

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

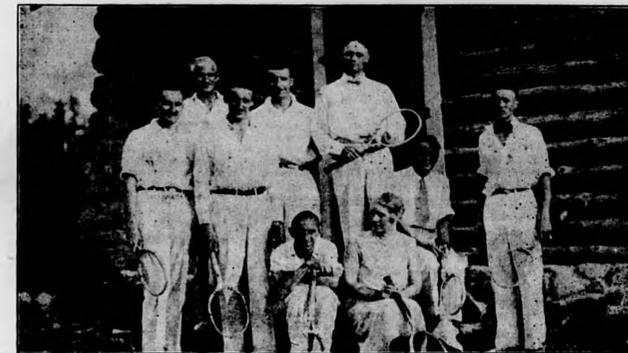
Vol. VIII

VICTORIA BEACH, MAN., JUNE 17th, 1933

No. 2

— Victoria Beach Wisely Managed —

THIS is Children's Week in Greater Winnipeg. Schools have been closed for the summer and the hey-day time has come. Trails to beaches are being taken, and none leading out of Winnipeg has a larger number of children than that leading to Victoria Beach, with its many beaches within a beach; its tree-clothed avenues and its freedom from menace to the lives of the little ones. For older people and young men and women there is no place in



Hon. John Bracken, Premier of Manitoba, and Mrs. Bracken are shown in this picture standing in front of the summer cottage they occupied for a period last August, and in the group is Mr. C. S. Pim, manager of the Dominion Bank, Mr. Frank E. Sprague, manager of Victoria Beach Company, and members of Manitoba's champion tennis team, resting after the opening of the new tennis courts.

her wending their way to cooling haunts than the one going in the direction of Victoria Beach. This is not to be wondered at, for no summer resort is better equipped by nature to give the West which offers such an opportunity for real enjoyment. Victoria Beach, as Canon Gill once expressed it so aptly, reminded him like no other place of the "lanes of England," flower-bordered

¶ Have you selected where you will take the children for the summer this year? Have you considered VICTORIA BEACH as the best place to satisfy their longing? Have you been down to Victoria Beach? If not, why not take a run down or call up the Victoria Beach Company's office, 210 Kennedy Building (telephone 21 029) and find out what cottages are available.

¶ June rentals are the largest in the history of Victoria Beach, but there are a few desirable locations yet available and quite a number for later on in the season. Why not join the happy throng? The auto will not annoy you at Victoria Beach. Cars are ruled off the avenues and roads of Victoria Beach. You will have a better summer at Victoria Beach.

and with magnificent trees so capable of giving cooling shelter in the hot days of the heated months to the tired city dweller so much in need of refreshment and comfort at this period of the year.

Summer resorts have varied policies; Victoria Beach has but one: to maintain a resting place, a "haven for humans," free from noise and distracting things. It has not been without a great effort that this goal has been reached. Many interests have tried to divert the company from its traditional policy; the Municipality has also been tempted, but without prevailing. A steadfast and rigid plan of action has been determined and the course marked off has been kept. Some people might think it is an easy matter to adhere to the principles governing Victoria Beach, to keep its character broad and high. But temptations every year crop up and it is only because of wise management and firmness in decision that present good results have been obtained. The Municipality and the Community Club work in perfect harmony with the Victoria Beach Company, which is all to the good.

The many who have interests in property at Victoria Beach take a pride in supporting the various organizations, in helping to maintain the policy so wisely laid down twenty years ago. Other policies may suit other beaches, but for Victoria Beach there is no other way out, if its character in the interests of the children and the home continues to be the paramount concern. The beaches, the roads and the avenues must remain safe at all times for the little ones, while giving to the older ones the maximum of healthy refreshment in long walks and hikes.

From year to year Victoria Beach has grown in

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Ice Cream**
is a Health Food

IT SHOULD BE A PART
OF YOUR DAILY MENU

number of cottages and in number of summer residents. This shows the wisdom of the founders in their choice of policy, and it is safe to say today that more people are speaking in high terms of Victoria Beach than they are doing of any other summer residence spot in this wide western country. A visit to Victoria Beach will convince every one of the value of its past and present direction and guidance.

VISIT FROM NATURAL HISTORY SOCIETY

Twenty-three members and friends of the Natural History Society paid their first trip of the season to Victoria Beach Victoria Day. Although the weather was by no means ideal, it was not bad enough to prevent the members spending all day out-doors.

