

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. I.

WINNIPEG, MAN., AUGUST 9th, 1930

No. 9

The Future of the Community Club

As Victoria Beach grows in age there are demands made upon the authorities for privileges and conveniences which cost money, but are worthy of discussion in a most open and sincere way.

No one wants to disturb the pleasant existence down at this beach; but pressure is brought to bear on the Community Club, the Company and the municipality, by those who desire certain expansions of the outdoor life here, which cannot be ignored.

One of the most pressing is a boathouse. Which is the best way to go about securing this splendid addition to the service rendered at this resort?

It is not only the young people who are crying out that something be done, but the heads of families are anxious to see something started to meet the situation.

Many cottagers buy expensive canoes, and have the greatest difficulty in keeping them safe from being damaged. There is no place to keep such valuable water craft at Victoria Beach except along the open shore where inquisitive people are always leaving the boat exposed to the weather after examining the craft, which is a natural desire at a watering place.

Many others, scores, in fact, would purchase canoes, and cruisers and launches if there was some place to keep them safe, where they could be found when needed by the owner.

The Company is going to lay out a little harbor along the bay front, beyond the club-house, by the road leading to Pinehurst Inn, where craft would be safe from the storms. The cost would not be great, but it is all the Company can afford to do.

The larger scheme suggested, and which has already been discussed by the executive members, but not at a regular meeting, is the moving of the club-house.

For one thing, it is very desirable that the activities of the club should not be separated. If a boathouse is built, and a strong organization is formed to manage it and popularize it, and it is located away from the club-house, it will be disastrous to the club. This is feared by those who have the highest interest of the club at heart.

The boat club and the community club must be under the same roof. The Club cannot afford at the

present time to lose the support of such a strong body as a boat and canoe club if it is formed at Victoria Beach. Wherever such an association has been formed it soon comes to the front as one of the leading and influential bodies of the locality. This is seen in Winnipeg, in Kenora, in Toronto, in Vancouver and other places; and it attracts to its membership the very best element in the community.

A gentleman interested in the moving of the club-house to another site has asked one of the prominent members of the club to get figures on the cost of moving the building to a new site. Some, who ought to know, state the cost would be surprisingly low.

The whole subject can be discussed informally, but it will have to go before a general meeting of the club membership, and there are some who declare that if certain members interested in the new plan for the future of the club can get a good meeting of the club members they can "sell" then the idea.

At the present time it is hard to get new members for the club. The inducement to join has not the appeal it once had, and ought to have to-day. The receipts at the club-house are very large Saturday nights, but outside of the tennis platform, which is patronized by members and non-members, there is little that holds out a practical appeal. The good work the club is doing in many directions does not seem to "hit" the community as it ought, and it would be a pity to see the club go down for want of interest on the part of the residents at this beach.

Of course there are many who would not like to see the club-house moved. It is nicely located, and while inconvenient to many, is largely patronized Saturdays and Sundays.

This is said to be the last year that the platform can be used for playing tennis. New courts must be provided. All lakeside resorts provide tennis courts for visitors, and the expense is too heavy at present for the club to undertake with their limited resources. New grounds must be found and laid out, and made permanent.

These matters are worthy of consideration immediately, and "The Herald" presents them to its readers for their most serious digestion and expression of opinion.

THE VICTORIA BEACH HERALD
 Published at Victoria Beach every Saturday throughout the summer season, June 14th to the end of August.
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QUESTIONS NOTED AT MASQUERADE
 Amongst the younger set who attended the annual Beach Masquerade were:—The Misses Joyce Newman, Mable Maclean, Phil Withrow, Margaret Maclean, Margaret Withrow, Aggie Jones, Elaine Powell, Jane Ryan, Margaret Lenny, Kay Jones, Dorothy Sprague, Kay Miller, Jackie Sprague, Mildred Simmons, Kay French, Phil Webb, Bunny Warner, Sybil Lay, Alma Pulson, Dorothy Stephens, Beverly Stone, Barbara Stacpoole, Elma Simons, Elsa Lehmann, Phyllis Wideman, Cynthia Daley, Maria Layton, Bridget Stockley, Nellie Pine, May Alloway, Dorothy Daley, Mary Hemien, Helen Roberts, Jean Daley, Betty Daley, Gladys Little, Effie Slater; Messrs. Dan Sprague, Lisle Harvey, Sid Press, Hugh Stacpoole, Wilb Little, Jack Ivanson, John Kilgour, Johnnie McCormick, Douglas Kilgour, Jack Withrow, Bill Taylor, Jack Scott, Don Willow, Alexander Wander, Junior Seth, Charlie Harvey, Ernie Milman, Harry Harvey, Garry Powell, Jack Stephens, Rice Jones, Lloyd Simmons, John Bert, Stanny Lee, Billie Gee, Barry Orland, Ian Maclean, Terry Rooke and Eric Paise.

