

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. II.

WINNIPEG, MAN., JULY 18th, 1931

No. 4.

A Municipal Suggestion

CNCE more the period of the year has come around when the cottage owners take a keener interest in the affairs of the municipality.

It is well that there should be some discussion on what has been done in the interests of property owners and how the municipality has been managed.

Mr. F. C. O'Brien, who has been mayor of the beach for two years, has intimated that business interests make it necessary for him to retire from the position this year.

However, he will give the residents the opportunity of talking over the municipality's present and future at a public meeting.

Mayor O'Brien has been a conscientious chief magistrate. He has tried to co-operate with other bodies on the beach. He has never turned down any suggestion offered to him, but has tried to carry out the wishes of the ratepayers, using good judgment in arriving at decisions. He has kept in close

touch particularly with the Victoria Beach club, and has tried to harmonize all the varied interests at the beach.

It has been suggested to the "Herald" that Ald. Leroy Borrowman, of the City Council of Winnipeg, would make a good successor to Mr. O'Brien in the mayor's chair. Mr. Borrowman is a practical engineer, a graduate in engineering from the University of Minnesota, is a successful building contractor on a large scale, having erected many of the new city schools in Winnipeg; and has almost two years on the City Council of Winnipeg, where one gets municipal experience of a high order. If Mr. Borrowman could be induced to take the position it would be all to the good of Victoria Beach. He is one of the cottage owners and has lived at the beach a number of years, so that he is in close touch with what is needed to keep down taxes and at the same time see that the various services at the beach are well maintained.

ANNUAL MASQUERADE IS NEAR

One week from tonight the annual masquerade of the Victoria Beach Club will be held in the club-house, Saturday, July 25. Children will this coming week be around the cottages selling tickets, to ensure the club a guaranteed attendance to meet the expenses. These children will be in charge of Mrs. A. E. Potts, who will distribute the tickets to them, and five cents will be allowed on each adult ticket and 2 1/2 cents on children's tickets, to the children selling them. Any boy or girl desiring to sell these tickets should apply to Mrs. Potts without further delay.

There will be a large number of prizes for those competing with costumes—for prettiest costume, best character, comic, spirit of the beach, both in ladies' and gentlemen's, and children's entries.

In the past this event was always one of the gala colorful nights of the season, and the club members are looking forward to a large representation of costumes.

Mrs. Potts will be in the Company's office during the week, where she will meet the children and explain to them their duties.

ANNUAL SPORTS DAY, AUGUST 1

Sports Day is Saturday, August 1, preceding Monday, August 2, Winnipeg's annual civic holiday. The committee

is already at work and arranging details. The Winnipeg Canoe Club members will be down and will have a large part in the programme. The annual war canoe race between the Canoe Club teams and the Victoria Beach boys will be the big event of the day. The Canoe Club crew has won the event the past three seasons.

There will be swimming races for boys and girls and for young men and young women; also long and fancy diving, and other water sports.

The children's water sports will be held on Patricia Beach the morning of Saturday, August 1, when castle building will be on the programme and a free distribution of ice cream cones will be held on top of the bank. Frank J. McKinney is again chairman, and Alden H. Conkitt secretary of the committee.

There will be a balloon contest on the pier for the older folk, which promises to be one of much excitement and amusement. The races will be held in the afternoon at 3.45 o'clock, off the pier.

Estimates for repairs to the Bradbury now lying in dry dock at Selkirk are being asked by the provincial department of mines and natural resources. When the annual overhauling is completed it will be despatched on fishery patrol and the servicing of fishing vessels. The work is expected to take a few days only.

GOOD MORNING, SYLVIA!

Monday, July 8, at the cottage of Mr. and Mrs. Alfred Ateah, a baby girl was presented by Mrs. Duval to Mr. R. L. Duval, F.H.P.S., director of Sunny Camp for boys. Both Mrs. Duval and the baby, Sylvia Barbara Helene, are progressing splendidly. Mr. and Mrs. Duval wish to thank Dr. Howden, Miss Mackay, Mrs. Hughes and the Messrs. Ateah for their wonderful co-operation.

AUTO AND MOTOR BOAT RIDES

G. J. Olafson is prepared to take visitors or cottage residents on a trol ride to Elk Island and along the shores of Traverse Bay. Motor rides from Victoria Beach pier to Elk Island, Pine Falls, Grand Beach and other points arranged. Leave orders at Victoria Beach stores or with John Anderson's transfer office.

