

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. X.

VICTORIA BEACH, MAN., JULY 13, 1935

No. 5

Masquerade and Sports Day

HERE ARE just two big events that the community of Victoria Beach centre their attention on and give valuable service to, and these are the annual masquerade at the Club House and Sports Day; the latter is always on the Saturday preceding Civic Holiday in Winnipeg.

This year the masquerade will be on Saturday night, July 27, and Sports Day, Saturday, August 3. And what a night and what a day and night these two big community events always turn out to be! Nothing irritating or disturbing to the peace of mind of the average cottage resident, but just another milestone in the life of the children and the younger people; a chance to frolic and to have fun. A big crowd from the city is always down Sports Day to assist, by their attendance in making the day worth while.

The Victoria Beach Herald is calling attention of everyone ahead of time, two weeks to the masquerade and three weeks to Sports Day, so that ample time may be given for preparation on the part of members of the community.

Judged by the crowds of children and young people spending this summer at Victoria Beach, the response should be large and enthusiastic in the work of forwarding these two great summer events to a successful conclusion.

The masquerade is a diversion held in the interests of funds for the orchestra each season, and ticket sellers will be around the Beach shortly with batches of tickets to sell. The Victoria Beach Club wants sales girls and boys for the tickets and anyone leaving their names with Mrs. Ross Mitchell will be provided with tickets and given a commission on all sales.

Sports Day gives the opportunity to show qualifications in water events and this is always interesting. Last year was one of the greatest successes in the lengthy series.

Then there is Patricia Beach sports for the Kids in the morning of Sports Day concluding with an ice cream cone feast.

So let's all get busy, get behind the Victoria Beach Club Committee and make the events memorable!

Lake Front Acreage For Sale

An opportunity to purchase lake front acreage at Victoria Beach, facing Elk Island, is offered by Mr. James Olafson, Councillor for Ward 4. This acreage is on sale at a low figure and it fronts on one of the finest beaches on Victoria Beach island, as all who have visited Elk Island and passed the location, know. The area stretches from beyond Sunset Boulevards at the east end to sites on Traverse Bay, and each parcel is beautifully treed, an ideal spot for campers to own. This offer is worth looking into. Mr. Frank E. Sprague may be consulted.

Dance Enjoyed at the Clubhouse

The Victoria Beach Club held its second dance of the season in its spacious club house last Saturday night. A cooling breeze was blowing off the lake and a happy crowd danced until midnight to the rhythmic strains of Lin Lincoln and his orchestra. Among those present were: Mr. and Mrs. A. More, A. C. Bell, W. D. Stewart; Misses Dorothy Shunway, Norah Loughheed, Shirley Dryden, Doris Simmons, Pat Hixcox, Bernice McAllister, Beth Gibb, Selma Thogard, Phyllis Head, Mary Baker, Nancy Reid, Patricia Brennan, Virginia Masterton, Grace Russell, Joyce McElmoyle, Mary Watson, Helen Johnstone, June Little, Rae McBain, Helen Halldorson, Christabell Webb, Edith Mitchell, Jean Mitchell, Kay Rice-Jones, Margaret French, Nessie Miller, Jacqueline Sprague, Eleanor French, Kay French, Ruth Edmondson.

(Continued on Page 6)

Lower Charge at Golf Course

Besides the reduced fee of five cents on the golf greens at Victoria Beach for the children between one o'clock and five o'clock Tuesday afternoon, the management of the course has decided to charge players only 15 cents for a second round, making 40 cents or with ticket, 37 1/2 cents for 18 holes; these fees not to apply Saturdays, Sundays or holidays. The greens and the fairways at the Victoria Beach golf course have never been in better condition for play, the wet weather bringing the grass along to perfection.

Parents should see that their children are provided with golf clubs as no amateur-made contrivance will be allowed on the course in place of a club. The children will be sent away under competent direction and will be guided around the course where necessary.

The new bunkers at the 8th and 7th holes are admired by many and are proving a new and splendid hazard.

COMING EVENTS

Victoria Beach Municipal Nomination Day, Tuesday, July 16. Election Day Saturday, July 27. Annual Club House Masquerade, Saturday, July 27. Sports Day, Saturday, August 30.

