

The Victoria Beach News

VOL. 8

VICTORIA BEACH, MAN., JUNE 9, 1928

No. 1

CONSIDER VICTORIA BEACH

THE summer of 1928 promises to be one of the most delightful at the summer resorts of the Winnipeg district. And none is so favored to give joy and comfort to cottage owner or tenant as Victoria Beach, during the beautiful months of the warm season or the delightful days of the early autumn.

Beautifully located on the east side of Lake Winnipeg, looking out across a wide expanse of sparkling lake water into the setting sun, sheltered from the cold winds of the north and the hot rays of the mid-summer sun by its unsurpassed foliage, it fulfills its destiny, providing a tempered atmosphere, cooled by the wide-spreading branches of birch, elm and poplar.

Who could have called into being such delightful, glorious nights as this week, with its radiant full moon, lighting up the lake, the avenues, the pathways, and the open spaces of this most enchanting resort?

One almost could visualize the fairies and elfs disporting themselves in the woodland, so fitting was the environment for the presence of these charming characters, depicted in poetry and prose.

The absence of the mosquito and the fly added to the idealism of the surroundings. And these days and nights continue throughout the summer, until one again and again inquires: "Am I really living in the Winnipeg District or in some enchanted land provided only for a few?"

Thus is the great outdoors for many weeks made unforgettable to the visitor, the camper, or the cottage-owner, or resident at Victoria Beach.

The days, long as they are in daylight in the summer, are all too short and one regrets when it comes time to retire for the night, so invigorating and restful are the periods of sunlight and shades of the evenings.

Victoria Beach is a sanctuary for the birds. Hundreds of varieties travel thousands of miles to nest and to fill the woods with their sweet melodies. The Natural History Society of Manitoba claims that it is the most wonderful spot in the province for their purpose. Here they can observe and study the life of the warblers with ease, so numerous and so

tame do the birds become under the restrictions imposed by the Government regulations in this quarter, as no one is allowed to interfere with the habits and the homes of the songsters.

Children naturally become students of Nature. Their school studies along this line are given the open book. Beautiful moths and butterflies, darting insects of color and charm, trees, shrubs and flowers are here seen at their best, developing and spreading under Nature's kind influences.

The birds become a part of their home, and the flowers and the trees enter into their daily life, combining an absorbing education.

When berry time comes away they go to the patches. Fruit in abundance is secured with little effort. The entire country-side, for a radius of 10 miles, offers its wealth in life-giving delicious dainties.

The Victoria Beach municipality, co-operating with the Victoria Beach Company, has imposed restrictions from the day of its formation which have added value to every owner of a lot or cottage. This beach is not a common beach. While the people are democratic, and do not think themselves superior to others of their kind, they do believe and feel that under the guidance of the organizations which have directed Victoria Beach for many years, including the Victoria Beach Club, comprised of members of the community, that there is here a resort which is not equalled by any other; where mothers and children who wish to spend the summer holidays out of the city, find rest; and where the tired business-man can find ideal contentment with his family. There are no disturbing public picnics; no boarding or rooming-houses; no brazen features of entertainment. But a spot where all that is best for mothers and children is offered, to enable them to return in the autumn to more fittingly take up their duties of the city when the summer and autumn days have gone. Each cottage is on a 75-foot frontage lot stretching back 150 to 200 feet, an exclusive area for the family. The balsam and the fir are found in abundance, and as a cure for catarrh nothing equal has been devised.

One arises in the morning refreshed after

Don't Forget to Join Victoria Beach Club!

breathing in life-giving properties, and the days and the nights become one round of pleasure because of a sojourn at Victoria Beach.

In thinking over your summer outing include in it Victoria Beach; ask those of your own circle who have been to Victoria Beach; carefully consider their recommendations, and we are sure that no mistake will be made if that decision should be: Victoria Beach for 1928.

THE EDITOR.

The Annual Meeting

It was one of the largest and most interested gatherings of the Victoria Beach Club in the history of the organization which assembled in the Marlborough Hotel, the night of May 21st at the annual meeting. Owing to the absence of the President, Leroy Borrowman, the chair was taken by Angus More, Vice-President.

