



COZY CORNER FLOWER BOWER

A front view of the flower garden, in bloom, of Mr. and Mrs. T. E. Williams, 402 Fifth Avenue, Victoria Beach.

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. 1

VICTORIA BEACH, MAN., JUNE 28th, 1930

No. 3

What This Beach Offers to Visitors

FO the many hundreds who this week are making Victoria Beach their summer home for the 1930 season, there will be accorded an intimate and friendly welcome the equal of which cannot be found at any other beach in the country.

Nature in all her western glory, in a magnificence that holds away and commands awe, extends to the city and town dweller at this resort an offer of repose, comfort and the road to renewed and permanent health.

Besides its many beaches, in its cooling and refreshing waters, through the long stretches of woodland, and down its wide avenues, there is offered a complete change that only long miles of travel and distant climes can offer in its place.

The summer resident at Victoria Beach will find the Company's efficient staff at their command at all times housed in the centrally located office. They will find merchants courteous and obliging, whose merchandise shows little advance in city prices, even if the competition of the chain stores and the department emporiums have brought down the cost of living in Winnipeg to the lowest basis, unheard of in recent years.

Summer visitors will find one of the most up-to-date restaurants to be found at any resort in Canada; an Inn where guests are made to feel all the comforts of home, and where the breezes off the lake, and the sunshine of outdoors are at their command in alluring vistas and a wealth of light.

Transportation is provided from the station to

homes by a modern service, with a conveniently located office at the depot.

A bake shop, operated on a large scale, provides daily fresh batches of many varieties of bread and the daintiest of pastry.

The Community Club has arranged a weekly dance and other relaxations out-of-doors to members.

The Town Council is open to receive any suggestions for improvements to the service they have been elected to provide, and any word left at the Company's office will be attended to promptly.

The Church services each Sunday morning in the clubhouse is always largely attended, and is an indication that the work of the committee in charge is appreciated.

Milk is brought to the doors of the cottagers each day, and ice deliveries are also made regularly each morning.

But all of these, necessary public services though they be, are merely in addition to the natural advantages with which Victoria Beach is doubly blessed. Freedom from the touring auto makes the roads and the avenues safe for even the youngest, and makes hiking along the verdure-clothed walks easy and enjoyable.

"Service" is the slogan that has been adopted by all the many organizations which govern the various activities of this large and popular resort, and harmony and friendliness are features of every-day life.

Newspaper Writers Visit the Beach

The Winnipeg Press Club, 55 members, all stag, had one of the most enjoyable outings in the annals of the Club's history, when they spent the afternoon and evening at Victoria Beach last Saturday. They were guests of the Canadian National Railways going and coming, the company providing a standard sleeping car and a dining car for the excursion, and served lunch on the way down and on the return trip. The Royal Air Force had provided a seaplane for the members to take trips in the air, and it was patronized for three hours. Dinner was served at Pinehurst Inn, the members being the guests of the Victoria Beach Company, and it was voted to be one of the best ever. A fish dinner is a rare treat, especially when it is fresh from the lake. Mrs. H. C. Cunningham, the proprietress of the Inn, and her daughter, Mrs. Vivian Half, with a capable staff, attended to the many wants of the guests in a highly capable and courteous manner.

Flight Lieut. K. M. Guthrie was given an ovation when he appeared at the dinner. A golf tournament was held, and all the Press men stated the fairway and greens were equal to many of the best city courses. Mr. Frank E. Sprague presided at the dinner, and Mr. Frank J. Turner, president of the Club, responded on behalf of the guests. Speeches were also made by Major Moore, C. V. Combe, F. H. Avery, George Leyden, secretary, for the Press Club; Mr. Sprague and Mr. J. J. Conklin replied for the hosts. Particular appreciation was expressed to Charles W. Higgins, of the publicity department of the railways; Charles Worby, superintendent of sleeping and dining cars; and V. H. Dafoe, assistant to Mr. Higgins, for their many courtesies.

Guests expected at Pinehurst this coming week include:—Mr. and Mrs. T. R. Aitken and child, Joan; Mr. B. W. Lawrie and Master Bobby Lawrie; Mrs. A. E. Anderson and child, of Medicine Hat, Alta.; Mr. Howard Wolfe; Mrs. Gardner and son.