G. J. Olafson - Victoria Beach

Crescent Ice Cream

is a Health Food

It Should Be a Part
of
Your Daily Menu

A. R. McNichol, Ltd.

4½ PER CENT.
Paid on Deposits made with us.

MAIN OFFICE 258 PORTAGE AVENUE
BRANCH OFFICE 920 MAIN STREET

Sunday's Speaker



REV. CHARLES BARNES.

assistant rector at St. Matthew's Church, Winnipeg, who will have charge of the service in the club-house at 11 o'clock Sunday morning. Mr. Barnes is spending the month of July with his family at Victoria Beach. He was formerly rector at Kewatin, Ont.

SUNNY CAMP NOTES

Sunny Camp for boys is now open, and everything is running very smoothly. Mr. R. L. Duval, of the Fort Rouge Preparatory School, who is directing the camp, with the assistance of Mrs. Duval, Miss Lillian Macdonald, and Mr. Stanley MacPhillips, state the camp will accommodate comfortably 35 boys. This being its first year, the camp is not filled to capacity. Next year, says Mr. Duval, it will be necessary to turn away many boys, for not only is Sunny Camp splendidly equipped, but the location is the finest for the purpose to be found in Manitoba.

Many thanks are due to Messrs. Sammy, Johnny and Alfred Ateah; Frank E. Sprague, Charles Thoma, James Kilpatrick, and G. B. Barager for their co-operation which made it possible for the camp to start off so successfully.

Boys of from 7 to 15 years of age, their parents, and other visitors to Victoria Beach are cordially invited to inspect Sunny Camp, and to join in its activities.

A couple of rainy days recently did not interfere in the slightest with the boys' holiday, boxing, wrestling, indoor games, music, darts, and checkers keeping the boys happy while indoors.

The first checker tournament resulted in a draw between Masters Scott Francis and Frank Ney.

Among those enrolled at the camp this month are Hugh Ferguson, Donald Millar, Vincent Macdonald, Frank Ney, Billy Miles, Billy Ney, Herbert Morrison, Arthur Morrison, Dennis Hand, Billy Hudson, Harold Howan, Bromley Harford, Bobby Hawkins, Jimmy Hillman, Scott Francis, Peter Monk, Tommy Carr, and Milton Atkins.

Some of last week's activities were swimming, boating,

motorboating, boxing, wrestling, target practice, track sports, baseball, football, cricket, bikes and campfires. A wetsur roast held last Wednesday was highly successful.

Master Herbert Morrison is the author of the following, which has been adopted as the camp yell:—

Richabacka, Rackabacka, Rackabacka, Tam.

We are the boys of Sunny Camp.

Are we in it?

Yes, you bet!

We'll be in it,

For a long while yet!

Sunny Camp! Sunny Camp!

Rah!

Information about Sunny Camp may be obtained from Mr. R. L. Duval. The camp is located on Traverse Bay, on Sunrise Boulevard.

The birthday of Master Hughie Ferguson was celebrated by having a special feast, and a surprise party after hours.

START ON NEW TENNIS COURT

A good start has been made by the company on the new tennis court. The location is beyond the end of the rails, and the men are concentrating on removing large stones. One part of the court will have to be raised a level of three feet. It will require several cars of gravel and many cars of clinders. There will be three courts and the company expects to have it ready by the end of the year, and tennis players will be able to use it at the opening of next season.

ENTHUSIASTIC CANOE CLUB

Word from the Winnipeg Canoe Club headquarters are that the big membership of this outstanding sports club are more enthusiastic than ever looking forward to visiting Victoria Beach on Sports Day.

They will bring down some of their fast girl paddlers and will have a war canoe race with the girls this year. They will also put on a canoe sailing race. They intend to make this year's sports bigger and better than ever.

Mr. Frank Wilson is commodore this year and he is one of the best friends Victoria Beach has.

Mr. Dan Sprague is commodore of the Victoria Beach paddlers.

ANNUAL NOMINATIONS FOR COUNCIL

Tuesday, July 11, is the last day for Mr. A. L. Webb, secretary-treasurer of the municipality of Victoria Beach, to receive nominations for mayor and councillors. Nominations close at 1 p.m., July 11, and may be made to Mr. Webb, at 210 Kennedy Building, Winnipeg, or at the Beach.

There are two councillors to be elected, one in Ward One, and one in Ward Two, each for two years. The retiring representatives of these wards are Mr. Grant and Mr. Young.

