

# Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

JUNE 16, 1934  
VICTORIA BEACH HERALD

No. 1

## - Victoria Beach Invites You -

**V**ICTORIA BEACH in all its splendor of cool summer foliage; its wooded lanes; its rambling tree-covered roads guarded by fir, birch and balsam; its wide stretches of safe beaches and its beautiful vistas across the majestic lake—all these now await the summer visitor, the sorely-trying heat-afflicted family.

Victoria Beach, as has been said thousands of times, is a family beach, with pleasures outdoors innumerable for the youth and their elders. Primarily it has been built up possessing rich natural advantages for the children; even the wee tots find here charm and the freedom of the great out-doors. Season after season refreshed city dwellers have returned home giving to Victoria Beach and its management generous credit for the happy and memorable time enjoyed during the heated months.

Victoria Beach is Greater Winnipeg's ideal playground. In its sylvan retreats happiness and contentment reign. So wide and so varied are the surroundings of Victoria Beach that a family after arriving is soon hidden away, to enjoy its balsam-laden atmosphere in complete freedom from outside contact.

Each lot is seventy-five feet with a depth of one hundred and fifty feet, so that one can easily conceive that in surveying these cottage sites the original owners had in view the desire to make each one "An Englishman's Castle."

The area enclosed beside each cottage is sufficient for ample play for the children; but on the wide beaches or within the groves there are spacious places where dullness may be thrown to the winds and nature in all her glory enjoyed to the full.

A writer dwelling on attractiveness of Victoria Beach for the family is always tempted to speak of its "Safety Lanes." Not one accident has befallen a resident along its water stretches or on its roads in the last four years. That is something to record. Because Victoria Beach stretches across many miles. It has long water-lapped shores; but that is the story of "Safety;" those who have the care of Victoria

Beach in their keeping can say without fear of contradiction; it has an enviable record for safety. Thousands of children wander gay and blithely throughout its pleasing expanse, and all return home to the family fold free of scars. Its beaches are well patrolled and residents naturally take upon themselves the self-constituted office of guardian, and by gentle suggestion convey just where the newcomer might go too far in enjoying its facilities, with the result the water has no tragic story to tell. It is the old, old story, summer after summer of joy and contentment.

Nature has carried out a tremendous task in fitting Victoria Beach for the great outdoors haunt of the weary summer city dweller. But man has done his share also. The policy of retaining this wide area as one unit has cost a great deal of money, but the result is no intruder can come in and despoil the character of Victoria Beach. Miles of territory had to be taken in, but it has all proven to have been for the good of the residents. The auto has been kept out and undesirable elements have been barred.

The water system is ample and sanitation is one of the special municipal undertakings which receives at all times the closest attention of the authorities. The storkkeepers have been carefully selected. The business character of each one is of the highest quality. This is where the wisdom of the forefathers of Victoria Beach has been tested and not found wanting.

We invite you to pay a visit, a lengthy one if possible, to Victoria Beach this summer. We know you will be one of our closest friends from then on, one we will not lose sight of in the future.

### RE-ELECT MR. HAROLD W. DALY

The Canadian Amateur Swimming Association (Manitoba section) held their annual general meeting recently, with the president, Harold W. Daly, in the chair. A well attended meeting elected Mr. Daly to a fourth term as President, paying compliment to the good work he had accomplished. Mr. Daly takes a deep interest in swimming at Victoria Beach.

**: Sale Extraordinary Victoria Beach Lots! :**

### - The Company to Sell All Lots -

Let us consider the case of the Victoria Beach Company.

In this issue the company announces an extraordinary sale of all the lots which they own in Victoria Beach, some 170 in number.

What is the reason? Simply that the Company needs the cash. The Company has carried the heat and the burden of the day for two decades and is now desirous of concentrating on vital features of the beach's well-being.

The Company has been the largest contributor of taxes to the municipality over long stretches of years. The Company was contributing heavily when there were few cottage owners to assist the municipality. It borrowed large sums of money with which to pay these taxes in the "lean" years. This had to be repaid, and this repayment with heavy interest carrying charges has been a handicap to the promoters of Victoria Beach.

Now they have come to the public and are offering for cash the 170 lots remaining in their possession at one third the listed price. It is hard to believe! There are lake front lots, there are inside lots and there are lots well located in new subdivisions which are so low in price there is no question but that every one is desirable and will be snapped up. First come, first served!

