

# Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

VICTORIA BEACH, AUGUST 18, 1934

No. 10

## August Days are Joyous

**T**WO more wonderful weeks of August are ahead of cottage residents of Victoria Beach and then comes September, month of the harvest and delightful days and nights, with joys outdoors and around the fireside in the late evenings and the conviviality of friends and comrades.

This has been a happy summer season so far and nothing has happened to mar the pleasures for those who are "down" in August, and for others who contemplate the autumn stay-over with new delights unfolding each day.

Our visitors have been of fine quality this summer, making it a pleasure to move amongst them, to listen to their tributes to the attractiveness of Victoria Beach, and to hear their wishes expressed that only more of their friends were in their midst to share with them the happy, glorious hours of daylight and eventide.

The clubhouse has been a centre for the people of this Beach to an extent never before attempted by the executive and the club members are glad to have been able to make the season a brighter one to so many, not only visitors but also for those who remain down during the winter months. The Victoria Beach Club is each year more and more becoming a service club to this community and with a few adjustments will no doubt continue to be of great service to this community.

This community is one that shares with others; no one but acts unselfishly and for the good of all and from time to time new ways will be found to serve this

Beach. It is a pleasure to record that Victoria Beach is getting better and better every season. While we are growing older we still live in rustic simplicity.

Sidewalks have not yet been introduced but the paths are trodden just as they were 20 years ago by the first cottage builder. There are spots in the "village" where a depth of dusty sand accumulates and where a sidewalk for a short distance might be appreciated, but still no move has been made to ask the municipality for such a "cited" municipal work. Lamps, lanterns and flashlights light the way to homes and throughout the wide area of the Beach and are found to be sufficient; the installation of an electrical lighting plant has not been encouraged.

Neither has this Beach required a motion picture house, a merry-go-round or public picnic grounds; such do not enter into the requirements of this Beach. The beaches and the sandy grounds are the main entertainment and the hikes through the woods are encouraged and not the introduction of what all can find in the city. Most of the community think the municipality, and the Company through its golf course and its tennis courts, have gone far enough in bringing the city to Victoria Beach.

So let the joy of August days continue unconfined, health, happiness and friendliness go hand in hand to make the days pass merrily away, adding to the sum of human endeavor and strength to go forward in the battle of life.

## Voyageurs of 1800 Camp at Victoria Beach

A visitor to Victoria Beach must remember that this peninsula was a point well known to the fur traders and voyageurs in the early history of this country. In those days the country could be traversed only by the water ways and one of the best known routes was that from the Lake of the Woods down the Winnipeg river to Lake Winnipeg, thence along the east shore of the lake to the entrance of the Red River and up the Red to the Forts. The Assiniboine gave access to the western country and by making the portage at Portage La Prairie, access was gained to Lake Manitoba, Lake Dauphin and the Swan River country.

The following extracts from the Journal of Alexander Henry, the younger, describe his trip along this

route. He was then in the employ of the North West Company, the great rival of the Hudson's Bay Company. During the period of fifteen years covered in his journal, Henry travelled from Lake Superior to the Pacific. He was stationed at posts in the provinces of Ontario, and what is now Saskatchewan, Alberta and British Columbia and through the states of Wisconsin, Minnesota, North Dakota, Idaho, Oregon and Washington. He was drowned in crossing the bar at the mouth of the Columbia River in 1814. The explanatory note to Henry's Journal is taken from the commentary of Elliott Coues (1897).

August 16th, 1800. Early I embarked and soon overtook my people at Pointe De Sable (at the outlet

