

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

VICTORIA BEACH, JUNE 30th, 1934

No. 3

Victoria Beach Radiates Co-Operation

VICTORIA BEACH stands out among all the beaches to which Greater Winnipeg residents go in the summer months, for its co-operative spirit. It is "one for all and all for one" with a practical adaptation which seeks the greatest good, the vitalizing energy for those who make this beach their abiding place in the summer and autumn holiday season.

The governing bodies of this Beach have sometimes been criticised for the rigorous attitude they maintain in carrying out certain defined policies. But these policies have been tried out these many years. It has been two decades since these guiding points were first introduced; and time and trial of these policies have proved that if Victoria Beach is to be maintained as a "haven of rest" there must be no deviation. This Beach is for the family, large or small; it protects the young life and surrounds it with means by which it may be developed to the highest good.

Victoria Beach has natural attractions, far and away beyond what any other beach or water resort has to offer the public of Manitoba.

None other has such an area of tree covered land.

None other has such a wide expanse of beach and water-lapped shores. Through the avenues of beautiful, thickly clothed foliage many miles may be covered in rambles or hikes, the atmosphere laden with the curative powers of the pine and the balsam. The Company secured this wonderful expanse many years ago and has turned it over to the public of this Province to use in their best interests. The municipality, in co-operation with the company, has added to the natural heritage and have given an ample supply of purest water, the guardianship of the many beaches, an adequate sanitary collecting and inspection system and no increase in taxes, the latter a feature the mayor of this Beach wishes to make clear—there has been no increase in taxation on cottage owners for a lengthy period. Altogether the authorities of Victoria Beach have not over-looked any feature which might add to the safety of the family life, its bodily welfare, or the peace of mind of the community as a whole.

Thus it is with pride and with courage the residents of Victoria Beach have from time to time grappled with problems successfully. They have moved forward, ironed out many difficulties and have added to



Looking from the grounds of Victoria Beach Inn to Patricia Beach at Victoria Beach.

the happiness and the summer pleasures of many thousands.

No better evidence of the co-operative spirit of Victoria Beach is exemplified than in the workings of the Victoria Beach club, a community organization, the efforts of which are constant throughout the year, and unselfishly carried out in improving conditions at this beach. A long list of accomplishments are to the credit of the club's executive and none more than this year when the committee on transportation secured the \$1.25 fare to and from the Beach on all trains. They did this with the object of eradicating the evils of "stub" ticket buying, and the Canadian National Railways finally agreed that it would have a beneficial effect. Many a time there has also been witnessed passengers getting on trains at Victoria Beach without tickets and having to pay \$2.55 for each one in their party. This encouraged "stub" sales and was detrimental to the welfare of Victoria Beach but has now happily been relegated to the "limb of forgotten things." The stub evil may continue but to a much lessened extent.

The Community club starts off its season's activities this Saturday night and it is hoped by the executive that many of the members will be present. An orchestra of talent and quality has been secured and the entertainment throughout the summer promises to be on a high plain. So let all of us strengthen this co-operative spirit this summer. It will add zest, joy and satisfaction to the life of each individual who has a share in its radiation.

There is a Time for Leisure

A feature of life to emphasize vividly was brought out by Rev. J. S. Watson at the opening church service last Sunday morning in the club house, that leisure and rest have a large part in the scheme entering into this busy world. Mr. Watson declared that rest was needful for the happiness and strengthening of the body. No one should hinder the desire of anyone seeking rest. It vitalized energy and gave to men and to women new powers and a better quality of service. Victoria Beach, Mr. Watson pointed out attracted many thousands to its environs just because it provided a most desirable spot for rest and leisure. No one could spend a season here without being benefitted spiritually, morally and mentally, as well as physically. The co-operative spirit abroad at Victoria Beach in the matter of church services was highly commended by the speaker.

Stores Have Filled Shelves

The stores at Victoria Beach are filled with the choice of the Winnipeg wholesale plants in food products. No one's taste has been overlooked. Fresh supplies in certain lines are received daily. This Friday the refrigerator car service started to Victoria Beach, something which insures residents an ample quantity of fresh vegetables, fruit, meats and perishable food equal to the service in Winnipeg. This was arranged by the Community club last year and has worked out to the great satisfaction of merchants and customers.

