

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

VICTORIA BEACH, JULY 21st, 1934

No. 6

PASSING VICTORIA BEACH 1794

IT IS interesting to know that in the early period of this district's history, as recorded in the annals of the Hudson's Bay Company, and in other writings and in books, that in that loomsome era in the West, a matter of 150 years or so ago, the explorers of the day predicted that when cities grew up on the great western plains and future citizens of great centres desired a get away place by the lake in the hot summer time, that the island with beaches so beautifully lined with such delightful sand, known as the "Indian Portage" (Victoria Beach), would be one spot in high favor.

This is not a fantastic dream. One of those early navigators of lake and river wrote in his diary, after standing on the height of "Indian Portage," just about where the park is on Sunset, and looking down on what is now Patricia Beach, that in all his travels he had never seen or felt a beach with such wonderful sand.

"I am filled with admiration for the pure white sand which lies deep along the shore of this beautiful bay guarded by pine and birch. Here will some day be a spot of great delight for city dwellers of the future on the great plains."

It is easy to attach the names bestowed 150 years ago and place them where they belong today. Victoria Beach was "Indian Portage."

Lake Winnipeg was "Lake Quinilique" or "Lake Winnipik." Elk Island was "Ile a la Biche." Grand Beach was "Grand Marais" almost from first recorded. Fort Alexander was "Sieur's Fort."

Here is how they would travel: coming out of the Red River and crossing the lake to seek the entrance of the Winnipeg River, if the explorer or trader was not too heavily burdened, he would land on what is now Victoria Beach and take a short route with his canoe and equipment over to Traverse Bay. What is now the settlers trails on this island of Victoria Beach were first the Indian pathways and later the traders and explorers trails. Heavily laden, the explorer or trader had to go around Elk Island. Some were able to make the passage between Elk Island and Victoria Beach. Across the Indian Portage was a well-trod route.

In the journals of John McDonnell this district is mentioned. Mr. McDonnell was a brother of Mr. Miles McDonnell, the first governor of Lord Selkirk's Red River Colony. He became a partner (Bourgeois) of the North-West Company about 1796, and remained in the North-West until 1815.

The Mr. Grant mentioned was Mr. Cuthbert Grant, a bourgeois of the North-West Company; the bay of the Indian Portage is no doubt the bay by Victoria Beach. Ile a la Biche is Elk Island, canoes usually passing between it and Victoria

Beach. Sieur's Fort corresponds with Fort Alexander at the mouth of the Winnipeg River. Mr. McDonnell was on his way to the annual meeting of the North-West Company at Grand Portage on Lake Superior.

His diary reads: May 20, 1794—Left the entrance of the Red River and embarked on Lake Winnipik at 10 a.m., the wind having abated. Camped at the Grand Marais, six leagues on our way from the entrance of the Red River.

Tuesday, May 27, 1794—Left the Grand Marais at noon. Mr. Grant's canoe turned into the Bay of the Indian Portage (Victoria Beach), but I went straight for the usual one of Ile a la Biche (Elk Island), and arrived at Sieur's Fort (Fort Alexander); with a fair wind, an hour before sunset; neither Mr. Grant, nor the canoes came.

May 28th, 1794—A stormy day; I am much concerned for Mr. Grant and the canoes behind, for the wind fell and rose by intervals; it was calm apparently for two hours and, then, frightful gusts of wind came on a sudden.

Thursday, May 29, 1794—My Bourgeois arrived in the morning, and the two boats soon after.

Sunday, June 1, 1794—Fiche was obliged to push his boat on account of Pied de Loure, whom he found drunk, proving too troublesome. Most of our canoes started also. Took an account of what we have here.

Monday, June 2, 1794—Mr. Grant set out for the Grand Portage, on Lake Superior, in a half light canoe, and I am to go out in charge of the Brigade.

N.B.—This being a route you are as well acquainted with as myself, I shall not trouble you with my voyaging until I get back to the river Qui Appelle Fort this autumn.

