

The Victoria Beach News

VOL. IV

VICTORIA BEACH, MAN., JULY 13th, 1929

No. 4

The Annual Masquerade—A United Community Effort

FHERE are two community efforts in a larger way which Victoria Beach people during the course of the season undertake, and these are the annual Masquerade in the Club-house and the two Sports Days, the Saturday before Winnipeg's civic holiday and Civic Holiday.

The first of the two notable events is the Masquerade, which will be held this year Saturday evening, July 27th, and under the leadership of the Victoria Beach Club it has always been one of the brightest and merriest occasions of a summer outing as it is lived at this resort.

The children and the young people have never failed to make this a night never to be forgotten. Gowned and costumed in the prettiest apparel, with conceptions which have been worked out with much joy and gladness, it has made the interior of the Club-house on this particular night a scene unexcelled by any similar event as carried out in the City.

Besides the artistry of the various costumes, the Club always encourages those who reflect the spirit of Victoria Beach, offering prizes for the best conceptions, as portrayed by young and old, lending to the event something just a little beyond the ordinary character of the "Masked Parade."

The "night of nights" this year is brought again to the serious attention of the residents of this beach. The funds go largely to paying the orchestra for their services, and this year the five young men are excelling themselves in providing music for the merry trippers who assemble in the Club-house each Saturday night during the ten weeks of the season.

The Victoria Beach Club urges upon you the desirability that as many as possible appear on this night in costume. Especially do they wish to see as large a turn-out of the children to whom this beach

means more than it does to anyone else in the course of the summer. Then the Club desires as large an attendance of cottage visitors as possible to swell the funds of the night, so that the event may be one in which everyone here this summer has a part. It is the one big open night on the Club's programme each season.

Then the Club desires contributions of special prizes to make the affair something worth while to all who appear in costume. Generally there are prizes offered for the prettiest costume among the ladies and the handsomest among the gentlemen. Also for the best comic and the best character, and those which portray the spirit of the Beach in the most original way. That is eight prizes.

For the children there are to be this year twelve prizes, and the Club hopes to receive from the people all of these. Prizes may be left at the Company's office, or those who desire to contribute to this event may notify members of the Club's executive as to their wishes in the matter; or they may be sent to the home of Mrs. Harvey Kavaner, Sunset and Arthur Road, who this year has kindly consented to look after the advance sale of tickets carried on by the girls and boys of the Beach. For every ticket that is sold by the youngsters among the Beach residents in advance, five cents is given as a reward for their work. Every part of the Beach should be covered, including the camp site, known as "Bay View."

So let us all get together and make this masquerade a community effort worthy of the name, and the high reputation held by the Beach people in the past, when the Masquerade has been carried forward to a happy and successful conclusion.

It only needs your help to ensure its success.

DATES TO REMEMBER

SATURDAY EVENING, JULY 13th—Dance at the Club-House.
SUNDAY MORNING, AT 11 O'CLOCK—Services in the Club-house.
SATURDAY, JULY 27th—Annual Masquerade in the Club-house.
FRIDAY, AUGUST 2nd—Fishing Competition at the Pier.
SATURDAY, AUGUST 3rd—Water Sports, morning and afternoon.
MONDAY, AUGUST 5th—Land Sports for the Youngsters.

Victoria Beach Club's President



Dr. H. K. McLUNG
of the University of Manitoba, who this year presides over
the Executive of the Victoria Beach Club.

FISHING COMPETITION, AUGUST 2nd

The fishing competition, to be held Friday afternoon, August 2nd, at the pier for prizes, has been divided as follows by Mr. T. E. Williams, who is in charge:—

Boys and girls 15 years and under—First prize for largest fish; two prizes for largest catch; three prizes for smallest catch. This is an event which is watched with much interest.

Our Annual Sports Days

The annual Sports Days are three weeks away, but they must be kept in mind, for this year it is the intention of the committee to make the big week-end one of the greatest in the annals of Victoria Beach.

The members of the Winnipeg Canoe Club are coming down again, this time a little stronger than they did last year, when they did so much to please, instruct and interest the people of Victoria Beach.