This is not intended to be an advertisement for the Victoria Beach Company; rather it is good news, glad tidings to any one who desires a lot at an unheard of price, for cheapness with quality.

The Victoria Beach community owes much to the Victoria Beach Company. At great expense it opened roads and lanes; it started the municipal water system; it began the fire protection system; it adhered to the policy of retaining Victoria Beach for a certain high citizenship class of people, and in doing so turned down great sums of money offered by outsiders which however would have destroyed the character of the Beach as outlined by the founder, C. W. N. Kennedy, whose memory is revered by hundreds. The directors at one time were offered \$800,000 for the property.

They bought the golf site and laid out the golf course and every detail of revenue has been put back in the course for improvements. The school was made possible by the taxes paid by the company into the municipal treasurer. The Company gave a large

site for the location of the Victoria Beach Community Clubhouse and gave \$500 in cash towards the building fund. Each of its directors also contributed \$50 towards the building fund.

The Company has been generous to a fault. It went into large initial expenditures and had to borrow heavily and pay high interest to enable it to retain control of Victoria Beach. The amount of money which the Company has paid out on capital expenditures in the last few years would astound the unlearned. This new move of the Victoria Beach Company does not mean that the directors are losing any interest in the future of Victoria Beach. On the contrary, relieved of a large amount of taxes, debt and interest they will be able to go forward with renewed vigor devoting greater attention to the golf course, the tennis courts, the hotel and the stores which will be of the greatest advantage to the residents of Victoria Beach. The general welfare of the community is their only aim, adding from year to year something which will be pleasing and an advantage to the natural attractiveness of the resort. The handicap removed, then the management will be able to concentrate on essential things. All monies received from the sale of lots will be used only in paying off debts.

Old debts, high interest rates and heavy taxes have crushed many an institution, many a worthy organization. It is recognized Victoria Beach management has done well in the last three years of stress. Many a similar concern, and some not far away, have gone down and under. The officers, the directors and the shareholders have decided that this load shall not be allowed to crush the Victoria Beach Company and by so doing obliterate the names, the deeds and the memories of men who have made Victoria Beach a haven of rest, a refreshment in the summer to so many thousands of city dwellers.

#### Victoria Beach Herald

Published at Victoria Beach every Saturday throughout the summer season, June 8th 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 10,000 copies, and distributed free. Communications to be sent to the Editor, Albion Press, 44 Princess Street, Winnipeg, or left in boxes in Victoria Beach stores. Advertisements to be sent to the Business Manager, Albion Press, 44 Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

- Our Advertisers are your Friends. Please Patronize Them -

### Victoria Beach's First Railway Agent

When Mr. Osborne Scott, general passenger agent of the Canadian National Railway, was recently in North Battleford, Sask., he had a chat with the company's agent there, and discovered that he was the first agent of the company, when it was the Canadian Northern Railway, at Victoria Beach. Later this agent wrote the following letter to the Victoria Beach Herald, reminiscing on the season he was located at Victoria Beach. His letter follows:

"In June, 1918, I opened the railway agency at Victoria Beach. At that time there were less than a dozen buildings, all told, consisting of a small store, post office, cottages and Pinehurst Inn, which was composed of logs and operated by Mrs. Birdall.

"This popular resort has grown exceedingly since the year I mention and has become well known all over Western Canada for its many natural attractions and beauty as well as its sandy shore and safe bathing.

"The splendid passenger train service during my stay at Victoria Beach allowed large crowds to travel from Winnipeg and elsewhere to the Beach where they always had a very comfortable and enjoyable time.

"There was no assistant agent, consequently my hours were long, also those coming down to the lake shore called at all times for their belongings. One lady aroused me after midnight; she was urgently in need of a camp stove.

It was necessary to cross the tracks to the car for this stove. After all this was attended to she decided she could do without it as she had forgotten to ship the lid and stove pipes.

"It was a very enjoyable summer for me and my family. Midnight hours meant nothing either at work or at pleasure; it was delightful to be there—a wonderful spot for all.