of Winnipeg River). They were all busy loading. Having waited for them, we instantly entered Lake Winnipeg, keeping the last land on the south shore. The weather being fine and clear, we stood out with the intention of making the traverse; but had not gone above a mile when suddenly the wind rose to a gale from the North, followed by a high swell. Before we could reach the shore we had several sand-banks to pass over, where it was almost too shallow for the craft to swim. This occasioned a short, tumbling sea which dashed over us, and before we could land, our canoes were half full of water, and all of us wet to the skin. After much trouble we got everything on shore, though one of my canoes was split asunder from one gannet to the other. The guide was instantly at work repairing her, whilst all hands were employed in drying the goods. Having fine weather, we got everything in order again; at two o'clock the wind abated, we embarked, and soon after passed Red Deer (now Elk) Island. There is a narrow strait between the island and the mainland, which some years obliges us to portage about 200 paces, across a neck of sand; but this year the water being very high we got through without unloading. From Bas de la Riviere (Fort Alexander) to this place is West six leagues. We had no sooner got from behind the island than the wind sprung up from the West off the lake, accompanied by a heavy swell, which obliged us to put ashore and unload. We remained until sunset, when the wind abated. With great difficulty we loaded and embarked, with an aft wind, from the North. Our course from Red Deer Island was about South. After dark the wind increased. We could find no convenient place to land—nothing but large rocks, over which the sea broke dangerously. Necessity kept us on with our sails close-reefed, until we reached the Point of the Grand Marais (Grand Beach). Here the sea ran so high that we shipped a quantity of water, which kept us using kettles to boil it out as fast as it came in. At last we sighted the Grand Marais, and finding ourselves more under a lee, we ran in safely about ten o'clock. It was some time before all the canoes and boats reached us.

### Will Erect Clubhouse

The proceeds of the two dances held in the Victoria Beach Club House by members and friends of the Victoria Beach Branch of the Canadian Legion, will go towards furnishing a Club House at the Beach which will be a Community centre in the winter time for the district surrounding this Beach. A "Doe" will be held and the structure erected by members and it will be made warm and cosy. Already donations have been received towards the furnishings and more are expected.

### 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. K. C. LLOYD — PHONE 24 548  
SECRETARY, K. RICE-JONES — PHONE 35 084

PLEASE LEAVE YOUR ORDERS FOR  
**LAUNDRY and DRY CLEANING**  
AT FALLS STORE  
Orders 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 18 OTHER POPULAR DRINKS to quench 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 WINNIPEG FROM VICTORIA BEACH  
for any of our products, PHONE 57 221

"BIG BOY" BOTTLE  
Drewry's Dry in the big 5-glass 25c plus deposit  
family size  
**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  
E. N. Brown, Manager

### Beach Notes

The soloist at the church service Sunday will be Mr. Ronald Woodcock, and the piano accompanist will be Mrs. R. G. Masterton.

The annual meeting of the Victoria Beach Community Church will be held Sunday morning after the Church Service. The Church Treasurer is worrying some these days as four of the collections this summer did not meet the expenses of the Church Service. Some effort will be made to increase the amount contributed by congregations each Sunday.

Customer, walking into general store at Victoria Beach: "Do you keep shorts?"  
Clerk: "Yes sir, ladies or girls?"  
Customer: "Neither, I want them for the cow."

This is the last issue for this season of the Victoria Beach Herald. It is the tenth issue, two in June having each a circulation of 10,000 copies.

John Anderson will continue the house to house bread deliveries until the end of the season, Labor Day.

Milk deliveries will be made until Labor Day, and it is generally recognised that the quality of the fluid this season is of the best; health-giving and tasty.

### With Our Beach People

Mrs. W. A. Strath and son Jack, have returned to their home in Seattle after visiting Miss Louise Strath in Winnipeg and Victoria Beach.

Miss Torraine Crisp and Mrs. Crisp are guests of Miss Louise Strath.

Mrs. W. S. Hemphill was a recent guest at Mrs. J. H. Simmons' cottage, Sunset.

Mr. and Mrs. A. W. King and Jean have had a month's holiday at this Beach. While here they had as their guests from time to time, the Misses Violet Black, Patricia Monaghan, Beatrice Newton, Catherine Jeffries, Mrs. Turnover, Regina, Messrs. Jimmy Bryant and Jack King.

Mr. and Mrs. W. Walkden and children are holidaying at this Beach.

Miss Luella Scholes has returned from a month's visit at the Pacific coast and will spend the remainder of the month as the guest of her brother-in-law and sister, Mr. and Mrs. R. Murray Fisher, at this Beach.