Wednesday, June 4, 1794—Overtook all our crafts at the River aux morts (Netley Creek). Entered Lake Quinilique (Lake Winnipeg) and crossed over to the Grand Marais (Grand Beach) where we were stopped by the wind the rest of this day and the whole of the next. Set fire to the reeds which made a blazing fire.

Saturday, June 6, 1795—Left Grand Marais, tho' it still blew, and reached Ile a la Biche (Elk Island) where we waited our boats; then proceeded to Pointe au Sable. Next morning, early, arrived at Bas de la Riviere House where we found Messrs. McLellan and Latour, arrived from their winter quarters.

Mr. McDonnell is again on his way to the annual meeting at Grand Portage. 'Aux Morts' is Netley Creek and 'Bas de la Riviere' House was near the site of the present Fort Alexander. Possibly some of our readers may know where Pointe au Sable is.

Maple Leaf Swimming Club
FOR LADIES AND GIRLS
Meets every Monday at 8 p.m. during summer and every Thursday at 8 p.m. during winter.
FEES — \$1.00 and \$2.00
President, Mrs. A. C. LLOYD PHONE 34 848
SECRETARY, M. RICE-JONES PHONE 35 064

Why Merchants Pay on Percentage

The wisdom of the Victoria Beach Company in putting into effect many years ago a percentage on gross sales of goods in lieu of rent from the Victoria Beach storekeepers has been justified by the experience of years as being in the best interests of the buying public at Victoria Beach as well as the storekeepers.

In the beginning of trading at Victoria Beach it was felt by the Company that this also was a protection to storekeepers. If the season was unfavorable, and there have been unfavorable seasons in the past, the overhead of the merchant was not burdensome. He did not have to provide in his early financing for rents. The Company took its chances with him on the weather. A percentage of the business done was all the Company asked.

There is not a merchant doing business on Portage Ave., Winnipeg, who would not gladly exchange with the landlord the rental basis, as a fixed charge, in season and out of season, for a percentage of business done, if he had the opportunity, especially at the low rate agreed to between the Victoria Beach Company and storekeepers at Victoria Beach.

This "percentage of business" in lieu of rents brings the Company into intimate relationship with the storekeepers and also serves as a check on the stores in the interests of the consumer, giving the Company in its co-relationship a more direct supervision over the varied businesses carried on. It guarantees a high standard of merchant class at this Beach, men and women of unquestioned integrity and qualification for the work of merchandising.

The standard of the merchant doing business at Victoria Beach must always be on a high plane and whenever the Victoria Beach Company management feels that any one is not living up to the standard set, the directors make a change in the interests chiefly of the cottage residents who patronize the stores. Any complaints brought to the management is thoroughly investigated and cleared up.

That the system of collecting a percentage of the business done appeals to the merchants outside of Victoria Beach is clearly indicated by the long list of those who are anxious to do business at this beach, a "waiting list," a credit to the Company. One could enumerate some striking names if required.

One matter the Victoria Beach Company wish the buying public to test out—prices at the stores here are just as reasonable as those asked in the stores of Greater Winnipeg. The "bargain day" list is excepted; but none of the chain stores or the other Winnipeg merchants have lower prices for goods on the shelves than what is asked at Victoria Beach. There is no necessity of bringing down goods to the cottages from Winnipeg.

The method of collecting rents on a percentage of sales basis does not add one cent to the costs of goods as sold at Victoria Beach. This statement has behind it the guarantee of the Company.

PLEASE LEAVE YOUR ORDERS FOR
LAUNDRY and DRY CLEANING
AT FALLS STONE
Calls are made each Monday and Thursday
NO CHARGE FOR PICKING
UP OR DELIVERING PARCELS
Agent: WALTER THOMAS
Rumford Limited
PROMPT SERVICE

DREWRY'S DRY GINGER ALE

and 14 OTHER POPULAR DRINKS to quench summer thirst, cool and refreshing — Served at all Beach Stores and at the Golf Club Messes by the bottle or by the case. Be sure it is DREWRY'S.

