

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

VICTORIA BEACH, AUGUST 11, 1934

No. 9

We're Proud of our Boys and Girls!

THE SPORT'S DAY COMMITTEE of Victoria Beach club had the satisfaction of knowing that this year's programme, carried off last Saturday, on Patricia Beach and on the Government Pier were among the best and most interesting contests in water sports which have been witnessed at Victoria Beach.

The various events were well filled with aspiring youngsters and youths and maidens; were keenly contested and gave pleasure to spectators, of which there were fully 2000.

Never before has this Beach seen so many boys and girls between the ages of 9 and 12 years taking their place with those much older than themselves, with non-chalance and perfect confidence in their knowledge of aquatic arts, to be in at the finish and make a good showing.

When one sees a Victoria Beach boy of nine years of age start in the quarter mile swim, and although he didn't finish he had courage beyond his years and swam as far as he could with those older than himself.

The girls entered were perfect specimens of the mermaid. They frolicked around in the water between events and when the gun sounded they were all ready to do their best. All have acquired the overhead and the crawl strokes which enable them to go through the water almost as fast as the boys. In their diving they showed art at its height, in quality and in experience.

Victoria Beach is certainly proud of these boys and girls who have done so much for this Beach as well as for themselves. Splendid examples! There is no doubt the knowledge they have gained in water accomplishments at this Beach the past three years, will be of invaluable assistance to them and may at times be of paramount service in saving lives of those less fortunate when in danger in the water.

Mrs. S. C. Lloyd deserves the thanks of this community for the work she has carried on at Victoria Beach each summer, unselfishly, untiringly and without financial reward, but knowing she has done one great thing; she has imparted the knowledge she herself possesses to a wonderful group who are growing up at this Beach, and who in the years to come will be of great service to mankind and to the world just because there is a woman like Mrs. Lloyd who is willing to sacrifice her time at this Beach for the benefit of others, and especially the children.

This little paper in its limited way but with all the force it has, never lost sight of the fact that Victoria Beach should in a large measure do something permanent for the advancement of knowledge in water sports. There is now the satisfaction of seeing Victoria Beach

leading the way, well ahead of all the beaches serving Winnipeg in the summer time. None of the lake or river beaches could make this year such a fine showing in the water in both boys and girls as has been done at Victoria Beach and the community has the joy of knowing that Victoria Beach takes first place in practical, useful and also in a pleasurable way, when it comes down to lining up for a day of water sports.

It must be remembered that all the many contestants in Saturday's programme were Victoria Beach residents. Looking over the large number of youngsters who are growing up at Victoria Beach, this year is evidently only the beginning and out of here will no doubt come the most competent personnel who will not only be able to absorb water sports knowledge, but will be able to pass it on to others over this great west. Safety in the water and lifesaving are two necessities at any beach no matter where one may be located, and at the top of the list stands Victoria Beach and its lively, well behaved and talented boys and girls.

We are all proud of you and what we have seen you can do!

May you continue, advancing in useful aquatic knowledge and keeping your place at the "top of the heap."

Fishing Competition on Sports Day

Last Friday morning thirty-three young and very earnest disciples of Isak Walton gathered on the pier for the Victoria Beach Annual Fishing Competition. Unfortunately it was anything but a favorable morning for the sport and the catches were small. However, the competitors plied their rods and lines faithfully and hopefully for a period of two hours, at the end of which time it was found that there was a tie for the largest catch. Chris. Dyson and John McTavish having six fish each. After about fifteen minutes of extra time John broke the tie and was declared the winner. The prize for the largest fish caught by a girl went to Kathleen Porter who had quite a nice bass and Hugh Johnstone got the Boy's prize in this class. Drew Gibb was an easy winner of the prize for the smallest fish with a miniature pickerel which tipped the scale at two ounces. James Grant was nominally in charge of the competition but found his duties far from onerous owing to the very able assistance he received from his helpers, Alan Sim and Jack Reeve. A special vote of thanks is due to the Reeve boys and Chris. Dyson who were out early in the morning in an endeavor to obtain minnows for the use of the Competitors.

