

# THE VICTORIA BEACH HERALD

A Community News Service for Manitoba's Most Popular Beach

VOL. I.

VICTORIA BEACH, MAN., JUNE 14th, 1930

No. 1

## Welcome to Tired City Dwellers

**W**ITH the arrival of the early summer days, Victoria Beach becomes a part of that alluring atmosphere which beckons the tired and weary city dweller to the shores of Manitoba's great inland lake.

At Victoria Beach these shores have as a background the most beautiful verdure to be found in all Manitoba; avenues running through high, closely set foliage, which reminds one of the lanes of England. These invite the visitor to enter into a restful repose. Miles and miles of beautiful walks through these leaf-shrouded avenues, free from the barking of the modern automobile, give the Victoria Beach resident an added zest for the great outdoors, away from smoking chimney pots and the dust of the city streets, and the suffocating air of the modern, well-travelled highway.

One cannot conceive any part of the world where Nature has done so much to provide a wealth of health and happiness to a people who have to spend so many months of the year within the home, where the closed window and the shut door prevent freedom of outdoor life, demanded so much in the present day.

To the little ones, to the children of our cities, Victoria Beach makes an especial appeal. Its many wide beaches are a playground of sand that has been the admiration of many who have dwelt at other summer resorts. The sand is cool, white as the lily, and its depth is not interfered with by pebbles or stones. One has only to visit Victoria Beach in the summer days to realize by the shouts of merriment and the gleeful calls of the children to know that here they find the height of joy in this jewel set so charmingly on Lake Winnipeg's eastern shore.

One cannot say too many complimentary words at the contributing cause which has made Victoria Beach such a welcome spot. The management and conduct of affairs were outlined years ago by men of vision. To the present year there has been no deviation from the policy so ably framed by Mr. Charles W. N. Kennedy, who was the first citizen of Winnipeg to dream and feel a confidence in the glorious future of Victoria Beach.

When in its wildest state, some 25 to 30 years ago, Mr. Kennedy, with his family and a few friends braved the water trip from the mouth of the Red River each summer, and camped at Victoria Beach

Indications are for a large crop of small wild fruits this season, although the frost nipped the cherries and wild plums, it is feared.

\* \* \*

This is a Dominion election year—a good time to bring pressure to bear on the Marine Department.

\* \* \*

The opening night of the Club-house will be June 23, when the orchestra will be on hand.

\* \* \*

The Winnipeg Press Club will hold their annual summer outing at Victoria Beach June 21.



Hundreds have already patronized our golf course this season, and the desire to play the fairways has never been so keen. Water is needed on the greens as the season has been unusually hot and the sub-soil moisture was not very deep.

\* \* \*

Four new cottages have been erected on Sunset since the close of last season.

\* \* \*

The railway committee is making arrangements to have a special train leave the Beach at 10 o'clock in the morning of Election day, July 23, to take voters into the City, principally to accommodate the ladies.

for the warm months of the year. Mr. Kennedy pushed forward his plan from year to year to make Victoria Beach a great cottage resort for the people of Winnipeg. He secured a railway line running to Victoria Beach in the early days of the Great War, when there was much difficulty in financing any new project; but his strong personality and determined attitude won the day.

Mr. Kennedy then inaugurated the policy in regard to merchandising, the class of cottages which should be given a permit to build, the best kind of stopping place that should be provided for those who desired that kind of accommodation and the matter of public picnics and amusements. Mr. Kennedy put the ban on the public picnic, on the rooming-house class of building, and on the louder and coarser features of amusement so common at many beaches.

This was to be a cottage beach, in spite of all inducements to commercialize the locality. He purchased all the adjoining properties, so that no other individual or company could upset his plans. He decided early that, even if the wide area was filled with difficulties in the matter of purchase, it was a necessary part of his programme and through long years of distress following the opening of the Great War, he grappled with the problem and was successful.

The cottage-owner and the property-holder have much to thank Mr. Kennedy and his associates for the manner in which they have maintained inviolate this highly conceived policy.

Before Mr. Kennedy died he handed over to Mr.