On Saturday, August 3rd, when the water sports will be held, the chief contest is the war-canoe race between 12 of the Beach's best athletes and the seasoned crew of the Canoe Club. Our Beach boys have not yet a war-canoe, which handicaps them to some extent, but if they have not the proper vehicle in which to practise they have the brawn, the muscle, the courage and the grit which sometimes wins and at least makes a good showing in contests, when one's opponent may have the experience and the training others have not had the privilege to enjoy.

The trophy is the large and beautiful McKinney Cup, which was won last year by the Canoe Club, and which they have taken pride in showing to their friends, associates and visitors during the past 12 months.

It is the desire of the Beach boys to win this cup this year, and they will do their best.

There will be swimming and diving contests, canoe races open only to residents of the Beach, which will be held off the pier Saturday afternoon after the arrival of the 3.10 special train. The Canoe Club will also put in some exhibition events as only they can do it.

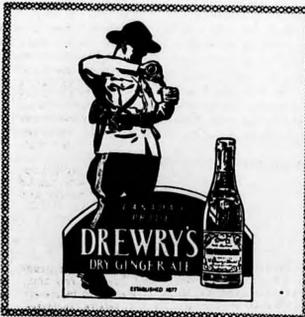
In the morning there will be a programme carried out on Patricia Beach for the children, and there will be the "tan" line-up, in which prizes will be given to the girls and boys of various ages which display the best tanned appearance back and front. This is a splendid feature. Ice cream cones will be given away at the close.

This makes up a week-end worthy of any family summer resort.

**Crescent
Ice Cream**

is a Health Food

It Should Be a Part
of
Your Daily Menu



Municipal Matters Discussed

It was a good suggestion on the part of the present Mayor of Victoria Beach that a public meeting should be held previous to the annual municipal nominations, so that any grievances could be ventilated.

The community assembled in the Club-house at 7.30 o'clock Saturday evening, July 6th, and Dr. R. K. McLung, President of the Club, presided. Mayor F. C. O'Brien explained to the gathering the method of holding the annual nominations. He was explicit and candid, and at the conclusion of his address there was little left on which light had to be thrown.

The Clerk of the Municipality, Mr. A. L. Webb, attends at the Club-house at noon-time on the day of the nominations, which this year is Tuesday, July 16th, and there waits for nomination papers to be handed in. However, these official papers may be sent to him in the City, at the municipality office, 210 Kennedy Building, previous to Tuesday, and as long as they are properly signed Mr. Webb will accept them. If there is no opposition to the two present Councillors, whose terms are up this year, Dr. Webster in Ward 1, and Mr. W. H. Pratt in Ward 2, they will be declared duly elected for another two years, and the same conditions apply to the Mayor or Reeve. They take office the following January, the nominations and elections being held in the summer at this beach as a convenience to cottage owners.

There were a number of matters brought up for discussion at the Saturday evening meeting. A closer inspection of the various buildings on the Beach, to promote better sanitation, was suggested. Screening on all out-buildings should be enforced. A better approach to Patricia Beach, which annually is up for attention, was introduced again. A motion by Mr. C. Rice-Jones, that the Council appoint a committee to secure a better approach to all the beaches, was approved by the meeting. Angus More brought up the increase in the fees at the golf-course and Mr. Frank E. Sprague, the Company's manager, explained why it is necessary, mainly because the company is spending thousands of dollars each year on the course and must continue to do so, and money must be raised for the purpose. Mr. Sprague also compared the prices at other courses, showing Victoria Beach fees were much lower. One of the chief reasons for the increase is that week-end players of experience find they could not in past seasons enjoy playing because of the crowded condition of the course due to the many children and beginners, older in years, who crowded the fairways and the greens. Five days of the week those who are learning the game have low fees; but Saturdays, Sundays and holidays are to be reserved for the more experienced.

There were a number of other suggestions brought up, and Mayor O'Brien promised to bring to the attention of the Council all the proposals so that a satisfactory and harmonious solution could be arrived at.