Crescent Ice Cream

is a Health Food

It Should Be a Part
of
Your Daily Menu

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The Secret of Three Score Years and Twelve

Optimism and a good digestion were named by Rev. Canon E. A. W. Gill, Professor of English History, St. John's College, Winnipeg, as the secret of his ability to do a full day's work at the age of three score years and twelve. Canon Gill is a pioneer resident and cottage owner at Victoria Beach.

Canon Gill celebrated his seventy-second birthday, one day last winter. In his capacity of Professor he still works through the regulation day with the younger members of the faculty.

Canon Gill said, shortly after his arrival at Victoria Beach early this summer, that the years sit lightly on the possessor of a naturally cheerful disposition.

"I have not even thought of retiring," he said. In addition to his professorship the Canon is a member



CANON GILL

Who will open the Church Service for the season at the Clubhouse, Sunday mornings.

of the University Council, examiner in History and English at the University, and senior Canon of St. John's Cathedral. He has been in the service of St. John's College for twenty years and a member of the University Council for 10.

Born in the village of Scraftoft, Leicestershire, where his grandfather was vicar for fifty-three years, Canon Gill attended Loughborough Grammar School. He matriculated at London University and for five years thereafter held the position of second master of Market Drayton Grammar School, Shropshire.

He was appointed English master in the Danish Government College, St. Thomas, West Indies, in 1882, and two years later he left for Manitoba. In 1889, he graduated from Manitoba University, being bracketed first in first-class honors in modern languages.

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GOLF TOURNAMENT TO-DAY

The Victoria Beach Club has created a new department—the golfing section. It is expected this will go a long way towards making the Club more attractive, both for new and old members. In order to get things started a tournament will be staged on Saturday, June 18, between married and single members of the Club. Those entering are requested to make up their own foursomes, or twosomes, as the case may be. There must be an equal number of married and single persons in each match. Games must be played sometime on Saturday.

Any members who wish to play and are not able to arrange a game should get in touch with Mr. Sprague, who will be at the course 3.30 Saturday afternoon.

The score is for eighteen holes. All cards must be turned in to Mr. Steve Drewe at the golf club-house. Results will be announced at the dance Saturday night.

GOLF COURSE PATRONS

The golf course has been very popular during the entire month of June. The fairways have been well cut and the greens are in excellent shape.

Golf club lockers have been installed in the Club-house, where for a small charge players may keep their outfits under lock and key. Quite a few have already availed themselves of this facility.

The following players were noticed on the course over the last week-end:—A. Montgomery, E. Roberts, M. E. Kirby, J. L. MacDougall, D. Fisher, Lucy Black, E. H. Gibson, Frank Morris, Harold Stephenson, F. W. Bamford, L. Cleve, W. King, W. Walkden, C. Walkden, R. Walkden, F. J. O'Mally, A. V. Thomas, C. B. Pyper, C. V. Combe, J. W. Ward, F. G. Beaton, K. D. Ewart, J. Putter, G. H. Hood, R. W. Wilkinson, Mrs. James Beady, Mr. and Mrs. George Johnson, K. Newcombe, Chas. Newcombe, J. Kelly, H. C. Knox, Miss V. Ackland, Miss M. Ackland, J. Kerr, R. T. Kerr, H. E. England, S. Tait, J. D. Life, J. B. Smith, C. O. Einarson, M. Dixon, Miss Robson, Miss Vines, Miss Melaner, H. Mills, W. Welch, R. Welch, H. Lister, P. Harris, E. Tagg, F. Nethercut, Dan Sprague, Aidan Conklin, F. French, J. A. Wilson, C. Minty, H. M. Millman, Marjorie Millman, Eleanor Bridgman, Norman Alexander, A. P. Jamieson, A. G. Lister, H. L. Tomkins, Leo Johnson, Sinclair Lewis, J. K. Shook, Marguerite Shook, Mrs. Coombes, Miss A. Gill, Mr. and Mrs. Drennan, Ian Drennan, Colin Drennan, John Gibson, Howard Gibson, H. H. Miles, Mrs. J. H. Bradley, Mrs. Leo Johnson, J. Allan, J. Panero, W. Milne, J. Weatherhead, Miss Dickson, Miss Innes, Miss Corbett.

CIVIC MEETING CALLED

A meeting of the Victoria Beach cottagers and ratepayers will be held in the Club-house Saturday evening, July 5, at 7.30 o'clock, under the auspices of the Victoria Beach Club. Mr. F. C. O'Brien, the reeve, will report to the meeting recent actions taken by the municipal council in connection with Victoria Beach improvements and changes, and will explain the course to be followed at the annual municipal nominations and elections.