## Crescent Ice Cream

is a Health Food

It Should Be a Part  
of  
Your Daily Menu

W. E. Macara the conduct of affairs in co-operation with Mr. Frank E. Sprague, and since Mr. Macara's death, Mr. Sprague has rigidly adhered to the principles which have guided his predecessors.

Residents of Winnipeg, looking for the ideal spot to spend the summer with their families, will find Victoria Beach living up to all requirements.

They will find a community at Victoria Beach, friendly and helpful, a wide area where the noise and bustle of the ordinary summer beach is absent, and where joy is unconfined and the delights of a Manitoba summer is not marred by objectionable intruders.

At Victoria Beach children and "grown-ups" find refreshment to body and mind and return to the city reinvigorated to meet the demands of the winter.

The Canadian National Railways have given to Victoria Beach an excellent service. From year to year there have been improvements. Each season sees an advance, and the company has also had the satisfaction of finding each year larger receipts over the previous year, from passenger, freight and express, an indication that Victoria Beach is not standing still but is moving forward in appreciation of the sympathetic interest the railway is taking in the welfare of the Beach and its people.

### The "Herald" Makes Its Bow

The "Herald" makes its bow this week to residents of Victoria Beach, and to many thousands who are outside of the beach, but who are warm and solicitous friends of Victoria Beach.

The "Herald" will be one hundred per cent. behind the many progressive movements which are keeping Victoria Beach well to the forefront as the one beach in all this section of Western Canada which has attracted attention to itself because of its unsurpassed natural beauty and the sterling quality of its people.

The Municipal Council, the Community Club, the Victoria Beach Company, the Church committee, the merchants and all others in business here, including the Canadian National Railways will find in the "Herald" a means to help them in all their enterprises, the goal of which is the betterment of the community.

Free and untrammelled as to its editorial views, these links that bind Victoria Beach will find a warm supporter in the "Herald."

This should be a real community paper. Those who are living the glorious summer at this resort should help the news columns of the paper, by sending in names of visitors to the Beach, the social affairs that make days and nights so interesting, and should keep the "Herald" informed of what they think should be done to add to the fine character this beach possesses. The storekeepers will receive these news notes willingly.

So can Victoria Beach, day by day, be made better and better, a place of beautiful and pleasant memories.

#### ANNUAL MEETING OF VICTORIA BEACH CLUB

Ever alert to prepare for the season at Victoria Beach, the Club members gathered at the Marlborough Hotel the evening of May 27 to receive reports and to elect an executive for the year.

Members expressed themselves openly and freely; discussions were in the friendliest of tone, and great good was accomplished before adjournment at 11 o'clock.

The condition of the wells on Arbor Day, and even on May 24 (Empire Day), were criticized quite severely by a number who were down on these days. Some of the cottagers had to walk long distances before they were able to secure water. But all these early deficiencies were rectified before the end of May, and there have been no complaints since.

Prof. R. K. McClung, the president, was in the chair, and Miss Muriel Pratt acted as secretary.

After annual reports of the president, the secretary, the treasurer and the railway committee were read and approved, the meeting, after some discussion, decided to re-elect last year's officers and executive unanimously.

The list is as follows—Honorary president, Dr. Ross Mitchell; president, Prof. R. K. McClung; first vice-president, John J. Conklin; second vice-president, G. S. Brooks; secretary, Miss M. E. Pratt; treasurer, W. P. Withrow; executive, for one year, Harvey Kavaner, Robert Crawford, Mrs. M. E. Rooke, Mrs. Ross Mitchell, C. H. Ball, Dr. F. Sedlak, William Gray; for two years, Jack Withrow, Aidan H. Conklyn, J. A. Walker, Angus More, Miss McWhirter, C. Rice-Jones and Miss Durnham; auditors, Dan Sprague and Cecil Pratt.

A greater expansion of the athletic activities of the club was decided on as part of the year's programme. Badminton, basketball, a golf tournament and tennis will be among the featured sports. Weekly entertainments outside of the Saturday night dance will be promoted and arrangements will be made to keep the club house open during the week nights, was approved. Musical entertainments, bridge and community gatherings were suggested.

A strong committee will also wait on the Canadian National railways to discuss further improvements to the service. The treasurer reported a balance of \$45 in the bank to the credit of the club.