MUNICIPAL NOMINATIONS

The annual nominations for Mayor (Reeve) and Councillors of Victoria Beach will be held Tuesday, July 16th, when the Municipal Clerk, Mr. A. L. Webb, will be present in the Club-house at noon up to 1 p.m. to receive candidates' papers.

COMPLAINTS FOR MUNICIPAL OFFICER

The Municipal Officer of this municipality is at your service.

At all times, and in any matters affecting the welfare of the people and the locality, he will assist you. Wilford Mattison is his name, and you cannot mistake his personality, for he now wears the official cap.

Complaints in regard to the Beach, which he is anxious to investigate, have been escaping his attention, because they have not reached him. In future, all such matters which require looking into should be left at the Company's office, a very central point.

OUT ON THE GREENS

The golf course is being more largely patronized this year than at any season in the past; and this is the fact, although the fees have been advanced. Up to Saturday last, July 6th, there had been a total of 360 more persons enjoying the fairways and the greens than at the same date last year. Although the fees are higher, we venture to state that anyone who participates in the pleasures Saturday and Sunday this season will have a more enjoyable time. Our worthy and respected judges of the Manitoba courts, who are among the keenest players, have not yet passed sentence on the Beach Company for advancing the schedules of fees, but it has not lessened their attendance on the course with their families.

Some very extensive improvements are planned by Mr. Steve Houthillier for next year, and he certainly has worked hard since last autumn to make the course a better one.

REGISTER AT COMPANY'S OFFICE

All residents at the Beach should register their name and address at the Company's office to enable inquiries to be answered, and so friends may more easily find them.

MUNDAY CHURCH SERVICE

Prof. W. G. Smith, formerly of Wesley College, now in charge of the Manitoba Government's social service and welfare work, one of the best preachers in Winnipeg, will conduct the service in the Club-house, Sunday, July 14th. There will be two vocal soloists, Miss Peggy McCall, soprano soloist of St. John's Presbyterian Church, and Mr. Kenneth Nestby, bass soloist at St. Andrew's (River Heights) United Church.

The service last Sunday in the Club-house was conducted by Rev. J. S. Watson, who is one of the cottage owners. It was in the nature of a Thanksgiving for the King's recovery, and the devotions and the musical numbers were in harmony with the occasion, while Mr. Watson spoke instructively and interestingly on the subject. He did not forget to pay high tribute to all who had contributed so much to the Church organization and to the inviting of the Club, for Victoria Beach was one among the few places where rest could be enjoyed, and where there was freedom from license on the Sabbath.

Mr. Victor Scott sang Allison's "A Song Of Thanksgiving," and he gave this very beautiful composition a fine interpretation, while the range of his tenor voice and power of expression were adequate. His enunciation was clear, and he clothed the words with a new meaning to many.

The attendance at the service was 260, and the collection amounted to \$12.30.

THE VICTORIA BEACH NEWS

Published at Victoria Beach every Saturday 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, 244 Main Street, Winnipeg.

All advertisements to be sent to the BUSINESS MANAGER, Dr. F. WEDZJAK, c/o ALBION PRESS, 244 Main Street, Winnipeg.

COMPANY'S STAFF AT THE BEACH

The Victoria Beach Company's office at the Beach has been increased in its staff membership. Jack Conklin is in charge of the office during the week, and Mr. James Felde is chief salesman for the summer months. These appointments have been confirmed by the board of directors of the company this week. Mr. Frank E. Sprague, the manager, and Miss Louise Straith, accountant, will be down during the busy days to help out in the sales and to attend to the inquiries of cottage owners and tenants. The Company has rented over 130 cottages this season, and made several good sales, with many good prospects in sight. The staff at any time will be pleased to show visitors "around."

BERRY PICKING: DAY'S AHEAD

Wild fruits promise to be in abundance this season, and with every shower the prospects brighten. The crop may be later than usual this year, but the bushes are loaded following a very heavy blossoming on the plants.

It would be well for new-comers to find out early where the best patches and clumps are to be found. There are plenty on Elk Island, but out towards Traverse Bay and towards Albert area there are very fine locations where the most luscious and the largest berries are to be found. Besides the chokecherries, there are the pin and the Indian cherry; also black currants, gooseberries and cranberries, besides the Saskatoon berry. Every year the open spaces left by fires of the past are dotted by Victoria Beach berry-pickers, who find the rewards ample from season to season.