"The summer I was agent at the station everything was 'in the raw.' Only a few cottages were located along the shore and these were occupied by Dr. Neil John MacLean, Dr. C. O. Wood, Dr. W. G. Campbell, with one permanent resident who was the post-master, Jas. Paulson. In addition to these, Pinehurst Inn was located on the point and this was managed during the summer by Mrs. Birdall; but like the cottages, was closed during the other months. There was a summer store at the Beach which was operated by a young man named Wm. Dibley.

"The Beach property had been subdivided, but no building took place in 1918, although many sites were sold. The ground adjoining the station property was chock full of large stumps and these were being removed by Indians.

"My duties at the depot as agent were not tiring although I would be on duty from 8 a.m. to 11 p.m. This was made necessary on account of the Beach passenger trains. The Beach was such a beautiful spot that I was able to obtain much enjoyment during my working hours. My chief duties consisted of train orders and the handling and billing of campers equipment. During the year 1918 there were many campers in addition to those who at that time had their cottages. They were a happy lot and all who came to the Beach were easy to satisfy and were sociable."

#### JAMES KILPATRICK

BUTCHER

QUALITY MEATS :: UNRIVALLED SERVICE

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 ten 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 FRUIT AND VEGETABLES DAILY  
Large Stock of all Popular Magazines  
Everything in the Bathing Line  
Laundry Agency Weekly  
VICTORIA BEACH - MANITOBA

#### Victoria Beach Drug Store

PRESCRIPTION SPECIALISTS

NOW OPEN

Full Line of  
COSMETICS PATENT MEDICINES  
CONFECTIONS DRUGS  
TOBACCO AND SICK ROOM SUPPLIES  
FIRST AID and BATHING LINE  
MORNING CANDIES, 1c to 15c  
KODAK SUPPLIES and PRINTING  
Location in Victoria Beach Company's Office

#### ANDERSON TRANSFER

Wood - - Ice

VICTORIA BEACH - MANITOBA

∴ Read the Greatest Summer Resort Lot Sale in History! ∴

**Fifty Cents** . . .  
will send the VICTORIA BEACH HERALD  
to any address.  
**SUBSCRIBE**—and be sure of your copy

**With Our Cottage Owners**

Mrs. W. J. T. Kerr and Miss Jessie Kerr opened the family cottage Arbor Day and have been enjoying the season early, which has been one of the best in years. Mr. Kerr has been spending the long week ends with the family.  
Dr. Neil John MacLean, Mrs. MacLean, and members of their family opened their cottage on Sunset early this year and have had many guests down enjoying the early season's delightful days.  
Mr. Don McLarty, who recently returned from three years spent in geological work in South Africa was the guest of Mr. Aidan Conklin over the last week-end.  
Mr. Frank Sprague and Miss Jacquelin Sprague have been guests at the family cottage since Arbor Day.  
Mr. Thomas French, mail order superintendent of the T. Eaton Company, with Mrs. French and family, will occupy the cottage on Sunset where they were located last season, the former home of Mr. Spence Lewis.  
Mr. Spence Lewis, who is now the proud owner of one of the finest launches running on the Red river and Lake Winnipeg, has offered it for a series of daring outboard motor stunts at the mid-summer regatta and Sports Day.  
Mrs. Harry Little and Miss June Little were down for the holiday occupying their cottage on Sunset.  
Mrs. Leroy Borrowman, Mr. M. Borrowman and Miss Caroline Borrowman were at the family cottage on Sunset May 14th. Mrs. Borrowman and Murray have only recently returned from a visit to the Pacific coast, returning home for the University of Manitoba convocation where Murray graduated in engineering.  
Mr. and Mrs. Joseph Harris will open their cottage on Sunset for the season next week.  
Mr. and Mrs. Frank J. McKinney and family are looking