AN OSPREY IS NESTING ON ELK ISLAND

An osprey's nest has been located on Elk Island by beach residents. It is many a year since this rare bird has nested in this vicinity, and care should be taken to see that the boys do not disturb the family. The osprey comes to Elk Island all the way from Central America and Brazil. One nested at Jasper last year and created much interest.

PINEHURST INN

Mrs. Cunningham is again managing this popular Inn, where you will find health and happiness.

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
"The Simple Life amid Natural Beauty."

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 8 years of experience and careful study at this Beach we feel that we can cater to your needs properly.

We carry golf supplies.

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

FRESH FRUITS AND VEGETABLES DAILY
Large stock of all popular magazines.

Everything in the bathing line.
Laundry Agency Weekly

VICTORIA BEACH - - MANITOBA

ANDERSON TRANSFER

WOOD - - ICE

VICTORIA BEACH - - MANITOBA

THOM'S BAKERY

VICTORIA BEACH MANTOBA

BREAD - CAKES - PASTRY

OUR GOODS ARE UNSURPASSED IN QUALITY

JAMES KILPATRICK

BUTCHER VICTORIA BEACH MANTOBA

QUALITY MEATS UNRIVALLED SERVICE

THE MOONLIGHT INN

Close to Station, Victoria Beach

Carries a Complete Stock of Fresh Groceries

Our business is growing because we please customers.

SOFT DRINKS — ICE CREAM
CONFECTIONERY — LIGHT LUNCHES

WE DELIVER
H. N. BROWN, Manager

A. LARSON

CONTRACTOR AND BUILDER

ESTIMATES CHEERFULLY SUPPLIED

220 8th AVENUE VICTORIA BEACH

Atch's Baggage & Transfer

SPLIT WOOD

Prompt and Cheerful Service Given

TRUCKS MEET ALL TRAINS

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.

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Advertisements to be sent to the BUSINESS MANAGER, ALHON PRESS, 248 Main Street, Winnipeg, or left in boxes in Victoria Beach stores.

CANADIAN NATIONAL RAILWAYS' FINE CO-OPERATION

The Canadian National Railways are co-operating with Victoria Beach community this season to a greater extent than ever. They are doing what they can to supply cinders for the new tennis court, have laid out beds of flowers on the station grounds, have plans for the railway property which will remove some of the old buildings around the station farther down the tracks, and have arranged for an adequate train service for Civic Holiday week. Mr. W. H. Devenish, general superintendent of the system, Mr. N. F. North, superintendent, and Mr. Charles W. Higgins, publicity and advertising director of the company, were down Thursday and looked over the beach property of the company and approved the plans.

FINE CHURCH SERVICE LAST SUNDAY

The service held in the club-house last Sunday morning, July 12, was the largest in attendance in the history of the church at this beach. A number were unable to secure seats and the hymn books were all out long before the service started.

The pulpit platform was decorated with beautiful blooms from the garden of Mrs. Leroy Borrowman, and the speaker was Mr. C. Stacey Woods, of Sydney, Australia, who is in charge of the children's mission on the beach this summer. Mr. Scott, of Cambridge University, who is on the way to Australia, assisted Mr. Woods, and explained the meaning of the mission which dates back 50 years, and was started on the sandy shores of England. Mr. Woods made a strong appeal, and is an earnest evangelist to the cause of the Gospel.

Mr. Victor Scott was the offertory soloist, singing with power and feeling, giving a beautiful interpretation of "Repent Ye." Mrs. Scott made a sympathetic accompanist. Mrs. Davies played the accompaniments to the hymns and gave a splendid lead to the congregation's singing. The attendance was about 400 and the collection about \$40. The interior of the club-house was pleasant and cool.

SWIMMING IS A JOY

Every normal person would like to be a good swimmer. Indeed, it is possible, when one has ready access to the water to pick up a rough-and-ready working knowledge of it. But swimming acquired by this method is invariably faulty, requires as many times as long to learn and often forms undesirable habits that can not be easily broken.

Real swimming is fun. It is just as easy to learn as awkward floundering and it gives the performer a thrill of pride as well. No one may properly be called a good swimmer who still retains a vestige of fear. Fear is the result of just two things—having learned to swim by out-of-date methods or complete ignorance of the water.

LOW CHARGE AT THE GOLF COURSE

It was a gratifying move on the part of the Beach management to leave the fees on the golf course at the same level as fixed at the opening of the summer, and not to increase the rates after July 1. The fees at the week-ends are 25 cents for nine holes of play or 22 cents when a strip ticket is bought; besides, two days of the week children may use the course for five cents a round. This has tended to popularize the course, and as the company is fully versed with the knowledge that the golf course is primarily for residents of the beach and their friends, it is well that the fees should be as low as is consistent with service.

