

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. X.

VICTORIA BEACH, MAN., AUGUST 3, 1935

No. 8

Fine Programme For Long Week-End

The Victoria Beach Herald is issued this week one day earlier to draw attention to Senior Sports Day at the Government pier, Saturday afternoon, August 3, when it is hoped to see a large entry list as there are many beautiful prizes in the list for competition.

Mr. Frank J. McKinney is chairman of the Sports Day committee again this year which is a guarantee that there will be no lagging in running off a heavy programme. Mr. McKinney plans to start some of the events before the arrival of the 3.10 through train but the main features of the programme will be held for the visitors who are coming on this train.

What the Victoria Beach Club desires to see is a large entry list. This is a Victoria Beach programme and all events are confined to Victoria Beach residents, except the mile open swims for men and women.

There are other events announced for the long week-end arranged by the Victoria Beach Club, including a Friday night dance by the Lin. Lincoln orchestra, and a Sunday evening "sing-song."

A valuable prize for a married ladies' draw will be given by Mr. McKinney; the winner must be in the Club House Saturday night when Sports Day prizes are given out.

Those who have not contributed to Sports Day finances should not delay sending what they can afford to members of the committee or to Ald. C. Rice-Jones. Your contribution is needed. So be generous!

One of the difficult tasks assigned to the committee is to raise the money needed to pay the way.

Sunday's Choral Programme

The service in the Victoria Beach Club House Sunday morning, August 4, will be in charge of the Vesper Choir quartette, well known to radio audiences, with a minister giving a ten minutes address. The soloists are Miss Gertrude Newton, soprano; Miss Eva Eagleton, contralto; Mr. Linton Kent, tenor; Mr. A. Thomson-Hay, baritone; and Mr. F. Ivimey, accompanist on the piano.

The programme is as follows: Doxology, opening prayer, hymn by congregation, "Crown Him With Many Crowns," anthem, "Jesus, Joy of Man's Desiring," anthem, "O Thou the Central Orb," prayer, Lord's Prayer by quartette; Children's hymn, "Tell Me the Old, Old Story;" anthem, "O Saviour of the World;" scripture, 98th psalm; "Nunc Dimittis;" anthem, "As Torrents in Summer;" hymn, "O Master Let Me Talk With Thee;" offertory address; anthem, "I Sought the Lord;" hymn, "When I Survey the Wondrous Cross;" Benediction Seven Fold Amen.

There will be solos in the anthems. These singers are leaders in the choirs of Winnipeg, unsurpassed for the quality of their singing in western Canada and it is a great privilege to have these vocalists guests at Victoria Beach. All are heard over CKY at 5 o'clock Sunday throughout the winter. Mr. Ivimey is an outstanding pianist with radio.

Big Dance Friday Night

Anticipating that a large crowd will be at the Beach the long week-end, the Victoria Beach Club is arranging a special dance with Lin. Lincoln and his seven-piece orchestra Friday night. This event is in addition to the regular Saturday night dance.

This effort on the part of the club to provide as much entertainment as possible is very commendable and undoubtedly a big crowd will gather at the Club House after the train leaves Friday night. The time of closing will be extended beyond the usual hour.

Two members of the club's orchestra, Lin. Lincoln, the leader and Bill Long, pianist, are holidaying at the Beach and very kindly consented to play at the week-end dances the past week and all of next week. This is a welcome addition to the fun at the Beach and it is hoped that as many as possible will enjoy the efforts of these two musicians.

Saturday's Big Sports Events

The programme of swimming, diving and canoe events at the government pier Saturday afternoon, Mr. Frank J. McKinney and assistants in charge, is as follows:

SWIMMING

Boys, 12 years and under.
Girls, 12 years and under.
Boys, 14 years and under (14, 13 years).
Girls, 14 years and under (14, 13 years).
Boys, 16 years and under (16, 15 years).
Girls, 16 years and under (16, 15 years).

SENIOR SWIM

75 yards, open for men.
75 yards swim for women.
One quarter mile swim, boys 16 and under, open to residents of Victoria Beach.
One quarter mile swim, girls 16 and under, open to residents of Victoria Beach.
One mile men's swim, open to all-comers, Victoria Beach championship.
One mile women's swim, open to all-comers, Victoria Beach championship.

In these four swims three medals will be given in each event.

The Orchid trophy for the men and the Rumford trophy for the women will be cups given in the mile open event. There will be diving off the tower, spring board diving, fancy diving and under water swims (the long dive), for both men and women in each event for valuable prizes, two in each case. Points will be given to the first three in each event.