TELEPHONE DIRECT TO OUR OFFICE
IN WINNIPEG FROM VICTORIA BEACH
for any of our products. PHONE 57 521

"BIG BOY" BOTTLE
Drewry's Dry in the big 5-glass 25¢ plus
family size ————— deposit
DREWRY'S LIMITED, Established 1877

Moonlight Inn VICTORIA BEACH

For PIAFFY PRODUCTS
CAKES - TARTS - PIES - CANDY
AND QUALITY BREAD

Our Pastries are fresh every day. Direct from the oven to our store. Choice and dainty with quality unsurpassed.

Ask For Any Particular Dainty LOAF—
WE HAVE IT
SOFT DRINKS—ALL FLAVORS

PURITY ICE CREAM
Special Flavors this week-end.
CIGARS AND CIGARETTES

Light Lunches from our home-cooking kitchen
Fruits and Vegetables in season
R. N. Brown, Manager

With Our Beach People

Mr. and Mrs. George Haston were guests at the Victoria Beach Inn over the week-end.

Mr. and Mrs. J. D. Andrews and son Ken are enjoying a holiday at this Beach.

Lieut.-Col. and Mrs. N. R. Nagle, are spending the next several weeks at this Beach.

Miss Amy J. Roe was among the week-end guests at Victoria Beach Inn.

Mr. and Mrs. Frank White returned Saturday evening to Winnipeg, after a holiday at this Beach.

Mr. Jack Conklin is carrying on geological and mineralogy work at Central Manitoba Mines this summer. He expects to return to the Beach for two weeks after the middle of August.

Mr. Stanley Hoban, one of Winnipeg's best known singers, is a summer resident at this Beach.

Mr. E. T. Riley, President of the Northern Trusts, spent the week-end at the Beach.

Mr. and Mrs. Robert Crawford spent the week-end at their cottage. Mrs. Crawford is recovering from a recent illness.

Mrs. Victor L. Scott, after attending the wedding of her brother, Mr. Bach, in Winnipeg, has returned to the Beach.

Mr. and Mrs. G. J. K. Irvine and family have arrived to spend the next month at the Victoria Beach Inn.

Misses Loretta Mason and Blanche Wardrop are occupying a cottage for July.

Mr. and Mrs. Jan Pawlica were week-end holidayers at the Beach Inn.

Mrs. A. A. Shelford and Mrs. N. E. Munson are holidaying guests of Victoria Beach Inn.

Mr. W. J. Bleeks is enjoying a week's vacation at Victoria Beach Inn.

Mrs. A. M. Parent, accompanied by her two children, arrived last Saturday to spend the week.

Mr. and Mrs. Wallace Mackinnon and Master Glen Mackinnon are enjoying a week's holiday at the Beach.

Misses Patricia and Kay Allen have been guests of Miss Patricia Brennan, Centre Street Cottage for two weeks.

Misses Allen are daughters of Mr. Jack W. Allen, manager of the Northern Grain Company.

Mr. Alex. Donald has been enjoying the beauties of this Beach since May 24th, occupying his cottage, Centre Street.

His daughter, Mrs. J. H. Brennan and Miss Patricia Brennan, are guests at the cottage for the summer.

Mrs. F. Garth Morse spent the last week-end the guests of Mr. and Mrs. Henry Baker, at the Beach.

Miss Jean Wells went this week into Winnipeg to spend a few days the guest of Miss Kay Cottingham.

Mrs. Robert F. Simpson and Mrs. Arthur Webb accompanied by her daughter, Kathleen, are the guests of Mrs. W. Ross McKenna, Sunset Boulevard, for a few days.

Dr. and Mrs. C. H. Gouder, who have just returned from Eastern Canada, were recent guests of Mr. Sam and Misses Henderson.

Mrs. Rodney Cameron with her guest, Mrs. F. C. Floyd, of Birch Hills, Sask., is spending a holiday at this Beach.

Mrs. Louis Redmond has returned to Winnipeg. She has been the guest of Mr. and Mrs. Earl Wilmet.