Mr. R. A. Robinson has always on hand at Moonlight Inn the very freshest of vegetables and fruits in great variety which, in weather like the present, are always delectable. The tea room and the balcony are also well served for the benefit of patrons.

Crescent Ice Cream
 is a Health Food
 It Should Be a Part of Your Daily Menu

Sports Day Results

MORNING
SWIMMING
 The results of the swimming races for boys and girls at Patricia Beach the morning of Sports Day, Saturday, August 2, follow in order of finish:—
 Girls—4 years and under: 1. Joyce Bull, (only entry).
 5 to 10 years: 1. Betty Newcombe; 2. Doris Simmons; 3. Pamela Knippton.
 11 to 12 years: 1. Beth Wilton; 2. Beth Gibb; 3. Gwen Ashton.
 Boys—4 years and under: 1. Arthur Harvey; 2. Gordon Edgar; 3. Peyton Lynn.
 5 to 10 years: 1. Bill Mahlich; 2. Jack Hale; 3. Jack Hall.
 11 to 12 years: 1. Don Whiteley; 2. Billy Van Alstine; 3. Walter Simmons.

SUN TAN
 Sun Tan winners were:—Boys (5 years and under)—1. Kenneth Staran; 2. Donald McNeill; 3. David Scott.
 Girls (3 years and under)—1. Marjorie Shenton; 2. Joan Reeve; 3. Joan Burkwell.
 Boys (4, 5 and 6 years)—1. Bert Shenton; 2. Alan Peterkin; 3. Bobbie Kilpatrick.
 Girls (4, 5 and 6 years)—1. Marjorie Holt; 2. Isabel Hamon; 3. Marion Atkinson.
 Boys (7, 8 and 9 years)—1. Danny Kurdydk; 2. Peter Reeve; 3. Gordon Tomlinson.
 Girls (7, 8 and 9 years)—1. Doris Simmons; 2. Pearl Booth; 3. Donna Smith.

BUILDING
 Boys (4 and under)—1. George Potwell; 2. Alan Coates; 3. Willie Hale.
 Girls (4 and under)—1. Sidney Scott; 2. May Florence; 3. Audrey Slaughter.
 Boys (5 to 10)—1. Philip Ivanson; 2. Bobbie Oliver; 3. Bobbie Jollow.
 Girls (5 and 10)—1. Edith Jamieson; 2. Mable Parkin; 3. Jean Thomson; 4. Laurie McIlroy.
 Boys (11 and 12)—1. Bobbie Kilpatrick.
 Girls (11 and 12)—1. Francis Jollow; 2. Margaret Pascoe; 3. Jessie Pascoe.

BICYCLE RUNNING RACE (6 and Under)
 Handicap
 1. Dennis Lee.

AFTERNOON
 The results of the afternoon competitions, Saturday, August 2, in swimming, diving and paddling, off the pier, were:—
SWIMMING
 Girls Swim, 11 years and under—1. Beth Rice-Jones; 2. Paddy Mahoney; 3. challenge, E. McClung.

A. LARSON
 CONTRACTOR AND BUILDER
 ESTIMATES CHEERFULLY SUPPLIED
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To enjoy Best Special Dishes, cooked by Experienced Chefs.
PATRONISE
FRANK'S CAFE
 DONALD STREET Opp. CAPITOL THEATRE
 Open All Night

Boys' Swim, 14 years and under—1. Bob Lloyd; 2. Billy Gray; 3. challenge, Douglas McNeil; 4. Andrew Gibb.
 Girls' Swim, 17 years and under—1. Peggy Lloyd; 2. Dorcas Hart; 3. challenge, Marjory Phillips.
 3. challenge, Ken Davidson.
 Boys' Swim, 17 years and under—1. Jack Rice; 2. John Hart; Non-resident guest prize—Gerritt Haddock.
 Men's Swim, 18 years and over—1. Geo. Ross; 2. Jack Conklin; 3. challenge, Art Rice-Jones; 4. Jack Withrow.
 Ladies' Long Dive—1. Margaret McLennan; 2. Mary Johnson; 3. challenge, Jean Mitchell; 4. Jackie Sprague.
 Men's Long Dive—1. Banks Talbot; 2. Eric Pace; 3. challenge, Jim Kerr.
 Ladies' Fancy Dive—1. Peggy Lloyd; 2. Jackie Sprague; 3. challenge, Florence Freeman.
 Men's Fancy Dive—1. Leo Ross; 2. Eric Pace; 3. Art Rice-Jones; 4. Hugh Johnson.