(continued on page 2)

SATURDAY'S BIG SPORTS EVENTS (Continued from Page 1)

event, the points to be for the Grand Aggregate trophy presented by the Victoria Beach Company.

The concluding events will be the canoe races, ladies' singles, men's singles, mixed doubles and four men to a canoe for the Frank J. McKinney trophy.

This makes 80 prizes, 12 medals and four beautiful trophies to be competed for. The referee's decision, after consultation with the judges, will be final.

Prizes will be distributed in the Victoria Beach club house at 9 o'clock Saturday night, and there will also be a ladies' draw for all who attend this prize distribution. Tickets may be had free at the stores. Mr. Frank J. McKinney will give a beautiful prize for this draw.

Last Saturday's Sport Winners

Sand Building at Patricia Beach. Age 6 years and under: Boys, Donald Wooley, Mickey Scholler, Jackie Johnson.

Girls, Rosemary Scott, Kathleen Baird, Jean Fern.

Age 7, 8, 9 years: Boys, Bob McLaughlin, Mac Jamieson, Arthur Adamson.

Girls, Isla Mills, Kathleen Scholler, Joan Barkwell.

Age 10, 11, 12 years: Boys, Allen Dallas, Robert Spence, Philip Nutter.

Girls, Barbara Thompson, Elaurie Ashley, Moran Mills.

Swimming: Age 9 and 10 years: Boys, John Jamieson, Buddy Smith, Norman Nagle.

Girls, Mirlie Melver, Ruth Sanderson, June Hall.

Age 11 and 12 years: Boys, Bram Adey, Birt Sheraton, Allan Dallas.

Girls, Lorenda Francis, Jean Jamieson, Clara Ragotte.

Sun-Tanning: Age 4 years and under: Boys, John Adamson, Jackie Fyles, Godfrey Jackson.

Girls, Marian Hicks, Padie MacRury, Peggie McLean.

Age 5 and 6 years: Boys, Paul Chandler, Reg. Thomas, Jackie Hamilton.

Girls, Marguerite Horder, Jackie Gracie, Jackie Patmore.

Age 7 and 8 years: Boys, Douglas McLean, Billy Hamilton, Arthur Horwood.

Girls, Enid Johnson, Betty Fyles, Land Races.

Age 4 and under: Boys, Fred Donaldson, James Ross Francis, Jackie Hyles.

Girls, Shirley Thomas, Pat McKenzie, Betty Pollack.

Age 5 and 6 years: Boys, George Throp, Reg. Thomas, Joseph Donavan.

Girls, Jean Skinner, Audrey McPhail, Margurite Porter.

Age 7 and 8 years: Boys, Mac. Jamieson, Jim Daly, Freddie David.

Girls, Shiela Fisher, Marjorie Shenton, Louise Simmons.

Age 9 and 10 years: Boys, Bob Jamieson, Philip Nutter, Robert Johnson.

Girls, Kathleen Scholler, Verna Simmons, Marjorie Grant.

Age 11 and 12 years: Boys, M. Griffin, Bob. McKinney.

MOONLIGHT INN VICTORIA BEACH

LIGHT LUNCHEES, PICARDY'S Dainties,
CAKES, PASTRIES, PIES, FRUIT and
VEGETABLES IN SEASON

Our SOFT DRINK and ICE CREAM Department
Refreshing, Appetizing, in many Varieties.

R. N. BROWN, Proprietor

Longford Thomas. Girls, Betty Stapley, Eileen White, Dorcen Hicks.

Three-Legged, 13 and 14 years. Boys, Jack Hall, Archie Gray, Bob McKinney, Bill Stapley.

Girls, Geraldine Graasick, Betty Pickup, Betty McMullin, Elinor Woodside.

Father and Son. M. Fisher, Paul Fisher, Alex. Johnson, Lloyd Johnson.

Mother and Daughter. Mrs. Scholler, Elsa, Scholler, Mrs. Dallas, Joan Dallas.

Biscuit and Whistle. Boys, F. O'Brien, R. Andrews, Girls, Ellen Kirkham, Kathleen McLeod.

In the mother and daughter race at the junior sports last Saturday on the air force grounds there were 15 entries;

and in the father and son there were 17 entries. In the biscuit and whistle contest there were 30 entries in each event, for girls and boys.