Resolutions were passed, emphatically protesting against the Government assisting a motor-highway having its termination at Victoria Beach; against the establishment of a beer-parlor at any point on the Beach; and to having any part of the Beach developed as a public picnic-ground. The mosquito campaign inaugurated by the municipality was heartily approved; the cost will be \$400. Frank E. Sprague, Mayor, explained the financial position of the municipality, which is excellent, and answered all questions in regard to the position of the municipality on various problems and issues. The election of officers resulted as follows:

President, Dr. Ross Mitchell; first vice-president, Prof. R. W. McClung; second vice-president, John J. Conklin; secretary, Miss Muriel Pratt (re-elected) treasurer, to be named by the executive; auditors, Messrs. Archer and Dan. Sprague; executive committee, Angus More, F. W. J. Wilson, Robert Crawford, Aidan Conklin, Mrs. J. W. Rooke, Harvey Kavanar, C. Rice-Jones, Shirley Brooks, Jack Whitrow, Dr. Frank Sedlak, Miss Burnham, Miss McWhirter; Honorary Presidents: W. E. Macara K.C. and Dr. Neil John Maclean.

Leroy Borrowman, retiring president, and Frank E. Sprague are ex-officio members of the Executive.

The following reports were presented:

PRESIDENT'S APPRECIATION

The President of the Club, Leroy F. Borrowman, though not present, sent the following letter, which was read at the meeting:

To the Directors and Members of the Victoria Beach Club.

Dear Friends:

My absence from the City on Monday, May 21st, will prevent my attendance at the annual meeting, which I deeply regret. However, as your President, I want to take this opportunity of expressing on behalf of the members and myself our appreciation of the work done by your Directors. They have at all times been attentive to meetings, and willing and anxious to do anything asked of them for the benefit of the Club and Victoria Beach. We are again deeply indebted to our Secretary, Miss Pratt, who, as usual, has spent a great deal of time and energy in carrying out the arduous duties of Secretary. I particularly want to extend the thanks of the Club to our Treasurer,

Mrs. Rooke, whose hard work and tactfulness has to a very large extent been responsible for the fine financial report.

I wish to point out to you that through the efforts of your officers and your own co-operation, we have been able to not only carry out the regular expenses of the Club, but in addition, have been able to fit up the tennis courts and have been able to carry out our promise to the members who so kindly loaned money to the Club, to the extent of paying off in full five of the loans. It is my hope that your new officers, with your assistance, will be able to pay off the balance of the loans during the present year.

I heartily thank the officers and members of the club who have so generously assisted in making my task, as your President, a very pleasing one, and I bespeak for the new President and officers the same hearty support.

Yours truly,

L. F. BORROWMAN.

President.

SECRETARY'S REPORT

The Secretary, Miss Muriel Pratt, read her Annual Report as follows:—"As most of you are aware, the Victoria Beach Club has just finished a very happy and successful year. The lake water in the Fall tried its best to wash away the Club-house, but the use of several filled sandbags helped us to save the situation. Some work will have to be done this Spring to make the footings safe again, but we are glad to say the Club-house is still standing.

"Seven Committee meetings were held during the year, and all were well attended by the members. We are very grateful to Mr. F. E. Sprague for the use of his office, and Mrs. Rooke for allowing us the use of her suite for our meetings in the City.

"Our season opened with the Jubilee Celebration, which was a great success against the unfortunate odds of rain and the non-arrival of the piano. The willingness of each performer to do their part to make the evening a success showed a great patriotic spirit. Our Mayor, Mr. Frank E. Sprague, was the speaker of the evening.

"On July 23rd we held our Masquerade Dance, which was another very enjoyable evening. The proceeds of this dance went to help defray the expenses of the orchestra for the season.

"The Civic Holiday in August was the Children's Sports Day, which was again a great pleasure to the children, and was conducted by Mr. T. E. Williams, with members of the Club to help him.

The first Saturday in August was the Regatta, sponsored by the Company, and run off in charge of the young men of the Beach. The weather was nearly all that could be asked for, and the events were well contested. Many thanks are due the Company for this day of clean sport.

"The ladies had a pleasant afternoon of Bridge during the latter part of the month of August. This was socially a success, and added a little money to the treasury.

"Begin earlier this year, ladies, and enjoy your Club-house more.

"As you will see by the Treasurer's report, five of the loans on the Club-house were cleared off, leaving only six more to be paid. The roof was repaired, and the tennis courts made fit to play on. We have to thank the Church for the sidewalk and the eavesdrop and \$75 towards the loans.