The Canadian National Railways Golf Club, 140 members, will send a strong representation down to the Beach this summer to compete with a Beach team.

THOM'S BAKERY
VICTORIA BEACH - MANITOBA
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MEET ME AT - THE MOONLIGHT INN

Close to Station, Victoria Beach

Beautiful two-storey building. Centre for

Refreshments, Light Lunches, Ice Cream
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Soft Drinks, Fruit and Candies

Courteous staff in attendance

Comfortably furnished for convenience of patrons,
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E. A. ROBINSON, Proprietor

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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.
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All advertisements to be sent to the BUSINESS MANAGER, ALBION PRESS, 848 Main Street, Winnipeg.

Beach People

Dr. and Mrs. Frank W. Boyd are holidaying at their cottage during the month of July.
Mr. and Mrs. George Eden and their two youngest daughters, Florence and Ethel, will enjoy their holidays at the Beach again this year, during the month of July.
Miss Frances was a week-end guest of Miss MacWhirter and Miss Burnham at their cottage, "M.Y.O.B.," Sixth Avenue.
Mr. C. A. McKenzie, of the car service department, Canadian National Railways, has taken a cottage with his family for the season.
Mr. G. J. Reeve, principal of St. John's Technical High School, with Mrs. Reeve and sons, are occupying the family cottage on Fourth Avenue for the ninth season.
Mr. and Mrs. George Chatwin have been down each week-end.
Miss Peggy Sprague, Miss Jackie Sprague and Miss Verona Conkila were guests at the family cottage of Mr. and Mrs. Frank E. Sprague for the long week-end.
Miss Laura McClarty is spending the week-end at the cottage of Mr. and Mrs. A. L. Webb, Second Avenue.
Don McClarty, a well-known summer visitor, is at present in East Africa, engaged in mining engineering, having graduated from the University of Manitoba this year.
A very enjoyable dance was given by Mrs. Ives at her cottage, Bay View section, Saturday-night, the attendance being large and the fiddling fine for the dances.
Mr. Ted Brown and family have opened their cottage on Seventh Avenue.
Mr. Moody, who has coached many of the Beach's younger fry in the art of fishing, spent last week-end at the Beach.
Mr. Walter Riddler, of the Holiday-Sheppard staff, has been spending all the week-ends since May 24 at his cottage.
Mr. Angus More, a valuable member of the Club executive, and one of the well-known figures of Victoria Beach, has been spending every week-end at the Beach since the season commenced. Mr. More was in an accident some time ago, but has now fully recovered.
Mr. and Mrs. C. Rice-Jones and family occupied their cottage on Fifth Avenue last week-end.
Mr. and Mrs. G. H. Hood have been down every week-end this season.
Mr. Jack Life has opened his summer home on Sixth Avenue, and spent the week-end at the Beach.
Mr. and Mrs. W. Lane have opened their cottage on Sixth Avenue for the season.

Mr. and Mrs. W. McBeth and family spent last Sunday at the Beach.
Armour McKay, Frank Garland, Charles Woodworth and Miss Aileen Garland were guests last week-end of Mrs. Garland, Third Avenue. Mr. Charles Garland and grand daughter were week-end visitors.
Mr. Percy Kellest has sold his cottage, Fifth Avenue and Arthur Road, to Mr. A. M. Barkwell, president of the Barkwell Paper Company, who will occupy it for the season with his family.
Mr. and Mrs. A. L. Webb, Second Avenue, are down for the season.
Major Charles K. Newcombe, commissioner for the Workmen's Compensation Board, has taken Mrs. George Paterson's cottage on Sunset for the season.
Mr. Cyril Head will again occupy Mrs. George A. Elliot's cottage on Sunset for the summer.
Mr. D. A. Girvin, contractor, has purchased Mr. Chris Adanson's cottage on Sunset, and will occupy it this season with his family.
Mr. George Melvor, chief selling agent for the Canadian Wheat Pool, with his family, has leased Mr. P. E. Archer's cottage on Sunset for the season.
Mr. William T. Low, president of Wilby, Low Company, Grain Exchange, who dates his first visit to the Beach way back 15 years ago, is occupying the family cottage on Sunset with his family.
Mr. F. M. Smith, King Edward and Sixth, has been down each week-end since the season opened. He reports his perennials coming along fine, and believes his garden is better than it ever has been for growth and bloom. He has 1,000 Sweet William and hundreds of Soapdragon, healthy and well.
Mr. Fred De C. Davies, government engineer, with Mrs. Davies and daughter, Mrs. McKenzie, have been occupying the family cottage on Sunset since the first regular train service opened.
Miss Gertrude Newton is at present in Europe, pursuing vocal studies, and will not be at the Beach this summer.
Mrs. McGregor Davis has opened her summer home at Victoria Beach for the season, and has as her guests Mrs. John Mitchell and her family, of Brandon.
Mrs. Paterson, widow of Judge George Paterson, was severely burned a few months ago while ironing with an electric iron, and has been confined to the hospital for several weeks. Her improvement is slow but sure.
Mrs. W. M. Chandler and Mr. McGregor Davis, have opened the summer home at Victoria Beach, for the season.
Mrs. W. H. Pratt, one of the pioneers of the Beach, came successfully through a serious operation Wednesday, June 15, and is now convalescing at the Winnipeg General Hospital.
Mr. and Mrs. Edward Anderson have taken Mrs. C. W. N. Kennedy's cottage, Sunset Boulevard, for the season. Mr. Anderson is the president of the Winnipeg Electric Company.
Mr. H. E. Christmas and family will again spend some time at the Beach this summer.
Miss Mamie Paynter is again with us, having taken a cottage on Fifth Avenue for the month of July.
Mr. A. L. Dennison has taken Rod McLeod's cottage on Second Avenue for the season.
Mr. and Mrs. McCaw have again taken up their residence on Sunset Boulevard for the season.