forward to a delightful season at their cottage on Fifth Avenue.  
Miss Gertrude Newton spent the 14th at the family cottage.  
Mr. and Mrs. Earl B. Wilmot and Miss Anne arrived Saturday to holiday at the Beach for the next two months.  
Professor H. K. McClung returned to Winnipeg, May 24th, after attending the meetings of the Royal Society of Canada, which were held in Quebec City during last week.  
Rev. Wm. Steenson, minister of the United church at St. Vital, has been invited to the charge at Balmora, Man., and has accepted. Mr. Steenson has served the St. Vital congregation for the last ten years. For years Mr. Steenson has been a cottage owner at Victoria Beach.  
In honor of Miss Nita Allardice, a bride-elect of June, the members of the Chancel Guild of St. Luke's church entertained delightfully at high tea, May 25th, in Winnipeg. Lovely bouquets of lilacs and tulips centred the attractive table. During the tea hour a presentation was made to the honor guest.  
Canon and Mrs. G. A. Wells, the former the warden of St. John's college, Winnipeg, with their family arrived Saturday to spend the summer at this Beach.  
Mrs. Curson Allardice spent a recent week-end at her cottage, and had as her guests, Mr. and Mrs. H. W. Glasco. Mr. and Mrs. A. T. Stenhouse and their son, Jimmy have reached Mount Dennis, Ont., and will make their future home there. They left Winnipeg, May 23rd, and visited in Toronto for a short time. Mr. Stenhouse, who for many years was manager of a branch of the Bank of Nova Scotia in Winnipeg, and for the past ten years a cottage owner at this Beach, was also a director of the Victoria Beach Company.  
Mrs. G. C. Head and Miss Clara Brookwell spent a recent week-end at the Beach, occupying their cottages on Sunset.  
Miss Phyllis Withrow, who has spent the last year studying physical education at Victoria college, University of Toronto, has returned home to spend the summer months with her parents, Mr. and Mrs. E. F. Withrow, Royal Crest apartments, Winnipeg and at Victoria Beach.  
The engagement is announced of Anita Mollon, younger daughter of Mr. and Mrs. T. Curson Allardice of Winnipeg and Victoria Beach to the Rev. Thomas Reed Lancaster of Victoria, B.C. The wedding will take place in St. Luke's Anglican church, Winnipeg, June 23rd.  
Mr. and Mrs. Harry Little, Sunset, spent several weeks last winter in the Old Country.  
(Continued on Page 7)

**"Grass Widowers"**  
and **THOSE WHO REMAIN IN TOWN**  
DON'T MISS MEALS ON ACCOUNT OF HEAT

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**MOORE'S** assures a cool and comfortable dining room on the  
**Water Washed Air Cooling System** hottest day . . . 75,000 gallons of artesian well water required daily to give you this comfort.

∴ **Our Advertisers are Worthy and at Your Service** ∴

**BIRDS ARRIVED EARLY**  
Fred J. Rogers, writes: "Despite the exceedingly cold, late spring, most birds arrived on time, in the Victoria Beach Sanctuary, and several were ahead of time. The great blue heron arrived in the midst of a snowstorm!  
"For the first time I recorded the mountain Bluebird. It is a lovely and welcome addition to this district, which abounds in beautiful and rare species. Sooner or later the rare ones seem to come here."

**HONOR CANON GILL AT SEVENTY-SIX**  
Prof. and Mrs. W. T. Allison entertained a representative gathering of "men of letters" recently at their home in honor of the 76th birthday of Dr. E. Wharton Gill, of St. John's College. Congratulations were brought to the distinguished guest of honor by Dean J. W. Matheson, of St. John's College; Dean William Tier, of the University of Manitoba; Prof. A. J. Perry, of the committee of English examiners; Mr. W. L. MacTavish, president of the Canadian club; Mr. G. H. Dull, of the Manitoba Horticultural society; Prof. Watson Kirkconnell, president of the Winnipeg branch of the Canadian Authors' association; Mrs. W. B. Tranter, president of the Inkingers' club and Mr. Gerald Wade, vice-president of the Winnipeg branch of the Dickens' Fellowship. During the evening a presentation was made to Dr. Gill by Mr. Wade, and Mrs. Gill received a bouquet of flowers. Canon Gill is a past president of Victoria Beach club, and a resident with his family at Victoria Beach for many years.

**THE CRESCENT SERVICE**  
The Crescent Creamery wagons will be at the service of Victoria Beach residents this season again as they have been for the past eight years. Victoria Beach could not have been served better than last season, in quality of product and in reliable attention to every detail. No complaints from customers, the management state, were received last season when the regular train schedule went into effect. Milk and cream fed in their own refrigeration at Victoria Beach, is the happy position of the Crescent.