Beach People

Miss Eleanor Scott and Master Billy Scott are holidaying with Mrs. W. H. Quinn on First Avenue.

Mr. and Mrs. B. H. Halman and family are the guests of Mrs. W. R. MacKenzie, Sunset Boulevard.

Mr. Cedric White and Mr. Ed. Sellors are spending a few weeks the guests of Mrs. P. S. White.

Mrs. P. E. White is occupying Mrs. Siebert's cottage on Fourth Avenue for the month of July.

Mr. and Mrs. Len Pratt with their little daughter, Ronnie, came down to spend three weeks with Mr. Pratt's parents at "San Fairy Inn."

Mr. and Mrs. J. Cawley-Way have been guests of Mr. and Mrs. A. G. Verdin at "Birch Grove" cottage.

Miss Margaret Davidson has spent the last week at the Beach, guest of Miss Donna Smith.

Miss Francis Bradshaw is spending a few weeks at the Beach, the guest of Miss Eileen White.

Mr. and Mrs. Newstead spent the long week-end with Mr. and Mrs. J. Kinaman, Seventh Avenue. Mr. and Mrs. Kinaman have been down since the beginning of May.

Miss Letchford and Mr. Coyntz are guests of Mr. and Mrs. W. H. Pratt.

Miss Caroline Gill, R. N. of Brantford, Ontario is spending a vacation with her sister and brother-in-law Mr. and Mrs. Frank M. Ross, Birch Avenue.

Mrs. Mary T. Sharp and Mr. Charlie Sharp are visitors of Mrs. Percy White.

Misses Dorothy Robinson and Elizabeth Black were the guests last week-end of Miss Dorothy Ross, 118 Birch Ave.

Jack Steinoff and Mrs. Steinoff spend the week with Mr. and Mrs. Wally, "Liberty Lodge."

Miss Nancy Spalding is the guest of Miss Margaret Ross, Birch Avenue.

Mr. and Mrs. James Paulson of Balsam Bay, announce the marriage of their daughter Violet Paulson to Mr. Hugh Stewart of Minota, Man. The wedding took place in the bride's home, many friends from Victoria Beach were present. Esther Paulson and Mrs. John George Anderson, much to their sorrow, had to walk back from Albert Beach, when their auto refused to go through the mud. The newlyweds are honeymooning at Victoria Beach.

MOONLIGHT INN

VICTORIA BEACH
LIGHT LUNCHEONS, PICARDY'S DAIRIES,
CAKES, PASTRIES, PIES, FRUIT and
VEGETABLES IN SEASON.
Our SOFT DRINKS and ICE CREAM Department
Refreshing, Appetizing, in many Varieties.

R. N. BROWN, Proprietor

Fifty Cents

will send the VICTORIA BEACH HERALD
to any address.
SUBSCRIBE — and be sure of your copy
— ALBION PRESS —
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HIGH QUALITY MEAT STORE

THE BEST procurable from the leading abattoirs of
Winnipeg received by fast trains daily at Victoria
Beach. Beef, Lamb, Pork, Bacon, Ham, Eggs, Fresh
Vegetables and our own Sausages made daily.

Our past reputation is our guarantee — we carry
only the best.

James Kilpatrick

VICTORIA BEACH, MAN.

COTTAGES BUILT

Additions to Beach Buildings made and repairs carried
out in satisfactory manner.
Leave Orders for Work Required at
Victoria Beach Company's Office
Prompt Attention will be given to requests
ALBERT LARSON Victoria Beach, Man.

Miss Gwenda Owen Davies has returned to Winnipeg
after a holiday at Victoria Beach.

Miss Margaret Hogg is the guest of Miss Geraldine Mc-
Carthy for a few weeks after which they will go to Huasvic.

Miss Maude Gill of Kitchener, Ontario is the guest of
her sister and brother-in-law Mr. and Mrs. Frank M. Ross,
Birch Avenue.

Mr. and Mrs. J. M. H. Langford spent the last long week-
end at Victoria Beach, the guests of Mr. and Mrs. W. P. Car-
michael.

Mr. and Mrs. Neville Smith, with Donna and Bud are at
their cottage, "Patricia," Fifth Avenue, for the season.