Upon arrival of the train, lunch was taken in the club house, and afterwards the various parties set out on their several objects. The geologists found an out-crop of Winnipeg sandstone on the shore, at the west end of 8th Avenue. This sandstone is the oldest sedimentary rock found in Manitoba, lying under the limestone, and is the oldest rock carrying fossils.

The botanical section discovered an interesting fungus on the Juniper, also a rather rare but inconspicuous orchid, and amongst birds, the rare and brilliant Scarlet Tanager was observed. Owing to the dull day insects were conspicuous by their absence.

Two more trips to Victoria Beach are on the programme for this season, July 1st and September 4th, but members are coming down at all times.

G. Shirley Brooks, an esteemed cottage owner, is president of the society.

THE TENNIS COURT

The tennis court has been covered with another carload of shale and will be available for play this Saturday. Rolling and levelling has brought the three courts up to a standard of perfection hardly looked for by the manager, but it is now believed that there are no courts in Winnipeg in better shape. Fees to play are reasonable.

ANNUAL MEETING OF THE CLUB

The annual meeting of the members of the Victoria Beach Club will be held Monday evening in the office of Mr. F. C. O'Brien, Mayor of Victoria Beach, 701 Somerset Building, Portage Avenue, Winnipeg.

MUNICIPAL OFFICERS BUSY

All the municipal officers are now on duty and are looking forward to an active season. Last year the Beach area was kept "up to the mark," and those who have already been down this year found everything connected with the wells and roads in good condition, showing careful attention on the part of the supervisor and his staff.

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THE TRAIN SERVICE

To make clear the changes in the Canadian National Railway's time table as it affects Victoria Beach, the 9.30 o'clock morning train leaving Winnipeg departs Wednesdays and Saturdays (on Sundays at 10 o'clock) each Wednesday until June 24, when it becomes a daily train.

The Saturday afternoon through train leaves Winnipeg at 1.10 o'clock, beginning June 24th.

The "Moonlight" becomes a daily train, starting June 24th, except Sundays.

The 5.50 o'clock Friday evening through train starts June 23rd.

The early morning train leaves the Beach at 6.20 o'clock only on Mondays and Saturdays.

The daily 7 o'clock evening train leaves Victoria Beach beginning June 26th.

VICTORIA BEACH

White silken sand

By rocky shore line.

Tall silvery birch.

Among shaggy pine.

Cool friendly cottages

Easy to reach—

These things belong

To Victoria Beach.

Come for joy,

Not needing wealth,

You'll find happiness

And radiant health.

—Louise Hercus

Victoria Beach Hotel

Inspecting the Victoria Beach Hotel the former Pinehurst Inn, with Mrs. C. E. Moore, the hostess, a representative of The Herald, was surprised and delighted with the improved interior appearance of the buildings.

The lounge has been made more cosy and comfortable for guests with added Chesterfield suites and lamps, and with three beautiful tapestries adorning the walls for added artistic effect. New curtains adorn the windows, and Mrs. Moore is confident that guests will be pleased with the changes.

There are reduced rates for June at the hotel, and already a number of summer reservations have been made. Reservations may be arranged at Moore's Coffee Inn, Portage Avenue, Winnipeg.

Swings and testers have been erected for the children, and students will be available for hikes and rambles through the extensive area of Victoria Beach. A large and experienced staff will be always available for the service of guests and the table will be equal to the service at "Moore's" in Winnipeg.

THE GOLF COURSE

The golf course at Victoria Beach could hardly be in better condition for play than it is at present. Several hundred dollars have been spent on the greens and the fairways, and the early rains this season did a lot of good, giving substantial growth to the turf.

Lockers, club sets and refreshments are available at the club house, which again is in charge of Mr. and Mrs. Steve Drewe.

PLEASE LEAVE YOUR ORDERS FOR LAUNDRY
with WALTER THOMAS
Calls are made each Tuesday for Parcels
and
Delivered to Cottages Thursday Evening

No charge for picking up or delivering parcels at Victoria Beach

RUMFORD LTD.
PROMPT SERVICE

VICTORIA BEACH HOTEL

VICTORIA BEACH, MAN.