ANDERSON TRANSFER

WOOD - ICE

VICTORIA BEACH - MANITOBA

J. H. FALLS

GROCERIES, CONFECTIONERY
AND GENERAL MERCHANDISE
Latest fashions in Bathing Supplies
SERVICE AND QUALITY

VICTORIA BEACH - MANITOBA

Deer have been plentiful on the Beach this season; two were attracting much attention around Pinehurst Inn last week. One was shot on King Edward Street, and, if the name of the one who did the shooting can be learned, the municipality will take action.

Sand snipe have made a nest in the centre of the golf course, and their eggs are plainly visible to the passer by. No one thinks of disturbing the family.

WHAT'S INSIDE GOLF BALL?

"What's inside of a golf ball?" is a question that Ellen Louan, aged 10, of Wabash, Indiana, determined to her sorrow. Cutting through the inner layer, she found a small rubber sack which she cut open. It contained acid, which struck her in the face and eyes, burning her severely.

G. B. BARAGER

GENEAL STORE

Our store is equipped with a complete stock in every department to meet the needs of visitors and cottagers at reasonable prices.

We ask a chance to give a quotation to anyone contemplating large opening orders. No order too large.

Large circulating library—moderate prices. Large stock of all popular magazines.

Come empty-handed and care-free! We can supply you with everything, and, if not in stock, we will get it for you at short notice.

Visit our store, and let us be of any service we can. Fresh fruits and vegetables daily—our specialty.

"A Clean, Bright, Well-stocked store, with Best Quality Merchandise"—is our motto.

Look for this store across the track from the station.

VICTORIA BEACH - MANITOBA

To enjoy Best Special Dishes, cooked by Experienced Chefs.

FRANK'S CAFE

DONALD STREET Opp. CAPITOL THEATRE
Open All Night

A. LARSON

CONTRACTOR AND BUILDER

ESTIMATES CHEERFULLY SUPPLIED
230 4th AVENUE - VICTORIA BEACH

Beach Personals

Mrs. J. W. Whistcroft and Mrs. Maurice Gilman spent Wednesday with Mrs. W. H. Quinn.

Mr. and Mrs. Samuel Smith and children are spending a few weeks at the Beach. Mr. Smith is on the advertising staff of the "Even Press."

Mark H. Whitley and Mrs. Whitley are coming down for a few weeks shortly to enjoy the Beach. Mr. Whitley is the estates officer of the National Trust Company.

Miss Verona Conklin is spending the month of July in Toronto, the guest of Miss Mac Ferguson, a Rupert's Land College friend.

GUESTS AT PINEHURST INN

Recent guests at Pinehurst Inn during the past week were: Mrs. W. S. Kieley and family, Mrs. J. P. McCallum and family, E. M. Connell, Andrew Dyke, M. Richey, J. B. Moor, Mrs. E. Hutchins, Fred Stewart Hutchings, Stewart Farmer, Mrs. Bedford, Margery Bedford, A. Jackson (Toronto), Mr. and Mrs. B. E. Hull, J. Watson (Toronto), Ethel Horn (Calgary), Mr. and Mrs. T. Ostvie (Yellowknife, Sask.), Mrs. J. R. K. Miller, Mrs. D. Woodward, Beth Kennedy, Patricia Hunt, Mrs. W. W. Kennedy, and the members of the Club orchestra.

WANTED

Harbor for Victoria Beach, shop all roads. Apply Company's office, Victoria Beach, or 210 Kennedy Building.

"NEWS" PARAGRAPHS

Leave your "BEACH NEWS" paragraphs at the Company's office or the local stores, or mail direct to Albion Press, 244 Main Street, Winnipeg. They are welcome!

DEATH OF MRS. COMBES

Mrs. Margaret Ellen Combes, aged 55, widow of F. J. Combes, died Monday at her residence, 1925 McMillan Ave. The family have been for years well-known residents of Victoria Beach, and the son, William, and the daughter, Miss Louise, are especially popular.