Victoria Beach Herald

Published at Victoria Beach every Saturday throughout the summer season, June 23 to the end of August. Devoted to the best interests of the cottagers, the Victoria Beach Company, and the merchants of Victoria Beach.

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Advertisements to be sent to the Business Manager, Athley Press, 44 Princess Street, Winnipeg or left in boxes in Victoria Beach Store.

With Our Beach People

Mr. R. J. Weatherill and family have taken a cottage for August.

Mr. A. A. Shelford has joined Mrs. Shelford, who has been spending the last three weeks at the Beach, a guest at the Inn.

Mr. and Mrs. S. McKee spent the long week-end guests at the Inn.

Miss Helen Moulson spent the long week-end at the Victoria Beach Inn.

Miss E. Robertson has arrived to spend the next month at the Victoria Beach Inn.

Mrs. J. D. Stowell spent the week-end at "Vivory Cottage," Bayview, the guest of Mrs. Blake Bradshaw.

Miss Jeanette Bouche, of Los Angeles, was among the week-end visitors to the Beach.

Mr. Gilbert Parfitt spent the week-end at the Beach.

Miss Winifred Archer spent the long week-end with her mother Mrs. C. Archer, who is spending a few weeks at this Beach.

Miss Connie Millward is a guest at "Billikin Inn" for a couple of weeks.

Mrs. Blake Bradshaw entertained a number of friends at her cottage in Bayview during the week-end, among whom were Mrs. J. D. Stowell, Mrs. Balfour Henderson, Miss Margaret Marr, and Mr. Jack McLeod.

Mr. and Mrs. James McAllister, 303-2nd Avenue are occupying their cottage for the month of August.

Mr. and Mrs. G. Norman and small daughter will be the guests of Mrs. J. McAllister over the week-end.

Mr. J. P. Sweeney of the Winnipeg Free Press, spent last week-end at the Beach.

Mr. J. C. Franklin was a recent guest at the Victoria Beach Inn.

Mr. Robert Swan Dixon spent the week-end at the Beach.

Miss M. Panaker is holidaying at the Beach, a guest at the Inn.

Mr. F. F. Kennedy was a guest last week at the Victoria Beach Inn.

Mrs. Grant Miller, Supervisor of the Nurses Home at the

Maple Leaf Swimming Club

FOR LADIES AND GIRLS

Meets every Monday at 8 p.m., during summer and every Thursday at 9 p.m., during winter.

FEES — \$1.00 and \$2.00

President, Mrs. S. C. LLOYD - PHONE 34 548
SECRETARY, M. RICE-JONES - PHONE 33 084

PLEASE LEAVE YOUR ORDERS FOR LAUNDRY and DRY CLEANING AT FALLS STORE

Calls are made each Monday and Thursday

NO CHARGE FOR PICKING UP OR DELIVERING PARCELS

Agents: WALTER THOMAS

Rumford Limited

PROMPT SERVICE

DREWRY'S DRY GINGER ALE

and 15 OTHER POPULAR DRINKS in special summer thirst, cool and refreshing — served at all Beach Stores and at the Golf Club House by the bottle or by the case, be sure it is DREWRY'S.

TELEPHONE DIRECT TO OUR OFFICE IN WINTERED FROM VICTORIA BEACH for any of our products, PHONE 57 881

"BIG BOY" BOTTLE

Drewry's Dry in the big 6-gallon family size 25c plus deposit

DREWRY'S LIMITED, Established 1877

Moonlight Inn VICTORIA BEACH

For FICARDY 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

Winnipeg General Hospital, is spending a vacation at the Beach, a guest at the Inn.

Messrs. F. A. Wilson and A. W. Mackinnon returned Monday to the City after spending the holiday week-end at this Beach.

Miss D. Cocking and Miss E. Davison are spending their holidays at the Inn.

Mr. and Mrs. S. McKee were recent guests at the Victoria Beach Inn.

Mrs. L. Garvide and son, Garth and Mrs. A. Mills are holidaying at the Beach, guests at the Inn.

Miss J. Condie and Miss K. Matheson were week-end guests at the Victoria Beach Inn.

Mrs. Hector Reid is spending the next two weeks at the Beach, a guest at the Victoria Beach Inn.