Mrs. Frank Woodman and the Misses Betty and Jean
Woodman arrived the first week in July at Victoria Beach.
They have taken a cottage for the season.

Mr. and Mrs. A. H. Devenish were week-end visitors at
the Victoria Beach Inn.

F. H. Hewitt was a week-end guest at the Victoria Beach
Inn.

Mr. and Mrs. J. Aitken and Miss Joan Aitken are holiday-
ing at the Victoria Beach Inn.

Mrs. H. G. L. Strange and small son are holidaying at
Victoria Beach Inn.

Mr. and Mrs. Thomas Burns and Miss Mary Burns are
holidaying at the Beach, guests at Victoria Beach Inn.

Mrs. F. A. Wilson arrived this week-end to spend a holi-
day at the Beach.

Mrs. J. Barclay Cram and Miss Isabel McGregor are
holidaying at the Victoria Beach Inn.

Mrs. Grant Miller of the Winnipeg General Hospital of-
ficial staff is spending a holiday at the Beach Inn.

Mr. and Mrs. A. C. Reid were week-end visitors at Vic-
toria Beach, guests at the Beach Inn.

Mrs. W. E. H. Trakles, who spent a few days in town,
has returned in her summer home at the Beach.

Miss Florence Gibson, who has spent the past week,
a guest at the Inn, Victoria Beach, returned home during the
week-end.

Miss Isabel Stewart is holidaying at Victoria Beach, a
guest of Miss Joyce Van Somerin.

Mr. and Mrs. Wallace Mackinnon and their son, Glen
arrived this week-end at Victoria Beach where they will
spend the next few weeks.

Children and Adults
PLAN YOUR COSTUMES
now for the big
Masquerade Party
in the CLUB HOUSE, JULY 27

Mrs. Helen McKean and Miss Jean McKean are holiday-
ing at Victoria Beach, guests at the Beach Inn.

Mr. and Mrs. J. O. Durmo are spending a holiday at the
Beach, guests at the Victoria Beach Inn.

Mr. and Mrs. Frank J. McKinney and children are oc-
cupying their cottage for the season, coming down last
week-end.

Miss Phyllis Perry has been spending the last week at
"Edwell," Sunset, the guest of Miss Carroll Borrowman.

Mr. Arthur Spence, chief of St. Boniface fire department,
was a recent guest of his father, Mr. Edwin Spence, Bay
View.

Mr. George Smith, chief of the Winnipeg Police depart-
ment, made a hurried trip to the Beach, Sunday to spend
the day with Mrs. Smith and sons, at the family cottage.
The chief is running into anxious times and may not be able
to enjoy the Beach this season except to a limited extent.

Mrs. Alexander MacKenzie is the guest of Mrs. Arthur
McFayden, Bay View, and Mrs. McFayden's father, Mr. Ed-
win Spence. Mr. MacKenzie is from Qu'Appelle valley
and although over 80 years of age is still able to attend to
her knitting and read the newspapers with relish and enjoy
the environment of Victoria Beach. Mrs. MacKenzie has
been living in the "Valley" since 1884.

AFTERNOON TEA AT THE INN

Jobbing - - Contracting

Cottages Built, Repairs or improved in appearance
BOAT BUILDING and REPAIRING
Estimates Furnished for any class of Building.
Work Guaranteed to satisfaction of clients. Many years
experience in building in Victoria Beach district.

LEAVE ORDERS IN FALL'S STORE
H. Martin - Victoria Beach

DINE AT VICTORIA BEACH INN

J. H. Falls

GROCERIES CONFECTIONERY
GENERAL MERCHANDISE
Latest Fashions in BATHING SUPPLIES.
CIRCULATING LIBRARY SOUVENIRS
LONG DISTANCE TELEPHONE
— All your Needs Supplied —
VICTORIA BEACH, MAN.

Victoria Beach Inn

AN ATTRACTIVE 34-ROOM RESORT located on the
point overlooking both the bay and lake and having an
almost constant breeze. The attractiveness of meals and
service is assured. Our kitchens being entirely staffed
with help from MOORE'S PORTAGE AVE'S WATER
COOLED AIR RESTAURANT. Rates are low for service
rendered.