A resident of Boundary Park has decided to remove his family to Victoria Beach for their summer outing, and has conceived the unique plan of moving his home across the lake on the ice this winter and locating it on a Victoria Beach lot.

The beautiful stand of peonies of many very attractive varieties, which adorned the table on the Church platform Sunday morning in the Club-house, was the thoughtful and generous gift to the service of Mrs. Leroy Horrowan.

To-day, Saturday, Mr. T. E. Williams will start collecting \$1.00 from the people, which sum goes to the children's fund sports alone. He starts on the 1.10 special, and his objective is \$75.00. No more than one dollar will be accepted from anyone. So give to him to-day and next Saturday willingly your donation. We thank you!

ATTACK ON MOSQUITOES EFFICIENT

The expenditure by the municipality of \$250 this season in the destruction of the larvae of the singing mosquito appears to be justified owing to the absence of any of the pests around the Beach this season.

What are around are bred in local surroundings, close to the cottages or in rain barrels. Early this spring Jack Tully, who is in charge of the mosquito campaign in Greater Winnipeg, twice visited this beach with his staff and sprinkled the low-lying places and the pools formed from the winter snows.

A very cheap grade of oil was used, and after the first two sprayings had been finished, Mr. Tully went to the Council, made his report, and suggested one more good saturation of the breeding places would make the work completely effective; and so the Council decided to advance the amount of the appropriation, and the cost this year will be \$350.

The benefits will be found to be very satisfactory when the berry-picking season starts, as in past seasons the human pickers have been followed by clouds of mosquitoes in their wanderings to various parts of the island.

In Greater Winnipeg, cricketers, football-players and golf devotees are free this season from the attacks of mosquitoes.

THE WALK TO ATEAH'S

The road down to the Ateah's farm is always a favorite walk. Since last season the wood and the underbrush have been cleared out, and a view of Traverse Bay may be seen.

The annual barn dance of the Ateah family is always one of the big events of summer week-ends. This family is one of the most hospitable on the island, and have in many ways tried to meet the wishes of the cottage owners for pleasure and information.

Cottage owners should visit the school house, for there is where a considerable amount of money they pay annually in taxes is absorbed. The school is, however, doing good work, and as the little children come in the Beach winter residents from year to year, there is no possibility of any of them growing up in ignorance, due to the presence on this island of such a large population of tax-paying summer residents. Years ago it was necessary for winter residents to send their children two miles away to school.

PUTTING IN VEGETABLE GARDENS

The Company has been selling some good acreage this year to Beach residents out towards the Ateahs and south of the school house. Here it is the desire to put in some gardens to serve the appetites of cottage owners. Greenhouses will be erected and the plant given an early start so that the competition with the City growers may be successfully met.

Gardeners should do well on Victoria Island as the flower gardens are two to three weeks ahead this year of the City.

This is an industry the Company is doing well to encourage, as the demand for fresh vegetables will grow from year to year, and those who have tasted the vegetables grown on this expanse, state that the soil adds greatly to their flavor.

Steve Bouthillier's garden next to the nursery is doing well.

BEACH PEOPLE

J. T. Devan is spending the week-end with friends at the Beach.

Mrs. Grant Miller and son are guests at Pinehurst Inn on their annual holiday, which they have spent at Victoria Beach for the past seven years.

Wilford Layton, leader of Augustine Choir, Winnipeg, has taken a cottage for the season, and is down with his family. Mr. Layton was a former resident of Vancouver.

Mr. and Mrs. John Moir and family are occupying Rev. Wm. Stevenson's cottage, on Fifth Avenue, for the month of July. Mrs. Margaret Lyon and Mr. Joe Lyon are spending some time with them.

Mrs. Ross Mitchell entertained 50 members of Augustine Choir last Saturday, when a very enjoyable time was had by all. Dr. Mitchell came down on the 4 o'clock train Sunday to spend a few hours with the family.

Mr. and Mrs. Allen, of Napella, Sask., have taken a cottage on First Avenue for the season.