The officials at the races last Saturday were: J. S. Little and G. J. Reeve, directors; Dr. R. K. McClung, recorder;

Councillor William Gray, F. C. O'Brien, J. W. Young, Mrs. Ross Mitchell, Mrs. Thomas Hamilton, E. J. Adey, W. Throp, Ald. C. Rice-Jones, W. Martin, chief of police; W. Mattison, municipal officer; Dr. Don. Campbell, judge of coat of arms.

A number of young men, residents of the Beach, gave good service in connection with the swimming races in the morning and also in serving the ice cream in the afternoon after the land contests were over.

The order of the people who attended the various events was commendable, and there also was an entire absence of dogs on the beach which speaks well for the thoughtfulness of the owners in keeping the animals at home.

Mr. Reeve was surprised and delighted at the large entries in the swims. Not only did all show ability to master the water but there is a formidable class coming up for the senior swims.

All who entered the Patricia Beach swims are ineligible for the junior and senior swims at the government pier Saturday of this week.

The ropes provided by the municipality did good service in keeping onlookers from interfering with the contestants and the services of the staff of the municipality was appreciated.

The big feature of the adult's party was a ballet of Victoria Beach young ladies. Daintily costumed, they went through their steps in perfect harmony and were enthusiastically encored. It was a performance that would do justice to any stage in the city.

The following were winners of the grown-up's costume prizes: ladies, most outstanding, Mrs. Paulson and Allan Kerr; fancy, Lillian Johnson; spirit of the Beach, Miriam and Joan Brock; comic, Myrtle Allan; character, Mrs. Bert Martin. Special prizes were given to Helen Harvey and Gladys Harvey. Winners among the gentlemen were: fancy, Jim Kerr; spirit of the Beach, Jack Fraser; comic, Aidan Conklin; character, Victor Scott.

Judges of the children's costumes were Mrs. Spencer Guest, Mrs. Ross Mitchell and Frank J. McKinney, Mrs. Neil John Maclean, Mrs. Grant Miller, Alderman Rice-Jones, Dr. Roy Bier and Osborne Scott judged the adult costumes.

President Victor Scott was the enthusiastic leader in the promotion of the party and has asked the "HERALD" to express the thanks of the entire club to the following:

Mrs. W. J. T. Kerr, who generously contributed all the fine prizes for the masquerade party.

Melba Cumberland and Margaret French for their excellent training of the ballet, and to the other members of the ballet: June Little, Sheila McNichol, Peggy Jamieson, Jean Holbeche, Edith Jamieson and Joan Richardson for their faithful practicing and fine performance. Also Reg.

Aidan Conklin, who was master of ceremonies throughout the evening.

Jimmy Mitchell and his efficient ticket sellers.

Last year the masquerade was dropped because interest in it had lagged to a considerable degree, but this year the club's committee redoubled their efforts and the success must have given them great satisfaction and encouragement.

SPORTS DAY, SATURDAY, AUGUST 1.

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 LAHON Victoria Beach, Man.

400 Attend Annual Masquerade

The Victoria Beach Club's annual masquerade, which attracted nearly four hundred people to the club house last Saturday night, was a decided success.

The beautifully decorated hall, the lovely ballet, the fine music, the clever costumes and the happy throng of people, all combined to make a memorable evening.

A large number of children attended in costume the young folk's party at 8.30 and made hard work for the judges. The first costume parade was for children under ten years and the following were the prize winners: Most

outstanding costume, girls, Norma Bewick; boys, Harold Scott; fancy, girls, Norma Scott; boys, Mickey Schuler; Spirit

of the Beach, girls, Marjorie Shenton; boys, Norman Shenton; comic, girls, Carol Palmason; boys, Freddy David. Then

came the promenade of those over ten years and the following were picked as winners: most outstanding, girls, Margaret Moore; boys, Billie Hale; fancy, girls, Isabelle

Rice-Jones; boys, Lorne Smith; spirit of the Beach, girls, Marilyn Melver; boys, Kenneth Smith; comic, girls, Marcia

Hale; boys, Lloyd Johnson. Prizes for original costumes were given to Darine Hicks and Mary Follat.

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Jimmy Mitchell and his efficient ticket sellers.

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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 house and service is assured. Our kitchen being entirely heated with help from MOOHRE'S PORTAGE AVENUE 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 and up.	Double \$7.00
Single Room	\$2.00	Children Under 12 years when sharing room	
Double Room	\$3 to \$5	with Adult	\$10.00
Two Persons in Main Building, Double		Breakfast served in Room	10c Extra.
Room	\$1 and up		

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

MRS. C. E. MOORE, Manageress.