WEEKLY RATES INCLUDING MEALS

Two Persons in Cottage	Each	Single, per day \$4.00 each
Single Room	\$21.00	and up Double \$7.00
Double Room	\$18 to \$20	Children Under 15 years
Two Persons in Main	with sharing room	with Adult \$10.00
Building, Double	Room	\$21 and up
Room	Double	Room 10c Extra.

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

MRS. C. E. MOORE, Managers.

RESERVATIONS may be made at . . .

MOORE'S COOLED AIR RESTAURANT

297 Portage Ave., Winnipeg — Phone 88 054

AN ABSENCE OF ALL EXTRA CHARGES PLUS
LOW toll fares combine to make a holiday planned at
Victoria Beach the one of the most economical you can
find. Guests of the Inn should give their baggage checks
to Anderson's representative, either on the train or at
Victoria Beach station, and it will be delivered at the
Inn without charge.

Ateah's Baggage Transfer Wood and Ice

Prompt and Courteous Service

See our Men on Station Platforms or at Office
near Harper's Store.

24 Years Residents of Victoria Beach

Mr. and Mrs. Jack Rice and family are down for the
summer at their cottage on Alexandria Avenue.

Rev. J. A. Watson and Mrs. Watson, with Miss Jean
are occupying their cottage on Arthur Road for the season.

Halley Park and F. H. Hawks are spending their holi-
days at Victoria Beach, guests at the Inn.

Mr. and Mrs. J. L. Donovan and three children have
taken a cottage for the season at Victoria Beach. Mr. Dono-
van is official reporter at the Winnipeg Law Courts and a
lot purchaser last season on which he will eventually build.

Mr. and Mrs. Jullia, and daughter, Bay View, spent last
week-end at their cottage.

Mr. and Mrs. Frank G. Hair and family, Sunset, have
returned to the City for a few days.

Mr. and Mrs. Crawford W. Speirs spent Sunday at the
Beach. Mr. Speirs is credit manager of Modern Dairies.

Mr. R. H. Knox, assistant to the general manager of the
Winnipeg Electric Co., spent the last week-end at Victoria
Beach. "The best week-end I have had in years," he re-
marked, as he boarded the train Sunday night. Mr. Knox
is chairman of the Winnipeg Parks' Board, and admired the
many lovely flower gardens at cottages at this Beach, and
said every encouragement should be given the community
in such enterprises.

Mrs. Thomas R. Bach is visiting her daughter, Mrs. Vic-
tor Scott, Arthur Road.

(Continued on Page 6)

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 MILK and CREAM delivered at Victoria Beach is as fresh as delivered to the CITY HOMES of WINNIPEG . . .

CRESCENT CREAMERY

COMPANY LIMITED
VICTORIA BEACH, MAN.

CRESCENT ICE CREAM

WATCH FOR OUR WAGONS

EARLY DELIVERY — PROMPT SERVICE

Maple Leaf Swimming Club

FOR LADIES AND GIRLS

Meets every Monday at 6 p.m. during summer and every Thursday at 6 p.m. during winter.

Fees — Senior \$5; Junior \$1 per annum
President, MRS. S. C. LLOYD Phone 2422
Vice-President, MRS. W. J. PUJRY Phone 2422

Saddle Horses

for Rent at
ANDERSON'S BARN

WALTER THOMAS

VICTORIA BEACH

Take a ride into the beautiful surrounding country and through the avenues.

Lunch or Dine Comfortably

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.

Community Church Service

IN VICTORIA BEACH CLUB HOUSE
SUNDAY MORNING, 11 O'CLOCK

To Be Conducted By
PREACHER: Mr. P. J. Rich
SOLOIST: Mrs. J. M. Rice

CHARLES H. BALL, President

Beach Notes

Victoria Beach lost a good friend in the death of Mr. Gordon Murray Russell, Canadian National Railways solicitor, who died in Winnipeg, Saturday, June 29, after a brief illness, age 48 years. Mr. and Mrs. Russell and their children had secured Dr. and Mrs. C. O. Wood's cottage on Arthur Road for the season and were enjoying the holiday when tragedy came into the home. Mr. Russell had spent many seasons at Victoria Beach in the past and was a warm friend and well-wisher of the community.