CANOE RACES
 Men's Canoe Double—1. Atch Houtcher; 2. Conklin and Ross; 3. Lester and Atch.
 Victoria Beach Mixed 4 Oar Canoe—1. Mrs. David, Mrs. Johnston, Ed. Atch and John Atch; 2. Mr. and Mrs. Alf Atch, Mr. and Mrs. Lester.
 Ladies' Double Canoe—1. Mrs. David and Mrs. Johnston; 2. Miss Sprague and Mrs. Lester.
 Club Championship—Peggy Lloyd, winner with a total of 7 points; 2. Geo. Ross; 3. 1-3 points.

GOLF PRIZES PRESENTED
 The winners in the Golf Competition also received their prizes at the club-house. H. C. Williams made the presentation speech, and praised the Victoria Beach Company for providing such an excellent course and keeping it in such condition for playing all summer. He also stressed the value of golf in health and friendliness to all participants, and he, with others, looked forward to many more enjoyable seasons at Victoria Beach on the course. The winners were:—
 Ladies—Lowest score: Mrs. Drinnan, 89; Hidden Hole: Mrs. Milne. Men—Lowest score: Mr. J. J. Milne, 76; Hidden Hole: Mr. H. C. Williams.

FISHING
 Winners in the Fishing Competition off the Pier, Friday, August 1, were:—Garnet Betts, largest fish caught; Jack Miles, prize for largest catch; Bob Kilpatrick, smallest catch. Prize for best girl fisher—Jean Kilpatrick, age 8.

CHURCH SERVICE
 Last Sunday's service, conducted by Rev. Dr. George A. Woodside, was one of the most largely attended of the summer, and the clear, uplifting and sound discourse of the doctor was listened to with the closest attention. Dr. Woodside and his family are down for the month of August as one of the cottage residents.
 The singing of two selections by Mr. Davidson Thomson and the accompaniments of Mr. Thomson added to the inspiring atmosphere of the service, and their presence was most welcome and appreciated.
 A very beautiful basket of flowers rested on the minister's table, the gift of Mrs. Leroy Borrowman; while two bouquets adorned the top of the piano, brought to the church by Mrs. T. E. Williams, from "Cozy Corner" garden.
 The service Sunday morning at the club-house will be taken by the Rev. W. Stearns, of St. Vital United Church, who is a cottage owner at this beach. The offertory soloist will be Mrs. J. M. Rice, whose singing is always looked forward to by church-goers as a period of pleasure. Mrs. Rice will sing two numbers.

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 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
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JAMES KILPATRICK
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MEET ME AT
THE MOONLIGHT INN
 Close to Station, Victoria Beach
 Beautiful two-story 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.
 H. A. ROBINSON, Proprietor
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This is "The Good Old Summer Time" at Victoria Beach, Grand Beach and Minaki



HERE JOY IS UNCONFINED

SPORTS DAY A BIG SUCCESS

It is not necessary to say what a big success the annual Sports Day at Victoria Beach was this year. The large crowds which turned out at Patricia Beach in the morning and enjoyed to the full the many entertaining features put on, the presence of the Winnipeg Canoe Club, and the large crowd at the pier in the afternoon, were ample evidences that the day went over with a bang, and that the hard work of the committee was rewarded.

The merchants at the Beach and the proprietors of the Inn were very generous towards every feature of the day's diversions. So were the cottage owners, and altogether a right spirit was shown. Many willing helpers appeared when needed to handle the contests and especially is thanks due to Mr. J. S. Little, Mr. J. G. Reeve, Dr. R. K. McClung, Dr. Neil John Maclean, Mayor F. C. O'Brien, Dan Sprague, Mr. Frank E. Sprague, Aidan H. Conklin and Mr. Frank J. McKinney, the chairman, for the good work they did. The ice cream feature went a long way to please the children who turned out 500 strong.