Mr. and Mrs. R. E. Fleming are spending a week at the Beach, guests at the Inn.

Mrs. W. J. Robb and family are holidaying at the Beach, guests at the Inn.

Mr. R. Reyerft spent the week-end at the Beach.

Mr. and Mrs. Geo. Ball and daughter, Edna are spending a holiday at the Beach, guests at the Inn.

Mr. and Mrs. Lyall E. Harvey returned Monday evening to the City.

Miss L. C. Vael is spending her vacation at the Beach, a guest at the Inn.

Mrs. G. J. Mills and son, Kenneth are holidaying at the Beach, guests at the Inn.

Mr. and Mrs. H. T. Smith were recent guests at the Victoria Beach Inn.

Mr. and Mrs. H. Wansley are holidaying at Victoria Beach Inn.

Mr. and Mrs. J. Sharpe spent the long week-end at the Victoria Beach Inn.

Mr. and Mrs. William Hamilton and daughter, Geraldine, are enjoying a month's holiday at the Beach.

Dr. and Mrs. R. C. Magee and family have returned to the City after spending the last two weeks at this Beach.

Beach Notes

Mr. Harry Atkinson will have charge of the service Sunday morning in the Club House. Mr. Atkinson is a warm friend of the boys and the growing youth and always has a message for Victoria Beach.

Mr. Victor L. Scott is the Soloist.

Mr. Jack Conklin is back at the Beach after spending three months at Central Manitoba Mines, Woodhope, Man.

APPOINTMENT OF MR. ROY BORROWMAN

The appointment of Mr. Roy Borrowman as permanent city assessor of Winnipeg, recommended by the special civic committee on assessment matters will be a matter for congratulations on the part of the Victoria Beach community.

Mr. Borrowman is a former alderman, has been acting commissioner for the past five months, was President of the Victoria Beach Club for two years and a cottage owner for the past 12 years.

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 . . .

BAMBY —

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

Government Pier Races and the Lucky Ones

Favored with ideal weather conditions and the enthusiastic support of a large holiday crowd, the Victoria Beach Annual Sports' Day was an outstanding success.

The lengthy programme and large entry lists in each event necessitated the holding of the canoe races and a portion of the swimming races on Monday.

The balance of the programme, including land sports, fishing competition, and water events of all kinds, was held Saturday.

The trophy awarded each year to the competitor obtaining the highest point aggregate was awarded this year to Pat Maluish, who gave a splendid all-round performance to nose out Beth Rice-Jones, last year's champion. The trophy will be given Miss Maluish Saturday night at the Club House.

The feature event on the programme, the one-mile open swim for men, was won by Bobby Lloyd in 35.31, with Tom Rathwell second and Jimmy Kerr third.

Dorothy Lloyd stroked her way to victory in the ladies' one-mile open swim. The time was 38.46.

In the men's quarter-mile swim, Jack Hall and Dave Rice-Jones chased Walter Simmons across the line. Walter was in fine form to win his medal.

The girls' quarter-mile swim was won by Beth Rice-Jones; Carrol Borrowman second and Aldyne McKinney third.

Murray Borrowman outdistanced the field in the men's under-water swim, with Alvin Bertrand a close second.

The girls' under-water swim was won by Pat Maluish; Beth Rice-Jones being second.

The canoe race was keenly contested with the following winning their events:

Ladies' doubles, Mrs. David and Mrs. Johnson.
Men's doubles, Johnny Ateah and Eddie Ateah.
Mixed doubles, Johnny Ateah and Pat Maluish.

Four-man canoes, Stuart Cumberland, Walter Simmons, Don Whitley, Doug. Young, for McKinney trophy.

Girls under 16, Beth Rice-Jones and Aldyne McKinney.
Boys under 16, John McTavish and James Brown.

Prizes in the fishing competition were awarded to John McTavish, for largest catch; Hugh Johnson, Kay Porter, largest fish, and Andy Gibb for smallest fish.

Winners in other swimming events were:
Girls under 12 years, Ellen McGregor, Allison Campbell, Marcia Hale.