Mrs. A. A. Shelford and Mrs. N. E. Munson are spending their holidays at Victoria Beach Inn.

Why not! Dine at the Inn?

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 . . .

**RAMBY —
BUTTERNUT —
Dr. HALL'S MELLO-CREME, Etc.**
DELIVERED TO YOUR COTTAGE PROMPTLY
OR AT

**Thom's Store
AND
Fall's Store**

**BRIDGE TEAS . . . Served at the Inn each day.
Why not make up a table?**

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 Herald

Published at Victoria Beach every Saturday throughout the summer season, June 1st to the end of August. Devoted to the best interests of the cottagers, the Victoria Beach Cottagers, and the merchants of Victoria Beach. Initial circulation 10,000 copies, and distributed free. Communications to be sent to the Editor, Albert Press, 44 Princess Street, Winnipeg, or left in boxes in Victoria Beach stores. Advertisements to be sent to the Business Manager, Albert Press, 44 Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

Mrs. E. L. McDougal, Pasadena, California, was a guest of Mr. Sam and the Misses Henderson, at Thorncombe, Fifth Avenue, last week-end.

Mr. C. Shirley Brooks, former president of the Manitoba Natural History Society, has departed into the wilds of Riding Mountain, not to pleasant places like Clear Lake, but where only the trapper goes; he will make a study of the wild elk, and engage in other nature studies and investigations.

Mr. L. W. Pratt came down to join his wife and baby, Joan, last week-end to spend the next fortnight with his mother at San Fairy Inn.

Mr. George Letchford has arrived to spend a fortnight with Mr. and Mrs. Pratt. He is having a good time in the boat, "Gargoyle."

Miss Mary Jukes arrived back at the Beach, Friday July 18th, after spending a few days in the city.

Miss Jean Beveridge spent the last week-end at the Beach.

Mr. and Mrs. J. Gordon Smith and family arrived to spend a month at this Beach.

Mr. and Mrs. Carl I. Gow arrived Saturday to spend the next month at this Beach.

Mr. "Jim" Kerr, son of Mr. and Mrs. W. J. T. Kerr, arrived at the beach Sunday after two months' spent on Alex. Michael's farm north of Belkirk, Man., in the Peterfield district. "Jim" has got a coat of tan that even this Beach could not give him.

Mrs. Reid, of Regina, Sask., is the guest of Mrs. Harry Little.

Miss Margaret Kier was the guest of Mr. and Mrs. W. J. T. Kerr over the week-end.

Mrs. W. A. Newall and her sister, Miss Edythe Insell, spent two weeks at Glen Avenue Cottage.

Edin Fayerle, editor of the "Hungarian Canadian News," and Mrs. Fayerle spent the long week-end, guests of Mr. and Mrs. J. Kerr Brown, Fourth Avenue.

Billicks Inn has had several visitors for the past two weeks, namely Joe and Jenny Lee and Miss Dorothy Kyle,

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

and they all think Victoria Beach is a wonderful place for a good holiday. The Kinman family came on Arbor Day and will remain until Labor Day.

Miss Flo Woodhouse spent the past week the guest of Miss Margaret Brown.

Mr. J. Kerr Brown is spending a few days at the family cottage "Fermanagh," Fourth Avenue.

Mr. Bob Curran was down for a two week's vacation, returning to the City Sunday night.

Miss Ruth McCann is the guest of Miss Mildred Stennens for two weeks.

Miss N. Parsons has returned to the city, after spending a week at the Beach, the guest of Dr. and Mrs. McClung, Woodcrest.

Dr. R. K. McClung has returned to the Beach after spending the past week in the city.

Mr. G. C. Gray, of Carman and Transcona, Man., enjoyed a week recently at this Beach, the guest of Mrs. Fred Porter, 211 Seventh Avenue.

Madames Biddulph, Bugby, Weston, Green and Winchester, members of the St. Alban's Badminton Club, paid a surprise visit, July 11th, to Mrs. Fred Porter's Cottage, 211 Seventh Avenue. Harold and Denis Biddulph also came along from Grand Beach.

