. B. H. Tucker, Sunset Boulevard.

Miss Mary Thomas is the guest of the Misses Jean and Anne Mitchell during her vacation.

Dr. and Mrs. W. W. Wright and the Misses Thelma and Shirley Wright, spent the week-end with Mr. and Mrs. Roy Wydeman, Sunset Boulevard.

Mrs. A. Hargreaves was the guest of Mrs. J. Knott "Derwent," Fifth Avenue, for the past week.

Miss Violet Wallace, of Winnipeg, is enjoying her vacation, the guest of Mrs. M. McNeil at "Minnowawa," Seventh Avenue.

It has been suggested by a visitor that the scales at the station be tested.

Mr. and Mrs. A. L. Snelair, with a party of friends from Chicago, spent Sunday at Newton Lodge, and were greatly delighted with the beauties of the Beach.

Mr. and Mrs. J. Ferguson spent Sunday with Mr. and Mrs. W. Lane, Hazel Lodge.

Miss Betty Ferguson, Harrow Apartments, Winnipeg, is a guest at Pinehurst Inn.

Mr. William Maltman, who spent the week-end at Pinehurst Inn, has returned to Winnipeg.

Misses Gertrude and Mabel Letchford and Mr. George Letchford were the guests of Mrs. W. H. Pratt over the week-end.

Mrs. C. Englund and Misses Freda and Kathline Englund are occupying Mr. Chas. McKay's cottage on First Avenue for two weeks.

Mr. Arthur Nison, of Brandon, is Mrs. Englund's guest for two weeks. Miss Patenaude spent the week-end as guest at Mrs. Englund's.

Guests at Mr. and Mrs. Jas. T. Mitchell's cottage, "Hidcom Rest," during last week were: Miss Alison Murray, and Mr. Norman Cameron with his two children, Allister and Mary.

Mr. and Mrs. George Longley, and their daughters, the Misses Dorothy, Marjorie and Jean Longley, of Brandon, are not sorry they decided to spend the summer vacation at Victoria Beach, with their son and brother, Ernest S. Longley, Aubrey Street, Winnipeg. They are having the most enjoyable holiday in years, every waking hour being given to bathing, eating, rambling in the woods and strolling along the sands, while every night they sleep the sleep of the just. They will be hostess for Victoria Beach!

—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 he's so tasty,
And so is his pastry.
Hoot, Mon!

BREAD CAKES PASTRY
EAT MORE OF THEM AND BE STRONG

"OGLIVIE'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

Mrs. F. G. Love and small son of Dallas, Texas, is the guest of Mrs. H. D. Vance.

Mr. A. J. Perry and Misses Audrey Perry and Jonny Parent, were at the Beach Sunday, guests of Mr. and Mrs. Teakles, Sunset Boulevard.

Mr. and Mrs. Fitzl. Huznes and son spent the week-end at the Beach, and enjoyed the fine weather and the straggle along the avenues.

Mr. and Mrs. Harrowman and family will be down Saturday for the balance of the summer at their cottage on Sunset Boulevard.

Mayor Frank E. Sprague and Mrs. Sprague have taken a cottage on Second Avenue for the month. Mr. Sprague will probably build a stone cottage on the lake-front.

Miss M. Orr and Misses H. Holmes, and E. Johnson spent the week-end, the guests of Mr. and Mrs. W. H. Johnson, Sixth Avenue.

Mr. J. Emery spent Sunday the guest of Mr. W. H. Johnson Sixth Avenue.

Miss Doris Perry is the guest of Miss Eleanor McClung at "Woodford" Fifth Avenue.

Dr. and Mrs. Oswald and Master Douglas Brewer are spending their vacation on Sunset Boulevard.

Mr. and Mrs. George MacLaughlin have taken Mr. H. Cunningham's cottage "Catarqui" on Sixth Avenue for the month of August.

Misses Elma and Helen Grady have spent the last ten days as the guests of Mrs. T. Potter, Qu'Appelle Lodge, Third Avenue.

Mrs. A. E. Grady, Mrs. W. R. Bourdon and small son, Billy, of Hollywood, California, were recent guests of Mrs. T. Potter, Qu'Appelle Lodge.

Mr. and Mrs. W. Jones, Mrs. S. Swall and Miss Mollie Matthews spent the week-end with Mr. and Mrs. T. Potter, Qu'Appelle Lodge.

Harry Hampton caught a sturgeon weighing 135 pounds dressed. We will have a picture of it later on.

Mr. Sam Purvis, the C.N.R. sergent-constable, has been another desirable acquisition to the Beach. We have never seen any man keeping such an order on the platform with a smile and silver buttons.

WHITE 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. Pleasure parties catered for.
Mrs. E. BIRDSEALL, Prop.

To enjoy Best Special Dishes, cooked by
Experienced Chefs,
PATRONISE
FRANK'S CAFE
DONALD STREET Opp. CAPITOL THEATRE
Open All Night

Mr. and Mrs. J. Farish and family will spend their vacation from the 7th of August until the 21st at Two-Late cottage on Eighth Avenue.