Boys under 12 years, Bobby McKinney, Malcolm Scott, Kenneth Gray.
Girls under 16 years, Edith Robertson, Beth Rice-Jones, Lewis Minns.

Boys under 16 years, Walter Simmons, Jack Hale, Gordon Partridge.
Ladies, 16 years and over, Doreen McGregor, Pat Maluish, Eleanor McClung.

Men, 16 years and over, Stuart Cumberland, Don Whitley, Tom Rathwell.
Tower Diving, Ladies, Beth Rice-Jones, Pat Maluish.

Men's tower diving, Stuart Cumberland, Don Whitley.
Ladies' spring-board diving, Pat Maluish, Aldyne McKinney.

Girls under 12 years spring-board diving, Geraldine Adams, Ella McGregor.
Boys under 12 years, spring-board dive, Bob McKinney, James Brown.

Boys spring board diving, under 16, Stuart Nutter, Dick Dalley.
Girls under 16 years, spring-board diving, Edith Robertson, Barbara Dattley.

Men's spring-board diving, Fraser Sweetman, Don Whitley.
Ladies' under-water swim, Pat Maluish, Beth Rice-Jones.

Men's under-water swim, Murray Borrowman, Alvin Bertrand.
Married ladies, Mrs. Brennan, Mrs. Maluish.

The judges and officials who co-operated toward the

John Anderson Transfer

FOR WOOD MOVING DRAYING
We guarantee correct measurement when we deliver a load of wood at your cottage. Our fee is pure. OFFICE at Station. We deliver bread to your cottage.

Launch "Albatross"

Rides on the lake and visits to interesting points in Victoria Beach district. Grand beach dances may be visited also. Located at Government Pier, Victoria Beach pleasant surroundings and fully protected. Adults 25 cents a hour, children 15 cents. Aqua-Planting is also provided. The launch will carry 12 people.
Take the "Albatross" for a ride past Elk Island and other places.

"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.

success of the day were: Earl Adams, starter; Frank J. McKinney, Alderman C. Rice-Jones, Mrs. S. C. Lloyd, Roy Borrowman, Dr. R. K. McClung, Angus Mora, J. J. Conklin, W. J. P. Kerr, J. S. Little, G. J. Reave, A. McPhayden, P. J. Cord, Frank Sprague, Sam Hale, F. C. O'Brien, Mrs. Ross Mitchell, Fred M. Gee, W. Gray, W. G. Dailley, Dr. Fraser, W. P. Stapley. Victor L. Scott was general chairman.

Patricia Beach Results

The Patricia Beach sports were attended by a great crowd last Saturday morning. Mrs. Ross Mitchell and Mrs. Hale were on hand to do their part in lining up the children greatly assisting Mr. J. S. Little and Mr. G. J. Reave. The water was quiet and this gave an opportunity to the young swimmers to show their love of the water. At the close of the events the prizes were presented and free ice cream cones were distributed, this popular feast getting almost used up and requiring strenuous efforts of the committees to avert a calamity.

Winners at Patricia Beach events were:

RUNNING RACES

Boys 4 and under, Tommy Scott, Bobby Vicks, Norman Shenton.

Boys 6 and under, Charlie Argyle, Joseph Donovan, Reg. Thomas.

Boys 8 and 9 years, Robert Jackson, Percy Stapley, Gordon Scott.

Boys 10 and 11 years, Mervin Rush, Peter Redmond, Douglas Olsen.

Boys 12 and 13 years, Jack Iverson, David Thomas, Bill Bredt.

Girls 3 years, Shirley Thomas, Janet Moore, Rosmary Scott.

Girls 4 and under, Betty Morgan, Mary Fraser, Palma Wallis.

Girls 6 and 7 years, Marjorie Shenton, Margaret Fraser, Babs Adams.

Girls 8 and 9 years, Jean Thompson, Patricia Purdy, Norma Smith.

Girls 10 and 11 years, Doris Ragott, Fanny Martin, Betty Stapley.

SWIMMING RACES

Girls 9 years and under, Marcia Hale, Patricia Purdy.

Girls 10 years, Jean McGurk, Jerry Adams.