Mr. Le Roy Belfrey and her two children, Billy and Lorraine, are the guests of Mrs. J. M. Rice, Fourth Avenue. Mr. Belfrey will join the family for the week-end.

Miss Paula Sumner, St. Boniface, is a guest of Miss Peggy Barkwell at the family cottage, Fifth Avenue and Arthur's Road.

Mr. and Mrs. Cyril Thompson and little daughter, Barbara are guests of Mrs. Roy Borrowman, Edwell, Sunset, over the week-end.

Mr. Ralph Borrowman spent Monday and Tuesday in the city.

Mr. Jack Rice, Jr., is spending his vacation at Victoria Beach, the guest of his mother, Mrs. J. M. Rice.

Miss Marion Mooney is spending this week at the Beach, the guest of Mrs. J. M. Rice, Fourth Avenue.

"Grass Widowers"

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

MOORE'S
Water Washed Air Cooling
System

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

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 Berger'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

Community Church Service

IN THE COMMUNITY CLUB HOUSE
SUNDAY, JULY 22nd, at 11 a.m.
MEMBERS of the OXFORD GROUP MOVEMENT
will conduct the Service

Soloist: MRS. ROY BIER
President
CHARLES A. BALL

BARBER SHOP

NEXT TO COMPANY'S OFFICES

COMPLETE SERVICE - CITY PRICES

Mr. and Mrs. A. G. Mansell and daughter, Norah of Winnipeg, are occupying Mrs. Knott's cottage on Fifth Avenue for the next few weeks.

Dr. and Mrs. Robert C. Gray, who arrived in Winnipeg ten days ago from Glasgow, Scotland, are spending a holiday at Victoria Beach with Mr. and Mrs. William Gray, Whitehough, 224 Third Avenue. Dr. Gray is lecturer on Applied Physics at Glasgow University.

Mr. and Mrs. A. L. Crossin and Master Alan Crossin are occupying a cottage on Sunset Boulevard.

Mrs. Mary McBean was the week-end guest of Mrs. Eustace Brock.

Mr. and Mrs. George Haston have returned to Winnipeg after a holiday at this Beach.

Mr. J. A. Banfield is holidaying at this Beach, the guest of his daughter-in-law, Mrs. W. B. Banfield. Mr. Banfield is one of Winnipeg's foremost citizens and former business man.

Miss Grace McCullough is spending a week at Victoria Beach Inn.

Dr. and Mrs. Reg. Morrison spent the week-end at the Beach, the guests of Mr. and Mrs. Blake Bradshaw, "Vivory Cottage," Bayview.

Mrs. C. W. N. Kennedy and Miss Audrey Kennedy spent the week-end at their cottage on Sunset Boulevard.

Mrs. C. C. Maclellan and Miss Jessie Campbell were the guests of Mrs. C. W. N. Kennedy over the week-end.

"Billikin Inn" had Ethel Gansby and Stoney Polson for week-end guests. W. Kinman enjoyed another week-end with his family.

Trevone Cottage had the owners, Mr. and Mrs. J. Kinman as week-enders again.

Dr. and Mrs. D. Young and family, of Winnipeg, are occupying Mr. Woolcombe's Cottage "Ashbury Lodge," 225 Fifth Avenue for the month of July.

Mr. and Mrs. Mansell and their daughter are occupying Mr. J. Knott's cottage, "Derwent," Fifth Avenue, for their vacation.

Miss Beatrice Buttle is spending a short holiday at the Beach, the guest of Miss Evelyn Shumway, Fourth Avenue.

Miss Helen Young has joined her family at the Beach, after spending the past week the guest of Mrs. M. V. Morrison "Oakwood," St. John's.

Mr. Howard Anderson was a week-end visitor, the guest of Mrs. H. E. Shumway, Fourth Avenue.

Miss Beatrice McAllister left Sunday for the city, after spending a week as the guest of Miss Dorothy Shumway, Fourth Avenue.