"We were very lucky in our caretaker and matron last summer, and we hope to have the same members again this

year, and also the Orchestra. The Transportation Committee did good work with the railway company in the Spring, as you will see by the report.

"We still want every resident a member of the Club, so that we can keep the Beach the best in Western Canada, and if you know anyone who is not yet a member, take an application and get him or her to fill in the required amount and stand sponsor. You will soon get a seconder. We had several new families join last year, and their revenue went towards cleaning up the loans.

"Let us realize to the full the beauties of Victoria Beach, and learn how to conserve them. Members of the Natural History Society are always willing to instruct us. Rare birds were shot last year through boys not knowing their value."

TREASURER'S REPORT

The Financial Statement was read by the Treasurer, Mrs. Rooke, showing splendid returns from new members, tenants' dues, new charter members, the Masquerade and Saturday door receipts, the Church and afternoon ladies' bridge, and the Jubilee concert. The details of receipts and expenditures follow:

RECEIPTS:	
On hand at end of 1926 season	\$ 54.30
Donations to Club-house Painting	9.00
Bank Interest	2.70
Dominion Day Jubilee Concert	26.10
Masquerade Dance	152.45
Ladies' Bridge Party	42.25
Church Donation	15.00
General Door Receipts	148.85
New Charter Members	125.00
Charter Members' Dues	115.00
Tenants' Dues	122.00
	\$423.35
Total	\$597.55
EXPENDITURES:	
John Anderson (Dryline)	\$ 13.20
Albion Press (Printing)	47.12
Wiggins System	9.04
Orchestra for season	250.00
Masquerade Prizes	15.00
Bridge Prize	1.75
Caretaking	65.00
From Tennis Courts	52.70
Piano for season	20.05
Marlborough (rent for annual meeting)	10.00
Postage	10.00
Excise Stamps	3.67
Mrs. John Falls' account	9.80
G. B. Barager's account	2.70
Parum Press	4.00
Manitoba Bag Co.	16.84
Mr. Jonsson (work on Club-house)	17.10
Victoria Beach Co.	2.80
Five Refunds (1925 Loans)	250.00
	840.87
Balance in Bank	56.38
Total	\$897.25
	M. J. ROOKE,
	Treasurer.

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It Should Be a Part
of
Your Daily Menu

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VICTORIA BEACH - MANITOBA

BREAD - CAKES - PASTRY

EAT MORE OF THEM AND BE STRONG

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. We have a complete range of Campers' needs at best possible prices.
VICTORIA BEACH - MANITOBA

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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. McLEOD, Prop.

ANDERSON TRANSFER

WOOD - ICE

VICTORIA BEACH - MANITOBA

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. All communications to be sent to the EDITOR, 44 Main Street, Winnipeg.

All advertisements to be sent to the BUSINESS MANAGER, Dr. F. SEDZIAK, c/o ALBION PRINT, 44 Main Street, Winnipeg.

Motor Road Resolution

Members will be interested in the Motor Road Resolution, which was prepared by a committee of the Executive of the Victoria Beach Club, and presented to Hon. W. H. Clubb, Minister of Highways, and Hon. H. A. Hoey, Minister of Education, who represent Victoria Beach district in the legislature.

"WHEREAS, Victoria Beach was intended by the owners, and has ever since been developed as a purely residential summer resort where families may enjoy a quiet and restful holiday, free from the noise of public amusements, motor cars, etc., and all those who have purchased property there and have developed it have done so on this distinct understanding; and

"WHEREAS, the building of a motor road to Victoria Beach and the consequent introduction of motor cars and large numbers of tourists, who would have no interest in maintaining these quiet conditions, would not only destroy these conditions which all residents at the Beach desire, but would also prove a very serious menace to the safety of children as well as adults on the roads throughout the Beach; and

"WHEREAS, no such road is required to pass through Victoria Beach in order to reach any other point beyond;

"THEREFORE, BE IT RESOLVED, by this meeting of Victoria Beach Club, which consists of property-owners of the Beach, that we enter a very decided and emphatic protest against any proposal to build a motor road to Victoria Beach or to any point sufficiently near to Victoria Beach to enable motor cars reaching the vicinity of the municipality of Victoria Beach."

Dr. F. SEDZIAK, Physician and Surgeon, and Dr. A. W. MYLES, Dental Surgeon, have opened new offices at 222 Somerset Building, Winnipeg.