Mr. and Mrs. John Auld, of Kerrobert, Sask., have taken a cottage on First Avenue for four weeks.

Mr. and Mrs. Louis Howe have rented the cottage of Mr. Downie, Fourth Avenue and Arthur Road, and are down with their family for the season. Mr. Howe is the Deputy Minister of Lands in the Provincial Government.

Mr. J. Roy Colwell and family, of the firm of Taylor and Colwell, Portage la Prairie, have taken a cottage on Fifth Avenue for a few weeks.

Dr. and Mrs. Macgregor are occupying their cottage for the 10th season. Mrs. Macgregor always favors the Church service with a beautiful solo during each season.

Mr. and Mrs. Brooks have been occupying the cottage of Mr. and Mrs. Robert Crawford this week. Mrs. Gus Pingle and family will be down at this cottage later on in the season, guests of Mrs. Crawford.

Miss Joan Watson spent the past week at the family cottage on Arthur Road, and left this week for Minnedosa to spend a week where she lived for so many years with the family.

Miss Hope Burnham and Miss McWhitter, for years well-known members of the Victoria Beach Club executive, whose cottage is on Sixth Avenue, have gone East, where they will enjoy a trip on the Great Lakes to Sault St. Marie. Later they will visit in Toronto, where they will be guests at the Royal York Hotel.

Mr. and Mrs. J. W. Skinner and Mr. and Mrs. J. G. Skinner are occupying "Waseca" for the balance of July. They have as their guests Mrs. A. Hannatyne and Miss Rietta Hannatyne.

Mr. and Mrs. W. H. Pratt have rented their cottage, Sun Fairy Inn, Fourth Avenue, for a month, and are remaining in Winnipeg preparing for the wedding of their son, Leonard.

Mrs. W. C. Laird, with Miss Mary and Master Jimmie Laird, are at Pinehurst Inn, where they will spend several weeks.

Mrs. Ross Mitchell and son, George, are occupying the family cottage. The daughters, the Misses Mitchell, are spending the summer in the Laurentian Mountains, northern Quebec.

W. S. Kieley's yacht, "Elmjean," visited the Beach last week-end, the guest of honor being J. F. McCallum, K.C.

Mrs. James McCallum, with her sons, Peter and Michael, are guests at Pinehurst Inn.

Mr. and Mrs. Louis Redmond and two sons are occupying a cottage at the Beach for the summer months.

Mr. and Mrs. Charles Heath are spending a short time at the Beach, the guest of their daughter, Mrs. Frank Heald. Mr. Heath is the superintendent of insurance for the Manitoba Government.

The Misses Betty Maybee, Edith Menzies, Mildred Milne, Willa Mulrood and Elaine Paget are enjoying a visit at the Beach, the guests of Miss Connie Clarke.

Mrs. J. J. Conklin and Jack Conklin arrived Sunday last to spend the summer at their cottage on Sunset.

Mr. and Mrs. A. E. Webb and daughter, Kathleen, are returning to the City on Saturday, after spending a pleasant vacation at the Beach. They had as their guests Mrs. L. Webb and Miss Edna Watts.

Miss Grae Richardson, of Winnipeg, spent the week-end at Stanley Lodge, the guest of Miss Marjorie Webb.

Mr. Arthur M. Barlow is enjoying a short visit with Mr. Arthur Hies-Jones at the family cottage.

Mrs. Percy Pennyfather, who has been the guest of her sister, Mrs. W. E. Macara, for the past few months, has returned to her home in Calgary. Mrs. Macara will not be down at the Beach this season.

Mr. and Mrs. P. H. Letchford, 425 Annes Street, Winnipeg, announce the engagement of their eldest daughter, Maud Ann, to Mr. Leonard Walter, eldest son of Mr. and Mrs. W. H. Pratt, 266 Waterloo Street, and pioneer cottage owners and residents of Victoria Beach. The wedding will take place at St. George's Church, Crescentwood, Saturday, August 3rd.

Mr. A. J. D. Morgan, assistant general manager of The Great West Life, has taken a cottage on Third Avenue for the month of July.