Mr. J. E. Yarnell, Manager of the Sun Life Assurance Co., with his family will occupy "Strathavon" Cottage on Sunset Boulevard for July.
Mrs. N. M. Paterson and family will again spend the month of July at the Beach, occupying a cottage at the corner of Third and Patricia.
Mrs. B. Quinton and Mrs. A. E. Quinton have taken cottages on Second Avenue for the month of July.
Mr. J. Milne is occupying the same cottage as last year for July.
Miss Jessie Mathers is spending the next two weeks in a cottage on Fourth Avenue.
Mr. W. R. Smith and family came to the Beach the middle of June and are going to stay for some time.
Mr. P. H. Hammon, Manager Canadian Bank of Commerce Branch, Dorchester Avenue, will be at the Beach for July, occupying a cottage on Second Avenue.
Mrs. N. C. Jackson and family will spend the next two weeks at a cottage on Fifth Avenue.
Dr. D. A. McFarren will occupy a cottage on Second Avenue for the month of July.
Judge Stacpoole and family will once more be with us, having taken Mr. Wilson's cottage on Fourth Avenue for a month.
Mr. and Mrs. W. A. Cunningham and two children, Miss Viva Dixon and Master Willie Tait, were guests of Miss Strath last week.
Mrs. Gertrude Barker, has been holidaying at Strathavon cottage on Sunset Boulevard for the past two weeks.
Rev. Dr. G. A. Woodside, Minister of St. Stephen's, Broadway, and family will occupy Miss Brigham's cottage on Third Avenue for a month.
Mr. W. M. Patten will occupy a cottage on Third Avenue for the month of July.
Mr. Thos. Hargreaves, assistant general manager of the Hudson's Bay Co., Winnipeg, is making his initial visit to the Beach, occupying the cottage of Mr. Melroe on Third Avenue.
Mr. J. R. Shook, manager of the Imperial Life Assurance Co., and family, will occupy Mrs. T. Curzon Allardice's cottage for the month of July.

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

A. LARSON
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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

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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

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

Mr. R. M. Fisher and family will occupy a cottage on Third Avenue for July.

Mr. and Mrs. Arden W. Trickey will not be down this season, having rented their cottage on Sunset.

Mr. and Mrs. Gordon M. Russell have been occupying a cottage on Fifth Avenue all this month, and will remain until the end of July. Mr. Russell is Canadian National Railways solicitor.

Mr. and Mrs. A. P. Jamieson have been occupying their cottage on Sixth Avenue all this month. Mr. Jamieson is treasurer of the Manitoba Telephone Commission.

Mrs. Russell M. Monck, with her two small sons, spent the week-end at the Beach with Mr. and Mrs. G. C. Lockhart. "Craigmere," Fourth Avenue.

"THE CARDINALS" ARE READY!

The Victoria Beach Club has been fortunate in securing the services of "The Cardinals," the same orchestra as last year. Most of the members of this band have been with us several years, and all have been faithful performers.