**Thom's Bakery**  
VICTORIA BEACH - MANITOBA  
**Bread Cakes Pastry**  
OUR GOODS ARE UNSURPASSED IN QUALITY

**Taylor's for Development**  
Take your films to the Drug Store and we will give you the promptest service. Our attention to patrons last season brought us a large business and a satisfied public.  
LATEST PROCESSES  
**Taylor's at the Drug Store**  
VICTORIA BEACH - MANITOBA

**Modern Dairies**  
MILK  
CREAM  
BUTTER  
ICE CREAM  
This year we will operate our own Delivery Service under the supervision of Mr. J. English, who has been connected with Barager's Store up until this season.  
MODERN DAIRIES PRODUCTS COME TO YOU FRESH DAILY  
WE SOLICIT YOUR PATRONAGE  
PHONE 201 101

**William Fournier**  
SADDLE HORSES AND PONIES TO HIRE  
Experienced for the Beach Roads  
HIGH CLASS PAINTING, DECORATING,  
OILING AND VARNISHING  
Leave Orders at the Stores - Victoria Beach, Man.

**Moonlight Inn**  
Close to Station. In the centre of Victoria Beach  
This year we have some pleasant and valuable surprises for Victoria Beach. We have taken the agency of Picardy's and will have on sale all the Pastry and Cakes which this noted and reliable firm offers the public, fresh every day, arriving from the morning ovens at noon. See our large array of show cases for dainties.  
WE SOLICIT YOUR PATRONAGE  
MEALS SERVED—LUNCHEONS AND TEAS ARRANGED  
FRUITS AND VEGETABLES  
ICE CREAM SODA FOUNTAIN DRINKS  
SOFT DRINKS CIGARS AND CIGARETTES  
E. N. BROWN, Manager

∴ **Read the Greatest Summer Resort Lot Sale in History** ∴

### Beach Notes

Mr. Fred M. Gee this spring erected one of the prettiest cottages on the beach on his location, First Avenue.

Mr. Thomas Hay, M.P. for Springfield has erected a cottage on Sunset, close to Sheriff Inkster's.

Mr. William McIntyre is again Canadian National Railway agent at the Beach.

Percy Costello, agent for a number of years at this Beach is now agent at Grand Beach.

The drug store is open and is again in charge of Mr. William Whitcomb.

Dr. Roy A. Fraser will again be in charge of the medical service at Victoria Beach this summer, beginning July 1st.

The Natural History Society, twenty-one members strong, headed by the former president, Shirley Brooks, visited the Beach recently.

There is a brick demand for cottages.

Mr. G. E. Barager was down the last week-end in charge of his store.

Mr. and Mrs. C. E. Moore have had a busy time the last few days at the Victoria Beach Inn.

**DEER HAD LONG SWIM**

"Has Lake Winnipeg established an animal swim record?" Conjecture was rife in Winnipeg following the arrival of a jumping deer at Gillmill dock, May 28th. Two young men saw the deer come swimming from out of the lake and sidle against the dock. Getting a skiff they rowed out to the tired deer and brought it to shore where they discovered that it could not stand. The exhausted animal was carried into a shed nearby and allowed to rest. It tried to run, but it would barge into fences and fall. After a short chase it was captured and put on a truck and taken out of town and released in the bush, but it sank down exhausted, and was left there by its rescuers.

Just how far the deer swam is what is puzzling those who saw the exhausted animal. Only one answer is heard, that it must have come from Elk Island or the mainland of Victoria Beach, a distance of between 22 to 24 miles. It is not likely that a few miles exhausted the deer to the point of collapsing.

**VICTORIA BEACH INN**

Mrs. C. E. Moore is again managing Victoria Beach Inn this year, and is looking forward to the return of many of her guests of last season.

A number of improvements have been made which add to the comfort of the guests. Cottage windows have been enlarged, giving a beautiful view of the Bay and an atmosphere of airiness. An additional sitting room has been provided in "Oak Cottage" overlooking the lawn and flower beds. The grounds, in spite of the severe winter, are showing a marked improvement and look more inviting than ever. The attractiveness and quality of meals and service are assured. The entire kitchen and dining room being well staffed with help from Moore's Portage Avenue water-cooled air restaurant. Everything points to a most comfortable outing for those who visit Victoria Beach Inn. Reservations may be made at Moore's Water-Cooled Air Restaurant in Winnipeg.