Mr. Walter Thomas has added to his string of saddle horses two secured from Stradbroke stables, trained for easy gallops and sires. Mrs. Thomas rode one of these horses and guided the other from Beaconia to Victoria Beach, a distance of 25 miles. Mr. Thomas has his string of saddle horses at Anderson's barns and can suggest the best driving routes.

News paragraphs of visitors to Victoria Beach, those who have taken cottages or have guests at their cottages, will be welcome by the Victoria Beach Herald, if placed in the boxes at Fall's and Barager's stores.

Nominations for positions on the council of the Municipality of Victoria Beach will be received by Mr. F. C. O'Brien, secretary-treasurer, from 1 to 2 o'clock in the Victoria Beach Club House, Tuesday afternoon, of next week, July 16.

A few choice lots in the central residential area are remaining for sale by the Victoria Beach Company. The manager, Mr. Frank E. Sprague, will give particulars to intending purchasers.

Mr. P. J. Rich, prominent in religious work in Winnipeg for many years, will take the Sunday morning service in the Club House, starting at 11 o'clock. Mrs. J. M. Rice will be the soloist. Mrs. Rice recently returned from a trip to England.

Better Business at the Stores

A remarkable feature about the situation at Victoria Beach this season is merchants report business is better so far this year than it has been for a number of seasons; much better than last season. This is also the report from Victoria Beach Inn, where Mr. and Mrs. Moore are enjoying fine patronage and deservedly so.

Creameries in their deliveries also state there are more people using milk than last summer. This is a good sign; milk is the most nutritious and beneficial food available for the family.

Canada Bread and Speirs-Parnell report a large business at Fall's and Barager's stores; in fact almost the entire beach bread business centres at these stores. Bread is received fresh daily and cakes are also available from the bakeries.

Inspiring Church Service

A most interesting and inspiring service was held in the Club House Sunday morning, with an attendance of 305, to enjoy an address given by Mr. W. Eliot Birdsall, M.A., who has recently arrived in Winnipeg to become the head of the Students' Christian movement at the University of Manitoba. Mr. Birdsall is a ready speaker, earnest in manner and had a message of vital interest to the large congregation. All Saints Church Choir Boys rendered two anthems in a finished manner, their sweet powerful young voices deepening the religious effect of the service. The choir returned to Winnipeg this week-end and after a two weeks' vacation in camp at Victoria Beach. The Church collection amounted to \$28.13, a large increase over the opening Sunday service.

The beautiful stand of peonies on the platform table were from the garden of Mrs. Roy Borrowman in Winnipeg.

BEAUTIFUL SIGHTS BY PATHWAYS

No more beautiful expanse can be seen in Manitoba than meets the eye at Victoria Beach this week with the wild roses in bloom and the fresh carpet of white and pink clover all around. A walk back of the tennis court is especially delightful to the eye.

NINETY YEARS OF AGE

Ninety years of age Monday, July 8, Mrs. R. F. Lumsden, who is living with her daughter, Mrs. Arthur L. Webb, is enjoying excellent health this week. Mrs. Lumsden has been spending the past four weeks at Victoria Beach, living at Mrs. Webb's cottage on First Avenue. She was born at Cupar, Fife, Scotland, July 8, 1845, and came to live in Winnipeg in 1902, 33 years ago. She is a charter member of Broadway Baptist Church, Winnipeg.

I KNOW A DELL

I know a dell, where the tall hare-bell
Paints a misty sea of blue;
Where the pink wild-rose in her glory grows;
And, white as a summer carpet of snow,
Where ever your wandering steps may go.
'Neath the willows' shade, with a dainty grace,
The sweet wood-anemone lifts her face.
I know a dell in the dunes' green heart—
Oh! shall I think of that dell when we part.
—'ROSBIE SHEARMAN'

Canada Bread

TO our many customers holidaying at Victoria Beach, we wish to announce that you can obtain your regular supply of . . .

BABY — DR. HALL'S "MELLO" CREAM BUTTERNUT — C.B.A. Etc.