Rev. Dr. and Mrs. P. C. Morgan and family have taken a cottage for four weeks, and have as their guest Mrs. C. L. Morley.

Mrs. Guy Clarkson and family are spending the month of July at the Beach.

Mr. Eric Paze spent the week-end with friends at the Beach.

Miss Dorothy and Miss Jackie Sprague are permanent guests for the summer at the family cottage of Mr. and Mrs. Frank E. Sprague.

Mr. and Mrs. J. E. Devine, Mr. and Mrs. H. A. Tedford, Mrs. W. M. Kerr, Mrs. L. Morrison, Mr. David Cooper and Miss Grace Tedford spent the week-end with Mr. and Mrs. E. Pascoe on Sixth Avenue.

Mr. and Mrs. D. Harrison and two daughters, of Trenton, Ontario, spent the week with Mr. and Mrs. E. Harris on Fifth Avenue.

Mr. and Mrs. A. P. Jamieson and family have opened their cottage for the season.

Mr. and Mrs. Hollingsworth and family are spending their holidays on Seventh Avenue.

Mr. and Mrs. G. Lewis are spending their holidays at the Beach.

Mr. and Mrs. J. D. McKelvie and family are occupying their cottage on Fifth Avenue.

Mr. and Mrs. A. W. Gibb are renting a cottage on Fifth Avenue for six weeks.

Mr. and Mrs. W. Gray are occupying their new cottage on Third Avenue.

Mr. M. H. Binecman and family are occupying Thos. Potter's cottage on Third Avenue for the month of July.

Mr. Angus Melan, Manager Bank of Montreal at Morley and Osborne, and daughter, Mildred, spent Sunday at Newton Lodge, Fourth Avenue.

Mr. and Mrs. D. A. Girvin are occupying Mr. Chris Adamson's cottage on Sunset, North View, for the summer. Mr. Girvin is the well-known contractor, a member of the firm of John Girvin and Son.

Mr. J. H. Simmons, contractor, was down looking over his new cottage Sunday. It is located on Sunset, at the intersection of Arthur Road, Lloyd Simmons, his son, who has almost recovered his health, is occupying the family's cottage until the completion of the new one, which is expected to be to-day, when Mrs. Simmons will join him.

Mr. and Mrs. George Lewis and daughter, Gwen, are spending a holiday at the Beach. They had as their guests over the week-end Mr. and Mrs. A. Burns and Mr. and Mrs. R. D. Forrester.

Dr. and Mrs. W. G. Campbell have opened their summer home at the Beach.

Mrs. George Craig and little daughter, also Miss Grae Pierpoint, are the guests of the Misses Marguerite and Beatrice England at their summer home at this Beach.

Mr. and Mrs. Shirley Brooks announce the engagement of their younger daughter, Phyllis, to Mr. Herbert Ritchie. The wedding will take place at the end of August. The family have long been cottage-owners at Victoria Beach.

Mr. and Mrs. Ernest Scott and Master Jack Scott have returned to the City after spending a week with Mrs. W. H. Quinn, First Avenue.

Mr. and Mrs. R. M. FitzSimons and daughters have opened their cottage, "Maenshla," on Fourth Avenue for the season.

Mrs. R. G. McInnis came down Sunday last to visit Mrs. H. Quinn.

Miss St. John has opened her cottage, "Norvic," having as her guests Mr. and Mrs. C. C. Fairbairn and daughters, Barbara and Margaret.

Mr. and Mrs. Herb Jackson are occupying Mr. H. Benson Guest's cottage on Sunset, North Avenue. Mr. Jackson is a member of the firm of G. N. Jackson and Son.

Mr. and Mrs. Spencer C. Guest and family are down for the season, occupying their new cottage on Sunset, with their family. They have as their guest Miss Helen Douglas, of North Dakota.

Marlow Kennedy, son of Mrs. C. W. N. Kennedy, has made a splendid success in the Royal Air Service, being now one of their best known pilots. He has been stationed at Dryden all this summer, doing photographic work.