Albert and Frederick Wignate have been guests of their mother, Mrs. P. Smith of "Two-Late" Cottage, over the week-end, also her husband, who is a regular visitor.

We note with pleasure that Mr. J. Brown will remain with the Victoria Beach till the end of the season as the master of the C.N. Ry. Station. Mr. Brown has been promoted here from Grand Beach, where he served the company and the people for six years. Victoria Beach Community is to be congratulated on having Mr. Brown as the station master.

"GUESTS STAYING AT PINEHURST INN"

Miss D. Thomson and Betty Ingalls, Miss C. Sargent, Mr. J. W. B. Gilbert and family, Mrs. Ozer, Mr. W. R. Junkin and son, Mr. and Mrs. G. A. Lawrence and son, Dr. and Mrs. A. J. Fraser and daughter (spent week-end), Dr. F. W. L. Hamilton, wife and son, Mr. and Mrs. A. H. Morrison (spent week-end), Mrs. W. J. Ralph, Mrs. A. I. Finlayson, Mr. and Mrs. J. P. Frost, Mrs. Furde and son, Mrs. J. R. Booth and daughter, Miss McIntyre and Miss Howard, and Mrs. Lewis Peebles, all of Winnipeg; and Mr. and Mrs. Matthews and son of Duluth.

LOST.

White gold wedding ring, along Sixth Avenue down Patricia, to the Beach. Finder please return to Catarqui Cottage.

Much interest is in evidence at present over the fishing. Space on the pier is at a premium, and various kinds of fishing tackle are exhibited by the fishing enthusiasts.

One small boy dropped into the lumber office the other day and enquired hopefully, "Any bait for sale, mister?" In the old days we used to go out into the back yard and dig our own bait. We were forced to disappoint this young Ike Walton, seeing as how it is lumber we are selling, but told him to keep up the good work, as all the suckers in the world were not caught yet. Anyway the fishing is always best the month before you take your holidays and the month after you leave.

A. LARSON
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ESTIMATES CHEERFULLY SUPPLIED
LOT 11, 7th AVENUE - - VICTORIA BEACH

Pelissiers Ltd.
"Golden Glow" Ale and "Capitol" Beer
Can be obtained from Freres Pelissier;
Drink a few bottles or drink a whole liter.
You will be as healthy as Freres Pelissier.
OSBORNE AND MULVEY WISNIPEG
PHONE: F-1111

Beach Items

The Victoria Beach Company's Executive, following the Regatta, entertained members of W. A. Kingland's party at Pinehurst Inn, the manager of the Canadian National Railways western lines having been a guest of the Regatta Committee on the pier during the progress of the water sports. In Mr. Kingland's party were W. A. Kingland and daughter, Miss Kingland, Mr. and Mrs. Norman B. Walton, the former the general superintendent; Mr. and Mrs. Albert Wilcox, the former the general superintendent of transportation; Mr. and Mrs. Gunn, and Mr. William J. Quinlan, district passenger agent. Mr. W. E. Quinlan, district passenger agent. Mr. W. T. Macara presided, and warm friends for the beach were made before the close of the evening. Mrs. Birdall did her part in making the menu one to be long remembered.

A very successful bonfire and marshmallow roast were enjoyed by the guests of Pinehurst Inn Thursday night, July 15. Mr. H. S. Ross was chief stoker, with an able assistant in Mrs. Grant Miller. The younger guests claimed the first part of the fire by roasting marshmallows. When they retired the older ones sat around with stories and songs; refreshments were served about 11 o'clock. The gathering was brought to a close shortly after midnight with a grand Indian "pow-wow," led by Mr. Pascoe and Mr. Parfitt, Mrs. Birdall playing the kettle-drum.

The most important matter before the Executive of the Victoria Beach Club is the question of painting the Club-House. The Executive will show their best qualities if

they can figure out a plan that will end in the work being done. It will not only add greatly to the appearance of the building but will preserve it, and it is needed badly. The work should, if possible, be done without delay.

Some one walked off with the life buoy which had been used on the pier in connection with the fishing competition, and T. E. Williams has enlisted the services of our entire police force to track down the culprit. Luckily we have with us Chief of the Detectives, George Smith of the Winnipeg Police Force, who will be in Sheriff Inkater's cottage for the month of August, so the thief has no chance of escaping.

It was a pleasure to hear Mr. Matthews, of Broadway Baptist Church, conducting a service again, as he did with such earnestness and power last Sunday morning. The lesson to the children, gathered in front of him, was also very impressive. A few seasons ago Mr. Matthews had an audience of 50 in the old tent on Arthur Road; Sunday morning there were nearly 300 present.

Saturday night was an ideal one for a bonfire on the beach, and the one lighted at the foot of Arthur Road was attended by a large crowd. The sing-song was greatly enjoyed.

The greatest crowd that has ever spent the week-end at Victoria Beach were guests last Saturday to Monday. There is not a cottage to rent on the Beach at present, not until after the end of this week, and Pinehurst Inn was also filled.

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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