J. H. FALLS

CAKES
FRESH
DAILY

QUALITY BREAD
Shipped in Daily

SPECIAL
CAKES
MADE TO
ORDER

DREWRY'S

Dry Ginger Ale

and 16 OTHER POPULAR DRINKS to quench summer thirst, cool and refreshing — Served at all Beach Stores by the bottle or by the case. Be sure it is DREWRY'S.

Leave your orders for any of Drewry's Products at G. B. BARAGER'S STORE, Victoria Beach. Agent for Drewry's. Mr. Barager fills orders promptly.

"BIG BOY" BOTTLE

DREWRY'S DRY in the Big-6 Glass

DREWRY'S LIMITED, Established 1877

Barager's Store

EVERY DEPARTMENT full of fresh, carefully selected stock . . . You can come down empty handed with confidence that you can buy anything you need at very moderate prices.

ICE CREAM, CANDIES, SOFT DRINKS
BUTTER, MILK,
FRESH FRUIT and VEGETABLES DAILY

— HOCKEYS —
SPICES, TEA, COFFEE, CEREALS,
CANNED GOODS

Paints, Paint Brushes, Turpentine, Raw and Balled Oil, Falls, Oil Cans, Wash Tubs, Lamps, Stove Pipes, Nails, Shoes, Films, Magazines.

BOOKS FROM EXCHANGE LIBRARY
Big assortment of carefully selected books from one of Winnipeg's best Libraries. 5 Days for 10c.

DRY GOODS — PATENT MEDICINES

STRICTLY NEW LAID EGGS daily; you can depend on them for boiling.

We specially ask . . .

the privilege of filling your opening order. Send it ahead of you and it will be put in your cottage the day you want it. When you come down to pick your cottage, visit our store, look it over, leave your wraps and feel at home.

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

Agent: WALTER THOMAS
Rumford Limited
 PROMPT SERVICE

Beach People

(Continued from Page 5)

Mr. and Mrs. George Eden, and Miss Ethel Eden, are spending their holidays at Victoria Beach, the last two weeks of July.

Mr. Sam Henderson, with his sisters, the Misses Flora and Mary Henderson, are holidaying at "Thorncombe," Fifth Avenue, for a few weeks.

Mrs. D. Y. Matheson was a visitor at the Beach this week, the guest of Mr. and Mrs. S. Henderson.

Master Astley Cooper will return to Winnipeg on Monday, July 15, after spending a two-weeks' vacation at Victoria Beach.

Dr. and Mrs. Frank Boyd, and small son Gordon, are occupying their cottage on First Avenue for the month of July.

Mr. and Mrs. Charles Johnstone are occupying their cottage on Sixth Avenue for the summer, accompanied by Miss Helen and Mr. Hugh Johnstone. They are this week-end launching the lovely skiff which Mr. Johnstone had sent from Nova Scotia.

The following are guests this week at the Victoria Beach girls' camp: The Misses Patricia Britton, Patricia Morley, Shirley Gregg, Josephine Phillips, Sheila Reid, Louise Pelenz, Eunice Macmurchy, Lois Cuff, Brandon, Betty Cox, Lois Phillips, Joyce Chadwick.

Miss Lois Cuff, Brandon, Man., has been visiting friends in Winnipeg before leaving to spend the next three weeks at the Victoria Beach girls' camp.

Mr. C. F. Campbell and Mr. E. Grant spent an enjoyable week-end riding at Victoria Beach.

Mr. and Mrs. Jack Lewis and little daughter, Florence, are occupying Mr. Harry England's cottage at 308 Seneth Avenue; and have as their guests Mr. and Mrs. Tom Bashford and two daughters, Joyce and Beverley.

Miss K. St. John, 431 9th Avenue had as her guests Miss N. Strachan and niece, and Miss Margaret Brown, Winnipeg.

Mr. and Mrs. R. H. Holman are enjoying a holiday at Victoria Beach.

Mr. Norman Elwick, prominent Winnipeg organist, is spending his vacation at the Beach.

Mr. Jack St. John returned to Winnipeg Wednesday after a week's visit to Victoria Beach.

Miss Nessie Miller, of Saskatoon, has been the guest of Miss Margaret French, Sunset Blvd., for the past two weeks.