MOONLIGHT INN

PICARDY CANDY CENTRE

This week and every day from now on we will receive a fresh supply of the famed PICARDY'S delicious oven products—pies, cakes, tarts and buns. Layer cakes of unsurpassed flavor ALL AT WINNIPEG PRICES, plus a small express charge.



PICARDY FLAVORED CAKES

We ask the residents of Victoria Beach to visit Moonlight Inn. A public inspection of our show cases will convince everyone that we are here to cater to the bakery needs of the families of Victoria Beach.

Moonlight Inn serves Purity Ice Cream. It's made for Victoria Beach especially.

Up-to-date mechanically operated refrigerated fountain cools your favorite drink.

Light Lunches—Fruits in season
Cigars, Cigarettes, Tobaccos, News papers.

SPECIAL CAKES FOR THE WEEK-END:

Cherry Cake, Lunch Cake, and Spice Cake; Sponge Layer Cake, with tutti frutti filling and icing, covered with flake almonds; Honey Slices, Chinese Chews.

R. N. BROWN, Manager

With Our Beach People

(Continued from Page 3)

Rev. Thomas Redd Lancaster, assistant at Christ church cathedral, Victoria, B.C., and his bride, formerly Miss Anita Allardie, daughter of Mr. and Mrs. T. Curson Allardie, are spending their honeymoon at the Allardie cottage at this Beach.

Mr. and Mrs. Eustace Brock and family arrived to spend the month of July.

Mr. and Mrs. Madie and their son, Stuart K. are spending the summer at their cottage on Fifth Avenue. This is their 18th season.

Mr. and Mrs. Phillip and family are occupying their cottage on Fifth Avenue.

Mr. and Mrs. H. R. Faires and family Joan and Norman, are staying at "Deer Lodge" Cottage 7th Avenue and Patricia, from June 30 to July 14.

Mrs. E. S. Duncan, Miss Pamela and Mrs. Eileen White are guests of Mrs. G. Higgins, Second Avenue.

Mrs. Mary L. Sharp, Mr. Charlie Sharp and Mrs. F. S. White are the guests of Mrs. G. Higgins.

Mrs. G. Higgins, Miss Betty and Mr. Jack Higgins are occupying a cottage on Second Avenue for the month of June.

Among those visiting with the Cambridge Group House Party last week were the Misses E. T. Welsh, Esmé Welsh, Sady Pugh, Sophie Clutta and Angus Bird.

Mr. W. J. Walton has been the guest of her sister, Mrs. C. V. Saunders for a few days.

Mr. and Mrs. A. W. Fomms and family will again occupy the Saunders cottage for July and August.

Mr. and Mrs. James A. Fraser and two of their daughters, Marj and Isabel are leaving Winnipeg on July 6th for Montreal, where they will be joined by their other daughter, Margaret. They are sailing on July 6th for Leithmouth, Scotland.

Mr. and Mrs. C. V. Saunders, Betty and Gordon are occupying their cottage on Patricia and Third Avenue for a short time.

Mr. and Mrs. Vivian McMeans are spending the week-end at the Beach, the guests of Mr. and Mrs. Osborne Scott.

Mrs. Amy Edwards and Miss Frances Edwards spent a vacation at the Beach.

Mr. A. W. Puttee, ex-M.P. and family are spending a vacation at this Beach.

Mr. Frank E. Sprague went into the city Wednesday night.

Miss Esther Locke arrived to-day to be a guest at Mrs. Osborn Scott's summer home.

Miss Mrs. K. Kagleton spent the last week-end at the family cottage.

MOONLIGHT INN serves Purity Ice Cream. It is made for Victoria Beach especially. Up to date mechanically operated refrigerated fountain cools your favorite drink. Light lunches, fruits in season, cigars, cigarettes, tobaccos, newspapers. R. N. Brown, manager.

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 Baragon's Store up until this season.

MODERN DAIRIES PRODUCTS COME TO YOU FRESH DAILY

WE SOLICIT YOUR PATRONAGE

PHONE 201101

Brisk Sale of Victoria Beach Lots!