Mrs. M. Gurney and daughter, Lois, are spending a fortnight's holiday at this Beach the guests of Mrs. A. M. Barkwell.

Mr. and Mrs. James Osborne and family arrived Saturday to spend the next three weeks at this Beach.

Mrs. J. J. Dingman spent the week-end, the guest of her brother-in-law and sister, Mr. and Mrs. Carl I. Gow.

Mrs. C. M. Boswell spent the past fortnight, the guest of Mrs. A. W. McKinnon at this Beach.

Mr. and Mrs. Carl J. Gow have occupied a cottage for the last month at this Beach.

Mr. and Mrs. A. W. Roberts have arrived to spend the

### 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 - MANTOBA

**John Anderson Transfer**  
**ICE MOVING WOOD 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.

next week, guests at Mr. and Mrs. Fed M. Gee's summer cottage.  
 Mr. and Mrs. T. Bill and family are on holiday at "Blinchly," 205-7th Avenue.  
 Miss Marguerite Rossie has as her guest, Miss Nancy Bell.  
 Mr. Jack Brown arrived Tuesday to spend a week, the guests of his parents.  
 Mr. Edgar Gee arrived Saturday to spend two weeks at the family cottage.  
 Mr. and Mrs. L. A. Gorgette and their two sons are enjoying a few weeks holiday at "Lenoka Lodge," Bay View.  
 Miss Evelyn Shumway, returned to the City, Thursday, after spending an enjoyable holiday at the family cottage Fourth Avenue.  
 Mr. and Mrs. Fred Young, Winnipeg, and Master Stuart Young are the guests of Mr. and Mrs. Tom Bell.  
 Mr. Bob Kilpatrick is back at the Beach after spending ten days in the City and in Peterhead.  
 Miss Winifred Robbins is spending a holiday at the Beach, the guest of Miss Donna Smith.  
 Mr. Edgar Gee arrived Saturday at the Beach to spend the remainder of the summer at his cottage on First Avenue.  
 Mrs. E. M. Bell, Wall Lake, Iowa, is the guest of her sister, Mrs. T. Bell, at this Beach.  
 Miss Nora Longhead has spent the past two weeks at the Beach, the guest of Miss Dorothy Shumway, Fourth Avenue.  
 Mr. H. A. Park is holidaying at this Beach, a guest at the Inn.  
 Mrs. F. L. Vanson and Mrs. E. Wratkall are guests at the Inn.  
 Miss E. O'Donnell was a recent guest at the Inn.  
 Mrs. E. Pridie is the guest of Mrs. Robert Baynes at this Beach.  
 Mr. and Mrs. George Milne spent three weeks' holiday at this Beach.  
 Mr. and Mrs. R. Sea are holidaying at this Beach, guests at the Victoria Beach Inn.