Under new management

SEASON 1933

Weekly Rate including Meals

Single Room	Each	\$21.00
Two Persons in Double Room	Each	\$22.50
Third Person in Double Room (Cot)	Each	\$18.00
Children under 10 years	Each	\$12.00
Children under 10 years	Each	\$15.00

Week-end daily rate, \$4.00 per day, including meals

Breakfast 50c Lunch 50c Afternoon Tea 25c

Dinner 75c

Above meals served to all resident guests.

Breakfast will be served in rooms at an additional charge of 10c

Ten per cent reduction to June 29th

MRS. C. E. MOORE, Managers and Hostess

Reservations may be made at Moore's Coffee Inn, 297 Portage Avenue, Winnipeg

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 nine 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.

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Large Stock of all Popular Magazines

Everything in the Bathing Line

Laundry Agency Weekly

VICTORIA BEACH - - - MANITOBA

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Wood Ice

VICTORIA BEACH - - - MANITOBA

Victoria Beach Herald

Published at Victoria Beach every Saturday throughout the summer season, June 5th to the end of August.
 Devoted to the best interests of the cottagers, the Victoria Beach Company, and the merchants of Victoria Beach.
 Initial circulation 16,000 copies, and distributed free.
 Communications to be sent to the EDITOR, 222 Smith Street, Winnipeg, or left in boxes in Victoria Beach stores.
 Advertisements to be sent to the BUSINESS MANAGER, 12211-12th Avenue, 222 Smith Street, Winnipeg, or left in boxes in Victoria Beach stores.

Beach Notes

Mrs. G. B. Baragar states to the Herald that her health is quite good, and not in need of Victoria Beach air, but she intends to enjoy the long summer at Victoria Beach just the same.

Rev. Dr. George A. Woodside is spending his third summer at Victoria Beach with his family.

Some of the dogs roaming the beach this summer are so large they should be tied up.

Mr. Marsden is building a cottage at 222 8th Avenue.

It looks like a good year for the raspberry bushes to bear fruit with the copious rains that have fallen in the early summer.

Mr. and Mrs. W. J. T. Kerr have a beautiful bed of peonies all ready to bloom at the front of their home on Sunset. And at the back door there is a patch of bloom that just fills the eye. All through their spacious grounds every rock has its flowering plant. Then there is what Mr. Kerr calls his "graveyard" for plants, which is worth a visit.

Mr. John Anderson has been given the contract for transportation to and from Victoria Beach Hotel (formerly Pinehurst Inn).

Swings and testers for the children are being erected at Victoria Beach Hotel by the company.

It looks like a hot summer, but, cheerio! John Anderson says he has a plentiful supply of ice.

The Dominion Government dredge is working at Olafson's Bay on the east side of Victoria Beach Island, dredging for a dock and a better landing place for boats at that point on Traverse Bay. Thomas Hay, M.P., secured last session about \$6,000.00 to carry on the work.

A pair of robins in ten hours built a large nest on top of the raised awning in front of the big window in Mr. Frank E. Sprague's cottage near the tennis courts and the eggs were there when Mr. Sprague peeked in the next morning. It will be impossible to lower the awning for about six weeks.

The Victoria Beach Sports Day Committee has made arrangements, through Frank J. McKinney, chairman, for holding the amateur two mile swims, for both sexes, at Victoria Beach on Sports Day (Civic Holiday), under the direction of the Canadian Amateur Swimming Association's regulations. The first was held last year and was a great success.

All Saints' choir boys will camp at Victoria Beach the first two weeks in July, and will assist in the church musical services in the Club House on two Sundays, July 2nd and July 9th. Mr. Read is the choirmaster.

The campaign against stunks, carried on by the Municipal Council last autumn, has been one hundred per cent

effective, judging by present atmospheric conditions at Victoria Beach.

Airplane passenger service will be inaugurated between Winnipeg and Victoria Beach in about three weeks' time, as soon as a new airplane reaches Winnipeg from Eastern Canada. The trip will be on Saturdays, occupying one hour, and the return will be Sunday evenings or early Monday mornings, to suit the desires of patrons. During its two days' stay at Victoria Beach short trips in the air to surrounding mining centres, Minsk and other localities will be made available. The airplane will be a six-passenger cabin plane and it will land in the bay close to the former air station.

Mr. and Mrs. Victor Scott and family will occupy their cottage on Arthur Road in one week's time.