Jack Withrow's orchestra was re-engaged for the season. The opening night at the Club-house this season will be Saturday, June 28.

#### MOSQUITO CAMPAIGN A SUCCESS

The mosquito campaign, as carried on by the Municipality, has been very effective, everyone will state who has been down this summer. It is one of the few years that gardens have been seeded without gardeners having to quit owing to the attacks of the mosquito. Victoria Beach stands out as the one municipality outside of Winnipeg which has made war on the mosquito by the most approved scientific and practical methods, and the taxpayers' money has been well spent in the opinion of early visitors to the Beach.

#### MAIL THE "HERALD" TO YOUR FRIENDS

The "Herald" will be sent to any address through the mails if 50 cents is forwarded to The Albion Press, business managers, 248 Main Street, the entire season's ten copies.

**THOM'S BAKERY**  
VICTORIA BEACH - - - MANITOBA  
**BREAD CAKES PASTRY**  
OUR GOODS ARE UNSURPASSED IN QUALITY

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GROCERIES, CONFECTIONERY  
AND GENERAL MERCHANDISE  
11 years of Service to Victoria Beach residents

QUALITY AND MODERATE PRICES

Latest fashions in Bathing Supplies  
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**JAMES KILPATRICK**  
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QUALITY MEATS UNHVALLED SERVICE

MEET ME AT  
**THE MOONLIGHT INN**

Close to Station, Victoria Beach  
Beautiful two-storey building. Centre for  
**Refreshments, Light Lunches, Ice Cream**  
and all

**Soft Drinks, Fruit and Candies**

Courteous staff in attendance  
Comfortably furnished for convenience of patrons,  
with mezzanine floor overlooking Lake.

R. A. ROBINSON, Proprietor

Kindly support the advertisers in this paper, who make it possible to issue it each week.

### THE VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 14th 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, 414 Main Street, Winnipeg. All advertisements to be sent to the BUSINESS MANAGER, ALISON PHIPPS, 414 Main Street, Winnipeg.

### Mosquito War at Victoria Beach

Jack Tully, in charge of the mosquito campaign in Winnipeg has furnished the "Herald" with the following descriptive and instructive article on the campaign as carried on with splendid success at Victoria Beach:

During the last two years the Council of Victoria Beach have seen fit to carry on mosquito control in their vicinity, in order that the people who spend their summer there may enjoy the short summer holidays to the fullest extent.

The task of preventing the emergence of mosquitoes has been entrusted to the Winnipeg campaign management. We, in our turn, have endeavoured to give as much help as possible to the residents of Victoria Beach. The manner in which this work has been done, and the conditions directly affecting the success or failure of such a project, are necessarily somewhat of a mystery to most people.

Mosquitoes progress to maturity through four stages—eggs, larvae, pupae and adults. Eggs are laid in the marshy places by the adults late in the summer and early in the fall. These lie dormant during the winter. In the spring, when the water from snow and rains cover them, the eggs hatch and larvae emerge. The larvae grow rapidly, progressing through four instars or stages, each instar being marked by a shedding of the skin, much after the manner of a frog. After the fourth instar the larvae gradually changes to a pupa, in which condition it does not eat. This stage corresponds to the cocoon of a butterfly. After a few days, the pupa shell cracks and the adult emerges. A day's rest follows, in which the mosquito does not bite. They then mate and go in search of food, preferably the blood of warm-blooded animals.

When a mosquito has enjoyed a meal of blood, she flies away and rests for about a month digesting it. She then lays her eggs. A blood-fed mosquito will lay as many as four hundred eggs, while one that is not so fed will lay

To enjoy Best Special Dishes, cooked by Experienced Chefs.

PATRONISE

### FRANK'S CAFE

DONALD STREET Opp. CAPITOL THEATRE  
Open All Night

about forty eggs. The adult mosquito lives as long as two and one-half months.

When the mosquitoes are in the larva and pupa stages they breathe by means of air tubes which project to the surface of the water.

If a film of toxic oil is spread over the surface of the water, when the larva comes in contact with the oil it is destroyed. So, to kill the mosquitoes, all breeding places must be covered with oil.