Mr. C. Laurence Kennedy, son of Mrs. C. W. N. Kennedy, stationer of the Winnipeg Herald, has been elected president of the Victoria Beach Campion.

Mr. and Mrs. J. H. Brennan, and their family are down again for the season, this being their fourth year at the Beach. Mr. Brennan is connected with the "Free Press" business staff.

PINEHURST INN VICTORIA BEACH

The Inn is under new management. Rooms clean, airy and comfortable; every one re-furnished. Home cooking. Come to the beauty-spot of Manitoba. Enjoy your vacation where you may golf, swim and fish. For Rates and Accommodation, phone, wire or write

Mrs. H. L. CUNNINGHAM
VICTORIA BEACH — MANITOBA

THOM'S BAKERY

VICTORIA BEACH — MANITOBA
BREAD — CAKES — PASTRY
EAT MORE OF THEM AND BE STRONG

OSCAR PAULSON

GENERAL CONTRACTOR AND BUILDER
VICTORIA BEACH — MANITOBA

JAMES KILPATRICK BUTCHER

VICTORIA BEACH — MANITOBA
QUALITY MEATS — UNRIVALLED SERVICE

MEET ME AT THE MOONLIGHT INN

Close to station, Victoria Beach
Newly built, two stories. Centre for Refreshments, Light Lunches, Ice Cream and all

Soft Drinks, Fruit and Candies
Courteous staff in attendance.
Beautifully furnished for convenience of patrons, with mezzanine floor looking over Lake.

R. A. ROBINSON, Proprietor

VISIT ELK ISLAND

A visit to Elk Island will repay the time and the exertion needed for the journey.

Those who have no boat or canoe may wade across the narrow part, up towards the fisherman's lodge, which may be found by taking the woodland path along the north shore past the pump-house about one mile.

Carrying their clothes on their backs, the children and young people make it their pleasure to cross in their bathing suits, carrying their lunch also on their shoulders.

The water is never higher than below the shoulders, and there are no holes into which one inadvertently may step.

This passage may have been dry land at one time, but the earliest accounts of the explorers speak of "two islands" to the north of the mainland at Traverse Bay. Water did separate Victoria Island from the mainland, although in 1870, when the Wolsley expedition came down the Winnipeg River to Winnipeg via the lake and the Red River, they had to go around by Elk Island, owing to the shallowness of water between Elk and Victoria Islands, and it was a hard pull, many of them have stated to interviewers in Winnipeg, against the wind.

Elk Island may be walked in safety its entire length by

youngsters, but it is well to have an elder accompany a party, as there is judgment to be used at times, which sometimes the young have not.

There are some very high points on Elk Island, one in particular from which the mouth of the Winnipeg River may be plainly seen.

There is also a good blueberry picking to be found, and the crop over there is only "scratched" by the visitors each season, much fine fruit going to waste.

STOCK IN THE COMPANY

Mr. Frank E. Sprague, manager of the Victoria Beach Company, intends to devote more attention to the stock-selling campaign than he has previously found the time, as the office staff of the Company is now well manned.

Cottage owners would do well to connect themselves with the Company by buying some of the shares, so that from year to year they may have a greater share in the Company's direction.

With the revenue from the stores, the golf course, Pinehurst Inn, the unsold lots and the cottages rented from year to year, there should be good dividends coming to investors.

Property for Sale

We have two or three particularly well-built, nicely furnished cottages, in good locations, for sale at attractive prices. One of these is a log building on lake front, fireplace, five bedrooms, wide glassed in porch, situated on nicely treed lot, \$3500.00.

We also have a good lake front lot, \$800.00, and two lots on 3rd Avenue, 75 feet x 110 feet, at \$400.00 each.

All above prices are subject to discount for cash, or can be purchased on easy terms.

Each year we welcome back again, as tenants, some of our clients who, for two or three years or longer, have rented either for the season or a month. To these friends particularly I would suggest that there is a good opportunity this year to procure a desirable cottage or lot and add the thrill of ownership to the pleasure of your sojourn at the Beach.

THE VICTORIA BEACH COMPANY LIMITED

"We are in business for YOUR health."

ALBION PRESS 64 MAIN STREET