Girls 11 years, Betty Hall, Jean Jamieson.

Boys 8 and under, Norman Nagle, Bob Humphries.

Boys 11 years, Jack Iverson, Dave Guest.

Boys 10 years, Bert Shenton, Jimmy Reeve.

SUN TAN

Girls 2 years and under, Shirley Thomas, Sally Swanson, Betty Baker.

Girls 4 and 6 years, Joan Reeve, Eleanor Lifford.

Girls 7 and 9 years, Maxine McLean, Marcia Hale and Janet Morcott (tie).

Boys 4 and 6 years, Reg Thomas, Ray Carlson.

Boys 7 and 9 years, Peter Redmond, Robert Johnson.

CASTLE BUILDING

Boys 6 years and under, John Florence, Allen McDonald.

Boys 7 and 9 years, Philip Hunter, Robert Johnson.

Boys 10 and 11 years, Jack Hastings, Archie Spier.

Girls 6 years and under, Kathleen Skimmer, Jane Ferguson.

Girls 7 and 9 years, Verna Simmons, Barbara Johnston.

Girls 10 and 11 years, Ella McGregor, Mary Florence.

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 Baragar's Store up until this season.

MODERN DAIRIES PRODUCTS COME TO YOU FRESH DAILY
WE SOLICIT YOUR PATRONAGE
PHONE 201101

Why not! Dine at the Inn?

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, AUGUST 13th, at 11 a.m.
REV. HARRY ATKINSON
Will conduct the Service
Soloist: Mr. Victor L. Scott
President
CHARLES A. BALL

BARBER SHOP

NEXT TO COMPANY'S OFFICES

COMPLETE SERVICE - CITY PRICES

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

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, Wind-Sun and Hand Cream; MOSQUITO CREAM and Shampoo. These preparations are guaranteed to give satisfaction. We also carry all the popular Cosmetics, Patent Medicines, Dress, Bath Room Supplies and Confectionery.

Mail's Fresh Candies and Chocolates 10 to 15c

FILES and EXPRESS FINISHING — 24 Hour Service

SERVICE — 9 a.m. to 9 p.m.

Location in Victoria Beach Company's Office

Significance in Sale of Lots

The sale of the Victoria Beach Company's lots at one-third of the regular price which has been in progress this season has a deep significance to residents and cottage owners of the Beach and to the municipality of Victoria Beach. The sale has been very successful, the majority of the best located sites on Sunset Boulevard having been disposed of by the Company.

This will mean increased activity next year in building as every purchaser intends to erect a cottage without delay and will also make it possible for property owners having vacant lots to sell at increased prices as the competition of the company has been removed. Anyone, in future, desiring to purchase either a lake front lot or one on First, Second, Third, Fourth or Fifth Avenues will have to pay the price demanded by private owners as the lots owned by the Company will all be disposed of this season.

The intention of the Company when deciding to put on this season's sale of property at one third of the regular price, was to sell every lot so that the burden of taxation would be lessened; and from all indications this will be accomplished before the end of the season.

The Victoria Beach Company has no complaint to make with the Municipality of Victoria Beach. Taxes on property in this municipality are very reasonable running from 50 cents to \$11 a lot, and the Company pays no more or no less than anyone pays; but in addition to owning over one hundred lots the Company has over one hundred and fifty acres of vacant land which will never be occupied and which is used merely as a public park or playground by the cottage owners of the Beach, but on which the Company pays a total tax of \$1,750 per year.

This is an advantage which the property owners and the tenants of Victoria Beach owe to the Victoria Beach Company.

The sale of many of the Company's lots lessens the load

J. H. FALLS

Groceries, Confectionery and General Merchandise at Wholesale prices

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

VICTORIA BEACH, MANITOBA

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 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	\$27.50	When sharing Room
Double Room	\$12 to \$15	With Adult — \$10.00
Two Persons in Main Building	Double	Breakfast Served in Room 50 Extra
Room	\$21 and up	

Quiet 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
227 Portage Avenue, Winnipeg — Phone 61 624

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rail fares combine to make a holiday planned at Victoria Beach one of the most economical you can find. Anderson's Transfer cares for all guests' baggage 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.