William Fournier

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

Community Church Service

IN THE COMMUNITY CLUB HOUSE

Opening Service will be
SUNDAY, JULY 1st, at 11 a.m.
Preacher - CANON GILL

President
CHARLES A. BALL

BARBER SHOP

NEXT TO COMPANY'S OFFICES

COMPLETE SERVICE - CITY PRICES

Victoria Beach Herald

Published at Victoria Beach every Saturday throughout the summer season, June 15th 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 12,000 copies, and distributed free. Communications to be sent to the Editor, Albion Press, 41 Princess Street, Winnipeg or left in boxes in Victoria Beach stores. Advertisements to be sent to the Business Manager, Albion Press, 41 Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

Organized Swimming Classes Beneficial

With school days over there will no doubt be the usual family stampede to the various beaches, and there is no doubt that popular Victoria Beach, with its wonderful facilities for safe and comfortable bathing, will get its large in-flow.

In the past summer seasons at Victoria Beach the children have received much encouragement in the art of swimming, with the result that many swimmers have been developed.

A resident of the Beach who has long been connected with activities in the city has freely devoted much of her time during the summers to helping non-swimmers, and for years it has been a common sight on beach or pier to see this lady surrounded by eager children of all ages.

Many of these children are beginning to assume potential places in the swimming world, and amongst them may be mentioned Beth Rice-Jones, Betty Newcombe, Carroll Borrowman, Dorcas McGregor, Ailene McKinsey, Eleanor McClung and Pat Malish as being really in the running for honours in the coming years, not forgetting Dorothy and Peggy Lloyd.

There is in Winnipeg a club for ladies and girls organized by Mrs. Lloyd of which she is president and D. K. Rice-Jones is secretary, in which all these girls and many others from the group of summer resident swimmers are members.

The Maple Leaf Swimming Club was inaugurated last November and it already has a membership reaching the hundred mark. It is to be hoped that the fine educational work in relation to the noble art of swimming may be carried on and that this Beach may continue to enjoy the reputation that it has gained as being the finest and safest bathing beach in the vicinity of the city.

It will be long before witnesses of last summer's Water

J. H. FALLS

Groceries, Confectionery and General Merchandise at Winnipeg prices

Latest Fashions in Bathing Supplies. Circulating Library, Souvenirs. Long Distance Telephone.

VICTORIA BEACH, MANITOBA

Caraval will forget the two miles swim in the terrific storm, and how Dorothy Lloyd swam against the Manitoba Champion, finally finishing a few seconds behind, taking second place in this Manitoba Championship. And in the quarter mile for girls, Beth Rice-Jones made a splendid showing, finishing second to a junior champion, whilst Carroll Borrowman made a good fourth place.

Much more might be said about these and the many other girls who are making history for Victoria Beach, but space does not permit at this time.

Most of the girls mentioned, and indeed many others have taken various life-saving awards with the Royal Life Saving Society under the instruction of Mrs. Lloyd and the usefulness of this lady's labor of love cannot be over-estimated.

The Challengers --- Where?

Mr. W. J. T. Kerr and Mr. John Anderson have been looking over the badminton talent to see if there is any worthy foe to challenge them for the Victoria Beach championship in badminton. Up to the present time this season the courts at the rear of Mr. and Mrs. Kerr's home on Sunset have not heard the whirr of a championship set, but Mr. Kerr is hopeful 1934 will not pass without a challenger appearing. Come on, Badmintonians.

Taylor's for Development

Take your films to the Drug Store and we will give you the promptest service. Our attention to picture last season brought us a large business and a satisfied public.

LATEST PROCESSES

Taylor's at the Drug Store

VICTORIA BEACH - - - MANITOBA

"Grass Widowers"

and THOSE WHO REMAIN IN TOWN DON'T MISS MEALS ON ACCOUNT OF HEAT

MOORE'S
Water Washed Air Cooling System

assure a cool and comfortable dining room on the hottest day... 75,000 gallons of artesian well water required daily to give you this comfort.