The Misses Eileen and Kay Thomas were guests of the Misses Vivian and Marjery Bradshaw for the past week.

Mr. and Mrs. G. M. Russell with their children are again summer residents, occupying Dr. C. Ogilvie Wood's cottage, Arthur Road.

Mr. J. F. McCullum visited his sons at "The Maples," Fourth Avenue, last week-end.

Mr. Dan Sprague reports, he is enjoying a busy life in New York City, there being 4,000 students taking post-graduate work at the New York School of Accountancy.

The weather does not promote a desire for study, it being unusually warm.

Miss Peggy Sprague spent a week at the Beach and was joined Sunday by her sister, Miss Dorothy.

Mr. Kenneth Harris, of Toronto, a University of Toronto student and a noted rugby player, is spending a few weeks in Winnipeg and at this Beach, guest of his uncle and aunt, Mr. and Mrs. Joseph Harris, Sunset.

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

Mrs. L. F. Borrowman continues to be thoughtful in sending each Sunday to the Church a beautiful collection of summer flowers, which are a centre of attention and are admired by the congregation.

Mr. Alfred Alesh has a very fine garden of fruit, flowers and vegetables, one mile and a half east of the Beach centre, where he also is rearing 175 mink and a number of silver foxes.

Miss Gertrude Newton will sing the Offertory Solo at the Church Service, Sunday morning July 29th.

The pair of robin redbreasts have once more built their nest in the deer's head over the front door of "San Fairy" Fourth Avenue, and are rearing their brood in it. This is the third year Mrs. Pratt has had these visitors.

Mrs. E. W. Wydean was the offertory soloist at the Church Service Sunday morning in the Club House, and her effective rendition of "Just for Today" was greatly enjoyed. The pulpit platform at the church service Sunday morning last was set off with another lovely collection of summer blooms from the garden of Mrs. L. F. Borrowman.

Those students who feel they need a little "brushing up" for next term at school or college should consult Mr. E. J. Lewis E.A., at Victoria Beach Inn, one who is well qualified to look over their worries and give the remedy. Mr. Lewis is a qualified teacher with an aptitude for coaching students, with the patience and insight necessary in conferring with students.

As there was no train in Friday from the Beach, items for insertion in the Herald, placed in the store boxes, were received in Winnipeg too late for publication last issue. These appear this issue.

The eight roomed bird house at "Billikin Inn" has just been vacated and a new pair of wrens have moved in. One pair has occupied the whole house, and then three babies flew out to meet Mummy and Daddy Wren at noon while the family was having lunch and enjoying the pretty sight.

Tuition . .

in ENGLISH or LANGUAGES

R. 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; MOUSLITO CREAM and Shampoo. These preparations are guaranteed to give satisfaction. We also carry all the popular Cosmetics, Patent Medicines, Drugs, Sick Room Supplies and Confectionery.

Men's Fresh Candles and Chocolates to \$1.00

FILMS and EXPRESS FINISHING — 24 Hour Service SERVICE — 9 a.m. to 9 p.m.

Location in Victoria Beach Company's Office

John Anderson Transfer

ICE WOOD
MOVING DRAYING

We guarantee correct measurement when we deliver a load of wood at your cottage
Our Ice is Pure : : OFFICE at Station
We deliver Bread to your cottage

Why not! Dine at the Inn?

Victoria Beach Inn

AN ATTRACTIVE 14-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 COOLING RESTAURANT. Rates are most reasonable for service rendered.

WEEKLY RATES INCLUDING MEALS
Single Room Each \$11.00 Children Under 12 years
Two Persons in Cottage When Sharing Room
Double Room \$12 to \$13 With Adult \$14.00
Two Persons in Main Breakfast Served in
Bedroom. Dinner Room 10c Extra
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
327 Portage Avenue, Winnipeg — Phone 23 234

AN ARRIVAL OF ALL SEVERAL CHANGES PLUS LOW rail fares combine to make a holiday planned at Victoria Beach Inn one of the most economical you can find. Anderson's Transfer cares for all general baggage, out 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.