Speirs Parnell Bread

BETTER BREAD — BETTER SERVICE

... ALWAYS IN THE LEAD ...

We appreciate the many compliments received by us from residents of Victoria Beach upon our providing Service to the door through our agent, Mr. N. Joseph. A fresh supply goes forward from our Plant every morning.

SPEIRS PARNELL BAKING CO. LIMITED

"Feeding a City since 1882"

of taxation and will enable the Company to devote more money in the improvement of the golf course, tennis court, stores and other holdings of the Company.

The owning of this large area of undeveloped land also means that no intruders can come in who might in the course of time destroy the purpose of this resort, a family beach for British and especially the Canadian's branch of the Empire family.

Efficient Fire Service

A fire which might have been very disastrous broke out at Vokes Point, on the night of July 31.

The Victoria Beach Fire Engine was called out at 5.30 p.m. and with 900 feet of hose did excellent work in putting out the flames which were roaring up the bank.

Valuable help was rendered the Municipal officers by Mr. Frank E. Sprague, Tommy McLean and Duncan Menzies. During this very dry weather there is a constant danger of fire and the co-operation of the residents is earnestly expected.

No fire should be lighted on the beach or other places unless permission is given by Mr. Mattison or the policeman, Bill Martin.

Taylor's for Development

Take your Films to the Drug Store and we will give you the prompt 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

Patrons Our Advertisers

\$57.30 BARGAIN TOUR TO Churchill & Flin Flon

Fare includes return rail fare between Winnipeg and Churchill, with side trip to Flin Flon; lower tourist berth both ways and while at Churchill; meals during the entire trip.

Correspondingly low fares from other points.

LEAVE WINNIPEG 10.30 A.M. FRIDAY AUGUST 17th

Leave Churchill 8.00 a.m. Tuesday, August 21, arriving Winnipeg, August 23.

A splendid opportunity to see the Prairie Provinces' seaport and Manitoba's mining area.

Phone 902 362-3 and 902 442

CANADIAN NATIONAL

TRAVEL BARGAIN

to points in British Columbia Blue River, Prince George and west to VANCOUVER VICTORIA

1¢ PER MILE—good in day coaches only.

1/4¢ PER MILE—good in tourist sleepers on payment of regular berth fares.

Stopovers Jasper & West

Dates of Sale: AUGUST 15th to 25th Return limit 21 Days Full particulars from local Ticket Agent

CANADIAN NATIONAL

W. 472.24

SALE OF COMPANY'S LOTS AT VICTORIA BEACH

Specials this Week!

SUNSET BOULEVARD—Lot 13, Block 12, around the corner from King Edward. It is surprising that this one of the finest treed lots on the whole lake front has not been picked up long before this. Perhaps it is because it is number 13. The lot has a frontage of 75 feet, a depth of 200 feet and is 165 feet wide at the rear which faces on First Avenue. Reg. price \$850. **Special Sale Price \$285**

VICTORIA BOULEVARD—Between Station and Lake. Two choice lots number 7 and 8, Block 10. Convenient to stores but withal a very quiet secluded location. **Special Price \$200**

BAY VIEW—One of the best lots in this desirable district on lake front. **Special Price \$120**

SIXTH AVENUE—Lot 26, Block 24 on east side, 100 yards south of King Edward. A particularly well treed lot. Regular Price \$150. **Special Sale Price \$50**

CENTRE AVENUE—This avenue while not so well known as some of the older districts is the equal of any position of Victoria Beach. Lots are well treed, high, convenient to stores and bathing beach and are very secluded. **Special Sale Price \$120**

The best lots are being picked up rapidly. If you are at all interested in securing a home at Victoria Beach, have Mr. Sprague show you the available lots. He will tell you what there is still available without pestering you to purchase.

For identification, most of above lots have signs on them. Maps and full information can be obtained from the office at the Beach, at Mr. Sprague's house, near tennis courts, or 317 Portage Avenue, Winnipeg, Phone 210 25.

PRICES QUOTED ARE FOR CASH

Victoria Beach Company Ltd.

—FRANK R. SPRAGUE, Manager