Mr. Harry Lewis, who has been visiting Victoria Beach regularly since long before the railway was built, was a week-end guest of Mrs. W. J. T. Kerr, "Leaholm," Sunset Blvd. and had a happy time meeting many of his old friends.

Mr. and Mrs. C. G. Johnstone and family are spending the summer at Victoria Beach.

Mr. and Mrs. H. E. Swift were the guests of Mr. Thomas French, Sunset Blvd., last week-end.

Mr. Joseph Harris, managing director of Canada Packers (Western) with Mrs. Harris and children are occupying their cottage on Sunset for the season.

Dr. and Mrs. N. J. Maclean, Sunset, had as a guest over last week-end, Mrs. Shaw, wife of Dr. William Shaw, of Russell, Man.

Mrs. Wm. Finland and their two small sons Billy and John have been the guests of her brother and sister-in-law, Mr. and Mrs. Frank McKinney, 4th Avenue.

Mr. and Mrs. H. E. Turner were the guests of their daughter and son-in-law, Mr. and Mrs. J. M. Rice for the past two weeks.

Mr. and Mrs. D. Johnstone and small son are spending their vacation at "Devondale," 123 Birch Avenue.

Mrs. A. A. Shelford has taken a cottage on Second Avenue for the month of July.

Mrs. N. E. Munson is the guest of Mrs. A. A. Shelford at Victoria Beach.

Mrs. John Franklin and Mrs. S. O. Nixon are spending a week at Victoria Beach the guests of Mrs. A. A. Shelford.

Mr. Alex. Donald has been resident in his cottage, "Tannahill Rest," Centre Avenue, since May 24, and was joined June 29 by his daughter, Mrs. J. H. Brennan and her daughter, Miss Patricia Brennan, who are down for the season.

Mr. Brennan spending week-ends with the family.

Mr. and Mrs. Edward Aha, Winnipeg, are guests of Mr. and Mrs. J. H. Brennan, "Tannahill Rest," Centre Avenue for the week-end, arriving Friday.

Dance enjoy at Clubhouse

(Continued from Page 1)

Hilda Allan, Helen More, E. Benson, Betty Rae Parton, Francis Meis, Donna Valentine, J. Sloane, D. Sloane, Connie Campbell, Iris Shelford.

Messrs. Andrew Gibb, Ralph Borrowman, Ian Muir, Hugh Petrin, Creighton Booth, Harold Clapham, Ellsworth Muir, George Gibson, Desmond O'Brien, Reg. Stapley, Bill Kellough, Doug Kellough, Mac Young, John Birt, Gordon Iverson, N. A. Elwick, I. M. Bridges, Frank Myles, A. C. Shelford, Gordon Tanner, Ken Hoole, Art Hoole, Leo Whalley, Hugh Johnstone, Melson Gee, George Head, Bill French, Bob Law, Rolly Snider, Bill McBain, Fred McBain, Jim Mitchell, Harold Brown, Ray Thogard, J. R. Rennie, H. A. Park, D'Arcy Hunt, Victor Scott, Aidan Conklin, Jim Kerr, Sam MacRury, Gordon Stewart, David Rice-Jones, Archie Gray, Wilbur Little, Fred McRae, Les Cannon, Clare Atchison, M. G. Whittaker and Jim Whalley.

BIG MASQUERADE PARTY, JULY 27.

For Good Service and Bread you will enjoy,
 Shop at BARAGER'S

SPEIRS PARNELL
 BAKING CO. LIMITED
 Baking a City since 1882

Modern Dairies

Milk
 Cream
 Butter
 Ice Cream

This year we will again operate our own Delivery Service. Our Auto Service will meet your every need.

MODERN DAIRIES PRODUCTS COME
 TO YOU FRESH DAILY

WE SOLICIT YOUR PATRONAGE

for orders

in advance of leaving for Victoria Beach.

PHONE 201 101

Second Candidate in Ward 1

Mr. William P. Carmichael, manager of the commercial department of the British America Elevator Company, Winnipeg, and a resident of the Beach and a cottage owner for many years, announces that he is in the field for councillor for Ward 1, in opposition to John George Anderson, all the year round Beach resident. Mr. Carmichael resides on Pine Street.