This standard of fees was recommended to the company by the Victoria Beach Club and the suggestion was approved.

Beach Items

Has anyone, contemplating beautifying their cottage surroundings, seen Mr. S. Mills in regard to erecting an oak fence around their lot? Oak is getting a rare wood in this district, and anyone desiring this class of fence should see Mr. Mills at the company's warehouse.

Walter Thomas is again soliciting orders for the Rumford Ltd. Laundry. Orders left at J. H. Falls' store or with J. Anderson's transfer, will be picked up Tuesday and returned Thursday.

Auto rides to Elk Island and to Traversa Bay, carried out in a way not to disturb the children, can be arranged by applying to Mr. G. J. Olafson at J. Anderson's transfer or at the stores. Mr. Olafson also has his motor launch at the disposal of residents.

GRAND MARAIS WANTS TRAINS STOPPED

The value of the Victoria Beach Club has again been brought home to residents of the beach, and is just one other good reason why the club should receive the united support of the company.

This time it is being brought about by the residents of Grand Marais, who sent a strong delegation to the executive of the Canadian National Railways in Winnipeg to have the 5.50 Friday through train to Victoria Beach, the 1.10 Saturday afternoon special, and the 8.20 Sunday through train back to Winnipeg, stop at Grand Marais. They told the management they didn't see why "those Victoria Beach people should have through trains."

Not only did they wait on the management of the railways, but they have taken legal steps and have applied to the Railway Commission of Canada for the right to have these through trains stopped at Grand Marais so that they may enjoy the benefits. If these demands are accepted, it will slow up the service too much, and two hours is long enough to be on the train to the beach or back to the city. These privileges were only obtained by the club after years of pressing the claims of the community and should be maintained inviolate.

The club executive will take steps to see that the interests of the Victoria Beach community are protected. Cottage owners also can realize that it adds to the value of their property to have the exclusive advertising these through trains give to Victoria Beach, and no credit should go to Grand Marais.

J. H. FALLS

GROCERIES, CONFECTIONERY AND GENERAL MERCHANDISE

12 years of service to Victoria Beach residents

QUALITY AND MODERATE PRICES

Latest fashions in Bathing Supplies

Circulating Library Souvenirs

LONG DISTANCE TELEPHONE

VICTORIA BEACH MANTOBA

To enjoy Best Special Dishes, cooked by

Experienced Chefs,

PATRONISE

FRANK'S CAFE

DONALD STREET Opp. CAPITOL THEATRE

Open all night

SUNSET BOULEVARD

No. 307 Sunset Boulevard. To close an estate we wish to dispose of this attractive summer cottage of 5 rooms.

The Royal Trust Company

486 Main St. Phone: 546 478



DREWRY'S
DRY
GINGER
ALE

You'll find DREWRY'S
back at "The Beach"
again—just as bubbly
and sparkling as ever.
Ask for DREWRY'S!



BUY IT
BY THE CASE

SOLD
EVERYWHERE

Beach People

Mr. George C. Cox and daughter, Dorothy, have returned to the city after spending a week's holiday with Mrs. D. Joppard, Eighth Avenue.

Mrs. James Muir and family have taken a cottage for the summer at this beach.

Mrs. Charles Heath is the guest of her daughter, Mrs. Osborne Scott. Mr. Heath and Mr. Scott joined the family over the week-end.

Canon C. C. Carruthers, rector of Holy Trinity, Winnipeg, and family have arrived to spend the next few weeks. Canon Carruthers' service in the club-house last summer was greatly enjoyed.

Miss Irene Schlamp is spending a month's vacation with Miss Margaret Joppard, Eighth Avenue.

Mrs. John Todd is spending a few days at "Pinehurst Inn."

Mrs. Lilian Byer, of West Selkirk, is holidaying at Olden Lodge, 434 Eighth Avenue.

OAK FENCES BUILT

Having on hand a large supply of oak suitable for fences, I am prepared to build artistic fences for cottage owners or owners of lots at Victoria Beach at reasonable prices. Sample of work at Mr. C. C. Head's lot, Sunset. Orders left at Company's office at the beach, or at the stores, will receive my prompt attention.