Mr. Percy Kellett manager of Bulmans Ltd., who for a number of years owned the cottage on Fifth Avenue and Arthur Road, and is a former president of the Victoria Beach Club, is seriously ill at his home in Winnipeg.

Cottage owners welcomed the arrival of Mr. James Kilpatrick, at the meat shop, and in honor of the event the meat store is being painted a purity white.

Mr. and Mrs. English, recently of Treherne, are assisting Mr. and Mrs. G. B. Baragar at the store.

The post office is open in Mr. G. B. Baragar's store and the daily service starts from Winnipeg July 1st.

Low water for several years in Lake Winnipeg has made several parts inaccessible, interfered with navigation of certain sections of the lake, impaired the value of many lakeside resorts, and helped to reduce the annual rainfall in a large section of the West. The Selkirk Board of Trade has inaugurated a vigorous campaign to have a control dam installed in the Nelson River for the purpose of stabilizing the lake level. The idea is to have the Federal Government co-operate with the province in financing the project, partially as an aid to unemployment.

CRESCENT DELIVERIES START

It was a pleasing sight to see the Crescent Creamery fleet of wagons on the roads early this month and to realize that the service to the cottages had been started in good time. The Crescent Company has enjoyed an enviable reputation at Victoria Beach for courtesy and quality in products, and this season the high standard set in past seasons will be maintained.

J. H. Falls

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GENERAL MERCHANDISE

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WINNIPEG PRICES

Latest Fashions in Bathing Supplies
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VICTORIA BEACH - MANITOBA

DON'T TAKE SUN RECKLESSLY

Even though some appear to forget it, most of us know that prolonged exposure to the rays of the sun is dangerous, says Dr. Copeland, of New York, a U.S. Senator. I recently visited a friend who was recuperating from a severe sun-burn, he said. In the course of conversation he told me that he had fallen asleep while taking a sun bath.

When he awakened he could hardly move. His body seemed to be on fire and he suffered marked agony. He was rushed to a hospital where he received the necessary treatment for the severe burn that he had inflicted upon himself. My friend was dangerously ill for weeks and at one time little hope was held for his recovery.

Of course, this is an extreme case, but the rays of the sun are strong and penetrating. The skin is easily burned

by excessive exposure. The burn is similar to that received from fire or scalding liquids. Extensive skin burns from any cause are dangerous and may result in serious complications. Extensive burns covering a wide area of skin may be fatal. Everyone enjoys a good sun-tan. It gives a healthy appearance and a feeling of well being. It can only be safely acquired by gradual exposure to the sun.

Redness and tenderness of the skin are nature's signs of warning. Bear in mind that exposure to the sun must be gradual and not increased in length until the skin has a protective coat of tan. Once the skin has this protection you may safely stay out in the sun for long periods.

The rays prevent certain vitamin-deficiency diseases, such as rickets.

The child who has an abundance of sunshine will never have rickets. This disease was formerly a common ailment of children who received little sunshine and fresh air.

Sun baths are now given to the infant when it is but three or four weeks old. During the winter months when sunlight is scarce, or when weather prevents out-of-doors sun baths, cod liver oil should be given. This supplies the

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and 16 other popular drinks to quench summer thirst—ice cold and refreshing at all the Beach stores—by the bottle or by the case—be sure it is DREWRY'S

"BIG BOY" BOTTLE
Drewry's Dry new 25 CENTS
in the Big English plus
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SOFT DRINKS ICE CREAM
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WE DELIVER

R. N. BROWN - Manager

necessary vitamins developed by the rays of the sun and necessary for sturdy bones and healthy bodies.

The value of sunbaths cannot be over-estimated. But the dangers of careless exposure to the sun must not be disregarded. Get your share of sunlight but do so carefully and in moderation. Never expose yourself to the sun rays for a long time until you have that protective coat of tan. And above all, do not fall asleep in the sun, as my friend did.

Beach People

Morris O'Connell, Canadian Pacific Railway agent at Inwood, Man., has taken over the cottage of his brother, Fred O'Connell, and, with Mrs. O'Connell and family, will spend the summer at Bay View section, Victoria Beach.

Ernest B. Compinn, manufacturers' agent, has taken Mr. P. E. Archer's cottage, Sunset, for July. Mr. Archer was down over the last week-end.