Mrs. Geo. J. K. Irvine and family have spent the past month at the Victoria Beach Inn.  
 Miss Margaret Goodwyn is spending her holidays at the Inn.  
 Mr. O. J. Mills spent the week-end at this Beach, a guest at the Inn.  
 Mr. Howard Audrain returned to the City Monday, after spending the past week at the Beach, the guest of Mrs. H. E. Shumway, Fourth Avenue.  
 Miss Jackie Sprague went into the City Sunday night, where a family observance of her 31st birthday took place Monday, with all the joy a natal day brings, especially at the Twenty-First Anniversary.  
 Rev. Dr. W. A. Maclean and Mrs. Maclean with son, "Billie," are enjoying two weeks' vacation at the Beach. Dr. Maclean is minister at Riverview United and has a host of well-wishers here.  
 Mr. Victor Scott came down Wednesday, to spend a week's holidays at his cottage on Arthur Road.  
 Aid. C. Rice-Jones has been spending a week with his family at the Beach.  
 Mr. and Mrs. H. J. Russell and family are down for the remaining days of August at their pretty cottage on Alexandra Avenue.  
 Mr. and Mrs. G. A. Gamsby and family are occupying a cottage on King Edward and Sixth Avenue. Mr. Gamsby is the assistant financial editor of the Winnipeg Free Press.  
 Mr. and Mrs. G. W. Jones and family have been occupying a cottage at the Beach this summer. Mr. Jones is owner of the confectionery manufacturing business in Winnipeg, Jones Brothers.  
 Mr. and Mrs. J. D. Vance and their family have arrived at this Beach, where they will remain for the rest of the season.  
 Mr. and Mrs. George McGregor have spent the last two weeks at this Beach.  
 Mrs. F. F. Tribe has spent the past three weeks at the Beach the guest of Mrs. Robert Baynes.  
 Mrs. George A. Elliot, of Cincinnati, will arrive during the week-end to spend the next few weeks with her daughter, Miss Nora Elliott in Winnipeg. Mrs. Elliott will visit Victoria Beach where she resided with her family for many years.  
 Mrs. F. MacWhirter and Miss Hope Burnham are holidaying at their cottage, Sixth Avenue.  
 Mr. and Mrs. Waddell and Daughters, and Mrs. Waddell, Sr., are occupying Mr. A. More's cottage, 205 First Avenue for the month of August.  
 Mr. and Mrs. Willows are spending the month of August at their cottage on Sixth Avenue.  
 Mr. and Mrs. Geo. Teeter and son, are occupying their cottage on Sixth Avenue for the month of August.

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

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**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.

Mr. Walter Brown, of the C.N.R. and daughters, Helen and Phyllis and son, Harry, were the guests of Mrs. A. More, Newton Lodge, Fourth Avenue for Last Sunday.  
 Chief of Police, George Smith is a regular visitor arriving every Sunday at the Beach for the day.  
 (Continued on Page 7)

THE COMPANY'S PRESIDENT



Mr. C. Lawrence Kennedy who has been active in the arranging for the sale of the Victoria Beach Company's property this year. Mr. Kennedy's father, Mr. C. W. N. Kennedy was the founder of this Beach which he located in 1900.

HAD CHARGE OF SUCCESSFUL LOT SALE



Mr. Frank E. Sprague Manager of the Victoria Beach Company, and agent for this summer's sale of lots at Victoria Beach, which is still in progress.

**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 201 101

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 19th, at 11 a.m.  
 A CITY CLERGYMAN  
 Will conduct the Service  
 Soloist: Mr. Woodcock  
 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 E. 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

### Suggested Changes

"Old Times" has sent to the Herald some suggested changes and improvements, some of which the Herald cannot back up and some which the Herald cannot agree with in substance; but as "Old Times" is a prominent substantial citizen and a pioneer at Victoria Beach, the Herald has pleasure in given them publication. Here they are:

1. Now that we have the "Bread and Milk" situation settled satisfactorily, possibly more energetic efforts could be made to extend and improve the present water supply. The artesian well pumps appear to be going out of order far too quickly. There is a great difference in drinking pump-water and well-water.
2. Motor cars should not be allowed to use the pathways used by the pedestrians. This may necessitate pathways being constructed. At the present time the roadway or pathway between Arthur Road and the Station is terrible.
3. The Council to approach the Dominion Government for authority to erect permanent seats on the Pier, with partially enclosed seats at the end of the Pier, similar to what one would see at all seaside resorts in Europe.
4. The Council should consider the question of granting permission to cottage owners to erect small collapsible huts by the banks of the beach, not away from the banks. These huts to be painted and of one size and constructed to specifications approved of by the Council; size about 10' x 5'. Permits to cost \$1 per year and part of the revenue derived to be used to employ regularly two life-guards, one at Patricia Beach and one at King Edward Beach. The huts would encourage people to spend more time at the lake-front and would be suitable places for afternoon tea, the storing of deck chairs; as well as a place where the women could rest in comfort while their children were playing on the sands. These huts would certainly be a boon to mothers living on 4th, 7th, and 8th Avenues. There is nothing new about the proposition, similar huts are in use at practically all summer resorts in Europe.

### 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, Drugs, Sick Room Supplies and Confectionery.

Mr.'s Fresh Cookies and Chocolates to be \$1.00  
FILMS and EXPRESS FINISHING — 24 Hour Service  
SERVICE — 9 a.m. to 9 p.m.