Shortening the Beach Line

There is much interest at Victoria Beach in the announcement from Montreal that the two railways have about completed planning a new line from Winnipeg to Victoria Beach, a shorter route than the present one by several miles, cutting out going around by Transcona and East Kildonan. The plan is to leave the Canadian National Railways depot and when opposite Whittier Park on the main line, the former Canadian Northern tracks will be used to Paddington Junction, near the Western Canada Flour mills. There the Soo Line tracks will be taken and from there trains will go directly north to "Molson Cut-off" of the C.P.R., where the awkward turn into Birds Hill will be skipped and the C.N.R. taken again at East Kildonan. It will be necessary to lay down grading and trackage to make the connecting link but when completed, probably for the opening of next season, the trip to Victoria Beach will be greatly shortened. An alternative scheme was proposed by the Canadian Pacific railway that all Lake Winnipeg Beach trains leave for the Beaches out of the Canadian Pacific station, but this was not entertained by Judge Fullerton, head of the National system.

The change will mean all Transcona beach "trippers" will have to go into Winnipeg. The new arrangement would make the "moonlight" run a very fast one, which is a big consideration with the National line passenger department.

W. J. T. Kerr Honored

In honor of Mr. W. J. T. Kerr, on the occasion of his 50th birthday a number of his friends entertained at dinner Monday evening, June 25, in the vice-regal suite of the Royal Alexandra hotel. A lovely arrangement of summer flowers centred the table. The party included: Messrs. Rupert C. Reece, H. A. Smith, John B. Fisher, Harry Little, H. G. Houghton, Gerald Griffin, A. E. Spence, Charles E. Hunting, C. C. Field, A. C. Reid, Alex. Michael, Lee Cusick, C. L. Hodgman, Clyde Engleton, Kenneth Powell, E. J. Cavanagh, R. W. Milner, LeRoy Godfrey, W. A. Smith, George McIvor, Charles Roe, George Smith, George W. Schilling and Frank Carscadden. A handsome Sterling Silver tray engraved with the names of the guests and sponsors of the dinner was presented to Mr. Kerr.

Patronise Our Advertisers

Summer Train Service -

TO AND FROM

Victoria Beach

GRAND BEACH HILDAIDE and ALBERT BEACH

GOING
9.30 a.m.—Daily, except Sunday.
10.00 a.m.—Sunday only.
1.10 a.m.—Saturday only.
1.30 p.m.—Sunday, Wednesday, Saturday.
9.30 p.m.—Friday only.
9.35 p.m.—THE MOONLIGHT. Daily except Sunday.
*Direct to Victoria Beach—
The 9.30 a.m., 10.00 a.m., 1.30 p.m. and 9.35 p.m. trains stop at West Transcona, Hildaide and Albert Beach.

RETURNING
from Victoria Beach
6.10 p.m.—Monday, Thursday, Saturday.
7.00 p.m.—Daily except Friday.
9.30 a.m.—Sunday Only.
9.30 p.m.—Daily except Sunday.
*Direct to Winnipeg

CUT THIS OUT AND HANG UP IN YOUR COTTAGE

ASK TICKET AGENT FOR CARD SHOWING SUMMER TRAIN SERVICE.

ENQUIRY—Phone 902 213

VICTORIA BEACH INN
Hotel patrons' hand baggage to Anderson's Transfer on train or platform

GOLF COURSE at VICTORIA BEACH

GRAND BEACH HOTEL

Excellent Accommodation
EUROPEAN PLAN—\$1.25 per day and up.
AMERICAN PLAN—\$2.50 per day and up. (Meals included).