At Victoria Beach the breeding places are in the muskeg, between the Ateah farm and the camp-site, and in the hay swamp between the Railway and Albert Beach, and in the north lagoon.

Since mosquitoes will readily fly two miles or more, it is evident that every hatching place within two miles of the town must be thoroughly controlled.

We have done this by sending one man to the Beach about May 20 to locate all the water and roads into it, and to oil all the small places. More men were then sent with equipment, loaned by the Winnipeg campaign, to spread the specially prepared mosquito oil over the main body of breeding places.

The field work, for the latter part of last season and all of this season, has been in the capable hands of Carl Collins. Mr. Collins made a name for himself in Winnipeg by his management of one of our larger districts. The results of his work at the Beach are now evident.

The extent of mosquito control obtainable is entirely dependable on the amount of money available. Ninety per cent. of the mosquitoes can be controlled rather easily, but it costs almost as much to control the latter ten per cent. as it does to control the first 90 per cent.

In Victoria Beach we have been content with the first proportion. That is, we have oiled the whole area once and checked the work; but there may be some small patches here and there that have been missed. The effects of these will, however, be only locally evident.

South of Victoria Beach there is a marshy piece of land around Hillside Beach. Millions of pests breed in this marsh. Some of these will drift across the Bay to Victoria Beach, and will be noticeable on the tennis courts and the pier; at best, they will be light. The presence of mosquitoes around the town-site may be traced to artificial receptacles close at hand.

#### Treatment of tank water

In the town the only troublesome source of mosquitoes is rainwater tanks, and tin cans in the bush. If the residents of the Beach would put a few teaspoons of gasoline on the tanks, they will find that it will kill the larvae, and there will be no trace of oil the next morning. Of course, if a good cover is provided for the tank, no further precaution is necessary.

The success of mosquito control, in a community such as Victoria Beach, is almost entirely dependent upon the co-operation of the residents. If the people will take precautions against leaving receptacles full of water standing about uncovered and untreated, and will report the presence of such to Mr. Collins, they will help a great deal in effecting satisfactory control. It should be borne in mind, however, that in a year of such heavy mosquito concentration as this year, there is going to be a certain amount of invasion from outside. In spite of this, we believe that Victoria Beach will be freer of the pest than any other summer resort in the West.

### Beach Notes

Mr. and Mrs. Shirley Brooks, the former the second vice-president of the Club, have been spending week-ends at their cottage since the season opened.

Mayor Ralph Webb of Winnipeg is out as Conservative candidate for Springfield, within which constituency Victoria Beach is located.

Steve Bouthillier is working hard to get the course in condition for good play when the rush starts in about the last week in June. However, those who have played state the course is good and the sport is enjoyable. Hundreds of loads of earth have been placed on the fairways since last fall, and no expense has been spared to make this nine-hole course enjoyable.

J. A. Fraser, a well-known contractor, has built a fine home on Sunset Boulevard, near the station. Oscar Paulson did the work.

Mr. and Mrs. Frank E. Sprague celebrated the 25th anniversary of their wedding shortly after the close of the 1925 season.

Mr. T. E. Williams came down early with half a carload of plants with which to beautify his garden on King this year.

Murray Borrowman will again be in charge of the distribution of the Free Press at Victoria Beach this summer.

Mr. and Mrs. A. L. Crossin have taken Mrs. Harry Cunningham's cottage for the month of July.

Since last season one of Victoria Beach's most popular cottage owners, Mr. Leroy Borrowman, has been elected an alderman for Ward 1, Winnipeg.

Campbell Monkman, one of the drivers for Johnny Anderson during the summer months, and whose lengthy form and obliging manner is known to hundreds of residents, met with serious injuries a few weeks ago, when his team of horses ran away, and he is still confined to his home near Scaterbury.

Mr. Charles Hall is already engaged arranging for a supply of ministers for the Sunday services in the Club-house. Anyone who knows of clergymen coming down for the season should communicate with Mr. Hall.

#### VALUE OF FIRE BRIGADE

A frame cottage, located at 222 Seventh Avenue, was destroyed by fire at midnight Sunday, June 8. It was owned by Miss Lydia Morehouse, and at the time was unoccupied. The efficient work of the Beach fire department with the municipal engine and fire apparatus, and plentiful supply of water from the municipal system, saved adjoining structures from the flames, and kept the fire from spreading to the fine timber.