Frank E. Sprague, Mayor of the municipality, arrived Wednesday of this week at the Beach, to spend a week or 10 days.

The annual Water Sports will be held Saturday, August 4th; the children's Land Sports will be held the Monday following, Civic Holiday.

The annual Masquerade will be held in the Club-house, Saturday, July 25th, the funds to go to the orchestra.

Preserve The Wild Flowers

One of the greatest charms of Victoria Beach is the profusion of wild flowers which greets one on every hand, from the opening of the season, May 24th, until its close at the beginning of September.

It is on behalf of these flowers that this appeal is made to all who visit the Beach, cottage-owners and visitors alike.

One of the most beautiful of the flowers is the orchid, commonly known as the Moccasin Flower, or Pink Lady Slipper. This, although it is plentiful on the peninsula, is not a common flower in Manitoba, and even at Victoria Beach is seriously threatened with extinction.

Passers-by, perhaps, naturally like to gather some, and through want of knowledge, or thought, destroy every plant from which they gather the blossom. If some blossoms are desired, the stalk should be pinched, not pulled up. If one will notice, when a blossom has been pulled, two leaves and a considerable piece of stalk below them come away. This might be called the heart of the plant, and its removal causes the plant's death; whereas, if the stalk is cut through above the leaves, no harm is done, and the shoot can bloom again another year.

Also, moderation might be used. Often on the train one may see arms full of flowers and shrubs, which usually are dead before home is reached, and these flowers, which a few hours before were things of beauty in the woods, are thrown into the garbage can.

Our trees, shrubs and flowers are a precious heritage from past ages, and when once destroyed can never be replaced. Whilst enjoying them, think also of the coming generations, and leave some for them to enjoy.

Hundreds of instances could be given showing how thoughtlessness and wanton destruction have robbed us of many interesting and beautiful things. G. S. B.

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

LAUREL SMOKED and COOKED MEATS ARE ALWAYS GOOD Get them from JAMES KILPATRICK Products of LAUREL PACKING COMPANY LIMITED ST. BONIFACE MAN.

J. J. H. McLEAN & CO. THE HOME OF THE HEINTZMAN & CO. PIANO AND VICTOR ORTHOPHONIC

Sounds Good

"We intend to do a great deal to advance the interests of the Victoria Beach community this year," stated Mr. Albert Wilcox, general superintendent of transportation of the Canadian National Railways, to the "News" this week.

"The people will like the new Friday through train, as it cuts down the running time of the 1.10 Saturday special through train," said Mr. Wilcox. "Our road-bed has been raised and strengthened, and there is now more comfort in riding to your Beach. You can depend on the Canadian National considering any suggestion of your Club's transportation committee at any time, and we prefer to co-operate through such a committee," he concluded.

New Cottages

This year's early list of permits for new cottages is as follows:

- F. H. Wingate, 321 Eighth Avenue. Mrs. D. B. Tomlinson, 310 Fifth Avenue. Rev. W. Steenson, 305 Fifth Avenue. James Kilpatrick, 122 Birch Avenue. Harry Little, 123 Sunset Boulevard. Mrs. Kenneth A. Towell, 217 Sunset Boulevard. Rev. J. S. Watson, 133 Birch Avenue. W. King, 321 Fifth Avenue. Mrs. E. S. Chandler, 316 Second Avenue. S. C. Hall, 221 Sunset Boulevard. Hod McLeod, 325 Second Avenue.

Two of the largest and finest cottages at Victoria Beach, both on Sunset Boulevard, facing the west, were built this early season by Oscar Paulson, who has also to his credit many other fine cottages which add greatly to the substantial and attractive character of the Beach.

MRS. ROOKE AGAIN IS TREASURER

Those who have the financial interest of the Victoria Beach Club near their hearts—and who has not, especially those who had the financing of the Club-house and the tennis courts to take care of—will be pleased to learn that Mrs. E. T. Rooke will again be the Treasurer for the coming year.

Mrs. Rooke requires assistance at the door, and it is hoped that when any member of the Club is asked to take her place Saturday nights, that the service will be willingly given.

THE COMPANY'S GARDEN

The Company's garden, beyond the bake-shop, is in such an advanced condition that it has the best appearance since the nursery and garden was started.

Perennials, shrubs and trees may be secured by applying at the Company's offices. These perennials and shrubs can be easily transplanted to cottage grounds, and when attended to, add greatly to the appearance of the Beach avenues.