W. Douglas Lambie, British trade commissioner, Winnipeg, has taken a cottage on 1st Avenue, for the summer, and will occupy it with his family shortly.

Mr. and Mrs. Spencer Lewis were down at their cottage on Sunset over the week-end.

Mr. Arthur E. Parker spent the last week-end at Victoria Beach. As in several seasons past, Mr. Parker, who is vice-president of the Winnipeg Electric Company, will spend the summer with his family at Victoria Beach, occupying a cottage on Fourth Avenue.

Miss Dorothy Anne Bartholomew, of 468 Linden Ave., East Kildonan, is a guest of Mr. and Mrs. Wm. Bartholomew. Mr. Charles O'Connell, of the Canadian Pacific Railway depot telegraphs has taken voluntarily three months' holidays, which he will spend at Victoria Beach and on a number of canoe and motor boat trips up the lake and on the Winnipeg River. Mr. O'Connell is a pioneer of Bay View section.

Mr. Gordon F. McLauchlin and his mother have spent the past two weeks at "Minnewawa," 7th Avenue. They had as their guests Mrs. A. D. McRae and Miss Marian Jones.

Mr. and Mrs. W. J. Pascal and family occupied their summer home at Victoria Beach recently for a few days.

Mrs. A. C. Turner, with her little son and daughter, Master Ogden and Miss Paty Turner, will leave Winnipeg June 17th for Victoria Beach, where she will spend a month, before leaving to join her husband and reside in Calgary.

Mr. and Mrs. W. Bartholomew and nephew, Master Ian Bartholomew, are spending a holiday at their home, 5th Avenue.

Mr. and Mrs. John Terry and Miss Helen Terry have re-

turned to Winnipeg after having spent two weeks and a half at their cottage.

Mrs. J. W. Rooke and Miss Jessie McLeod, who spent last week-end at Mrs. Rooke's cottage, Sixth Avenue, had as their guests Mr. and Mrs. A. Ferguson and family.

William Low, of Wiley, Lowe & Company, Grain Exchange, with Mrs. Low and family, will occupy their cottage on Sunset at the end of the month. This cottage may be easily recognized as the owner erected a stone fence in front of the property, 75 feet in width, with his own hands.

Mrs. Stein was a guest of Mr. and Mrs. Terry for a few days.

Mr. T. B. Robertson, ("T.B.R."), of the Winnipeg Free Press editorial page, with Mrs. Robertson and children, have taken a cottage at Victoria Beach for the month of July.

Mr. Frank E. Sprague spent the first half of the week in Winnipeg, returning to Victoria Beach Wednesday.

Ald. C. Rice-Jones and Mrs. Jones, with members of their family, are coming down for the summer about June 15th.

Mr. Jack Life and Mr. John McPhail have opened their cottage on 6th Avenue for the season.

Mr. Archie Paxton is occupying his cottage on 5th Avenue for the week-ends.

Mr. Brooks, president of the Natural History Society of Manitoba, and Mrs. Brooks, had as their last week-end guest Mr. Weidman at their cottage on 4th Avenue.

Mr. and Mrs. Spiers have opened their cottage on 3rd Avenue for the season.

Mrs. Feeley has opened her cottage on 6th Avenue for the season and had as her guest last week Mrs. Peter Logan.

Mr. and Mrs. Fox have opened their cottage on 5th Avenue and had Mr. and Mrs. Hogarth as their guests last week-end.

Mr. and Mrs. Suttie and Miss Suttie were down for the last week-end.

Mr. Thomas French, department manager, The T. Eaton Company, with Mrs. French and family, will occupy Mr. Spence Lewis's cottage on Sunset for the summer.

Mr. and Mrs. Paget arrived Saturday to open their cottage on 4th Avenue; while Miss Elaine and Mr. Arnold Paget joined them Sunday.

Miss Mary Sprague is spending a few days in Toronto, the guest of her sister, Mrs. A. M. Doyle.

Dr. C. Ogilvie Wood joined Mrs. Wood Saturday to spend the week-end at their lovely cottage on Arthur Road and Fourth Avenue.

Canon Gill, of St. John's College, president of the Victoria Beach Club, arrived Wednesday, with Mrs. Gill, to open their cottage for the season.

Miss Sybil Lay arrived Saturday and is spending the week with Miss "Jackie" Sprague.