The handling of this fire and its checking shows the wisdom and foresight in putting in a fire control system.

### A. LARSON

CONTRACTOR AND BUILDER

ESTIMATES CHEERFULLY SUPPLIED

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**Electrical Supplies**

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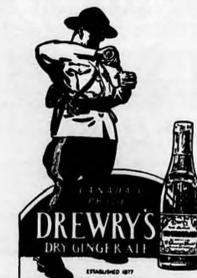
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**PINEHURST INN**  
VICTORIA BEACH

Mrs. Cunningham will again manage this popular inn, and has this year added a beautiful new building, with 12 single rooms.

Accommodation is clean, airy and comfortable; every room well furnished. Home cooking.

Come to the beauty spot of Manitoba. Enjoy your vacation where you may golf, swim, or fish.

For rates or accommodation, phone, wire or write

**Mrs. H. L. CUNNINGHAM**  
VICTORIA BEACH - MANITOBA

**OSCAR PAULSON**  
GENERAL CONTRACTOR AND BUILDER

VICTORIA BEACH - MANITOBA

**G. B. BARAGER**  
GENERAL STORE

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

After 7 years of experience and careful study at this beach we feel that we can cater to your needs properly.

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.

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VICTORIA BEACH - MANITOBA

**ANDERSON TRANSFER**  
WOOD - ICE

VICTORIA BEACH - MANITOBA

Kindly support the advertisers in this paper, who make it possible to issue it each week.

**The Beach Merchants**

**MR. AND MRS. JOHN FALLS**

The pioneer merchants of Victoria Beach, Mr. and Mrs. John Falls, were ready Arbor Day to receive their hosts of friends. They reported the winter as most lively. Fishing and other enterprises were carried on throughout the cold months close to the beach, and their store, which is an all-year-round place of business, was well patronized.

The summer store is filled with everything required at a summer resort. Souvenirs, up-to-date bathing and fishing necessities, besides a good stock of groceries on hand. The soda fountain and soft drink department are always popular at the J. H. Falls store.

**MR. AND MRS. CHARLES THOM**

It was good to see Mr. and Mrs. Charles Thom down again, and their host of friends gave them a most cordial and hearty welcome, Empire Day. Already progressive and thoughtful when the bread, cake and pastry wants of the cottagers are considered, patrons will find the Bake Shop more inviting than ever this year, filled with the daintiest and most wholesome products from the oven.

Mr. Thom, who has been in good health all winter, looks with Mrs. Thom in the pink of condition. Mr. Thom is only waiting for the arrival of his friend, James Kilpatrick to fill his cup of happiness.

**MR. AND MRS. BARAGER**

Mr. and Mrs. Barager are again presiding over their well-stocked store with a band of capable assistants.

Mr. Barager has been active all winter, and has not forgotten the many wants and desires of his Beach customers. A visit to the Barager store is a worth-while trip, and what is not seen and is required will be furnished if mention is made of the fact to one of the staff. The post office will be, as usual, located in this store.

**JOHN ANDERSON**

John Anderson, who transports the baggage and freight to all parts of the Beach, and also delivers the ice, is prepared to give even better service this year than before. Added equipment, an increased staff and many courtesies will be found at the Anderson office located at the station platform.

John Anderson deserves to prosper, as he is the essence of service, no matter how late or how early demands may be made of him.

**JAMES KILPATRICK**

James Kilpatrick, the meat merchant, arrived on time for the opening of the season. Quality meats provided at this store have given Victoria Beach an enviable name. Many people who have patronized this store state that nowhere in Winnipeg can as fine a stock be found. That is because Mr. Kilpatrick knows his business, has had many years' experience, and at a glance can tell as a customer enters, just the kind of meat he or she wants. It's an uncanny possession, but Mr. Kilpatrick has it.

Mr. Kilpatrick is sure to enjoy a very large patronage this season.