"A RADIO RAMBLE" AT THE CLUB HOUSE

Next Saturday, July 28th, a dance of unusual interest will take place in the Club House. It will take the form of "A Radio Ramble," and the snappy Victoria Beach "Commodore" orchestra will be augmented and at their best for the occasion. With Bill Ruff, well-known Winnipeg entertainer, as announcer, the band will give their interpretation of outstanding orchestras heard on the air.

Novelty programmes for the dance have been prepared and the Club House will be smartly decorated for the occasion. A junior social committee, consisting of Misses Jacqueline Sprague, Janet Sweetman, Phyllis Withrow; Messrs. Desmond O'Brien, Ian McLean, John Taskies (eventual), is co-operating with Mrs. Rose Mitchell, Victor Scott and Aidan Conklin, of the Beach Club executive, and Johnny McCormick, of the orchestra, in the promotion and plans for entertainment.

Admission will be by programmes on sale at the stores and by members of the committee. This will be an open night at the Club House and everybody will be charged the admission.

In the past the club's open night has taken the form of a masquerade, but interest has lagged in this kind of a dance in the last several years, and the executive feels that a bright novelty dance will appeal to both young and old.

WEEKLY DANCE ENJOYED

The Victoria Beach Club members were hosts Saturday, July 14th, at a very enjoyable dance in the clubhouse. The music was supplied by Johnny McCormick's Commodores. Among those present were: Mr. and Mrs. Victor L. Scott, Mr. and Mrs. Leroy Borrowman, Mr. and Mrs. W. S. Brennan, Mr. and Mrs. J. H. Brennan, Mr. and Mrs. W. Conder, Misses Dorothy Shumway, Iris Coulson, Shirley Dryden, Doris Simmons, Nora Longhead, Patricia Brennan, Sheila McNeil, Beth Gibb, Margaret Foscoe, Dorcas Wajly, Mary Walker, Helen Johnstone, Kay Rice-Jones, Rae McElin, Alma Johnson, Geraldine Scott, Pat Connelly, Margaret Kier, Renee Moffat, Peggy Sprague, June Little, Pat Brennan, Grace Harling, Martin Money, Eleanor Weselak, Mildred Simmons, Ruth McCann, Margaret Smith, Kay Allan, Gladys Waltridge, Doris Hargreaves, Evelyn Shumway, Beatrice Suttles, Jean King, Beatrice Newton, Iris Sankey, Patricia Allan, Phyllis Withrow, Marston Taylor, Janet Sweetman, Marjorie Quinn; Messrs. Alan Sweetman, Walter Simmons, George Gibson, Bruce Strachan, Ian Muir, Reg. Govan, Ralph Borrowman, Harold Huret, Hugh Petrin, Andrew Gibb, Hugh Johnstone, Bill Gray, Herbert Swift, Mac Young, Ed Coolidge, Jim Whalley, Murray Borrowman, Harold Brown, Doug Young, Jack Rice, Stewart Cumberland, Gordon McLay, E. S. Moore, C. Rice-Jones, George Barkwell, Herb Quinn, E. E. Masley, G. E. McCall, J. L. Ingram, Edward Andrain, Jack King, Wilbur Little, J. M. McKinnon, S. D. Kermeen, Desmond O'Brien and Fred Barkwell.

BREAD DELIVERIES APPRECIATED

Cottage owners are certainly appreciating the bread delivery system inaugurated by the Company. Owing to the fact that a number of householders have been absent from their cottages, bathing, golfing and engaged in other enjoyments, it is possible drivers have missed their orders. Anyone desirous of having the bakeshop bread or Canada Bread delivered to their cottages can leave their orders in the Company's office in the drug store and it will be given prompt attention. There is absolutely no necessity of any cottage resident bringing in bread from Winnipeg.

Many Choice Lots Sold Recently

The following lots at Victoria Beach, were sold during the past two weeks:

Lot 6—Blk. 1—Sunset Boulevard.

Lot 11—Blk. 7—Third Avenue.