S. MILLS - VICTORIA BEACH

LEAVE YOUR FISH ORDERS

Fresh fish fillets from Lake Winnipeg, daily. Leave orders at any of the Victoria Beach stores, or with John Anderson's transfer office.

G. J. OLAFSSON
VICTORIA BEACH - MANITOBA

THE QUALITY ICE CREAM PURITY

To be had only at the
MOONLIGHT INN
Special Flavors for this Week-end
SPECIAL BRAZIL NUT SPECIAL VANILLA
FRUIT ICE CREAM
Take a Quart of this Superior Product Home with you.
R. N. BROWN, Manager

Miss Sheila Cochran, of Toronto, is the guest of Miss Jean Mitchell for a few weeks.

Mrs. J. Wain and daughter Gladys, are spending their holidays at "Birch Inn," Eighth Avenue.

Miss A. Totten, of Winnipeg, is spending a couple of weeks at Olden Lodge, 434 Eighth Avenue.

Miss Frances Arnett has returned to the city after spending a few days at the beach, the guest of Miss Phyllis Chisholm.

Miss Phyllis Chisholm arrived at the beach to spend the month with her parents, 303 Third Avenue.

Miss Mary Fryer is spending the month of July with her parents on Sunset Boulevard.

Miss Dona Cattinach, of Portreeve, Sask., is spending the summer at the beach, the guest of Miss Marjorie Smith, King Edward and Sixth.

C. G. Johnstone and family have a cottage at 208 Sixth Avenue.

Mrs. D. L. Rosen is holidaying at Dr. C. Ogilvie Wood's cottage, Arthur Road and Fourth Avenue.

Mrs. H. H. Kinross and son, Chris, are guests of Dr. and Mrs. P. B. Grant, 302 Sixth Avenue.

Mr. and Mrs. A. S. Groom are in a cottage at 206 Sixth Avenue.

Mr. and Mrs. W. H. Simpson and family, and Miss Edith Griffith, are holidaying at the beach.

Mr. Court has returned from British Columbia to spend the summer with his family, and entertained Mr. and Mrs. Wheeler over the week-end.

Dick Dalley and Bill French have explored Elk Island and enjoyed it immensely.

Miss Muriel "Billie" Smart was the guest of Miss Doris M. Pascoe last week-end.

Mr. and Mrs. T. Curzon Allardyce have opened their summer home for the season, and have as their guests Miss Anita Allardyce and Miss Cynthia Hargraft.

A garden party in aid of the Sir Hugh John Macdonald Memorial Hostel for Boys, will be held on the grounds of Mr. T. C. Allardyce, 209 First Avenue, Wednesday, July 29th, from 3 to 6 p.m. Afternoon tea will be served. There will be various attractions for the children, including a fish pond. Everybody is welcome, and it is hoped that all the campers will patronize it.

Miss Laurie Baird (Regina, Sask.) was a week-end guest of Miss Dorothy Vance.

Mr. and Mrs. R. D. Vance and Misses Dorothy and Roberta Vance have returned to the city, after having spent the last week at the beach.

Miss Dorothy Creelman spent a part of the present week at the beach, leaving with her mother, Mrs. Robert Creelman, at the week-end on a trip to Alaska.

Mrs. C. S. Doupe is spending a week at the beach, the guest of Mr. and Mrs. Osborne Scott.

Community Church Service

In the Club-house
SUNDAY MORNING, JULY 10th
at 11 o'clock
Speaker: REV. C. BARNES,
Assistant Rector of St. Matthew's, Winnipeg

Mrs. R. Murray Fisher and family are spending a few weeks at this beach.

Mr. Thomas Hay, member in the House of Commons for Springfield, Manitoba, part of the constituency being Victoria Beach, will spend the month of August at Victoria Beach.

Mr. Charles Creelman has returned from nine months spent at Pacific coast centres.

Mr. and Mrs. F. C. O'Brien have opened their cottage for the summer, and had as their guest last week Miss Betty Johnstone.

Dr. E. J. Washington and Mrs. Washington, a well-known medical specialist in Winnipeg, moved his family to the beach a few days ago. They will occupy a cottage for the summer.

Dr. and Mrs. Neil John MacLean are contemplating making a motor trip to Ontario during August, and will be absent from the beach for a month. Dr. MacLean and Mrs. MacLean have been residents of the beach for the past 17 years, in camp or cottage.

Mr. Olafson has fresh pickerel fillets each day, and orders left in the stores will receive prompt attention.