FIRE ENGINE PURCHASED

A unique fire-engine has been purchased, and several hundred feet of hose have been secured, so that in case of

an outbreak of fire there will be a good stream of water available. This fire apparatus is attached to a Ford car, and can be quickly taken from its headquarters to any part of the Beach. Supplies of water will be available away from the lake, and if an outbreak of fire should occur the damage will be greatly lessened and the flames confined to a small area.

PELISSIERS, LTD.

Brewers of the famous "GOLDEN GLOW" ALE and "COUNTRY CLUB SPECIAL" "Extra Good Beer" Obtainable on all licensed premises OSBORNE AND MULVEY WINNIPEG PHONE: 41-111

ARE YOU BUSY?

Your own Savings Office saves both your TIME and MONEY. It is the place for busy people to save. Hours 9 a.m. - 6 p.m. (Saturdays 9 a.m. - 1 p.m.) PROVINCIAL GOVERNMENT GUARANTEE Province of Manitoba Savings Office Donald Street and Killarney Ave. WINNIPEG 201 Main St.

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

HOLLAND ICE CREAM

THE UNSURPASSED QUALITY OF HOLLAND ICE CREAM always makes your holiday more delightful and enjoyable. Be convinced. Try some to-day. THE TASTE TELLS THE TALE

OSCAR PAULSON

GENERAL CONTRACTOR AND BUILDER VICTORIA BEACH MANITOBA

BEACH PEOPLE

Mr. Harvey Kavner has sold his small launch, and is bringing down a much more pretentious craft. Owing to business arrangements improving, Mr. Kavner will spend more of his summer at the Beach than last year.

Rev. Dr. H. J. Keith, Minister of St. Andrew's, Oak Street, will be one of the early July ministers from the city to take a church service in the Club-house.

Mrs. Murray Doyle was a guest of Mrs. Frank E. Sprague, Sunset, from the 24th holiday to over the week-end.

Rev. Mr. Pescock has sold his house on the Beach frontage, and has removed to Saskatchewan to live.

Rev. Dr. Doyle has been transferred to Regina, Sask., by the United Church, and the Beach will not see him as often as in the past.

Mr. and Mrs. Shirley Brooks have been down frequently this early in the summer, and find the joys of the early visitor just as great as in previous seasons.

Miss Burnham and Miss McWhirter have been down each week-end at their cottage on Sixth Avenue.

Mr. and Mrs. Angus Moro have been down at their cottage, Fourth Avenue, a number of times since the season opened.

Norman Frazer spent the last week-end at the Beach. Fred and Charlie O'Connell are again occupying their former cottage on the Camp-site.

Mrs. Allardyce was at her cottage, Sixth Street, last week-end.

Edwin West Spence, travelling claims agent of the C.P.R., with Mrs. Spence and son, have been down at their cottage on the Camp-site during the week-ends.

Mr. and Mrs. J. J. Conklin, Aidan and Jack Conklin have been occupying their cottage, 127 Sunset, during the week-ends.

W. J. F. Kerr, of the Grain Exchange, has been down opening up his cottage.

Roy Wydemann, city solicitor, Winnipeg, has been down with Mrs. Wydemann, opening up their cottage on Sunset.

H. Sprouton, H. McLaughlin, J. Derrington, and J. Jullus have renewed their leases on the Camp-sites they have occupied in previous seasons.

Councillor Robert Crawford and Mrs. Robert Crawford have been spending the week-ends at the Beach through May and early June.

L. Day will occupy one of the insullites for the last two weeks in July.

J. F. Macbeth will occupy the log cottage at Fifth and Patricia from June 10th to the end of July.

S. C. Guest is building a fine cottage on Sunset, opposite that of his brother's, H. B. Guest, editorial writer on the "Free Press."

G. E. Frieble will occupy Herbert E. Matthews' cottage, at Third and Patricia, from June 23rd to the end of July.

George Lovell has been spending the week-ends at the Beach since the opening of the season. He will rest both of his cottages.

Dr. A. W. Myles will occupy Insullite 12 during the month of July.

A. B. Jones will occupy a cottage on Second Avenue for the month of July.

R. Stanley will occupy A. B. Jones' cottage on Second Avenue for the month of July.

P. C. Christie will occupy a cottage on Birch Avenue from June 30th to the middle of August.

Thomas French will occupy Rod McLeod's new cottage, Second Avenue, during July.