DANCING AT GRAND BEACH
Every Evening Except Sunday
Frank Wright's Orchestra

Canadian National Railways

Our Milk
 is specially selected for Victoria Beach from our best shippers, including Kinalmeaky 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

Beach Notes

O. Lalett, of Shoal Lake, Man., has arrived at the Beach and will be assistant to Mr. W. Whitcomb at the drug store.
 Mr. Roy Rush has been appointed assistant agent of the Canadian National Railways at Victoria Beach, with Mr. McIntyre again the agent. Mrs. Rush is with her husband and they have been guests at Victoria Beach Inn while arranging for a cottage.
 Mrs. Phillip Gibson, of St. John's cathedral choir, was the offertory soloist at the church service last Sunday morning, singing "By Still Waters," with marked effect. Miss Ruth Wells was the accompanist at the piano and she was assisted by her brother, Mr. Carden Wells, with violin obligato.
 Canon Wells and family are occupying a cottage on Fifth Avenue for the summer.
 The Church Army of the Church of England is coming to Victoria Beach, at the suggestion of Archbishop Stringer, headed by three officers and a band. The date is sometime in August and religious services will be conducted on the beach, and probably one in the club house on a Sunday. If the mosquitoes bother, call in at the drug store. They can fix Mr. Mosquito.
 Dr. Roy Fraser has arrived at the Beach to take over the duties of municipal doctor.
 The contract for carrying out the Beach residents sanitation requirements has been awarded to Mr. Lester, last year's gatherer of waste matter.
 Attend the dance at the Community club-house Saturday night of this week, and judge the merits of the orchestra.
 Mrs. G. E. Barager is again filling the position of post-mistress at the Barager store.
 Mrs. Cummings, one of the pioneer residents on Sunset, will build a new cottage opposite the railway station and spend the winter at Victoria Beach. Mrs. Cummings was in the water bathing four times before the 5th of May; and recently won the "daily double" at the Polo Park races.

Tuition . .
 in ENGLISH or LANGUAGES
 E. J. LEWIS, B.A.
 At VICTORIA BEACH INN
 DURING JULY AND AUGUST

Victoria Beach Drug Store
 PRESCRIPTION SPECIALIST
 TRY OUR SKIN PREPARATIONS —
 We make Cold Cream, Vanishing Cream, Windburn and Hand Cream; MOSQUITO CREAM and Shampoo. These preparations are guaranteed to give satisfaction. We also carry all the popular Cosmetics, Patent Medicines, Soaps, Sick Room Supplies and Confectionery.
 Make Fresh Candies and Chocolates 1c to 15c
 FILMS and EXPRESS FINISHING — 24 Hour Service
 SERVICE — 9 p.m. to 9 p.m.
 Location in Victoria Beach Company's Office

PLEASE LEAVE YOUR ORDERS FOR LAUNDRY with WALTER THOMAS and Delivered to Cottages Thursday Evening
 No charge for picking up or delivering parcels at Victoria Beach
Rumford Limited
 PROMPT SERVICE

Victoria Beach Inn
 AN ATTRACTIVE 26-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 kitchen 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	Each	Children Under 12 years
Two Persons in Cottage	\$25.00	When Sharing Room
Double Room	\$10 to \$15	With Adult
Two Persons in Main Building, Double Room		Breakfast Served in Room 10c Extra

 Room — \$1 and up
 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 25 654
 AN AGENCY OF ALL EXTRA CHARGES PLUS LOW rail fares combine to make a holiday at Victoria Beach Inn one of the most economical you can make. Anderson's Travel Agency for all greater luggage and baggage 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.