Mr. Jack Smith arrived Saturday to spend a few days at Victoria Beach.

Mr. Cyril Head spent the week-end with Mrs. Head and family at their new cottage on Sunset Boulevard.

Mrs. G. B. Niven and daughter, Mary, and brother, Mr. A. Mills, and Mrs. H. Robinson, occupied Mrs. Simms' cot-

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PRODUCT HOME WITH YOU

R. N. BROWN - Manager

BARBER SHOP

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Will open about the middle of June.

COMPLETE SERVICE CITY PRICES

Special attention to Misses and Ladies

by one with twenty-five years' experience

J. POLOS - Proprietor

tage on Eighth the first part of June.

Miss Louise Hercus is occupying a cottage at 223 Third Avenue, with members of her family.

Mr. and Mrs. Colin D. Lear and family will occupy a cottage for the season at Victoria Beach.

Mr. and Mrs. Eustace Brock and family will arrive next week. They have taken a cottage for the season at Victoria Beach.

Mr. and Mrs. R. Lovejoy were passengers to the Beach last Saturday, to take up residence for the rest of June, at a cottage on Second Avenue.

Mrs. Gertrude Barker, Miss Eba Cummings and Miss Alice Wilson returned to the city Wednesday evening, after enjoying a holiday at "Strathavon" cottage, Sunset Blvd.

Mrs. B. Dixon, Mrs. Jas. Kerr, with Mrs. Dixon's grandchildren Jimmie, Billie and Diana Tate, are on Birch Avenue for month of June and had as their guest over the week-end Miss Marie-Louise Dubienki.

Mr. and Mrs. W. Conyers are expressing their pleasure in Victoria Beach by returning to spend another holiday there, going down on June 24th to a cottage on 3rd Avenue.

Miss Molly McPherson is a guest of Mrs. J. Hercus at a cottage on 3rd Avenue.

Miss Louise Strath's cottage, "Strathavon," was again the rendezvous of a jolly week-end party, the guests being Mrs. Gertrude Barker, Mrs. Peggy Sinclair, Misses Lee Mathias, Alice Wilson, Doris Beer, Eba Cummings, Viva Dixon, and Messrs. Jack Robillard, Bill Fletcher, Stan Mathias, George Gould, Harold Moberley, Jim Boyd and Jerry MacIlwain.

Mr. A. Thomson is spending his holidays at the Beach, taking a cottage from June 24th.

Mr. and Mrs. T. G. Adams and family are spending the week-end at a cottage on Sunset Boulevard, and will later be down to spend considerable time.

Victoria Beach Drug Store

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Full line of
Drugs, Cosmetics, Confections, Tobaccos, Cigarettes
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Thom's Bakery

VICTORIA BEACH MANITOBA

Bread Cakes Pastry

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A. Larson

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Estimates Cheerfully Supplied

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Community Church Service

IN THE COMMUNITY CLUB HOUSE

Opening Service - Sunday, June 25th

CHARLES H. BALL
President

Strathavon Cottage, Sunset Boulevard, will be the residence for the next two months of Mr. and Mrs. A. W. Gibb and family, they having gone to the Beach Wednesday.

VICTORIA BEACH "CAVALCADE"

Scene: Canadian National Railways station, Winnipeg.
Date: June 10th, 1933. Hour: 9.31 a.m.

Personnel: Maurice Gilman, Chas. H. Attwood, Jack Wheatcroft, W. Barney Quinn.

Gateman: "What are you four chaps looking so glum about?"

Chorus: "Our wives have gone to Victoria Beach for a week!"

Gateman: "That's tough. But what's that black stuff on all your hands?"

Chorus: "We've been patting the engine!"

Canadian National Railways

Provides

VICTORIA BEACH

with an

UNSURPASSED SERVICE

This season the train schedule has been granted 100 per cent along the suggestions of the Community Club

Ask for season time table at Winnipeg depot or Victoria Beach station

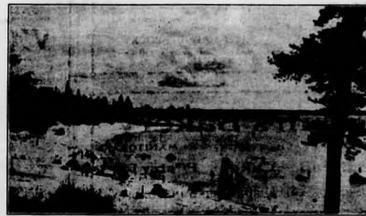
See our agents for information covering travel to all parts of Canada, United States and tours in Great Britain and Europe



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