Mayor Webb, Ald. Burrowsman, Mr. Angus More, and Mr. Arthur Steel were competent judges, assisted by Mr. Charles O'Connell. The showing made by George Ross in swimming and diving was splendidly received, and Jack Conklin, a former grand aggregate winner, received a special prize as he had entered every swimming, diving and paddling event, in which he was eligible, showing his sportsmanship.

MR. LARSON'S GIFT OF DIVING LADDER

It was a very generous act, and one worthy of the highest appreciation, the erection of the diving ladder near the end of the Pier by Mr. A. Larson, the well-known Beach contractor, and to have it ready for Sports Day last Saturday. At the finish of the work Mr. Larson said to the chairman of the Sports Day committee of the Club "This is my contribution to Sports Day." The ladder is strong, well built, and should last for many a season if it is taken down and stored away at the close of the summer.

NETS \$60 FOR FRESH AIR CAMP

The charming, whimsical Chinese play, presented Tuesday afternoon and evening of last week in aid of the United Church Fresh Air Camp funds, was met with delighted approval at both performances. Ideal weather conditions brought out a large audience of more than 250 people who very generously contributed \$60.00 towards bringing happiness and health to the kiddies at the camp. Those in charge of the play wish to thank all who took part or contributed to the fund.

A SPLENDID GIFT

Noticing the absence of a diving board at the Pier, where the young swimmers go regularly each afternoon to enjoy a swim, Mr. W. J. T. Kerr, Sunset, has asked Mr. Frank E. Sprague to secure one and to have the necessary clamps ordered to fasten it down across the platform of the Pier; and send the account to him. One thing Mr. Kerr insists on—it must be the best. The large plank and appliances will be down early next week.

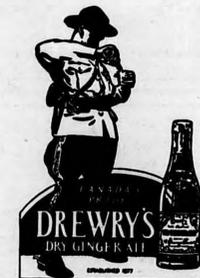
The Church attendance last Sunday morning was 360, and the collection totalled \$29.67.

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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.

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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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WOOD - ICE

VICTORIA BEACH - MANITOBA

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

THE FISHING CONTEST

The efficient service given by Mr. Fred Larn in taking care of the fishing competition on the Pier last Friday, August 1, was greatly appreciated by the sports day committee. Mr. Larn reports that the competition went off without a hitch. The crowd was large, but the sport was poor; the fish wouldn't bite. The entrants were:—Garret Hette, 14 years; Jack Myles, 9 years; Bob Kilpatrick, 13 years; Ken MacTavish, 11 years; Bill MacTavish, 13 years; Jean Kilpatrick, 8 1/2 years; G. D. MacTavish, 9 years; Jess Ryan, 16 years; Hector Clark, 11 years; Harold Brown, 13 years; Bob Lloyd, 14 years; Dick Christmas, 14; John MacTavish, 10 years; Archie Gray, 8 years; Andrew Gibb, 12 years; Hill Gray, 12 years; Warren Ellis, 12 years; Peter Reese, 10 years; Bob Kilpatrick, 6 1/2 years.

Garnet Betts won the prize for the biggest fish; Jack Myles won the prize for the largest catch; Bob Kilpatrick caught the smallest catch. The prize for a girl went to Jean Kilpatrick; she is only 8 years of age but showed very great patience, although she did not get a fish she was the only girl that turned out for the contest.

Beach People

Mr. Aidan Conklin, Jack Conklin and Miss Verona Conklin spent the long week-end at the family cottage, Sunset.

Mr. and Mrs. Davidson Thomson were the guests of Mr. J. J. Conklin over the past week-end. Their summer home is at Whitewold, but their hearts are with Victoria Beach.

Mr. and Mrs. James B. Stephens have returned to the city after two weeks' holiday at the Beach. Their son, Gordon Stephens, is a regular week-end visitor to the Beach. Mr. and Mrs. McAllister and family are now occupying their summer home, at 303 Second Avenue, for the balance of the season.

Seventy members of Broadway Baptist Young People's Union enjoyed a most successful picnic at Mr. and Mrs. McAllister's cottage, Second Avenue, on Civic Holiday.

Mr. and Mrs. J. H. Colwell and family of Portage la Prairie, Man., are occupying "Avonruen", for the month of August, Fourth Avenue. Mr. Colwell is a partner in law of Col. Fawcett Taylor, leader of the Conservative party in this province.