**MOONLIGHT INN**

Having had a wonderful 1923 summer owing to the large amount of business transacted in their cozy and spacious premises, Moonlight Inn is again ready to meet the situation this year. Mr. Robinson having added more conveniences for the comfort and edification of patrons.

Moonlight Inn is an enterprise any beach in the country would be glad to possess, and the vision and foresight of the owners again deserve liberal patronage.

**PINEHURST INN**

Mrs. Harry Cunningham came to the Beach early this season to see that Pinehurst Inn, of which she is the proprietress, should not be found wanting when the busy days begin. The new building added to the Inn by the Company, and which has been taken over by Mrs. Cunningham, gives her 12 more single rooms, a feature that was last season lacking. This season, Mrs. Cunningham will again be assisted by her daughter, Mrs. Vivian Haiz, of Vancouver, B.C., whose management is always appreciated by guests.

Mrs. Cunningham invites the cottagers to visit the Inn, and see for themselves the many improvements she has made since last season.

**CRESCENT CREAMERY**

Along with the ice deliveries comes the Crescent Creamery with the milk delivery wagons. The service started this week, and there was a steady run of cottagers to the door to receive the first of the deliveries. As a rule, the delivery is made long before the cottager has arisen, and at the door each morning is found the rich lactical fluid in all classes. The Crescent never fails the cottage resident, rain or shine, and the deliveries come in rapid order from the factory in Winnipeg. The order, no matter how large, can always be filled.

**VICTORIA BEACH COMPANY**

The busiest spot on the Beach at this time of the year is naturally the office of the Victoria Beach Company, where the manager, Mr. Frank E. Sprague, and his assistant, Miss Straith, are attending to the wants of scores of renters and buyers. Reports to date are well up to last season, which was Victoria Beach's banner year. Addresses should be left at the office, so that all cottage owners or tenants can be easily reached in case of an urgent call.

Reg. Moyer has been in charge of the Company's lumber yard since the end of March, and reports the season as a lively one.

**VICTORIA BEACH**  
**GRAND BEACH**  
**TRAIN SERVICE**

No. 41	No. 42	No. 43	No. 44	No. 45	Special	No. 46	No. 47	No. 48	No. 49	No. 50	No. 51	No. 52
Fri.	Daily	Daily	Daily	Daily	Sunday	Daily						
7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30
1:30	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30	7:00	7:30
7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30

STATIONS: Winnipeg, West Transcona, Grand Beach, Selkirk, Minto Beach, Victoria Beach.

No. 41 stops on Bay at all stations Saturdays only and Roseberry Mondays. Trains Nos. 39, 40, 42, 43, 45 stop at West Transcona for passengers to and from Beaches only, and at Selkirk, Minto Beach and Albert for passengers to or from Winnipeg only. Mixed Trains No. Winnipeg 10:25 a.m. Mon., Wed., Fri., to the Beaches. Returns Tues., Thurs. only.

**GOLF at VICTORIA BEACH**  
where mosquito control assures a splendid game.

**PINEHURST INN**  
To Stop at.

**CANADIAN NATIONAL**

## Your Summer Holiday

Should Be Spent At

### VICTORIA BEACH

Where your children can play on miles of sandy beaches, away from automobile traffic, where you can walk for miles through forest groves, play golf on a sporty course, or enjoy yourself in the evenings in the Community Club, all in the company of congenial and worth-while friends. Victoria Beach is the only resort where mosquito control can be successfully attempted, and for three years this work has been done under the direct supervision of Mr. Jack Tully, who is also in charge of the Winnipeg Campaign.

You can buy a beautifully treed lot, 75x140, for as low as \$100. Building restrictions, which prohibit stores or boarding-houses in the residential section, are your guarantee that the standard of the district will not be lowered.



Cottages are for rent in various sections of the Townsite.

For those who wish to avoid housekeeping, Pinchurst Inn, with 40 rooms of the bungalow type, is the place to stay.

Cottages can also be purchased at attractive prices on reasonable terms.

When you want information about Victoria Beach, 'phone to us either day or evening.

## THE VICTORIA BEACH COMPANY LIMITED

Owners and Managers of Townsite

317 PORTAGE AVE.

'Phone: 21 029, or office at the Beach.

We are in business for YOUR health.