Mr. Kilpatrick has again a well-stocked refrigerator of the choicest meats. No one maintains a higher or better standard of goods in the stores for the public at this beach than does Mr. Kilpatrick.

Pinehurst Inn is enjoying one of the best seasons in its history. Mrs. Cunningham and her daughter, Mrs. Hals, are kept busy attending to a large list of guests.

Miss L. Spratt has returned to the city. She has been the guest of Miss Rae McEneaney at this beach.

Mr. J. M. Dunwoody and family are residing at 422 First Avenue.

Mrs. F. W. Shepherd and daughter, Nancy, are staying at Beauclair cottage, Fourth Avenue.

Mrs. G. F. Cross and family are residing at 303 Second Avenue.

Mrs. D. N. Cocking is residing at 303 Second Avenue.

Mrs. W. Youngman and family are at 429 Seventh Avenue, Braemar cottage.

Please Leave Your Orders for Laundry with
WALTER THOMAS.
Calls are made each Tuesday for parcels and delivered to cottages Thursday evening.
RUMFORD LTD.
PROMPT SERVICE

MINAKI

Away from
the
Motor Trails

Nestling in one of the prettiest districts in the
Lake-of-the-Woods country, Minaki offers unexcelled
holiday facilities.

MINAKI LODGE

In this primitive setting offers all the comforts and service
traditional in Canadian National Hotels. Operated on the
American Plan (meals included). Rates considerably reduced
this season.

The Vacation Paradise
That is Different

GOLFING
TENNIS
BOATING
SWIMMING
FISHING
DANCING
SUB-BOARD
HIBING

Supper Dance
and Cabaret
Saturday Evening
at Minaki Lodge

TRAINS FROM WINN PEG

| | | | |
|---------------------------------|--------------------------------|----------------------------------|---|
| DAILY 6.30 a.m. 6.20 p.m. | FRIDAY SPECIAL 5.10 p.m. | SATURDAY SPECIAL 1.30 p.m. | BOAT SPECIAL Sun., Tues., Fri. 10.30 p.m. |
|---------------------------------|--------------------------------|----------------------------------|---|

CANADIAN NATIONAL

Rev. C. Barnes, Mrs. Barnes and Miss Elsie Barnes are in a cottage at 323 Third Avenue.
 Mrs. J. E. Lovell and family are at 315 Third Avenue.
 Mr. H. Dyson and family are at 323 Fourth Avenue.
 Mrs. F. M. Horton and family are in Stratton Lodge, 323 Fourth Avenue.
 Mrs. J. Day and family are at 321 First Avenue.
 Mrs. A. Wilson and family are residing at 203 First Avenue.

Mr. and Mrs. A. S. Groom are in a cottage at 208 Sixth Avenue.

Mr. W. N. Hrintnell, general manager of Western Canada Airways, Winnipeg, came down by airplane Sunday with a party of friends and spent the day inspecting the beach.

In connection with the garden party, to be held July 29th, at 309 First Avenue, one of the features will be a second-hand book stall. Donations of books and magazines that the cottagers are finished with will be gratefully received at above address up to Tuesday evening, July 28th.

Judge Morse, of Ottawa, father of Lady Tupper, who is in the west serving on a Royal Commission, spent several days at Lady Tupper's cottage on First Avenue, and was delighted with the beach and its surroundings. Lady Tupper is also enjoying her stay, the "Herald" understands, and may build a cottage and make this her permanent summer home. Sir Charles Tupper, Bart., spent the last week-end with his family.

There will be a meeting of the club executive at the club-house at 4 o'clock this (Saturday) afternoon, to discuss the annual masquerade and Sports Day. The masquerade is Saturday night, July 25, and Sports Day is Saturday, August 1, preceding Winnipeg's civic holiday, August 3.

TRIPLETS HOLIDAY AT VICTORIA BEACH

Mrs. Mollie Peppard spent Sunday with her mother and sister, and brought with her as guests Mr. and Mrs. Phil Schlamp, daughter Margurite, sons Donnie, Dickie, Billie (triplets), and Mr. Jake Schlamp.

TENANTS!

Take advantage of present conditions and secure a permanent summer home for your family.

It will repay you in added convenience; in health and financially.

Frank E. Sprague, the Victoria Beach Company's Manager, will be glad to give you particulars of attractive buys in lots or houses.

The Victoria Beach Co., Ltd.

317 Portage Ave.

'Phone: 21 029

Or at the Beach office.

FRANK E. SPRAGUE, Manager.

City office open evenings, except Wednesdays and Saturdays.