∴ **Victoria Beach - - The Place to Spend Your Holidays** ∴

**Our Milk**

is specially selected for Victoria Beach from our best shippers, including Kinlmalmy Farms, and R. J. Smith & Co., Bird's Hill Jersey Farm, and is under the control of our laboratory from the time it is received in our plant until it is loaded out for shipment. . . . With the daily morning train service soon established, the MILK and CREAM delivered at Victoria Beach is as fresh as delivered to the CITY HOMES of Winnipeg.

### Crescent Creamery

Company Limited

CRESCENT ICE CREAM

WATCH FOR OUR WAGONS  
EARLY DELIVERY, PROMPT SERVICE

### Victoria Beach Inn

AN ATTRACTIVE 24-ROOM HOTEL located on the point overlooking both the bay and lake and having an almost constant breeze. The attractiveness of meals and service is assured. Our kitchens being entirely staffed with help from MOORE'S PORTAGE AVENUE WATER-COOLED AIR RESTAURANT. Rates are most reasonable for service rendered.

**WEEKLY RATES INCLUDING MEALS**

Single Room	\$1.00	Children Under 12 years	When Sharing Room	\$10.00
Two Persons in Cottage	\$2.00	When Sharing Room	With Adult	\$10.00
Double Room	\$3.00 to \$3.50	When Sharing Room	With Adult	\$10.00
Two Persons in Main Building	\$2.00	When Sharing Room	With Adult	\$10.00
Double Room	\$4.00 to \$5.00	When Sharing Room	With Adult	\$10.00

Guest sharing accommodation with permanent resident weekly guest will pay same rate as permanent guest.

Mrs. C. E. MOORE, Manageress.

RESERVATIONS may be made at . . .  
MOORE'S COOLED AIR RESTAURANT  
297 Portage Avenue, Winnipeg — Phone 88 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rail fares combine to make a holiday planned at Victoria Beach (in one of the most economical you can find). Anderson's Transfer cares for all guests' luggage without extra charge. Guests of the Inn should give their luggage checks to Anderson's uniformed representative, either on the train or at Victoria Beach station, and it will be delivered to your apartment at the Inn.

**MARJORIE ADDS TO LAURELS**

This past winter Miss Marjorie Lee, who spends the summers at Victoria Beach, and is an active participant in the Sports Day programme each year, won the Victoria Ladies swimming club's senior 100 yards swim, during the past winter. She also won the 50 yards back crawl. Marjorie now possesses a beautiful trophy, the gift of Mrs. W. H. McPherson, the first president of the club, and still a real enthusiast for this athletic sport.

### Community Church Service IN THE COMMUNITY CLUB HOUSE

Opening Service will be announced in next issue

CHARLES A. BALL  
President

### With Our Cottage Owners

(Continued from Page 4)

Mr. and Mrs. Neville Smith and family spent the week-end at the Beach.

Ald. C. Rice Jones, Mrs. Jones and members of the family spent the last few days at the Beach.

Mrs. J. W. Rooke is occupying her cottage on Sixth Avenue.

Mr. and Mrs. W. J. Pascoe and members of their family have been down at their cottage the past few days.

Mrs. H. B. Wallen and two children, Pamela and Russell, are spending the summer at the Beach.

Miss Majorie MacMaster is the guest of Mrs. R. D. Vance at her summer home at the Beach.

Mrs. Glover, wife of the Rev. F. Glover spent the last week-end at the Beach.

Mr. Percy E. Archer is spending several days at his cottage on Sunset.

Miss Florence A. McWhirter spent the last week-end at her cottage on Sixth Avenue.

Mr. Angus More was an early visitor at the Beach occupying his cottage on Fourth Avenue.

Mayor F. C. O'Brien was a visitor to the Beach last week-end.

Mr. Art McFayden was down inspecting his cottage on Bay View on a recent week-end.

Mr. Edwin Spence is the first cottage owner on Bay View to take up his residence and was joined by his son, "Bud" last week-end.

Miss I. McElbearn spent the week-end at her cottage at the Beach.

Miss Ruth Oliver returned, Sunday evening to the City after spending the week-end at the Beach.

Miss G. M. Shewell has returned to Winnipeg after spending the winter in England, and will occupy her cottage at the Beach for the summer months.