Mr. and Mrs. Cannell and young son are occupying an insullite for the season.

Rev. W. Steenson, pastor of St. Vital United Church, has spent the last week-end with his family at the Beach.

Miss Dempsey is occupying a cottage on Fourth Avenue until the end of June.

Mr. and Mrs. Harrison are occupying G. B. Clark's cottage on Fourth Avenue.

Miss V. C. Spott and Mrs. Brett are to occupy Mr. Saunders' cottage on Sunset, in July.

G. M. Wilnot is occupying Mr. Parkins' cottage, Fourth Avenue, during July.

Capt. H. N. Reynolds, of Tuxedo Barracks, will again occupy the "Boat-House" this season.

A. B. Lockhart will occupy Miss Saunders' cottage on the lake-front the last two weeks in June.

Miss L. Strath is occupying a cottage at 118 Birch Avenue during June, and last week-end had as her guest Miss Viva Dixon.

Dr. Mary Cameron, medical officer for the summer at Victoria Beach, will occupy the cottage on Birch Avenue, directly behind Mr. Barager's store, from June 15th to Labor Day.

Mr. and Mrs. Charles H. Hall, among the first residents of the Beach, have been down each week-end since the season opened.

E. A. Harris, chief clerk of the Canadian National Express Company, with Mrs. Harris, have been lining the balls along the golf-course ever since the 24th, and giving Angus More the time of his life to keep pace with his furious driving.

F. M. Smith, general agent of the Canadian National Express, has been a regular tenant at his cottage since the opening of the season in May.

Anthony Egan, comptroller of the Canadian National Railways, was a last week-end visitor.

Guests at San Fairy Inn, May 24th, were: Mrs. N. J. Ryan (of Nings, Man.), Miss M. Ryan and Miss G. Letchford (Windsor).

W. H. Pratt and family were down on May 24th, and opened their cottage. Mrs. Pratt hopes to stay down from the middle of June.

Mr. Cecil Pratt will be Master of Ceremonies for the Club dances during the season.

R. L. Downie has again been appointed manager of the Victoria Beach Company's office, and has been down since the first train carried passengers in May.

PERSONALS

W. E. Macara spent the last week-end at the Beach. Mr. Macara is honorary president of the Club.

Dr. and Mrs. Neil John MacLean, with their families, spent two week-ends at their cottage, Sunset, and enjoyed the beautiful weather.

WITH THE BEACH MERCHANTS

Mr. G. B. Barager, postmaster and general merchant, is back at his store, and promises an equally good service this season as he gave his customers last year. Mr. Barager is installing a telephone and 75 lock-boxes in the post office, where patrons of His Majesty's Mail may receive quicker service than do those who wait in line. There will be boxes for the placing of mail, the same as last year.

James Kilpatrick will again operate the meat and vegetable store as in the past five years, and again will be personally in charge. He will be down from June 6th on, and will have in his refrigerator the finest lines of fresh meats, and hams and bacon unequalled in the city.

Mr. and Mrs. John Falls, as usual, spent the winter at the Beach, and although living in their cottage, they also operated their store, supplying fishermen, woodcutters, ice-storage men and others with necessities of life. The winter sojourn evidently does Jack and his wife a world of good, judged by their fine appearance and their hearty greetings with which they meet their many customers have been much appreciated by returning cottage-owners.

Mr. and Mrs. Thom are back in the bake-shop, and from May 24th had their counters and shelves laden with appetizing fare from the ovens. Sunday, May 27th, Mr. Thom had a slight blow-up in the boiler-room, but happily no one was injured, and only repairs had to be made. "Better bread and better cakes and pastry" is their motto.

VICTORIA BEACH HAPPENINGS

Ice is being delivered by John Anderson since June 1st, and there is an abundant supply.

Mr. Larson is again busy with his many contracts. Mr. Larson is an old-timer in this locality, and has many pretty cottages to his credit.

Johnnie Anderson will be at the service again of Beach residents, and has added to his equipment promising a much quicker transportation and delivery this year. All his former courteous staff of drivers will be again on duty. During the past winter Mr. Anderson put up the season's large supply of ice, and also worked his men on wood contracts, some distance from the Beach.

W. T. Moodie, superintendent of the Canadian National Railways, Port Arthur, Ont., division, who spent the past two summers at Victoria Beach, has been transferred to the North Bay division. He was the recipient of many presentations on leaving for his new post, and given a complimentary dinner at which the eastern and western general managers, A. E. Warren and W. A. Kingsland, were present.