Mr. and Mrs. Arthur Hill spent Saturday at the Beach. Rev. A. E. Kerr, minister of Augustine Church, Winnipeg, has consented to take the church service Sunday, August 17. Mr. Carr is occupying a cottage at the Beach with Mrs. Kerr and family.

Mr. George H. McKeag, president of the Security Storage Company, with Mrs. McKeag and family, is down for the summer.

Mr. Charles E. Harvey, president of the Northland Knitting Company, Mrs. Harvey and family are cottage occupants this month.

Mr. Arch J. D. Morgan, assistant general manager of the Great West Life Company with his family, has been down for several weeks this season.

Mr. M. E. Dingeman, agencies secretary of the Great West Life Company is down with his family for the summer. Miss Florence Bole was the guest of Miss Verona Conklin, Sunset, over the long week-end.

The Orchestra Boys held a wicker roast after the Saturday Masquerade, which their friends enjoyed.

A large swimming party was held in honor of Miss Elaine Powell last Thursday evening, and so guests said they enjoyed themselves thoroughly in the water—and afterwards.

Mrs. A. E. Green has returned to the city for a few days.

Mr. and Mrs. Roy Horroman, "Elwell," Sunset Boulevard, had as their guests over the week-end, Mr. and Mrs. A. S. Boulton and Master Allan. Mr. and Mrs. Boulton count themselves as pioneers at the Beach, having spent holidays there when they had to sail over from the mouth of the Red, and there were just a handful of residents at this resort.

Mr. and Mrs. W. H. Pratt arrived at the Beach Friday to spend the month of August. Mrs. Pratt stood the journey very well after her serious operation, and received congratulations from her many friends on her speedy recovery.

Mr. and Mrs. L. W. Pratt spent the week-end with their mother and father.

Miss M. Letchford was the guest of Miss M. Pratt for the week-end.

Mr. Terry Rooke spent the week-end at the Beach.

Miss Dorothy Stephens, Fifth Avenue, held a dance at her cottage last Wednesday, in honor of her guest, Miss Elma Stenotte.

Miss Peggy Sprague was down over the last week-end with the family on Third Avenue.

Jack Kilgour has returned to Winnipeg after spending the last two weeks as the guest of Hugh Staepole. He will be joined by Hugh Staepole August 16, when they will leave for New York on a trip.

Mrs. Charles Coates returned to the city Saturday from the Beach, where she has spent the past few weeks.

Miss Kay French is down with her family for another summer holiday.

Mr. and Mrs. R. Vance are occupying their cottage on Fifth Avenue for the month of August.

Mr. and Mrs. McNab, Mr. and Mrs. Hood, Fourth Avenue, and Mr. and Mrs. R. Crawford, Fourth Avenue, were down last week end.

Miss Betty Clancy, of Toronto, who is the guest of Miss Jean Menzies, Montrose Street, Winnipeg, has returned from a visit at the Beach.

Mrs. Jack Lidgertwood and Master John Lidgertwood have arrived at the Beach, where they will spend the next two weeks.

Mr. and Mrs. W. R. Newton and family have returned to the city from a long stay at Pinehurst Inn.

Mrs. T. C. Allardye spent a few days in Winnipeg this week and returned Friday afternoon.

Mr. and Mrs. Gordon D. Ritchie returned to Winnipeg Tuesday from the Beach where they have been guests at Pinehurst Inn for the past two weeks.

Mr. William Buchanan and Mr. George Anderson are enjoying a fortnight's holiday at the Beach.

Miss Edith Reugles and Miss Jean Reugles have returned to the city from a holiday at the Beach.

Mrs. A. E. Green has returned to the city for a few days.

Mr. and Mrs. E. N. Duck, of Sixth Avenue, left Winnipeg on August 5 for a motor trip to Eastern Canada, travelling via Minneapolis, Milwaukee, Chicago, Detroit, Niagara Falls and Toronto, and expect to return by North Bay, the Soo and Duluth. Mr. and Mrs. Duck have spent the last seven years at Victoria Beach.

Mr. and Mrs. J. G. Coater are holidaying at the Beach in their fine home in The Hill, Sunset, previous to leaving to reside in Holland.

Mr. and Mrs. George Wright have returned to the city from a month's holiday at the Beach, guests at Pinehurst Inn.

Mr. Lyle Harvey returned to the city from a holiday spent at the Beach.