Saddle Horse Riding Good Fun

Horse back riding is becoming ever-increasingly popular at Victoria Beach. The many winding lanes and long stretches of far away beach make lovely spots for a ride. The importation of fine animals has created a good deal of interest in this pastime.

Bright and early last Sunday morning five young men set out to explore astride Walter Thomas' horses some unfrequented parts of the district. In the party were John Anderson, Fred McRae, Wilbur Little, Bill French and Aidan Conklin. First they travelled by way of the motor road to Hillside Beach and found it to be nothing more than a muddy swamp, with a sign in the middle humorously telling motorists that they were not permitted to enter the municipality. The riders had to dismount and lead their horses a good way over this area.

Then to the beautiful stretch of beach at Traverac Bay, with a pause for a drink at a beautiful spring gushing out of the bank—the only spring in the district. After a gallop along the beach, the party rode north parallel to Traverac Bay and had a good deal of fun dashing past a big camp of Indians, the whoops of the latter adding a good deal of glamour to the ride. Altogether a fine morning's fun and an excellent way to become acquainted with many beautiful spots of Victoria Beach.

Practice Hours for Plasterers Students
 The Club House Plans will be available to students from the last week in June until the end of the summer. Arrangements may be made with
 MR. JOHN FEAKLES, Club House Secretary,
 311 First Avenue, Victoria Beach

Mr. Davies in the Field

The Victoria Beach Herald has received a letter speaking highly of the qualifications of Mr. F. De Courcy Davies for the position of reeve of the municipality. Mr. Davies has had 23 years of service with the Dominion government. It is stated, in the department of public works. During his tenure of office Mr. Davies had much to do with the government improvements at Victoria Beach, including the road to the Inn and the dock, and the pier addition. He has long been a summer resident at Victoria Beach, and the letter states he has always been found willing to serve in the interests of the community, especially the year-round residents. The nomination of Mr. Davies will be moved by Mr. J. J. Hughes, Seventh Avenue; and will be seconded by Mr. Campbell Grant.

Mr. Victor Scott is also in the field for the position of mayor of Victoria Beach.

SPORTS DAY COMMITTEE NOTICE

The Sports Day Committee of the Victoria Beach Club will meet at Mr. Victor Scott's cottage, Arthur Road and Fourth Avenue, at 7.30 o'clock, Saturday evening.

Painting - - Decorating

ROOFS A SPECIALTY

ESTIMATES FREE!!!

Leave Order at

BARAGER'S STORE THE BAKE SHOP
 COMPANY'S LUMBER YARD

ART WILCOX
 Victoria Beach

BAGGAGE TRANSFER

MOVING !! DRAYING

See me for your ICE and WOOD supplies for the season. Telegraph me, collect, before coming down to your cottage and have your ice and wood ready when you arrive.

John Anderson

VICTORIA BEACH

WOOD Office at Railway Station ICE
 Correct measurement guaranteed. — Our ice is pure

Cottages for Sale

SUNSET BOULEVARD—5-Bedrooms, extra large living room, well located ~~\$2,500~~ on terms and 10% discount for cash.

THIRD AVENUE—close to Patricia Beach, 3-Bedrooms, large verandah, well furnished ~~\$1,400~~ terms.

FOURTH AVENUE—Cottage close to King Edward. A bargain at ~~\$500~~

Lots for Sale

SUNSET BOULEVARD—near King Edward. An extra large lot well treed. Regular price \$850; for sale at ~~\$225~~.

FIFTH AVENUE—One lot at ~~\$85~~.

BAY VIEW—A Lake Front lot for ~~\$120~~.

SUNSET BOULEVARD—Well treed lots 75' x 200' facing lake, from ~~\$165~~ up.

Above vacant lots are quoted at one third of regular price for quick sale for cash.

Acreage for Sale

J. G. Olafson who has over half a mile of lake frontage, some of it facing beautiful beach has instructed us to sell a few acres at ~~\$100~~ per acre. This is a wonderful opportunity to secure a choice location where there is no danger of being crowded and where there is practical certainty of increased value. We will gladly show you this property at any time.

The Victoria Beach Co. Ltd.

— PHONE 21 029 —

210 KENNEDY BLDG.

OFFICE AT BEACH