"Billie" Brown, general superintendent of the Canadian National Railways, Edmonton, Alta., who recently retired after 50 years' railway service, and who has visited Victoria Beach, has left on an extended trip to Scotland. Mr. Brown

was always a good friend of Victoria Beach among the railway's executives.

Arrangements have been made with James Olafson to supply the music in the Club-house for the Saturday night dances, and members will also play for the church services Sunday. The orchestra will be five pieces.

The Club Executive has arranged with Jack Withrow to supply the music in the Club-house for the Saturday night dances, and members will also play for the church services Sunday. The orchestra will be five pieces.

NEW FOUNDATION TO CLUB-HOUSE

The high water of last year did considerable damage to the Club-house, and it will be necessary to place a new support under the west front. A competent engineer will go over the structure this week, but the estimate of Oscar Paulson is that \$110 will be required to place the building in first class condition. Six concrete piers will have to be built on a clay foundation. The Club-house needs jacking up, as it has sunk badly in some places, Mr. Paulson states.

A. LARSON

CONTRACTOR AND BUILDER

ESTIMATES CHEERFULLY SUPPLIED

LOT 11, 7th AVENUE - VICTORIA BEACH

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GROCERIES, CONFECTIONERY

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Ice-cream Parlor, Lunches, etc.

SERVICE AND QUALITY

VICTORIA BEACH - MANTOHA

JAMES KILPATRICK

BUTCHER

VICTORIA BEACH - MANTOHA

QUALITY MEATS UNHVALLED SERVICE

"SERVU" BRAND

Means QUALITY Wherever It Appears

SOLE DISTRIBUTORS

THE G. McLEAN COMPANY, LTD.

WINNIPEG - MANTOHA

BAD FEATURES INJURIOUS TO VALUES
 There are altogether too many "To Rent" and "For Sale" signs appearing on the cottages, contrary to the by-laws of the Municipality. When the Beach was started by Mr. Charles Kennedy, he decided that such signs would detract from the wholesomeness of the Beach, the same as "Rooms to Rent" and "Boarding Houses," and he included in the Beach constitution. These signs deteriorate property values. What would the Beach look like at certain seasons of the year if the Company placed a large sign on each portion of its holdings? There are many other methods of letting the public know.

EXTENDING WATER SERVICE
 The Council of the Municipality has deepened many of the wells since last season. The wooden cribbing has been replaced by metal casing. This year the water-pipes will be extended down Patricia Avenue and Arthur Road, placing added facilities almost at the doors of numerous cottages, a supply of fresh filtered water from the lake, with sufficient pressure to keep a continuous flow in the pipes in all directions.

TENNIS AND GOLF AVAILABLE
 The tennis court and golf course are now in splendid condition, and many have already availed themselves of the recreations provided. As last season, the tennis is in charge

of the Victoria Beach Club Executive, and the golf course is directed by the Company.

MILK DELIVERIES JUNE 10th
 The Crescent Creamery Company's wagons will be on the streets and avenues with their daily supply of milk, brought daily from the city, starting June 10th. The service given by this company is excellent, and if the Victoria Beach Company did nothing else to meet the wishes of the cottage-owners and tenants than allow this splendid company to have full charge of the Beach area, they would be given the highest credit for the manner in which they are meeting the desire of the residents.

MR. WILLIAMS' GARDEN
 T. E. Williams came down May 24th with several boxes of the latest in plant-life, from the most up-to-date florists on the continent. There were altogether 700 plants in the boxes which Mr. Williams has placed around his cottage on King Edward, which last year was a bower of beauty and fragrance, and was visited by many Beach residents. This season there will be an even more attractive display, Mr. Williams declares, with all the enthusiasm of a florist. Watch for the wire-netting when entering the garden, which has been laid to keep out the marauding young rabbits. Mr. Williams had all his gladiolus bulbs taken from his cottage last autumn after he had them prepared for shipment to the city, some 75 in number.

Cottages for Rent

For period of two weeks, month, or all the season, in various parts of the Beach. Practically every cottage that is for rent is listed with us.

Call our Winnipeg office for particulars, or spend a day at the Beach and see our Agent there.

Victoria Beach Co. Ltd.

317 Portage Avenue

'Phone: 21 029