With Our Beach People

Lady Tupper, with her small daughter, Margot, is spending several weeks at the Beach. Sir Charles Tupper joined his family for the week-end.
 Mr. and Mrs. A. W. Ayres arrived last Saturday to open their cottages at the Beach, and had as their guests over the week-end Miss M. M. Bestard and W. Aldridge, assistant engineer.
 Mr. and Mrs. England spent the last week-end at their cottage.
 Mr. and Mrs. W. H. Pratt are enjoying their 14th summer at the Beach, occupying their cottage on Fourth avenue.
 Mrs. Peppard, David Peppard, Gordon Peppard, with their guest Miss Gillisley, are occupying their cottage at the Beach for their 15th season.
 Mr. and Mrs. Jack Sparks spent last Saturday at the Beach. They will be guests at this Beach for two weeks this month. Mr. Sparks is general mail baggage agent at the Canadian Pacific railway depot, Winnipeg.
 Mr. and Mrs. Robert J. Ward have taken a cottage for the season. Mr. Ward is one of the inspectors of the Canadian Bank of Commerce, Winnipeg.
 Miss Marjorie Pierce spent the last week-end at the Beach.
 Miss Anna Carroll has arrived at the Beach to spend the next two months.
 Mr. and Mrs. Elmer Swanson and family are occupying a cottage at the Beach for the early summer.
 Mrs. T. Glen Hamilton and Miss Margaret Hamilton returned to the city, June 30th. They had spent several days at their cottage, Bay View.
 Mr. and Mrs. W. J. Pascoe and family of Fort Rouge, are occupying their cottage at the Beach for the season.
 The Misses Dorra Rose, Hazel Hewell, Dorothy Brook, Kay Rose, Kay and Ethel Craighan and Mrs. Kerr spent a very pleasant week-end the guests of Miss Helen More at Newton Lodge, Fourth Avenue.
 Jack Life and John McPhail spent the week-end at their cottage, Devonis, Sixth Avenue.
 Mr. and Mrs. Angus More have opened their cottage on Fourth Avenue for the season.
 Dr. P. H. Gregory, Mrs. Gregory, and Miss Gregory, a sister of the doctor's spent the week end at the Beach. They will be down for a longer stay later on in the season.
 Owing to the serious illness of Mrs. French, Mr. Thos. French has found it necessary to give up the Sunset cottage where the family had been located this summer and return to the city.
 Mr. and Mrs. William Love have gone to eastern Canada to spend several weeks of the early summer.
 Mr. and Mrs. Harry Little will open their cottage on Sunset Saturday, for the season.
 Mr. and Mrs. William J. Dowler have taken a cottage on Sunset Boulevard for the summer. Mr. Dowler is secretary-treasurer and manager of Parrish and Heimbecker, Winnipeg Grain exchange.
 (Continued on Page 5)

ary-treasurer and manager of Parrish and Heimbecker, Winnipeg Grain exchange.
 (Continued on Page 5)

THE QUALITY ICE CREAM PURITY
 TO BE HAD ONLY AT
MOONLIGHT INN
 Take a quart of this superior product home with you. In Assorted Flavors.
 Ask for "PURITY" when visiting at Moonlight Inn.
 R. N. BROWN - Manager

Canada Bread
 To our many customers holidaying at VICTORIA BEACH, we wish to announce that you can obtain your regular supply of . . .
 BAMBAY —
 BUTTERNUT —
 Dr. HALL'S MELLO-CREME, Etc.
 at
Thom's Store
 beginning June 29th
 FRESH DAILY FRESH DAILY

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 Backing Line
 Laundry Agency Weekly
 VICTORIA BEACH - MANTOBA

Maple Leaf Swimming Club
 FOR LADIES AND GIRLS
 Meets every Monday at 6 p.m. during summer and every Thursday at 8 p.m. during winter.
 FEES — \$1.00 and \$2.00
 President, Mrs. S. C. LLOYD - PHONE 24 548
 SECRETARY, K. RICE-JONES - PHONE 25 654

SPECIAL LOTS

SUNSET BOULEVARD—the sixth lot south of King Edward. A choice lot 75 feet frontage and 200 feet deep. Reg. Price \$1,000. **Sale Price \$350**

SUNSET BOULEVARD—the second lot north of King Edward. Same size as the one above. One of the best trend lots in the subdivision and commanding a wonderful view of Elk Island to the north and the shore line to the south. Regular Price \$900. **Sale Price \$300**

FIFTH AVENUE—about midway between Arthur and Patricia on the west side of the street. An exceptionally well located lot being less than five minutes walk from lake and stores. **\$100**
A bargain for someone

THIRD AVENUE—between Alexander Road and King Edward. This is another choice lot which is for ~~\$125~~ sale the reg. price being \$400. **Sale Price \$135**

SIXTH AVENUE—on the east side between Alexander and Patricia. Regular Price \$250. **\$85**
For Sale at

PRICES QUOTED ARE FOR CASH

Maps and full information can be obtained from the office at Beach or 317 PORTAGE AVE. :: PHONE 21 028

Mr. Sprague will be glad to show anyone interested, lots that are for sale at the reduced prices.

Victoria Beach Company Ltd.

—FRANK E. SPRAGUE, Manager