**HONORING MR. HORROBIN**

The Rev. George Horrobin, for the past 28 years rector of the parish of St. Jude's, which he founded, and which he has led to its present position as an important parish in the city, and who has also served as rural dean of Winnipeg for the past four years, was honored by his brethren of the

clergy of Winnipeg at a luncheon recently. His Grace the Archbishop of the Diocese, the Very Rev. Dean Matheson, the canons of St. John's Cathedral, the warden of St. John's college of which Mr. Horrobin is a graduate, and the clergy of the city were present, the Venerable Archdeacon Parker presiding.

Short addresses were delivered by Dean Matheson, who referred to his long and happy associations with Mr. Horrobin. Rev. G. W. Findlay, representing the Deanery of Winnipeg, presented Mr. Horrobin with a testimonial signed by all the clergy.

The Archbishop spoke briefly at the close, expressing appreciation of the magnificent work of Mr. Horrobin for the church. Mr. Horrobin for many years has been a Victoria Beach cottage owner.

### MODERN DAIRIES

This season the Modern Dairies will have their own delivery system, directed by Mr. J. English, who for a number of years was on the staff at G. B. Barager's store. Fresh deliveries daily will be the schedule set for distribution. The same quality of goods and of service as maintained in Greater Winnipeg is promised. Milk is brought to the headquarters from Hon. T. A. Crerar's farm at Clendeboys; from Manitoba Dairies at Marchand, Man; and from W. L. Parrish's farm at Parisdale; these are the sources of Modern Dairies Supply.

### J. H. FALLS

GROCERIES CONFECTIONERY  
GENERAL MERCHANDISE

Shop at the Store that Saves You Money  
WINNIPEG PRICES

Latest Fashions in Bathing Supplies  
CIRCULATING LIBRARY : SOUVENIRS  
LONG DISTANCE TELEPHONE

VICTORIA BEACH - - MANITOBA

PLEASE LEAVE YOUR ORDERS FOR LAUNDRY  
with WALTER THOMAS  
Calls are made each Monday for Parcels  
and  
Delivered to Cottages Thursday Evening  
No charge for picking up or delivering parcels at Victoria Beach

**Rumford Limited**  
PROMPT SERVICE

∴ **Our Advertisers are your Friends. Please Patronize Them** ∴

## Lots at Reduced Prices

### SUNSET BOULEVARD —

Lot 6, Bk. 1—Regular Price \$1,000; Sale Price \$350  
 Lot 11, Bk. 5—Regular Price \$1,000; Sale Price \$350  
 Lot 4, Bk. 13—Regular Price \$900; Sale Price \$300  
 Lot 13, Bk. 12—Regular Price \$800; Sale Price \$275  
 Lot 16, Bk. 12—Regular Price \$750; Sale Price \$250  
 Lot 12, Bk. 11—Regular Price \$500; Sale Price \$175

### THIRD AVENUE —

Lot 11, Bk. 7—Regular Price \$400; Sale Price \$135  
 Lot 38, Bk. 30—Regular Price \$400; Sale Price \$135

### FIFTH AVENUE —

Lot 7, Bk. 19—Regular Price \$300; Sale Price \$100

### SIXTH AVENUE —

Lot 19, Bk. 21—Regular Price \$250; Sale Price \$85

### SEVENTH AVENUE —

Lot 2, Bk. 24—Regular Price \$150; Sale Price \$50  
 Lot 30, Bk. 27—Regular Price \$200; Sale Price \$70

### EIGHTH AVENUE —

Lot 19, Bk. 28—Regular Price \$100; Sale Price \$35

### Cor. EIGHTH and PATRICIA AVENUE —

Lot 1, Bk. 26—Regular Price \$200; Sale Price \$70

### CENTRE ROAD —

Lot 4, Bk. 37—Regular Price \$350; Sale Price \$120

### CENTRE ROAD and EIGHTH AVENUE —

Lot 11, Bk. 37—Regular Price \$350; Sale Price \$120

The above are a few of the lots available

Every Lot is at least 75 feet frontage to a depth of 120 feet. Many are larger. On the cheaper lots the value of the wood as cordwood is more than the price asked.

### Prices Quoted are for Cash

Maps and full information as to lots available can be obtained from the office at the Beach or 317 Portage Avenue — Phone 21 029

## Victoria Beach Company Ltd.

FRANK E. SPRAGUE, Manager

■ The chance of a life-time to buy Victoria Beach lots! ■