Location in Victoria Beach Company's Office

### 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 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 COOLED AIR RESTAURANT. Rates are most reasonable for service rendered.

WEEKLY RATES INCLUDING BREAKFAST  
Single Room — \$1.00 Children Under 12 years  
Two Persons in Cottage — \$1.50 When Sharing Room  
Double Room — \$1.75 to \$1.90 With Adult — \$2.00

Two Persons in Main Room — \$1.00 and up Breakfast Served in Dining Room  
Guest sharing accommodations with permanent resident weekly guest will pay same rate as permanent guest.

RESERVATIONS may be made at MOORE'S PORTAGE AVENUE RESTAURANT  
327 Portage Avenue, Winnipeg — Phone 22 022

AN ARRIVAL OF ALL SORTS OF TRAVELERS AND TOURISTS find it most convenient to make a holiday planned at Victoria Beach one of the most economical and one that Anderson's Transfer cares for all guests' luggage with-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.

### Speirs Parnell Bread

BETTER BREAD — BETTER SERVICE

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"

5. The Council to erect more seats along Sunset Boulevard.  
6. The Council to improve and beautify our "Main Street," that is, the avenue parallel to Fall's Store.

### Beach People (Cont.)

Mr. and Mrs. G. F. Bentley and family are spending two weeks at 316 Fifth Avenue.  
Mrs. McClirk is occupying 312 Fifth Avenue for two weeks.  
Mr. and Mrs. Jack Mora, Yorkton, Saskatchewan, spent last week with Mr. Mora's parents Mr. and Mrs. Angus Mora, Newton Lodge, Fourth Avenue.  
Miss Marjorie Gillan was a recent visitor to the Beach.  
Mr. Aldan H. Conklin, President of Victoria Beach Club, returned this week from a visit to Los Angeles, California.  
Mr. Alex. Michael visited Mr. and Mrs. W. J. Kerr over the week-end.

### Property Sale a Success

The very successful sale of vacant properties at Victoria Beach, a cash sale at one-third the listed price, is still in progress and some of the remaining lots and acreage is being snapped up from day to day, sometimes as an investment and again as a location for a permanent residence which will be a matter of gratification to storekeepers and to the municipality who will be able to add to their tax payers list.  
It also means the building of many new cottages at Victoria Beach, next season. The manner in which the sale has been conducted without unnecessary "hooray" and along legitimate lines is also a credit to the Company and its agent Mr. Frank E. Sprague, backed up by the President of the Company, Mr. C. Laurence Kennedy.  
Mr. Sprague will be at the Beach for the next two months and will be available for any information to any intending purchasers of the remaining lots of the Company.

### The Best Golfing Holiday You'll Ever Have!

## TOTEM POLE GOLF WEEK JASPER

Aug. 26 to Sept. 1

**\$120.00** RETURN  
FROM WINNIPEG

INCLUDES first-class rail fare and lower berth both ways. Room and meals at Jasper Park Lodge — and green fees for the 7 days of the tournament.

Play over one of the finest and sportiest courses on the continent — in competition arranged for players of all handicaps.

### OTHER LOW COST EXCURSIONS

#### PACIFIC COAST

Tickets on sale daily to October 15th.  
Final return limit October 31st.

#### ALASKA

Weekly sailings from Vancouver up to and including August 31th.  
\$80.00 return to Skagway including meals and berth while at sea.

#### EASTERN CANADA

Tickets on sale daily to September 30th.  
Final return limit October 31st.

Full particulars from local Ticket Agent  
**Canadian National Railway**

W. 454.24

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 ~~the~~ First Avenue. Reg. price \$850. **Special Sale Price \$285**

**VICTORIA BOULEVARD**—Between Station and Lake. Lot number 7, 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**

**OSWYNE 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 Fortage Avenue, Winnipeg, Phone 210 29.

**PRICES QUOTED ARE FOR CASH**

**Victoria Beach Company Ltd.**

—FRANK E. SPRAGUE, Manager