Miss Shirley Robinson has returned to Winnipeg from the Beach. She has spent the past two weeks the guest of Mrs. H. S. Nowlan.

The "Keenora" came in Saturday morning, August 2, and remained at the dock until the close of the water sports, the captain kindly allowing the Beach residents the use of the decks from which to watch the sports. The captain stated that it was one of the best days he had ever put in at a lakeside resort.

WOMAN'S RECORD ON GOLF COURSE

Mrs. W. Gordon Ritchie, who has been staying at Pinehurst Inn for some time, made a score of 77 for 18 holes this week on the Victoria Beach golf course. Mrs. Ritchie says she found the greens in excellent condition, and the course in general much better than she thought possible.

THE QUALITY ICE CREAM PURITY

To be had only at the

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Special Flavors for this Week-end

BRAZIL NUT VANILLA BUTTER SCOTCH
SPECIAL VANILLA SPECIAL FRUIT

Take a Quart of this Superior Product Home with you.

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ATEAH'S
Baggage and Transfer
SPLIT WOOD
Prompt and Cheerful Service Given
TRUCKS MEET ALL TRAINS

Miss Jean and Betty Dally, Fourth Avenue, are now enjoying their holiday at the Beach.

Miss Dorothy Young, of Saskatoon, was the guest of the Misses Maclean, Sunset and Patricia, over the week-end.

Mr. and Mrs. James McTeachy were guests of Dr. and Mrs. S. N. J. Maclean over the week-end.

Misses Anne Mitchell and Eva Stuart were the guests of Helen More, Newton Lodge, over the week-end.

Mr. and Mrs. Walter Youngman are occupying a cottage on Sixth Avenue for two weeks.

Mr. and Mrs. Alfred Thomas and son, were guests of Mr. and Mrs. Charles Thomas over the week-end, on Spruce Avenue.

Not seeing Elk Island before, they were motored over by Mr. and Mrs. Charlie Hampton, where they had a delightful time.

Mrs. I. J. Allan, Miss Francis Allan and Miss Daisy Forrest, of Winnipeg, spent Wednesday, July 25 with the Misses Harbour, Sixth Avenue, corner of Arthur Road.

Miss A. A. Gordon is the guest of Mrs. J. A. Fraser, Sunset Boulevard.

Mr. Sidney Press has spent the last week as a guest at the Beach.

Mr. and Mrs. Wallace Mackinnon and Master Glen Mackinnon have arrived for a two weeks' holiday at the Beach.

Mrs. F. Kemp, of London, England, is spending the summer at Victoria Beach, and is the guest of Mr. Potts and his mother at their cottage.

Mr. and Mrs. F. Mosley, Mr. J. Chestam and Baby Darsen Mosley were guests of Miss M. Pratt Monday.

Mr. and Mrs. F. A. Wilson are enjoying a holiday at the Beach.

Miss Helen Cork has returned to the city from Pinehurst Inn, where she has spent the past few weeks.

Miss Marlon Elizabeth Inglis, Grosvenor Avenue, is spending a holiday at Pinehurst Inn.

Mr. and Mrs. George E. Miles and son are holidaying at Pinehurst Inn.

Miss Chris Nearing and Miss F. Halliday have returned to the city from a ten days' visit at Pinehurst Inn.

Mr. and Mrs. C. Moore are holidaying at Pinehurst Inn. Col. and Mrs. Dutton were recent visitors at Pinehurst Inn.

Mrs. J. L. Crossen was a guest at Pinehurst Inn for a few days last week.

The following choice lots are for sale:

Corner King Edward and Sunset, \$1,000.

The lot immediately North of 325 Sunset, \$1,000.

The lot South of 322 Third, \$400.

A lot on Fifth Avenue, close to lake, \$250.

The corner of Eighth and Patricia, \$200.

The corner of Centre and Arthur, \$350.

Some choice Lake-front lots, from \$500, up.

Several well-treed lots North of King Edward, on Eighth Avenue, \$100.

If purchasers build, terms as low as one-tenth cash will be accepted. A small payment will hold the lot until you are ready to build.

10% Discount is given for all cash.

Building loans can be arranged by the Company.

Secure your lot now, as prices on all property still held by the Company will be advanced 10% on August 15.

THE VICTORIA BEACH COMPANY LIMITED

317 PORTAGE AVE.

OFFICE AT THE BEACH

FRANK E. SPRAGUE, Manager.