Lot 15—Blk. 5—Sunset Boulevard.

Lot 17—Blk. 5—Sunset Boulevard.

Lot 2—Blk. 13—Sunset Boulevard.

Lot 3—Blk. 13—Sunset Boulevard.

Lot 4—Blk. 13—Sunset Boulevard.

Lot 28—Block 21—Fifth Avenue.

Lot 2—Block 24—Seventh Avenue.

Lot 7—Blk. 19—Fifth Avenue.

Lot 1—Blk. 37—Centre Avenue.

Lot 2—Blk. 37—Centre Avenue.

If any one has been thinking of purchasing any one of the above lots make another selection without delay, as the choicest available lots are being picked up rapidly. Mr. Sprague, the manager of the Company will be glad to show available lots and you can approach him without hesitation knowing that you will not be pestered to purchase. He will show you the best lots still unsold.

MAYOR O'BRIEN RE-ELECTED

F. C. O'Brien, who has held the office of mayor of Victoria Beach for six years was returned to office by acclamation at a meeting of electors Tuesday afternoon in the Club House.

The nomination on which Mayor O'Brien was returned was made by Dr. R. K. McClung, Robert Crawford was elected councillor for a two-year term in ward three; and J. Olafson in ward four.

Elected last year for two-year terms were: J. W. Young, and W. H. Welch. The council is composed as follows: Mayor F. C. O'Brien; councillors, W. H. Welch, J. W. Young, Robert Crawford and J. Olafson.

ANOTHER DELIGHTFUL BRIDGE ANNOUNCED

A Bridge and Whist will be held at the Community Club House, Thursday evening, July 28th, at 8 o'clock. Admission 25 cents. If possible, kindly bring your own cards.

These bridges are being held so that the people of the Beach can get acquainted. The money received after paying for the prizes and refreshments is to be spent on Christmas stockings for the local children and for the freight on clothing contributed by people in the city and any other way the committee thinks advisable.

Mrs. Winslow won first prize at Tuesday night's bridge held in the Club House.

OXFORD GROUP TO TAKE SUNDAY SERVICE

A message from the Oxford Group will be given at tomorrow (Sunday) morning's church service in the Club House at 11:30 o'clock. Mrs. R. N. Lowery and "Bob" Lowery, fresh from the Banff house party and campaigns in several western cities, will tell of their experiences. Mrs. Roy Bier will sing.

It is expected that in the afternoon those interested in the Oxford Group will hold an open meeting for any who wish to learn more of the movement. Announcement of this meeting will be made at the morning service.

SALE OF COMPANY'S LOTS AT VICTORIA BEACH

Specials this Week!

SUNSET BOULEVARD—North Shore. To any one who has ever lived on the sea shore these lots will have a special appeal. To sit comfortably in your cottage and watch the breakers thunder on the shore during the storms, or to view the sunset over the rippling water in the calm evenings is an enjoyment never to be forgotten. Lots are the usual size 75 x 200 feet and are well treed. Sale prices range from \$100 to \$250. An exceptional bargain for lake shore lots.

SUNSET BOULEVARD around the corner from King Edward having a frontage of 75 feet on Sunset and 185 feet on 1st Avenue. The regular price was \$350. **Special price \$285**

SIXTH AVENUE on West Side—The third lot north of King Edward. Regular price \$200. **Sale Price \$70**

SUNSET BOULEVARD—The only remaining lot available in the first block from station. Convenient to stores, splendid bathing beach but a quiet location. Regular Price \$1,000. **Sale Price \$350**

EIGHTH AVENUE—just north of King Edward. For Sale at Special Price of **\$30**

SIXTH AVENUE between Patricia and Alexander—An exceptionally well treed lot. Reg. Price \$300. **Sale Price \$100**

SEVENTH AVENUE—just south of King Edward. Regular Price \$150. **Sale Price \$50**

PRICES QUOTED ARE FOR CASH

Maps and full information can be obtained from the office at Beach or 217 PORTAGE AVE. :: PHONE 21 089

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