Hartley Millman, saxophone; Norman Alexander, piano; John Hempstead, banjo; and Jack Withrow, traps, are the veteran members of the troupe, and Gilbert Hansen, saxophone, had his first season at the Club last year. Jack Withrow is at present on an extended trip into the States, and will be absent from the opening night, but Gordon Irwin will take his place at the drums.

The opening night is to-night, June 28.

CANON GILL TO CONDUCT OPENING SERVICE

Canon Gill, M.A., of St. John's Cathedral, will for the fifth time conduct the opening Sunday Service of the season at Victoria Beach on Sunday, June 29.

There are prospects of several leading Winnipeg preachers being down this summer at the Beach, whose ministrations will be available during the summer.

SERVICE OFFICERS AT THE BEACH

Medical superintendent—Dr. A. L. Cornish.
Postmaster—Mr. G. B. Barager.

Municipal officer—Wilford Mattison.
Municipal police officer—John McKelg.

Transportation officer—John Anderson.
Canadian National Railways constable—Sam Purvis.

Station agent—Percy Costello.
Milk deliveries—Crescent Creamery Company.

Ice deliveries—John Anderson.
Lumber yard—Reg. Moyer.

Mr. G. R. Harmelink, who has been station agent for the past four weeks, has been transferred to Atikokan, Ont., and Percy Costello, who has been agent for the last two seasons, is at present in charge of the office.

Tony Egan, Canadian National Railways comptroller, who was a regular visitor each summer to the Beach, has been transferred to a more responsible position in the company's service in Montreal, and has removed from Winnipeg. A dinner and presentation was made to Mr. Egan Thursday night of this week at the Fort Garry Hotel by officers of the company.

BERRY PICKING

Berry picking must be a pleasantly gypsy life, although no one who has ever picked more than a quart of strawberries makes the mistake of thinking such labor easy. Raspberries and blackberries meet the gatherer half way, but strawberries and tomatoes make him kneel to them. Huckleberries, with accompanying worms and leaves, still fall best into the old-fashioned umbrella. It takes time to stand hour after hour on a high ladder in cherry or apple tree, never bruising the fruit in the picking. It's not light work, but it has the charm of variety. Some of the picker families who have arrived at Victoria Beach intend to remain until the autumn, gathering in the fruit of the district.

In the East farmers like "steady family help" of this sort, and when frost comes the industrious vagabonds return to their scattered and often distant homes with enough money to carry them through the winter.

The Crescent Creamery Company will attend to all the cottagers' wants this season. Their drivers will call at each house for orders.

WAR ON THE DANDELION

Many methods for the eradication of the dandelion from lawns are suggested by the experts of the New York Botanical Gardens. The commonest method is in cutting the roots low down with a knife. It is some comfort to know that if this method is persisted in the plant will eventually be destroyed, provided that all leaves are cut away at the same time. If no leaves are permitted to grow the root part that remains in the ground after the cutting will gradually starve and die out.

The best way, of course, to rid the lawn of dandelions is to grow grass instead. Dandelions find life hard in thick well-nourished grass, in which there is plenty of clover. Experts, indeed, are agreed that heavy seeding with grass and clover is the best of all methods.

The whip-poor-wills have been heard all through recent nights by cottagers.

"THE BEACH HERALD" will be mailed to any address for 50 cents for the ten copies, or 25 cents a month.

THE
Annual Masquerade
will be held in
THE CLUBHOUSE
ON
SATURDAY NIGHT, JULY 26, 1930

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A canvas-covered strip canoe, 16 ft., never used since last painted. Apply L. W. Pratt, Ste. 7 Hecla Apts., Winnipeg. Phone 37 876.

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CHURCH SERVICE

In the Club-house
SUNDAY MORNING, JUNE 29
at 11 o'clock

Canon Gill, St. John's Cathedral, will be the preacher.



Golf at MINAKI

A course—gem-like in its primitive setting of lake and pine offers unsurpassed golf. In crystal waterways teem with fish to delight anglers. With ideal swimming, boating and tennis facilities, one finds the days all too short at Minaki.

The New MINAKI LODGE
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Daily	Saturday	Friday	Su., Tu., Fr.
Mon. 2-4	Special	Special	Mon. 26
8:30 A.M.	1:30 P.M.	1:15 P.M.	1:30 P.M.
8:30 P.M.	STARTS	STARTS	STARTS
	June 27	June 27	June 29

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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, Pinehurst 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.