RESERVATIONS may be made at . . .

MOOHRE'S COOLED AIR RESTAURANT
207 Portage Ave., Winnipeg — Phone 86 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rates combine to make a holiday planned at Victoria Beach one of the most economical you can find. Guests of the Inn should give their luggage 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 Platform or at Office near Harager's Store.

24 Years Residents of Victoria Beach

Stapley, who played the piano for rehearsals and Mrs. W. P. Carmichael, who helped considerably.

Jim Kerr and his assistants, Mrs. Don Stewart, Jackie Sprague, Helen Smith, Stewart Cumberland, D'Arcy Hunt, Bud Pulson, Wilbur Little, Don Whitley, Jack Fraser and others, whose strenuous and arduous work resulted in the club house being decorated as it never was before.

Lin Lincoln and his orchestra for their splendid dance programme.

Aidan Conklin, who was master of ceremonies throughout the evening.

Jimmy Mitchell and his efficient ticket sellers.

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Cottage to Rent

Four Bed Rooms, Dining Room, Living Room, Sun Room and Kitchen. \$18 per week.

165 EIGHTH AVENUE (Near the Station)

Apply to
M. GARRONI, 957 McMILLAN AVE., WINNIPEG

Phone 47 283

OUR MILK

is specially selected for Victoria Beach from our best shippers, including Kinalmosky 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 8 p.m. during summer and every Thursday at 8 p.m. during winter.

FEES — Senior \$5, Junior \$1 per session

President, MRS. S. C. LLOYD Phone 54 548
Vice-President, MRS. W. J. PURDY Phone 54 558

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.

Beach Notes

There were 278 present at the Victoria Beach Church Service last Sunday morning and the collection amounted to \$20.21.

At the club house masquerade last Saturday night, Dorine Hack and Mary Joliet were awarded special prizes for their costumes, one representing the Winnipeg Free Press and the other the Winnipeg Tribune.

The children who contributed the offertory singing at the church service last Sunday, under the direction of Mrs. Phillip Gibson, were: Donna Smith, Betty Stapley, Percy Stapley, Bob McKinney, Peter Baxter and Teddy Taylor.

The Victoria Beach Club is greatly indebted to the Winnipeg Free Press, T. Eaton Company and the Orchid Florists, who generously loaned materials for the decorating of the club house last Saturday night.

Reduced Rates On Golf Course

To make clear the reduced rates on the Victoria Beach golf course, the "Herald" repeats the schedule:

Children one to four o'clock Tuesday afternoons, five cents.

Adults, Mondays to Fridays, 25 cents first nine holes, second nine holes 15 cents, or with ticket 12½ cents, or 40 cents cash; 37½ cents with ticket. These rates are not good on Saturdays, Sundays or holidays.

Value of "Life Saver" Close at Hand

The value of a life saving officer at a beach was shown to be one of necessity even at the safest of beaches, as is Victoria Beach, under normal conditions.

George B. Gibson, newly appointed life saver at King Edward beach, assisted by Islay Cartwright gallantly plunged into the waves Tuesday and brought three cottage residents in trouble safely to shore. There's lots of fun disappearing in the high waves when the wind is up but a smack from one of them sometimes is serious, as this incident proved. Restoratives were administered to one of the three by George Gibson, he having on hand a full equipment for the purpose.

DINE AT VICTORIA BEACH INN

Community Church Service
IN VICTORIA BEACH CLUB HOUSE
SUNDAY MORNING, 11 O'Clock

Choral Service

By the Quartette of the Vesper Choir. Mrs. Gertrude Newton, Soprano; Miss Eva E. J. Nelson, Contralto; Mr. Linton Kent, Tenor; Mr. A. Thomson-Hay, Basses; Mr. Nestor (Tommy) Plamby; Directed by Mr. Arthur McFadyen.

CHARLES H. HALL, President

Ailments Among Children

Samples of the water from each of the wells in the municipality of Victoria Beach have been tested in the laboratory of the Manitoba government and have been given a 100 per cent. rating. Samples were sent in by the medical health officer, Dr. Don Campbell.

Any ailments among children at Victoria Beach this summer are not due to the water or the milk which the youngsters drink. If the milk is from the two city dairies which supply this beach. The Crescent and the Modern Dairies have also a 100 per cent. rating. Cottagers are warned not to buy milk from any but these two dairies' services. Their product is 100 per cent. pure.

Avoid milk peddlers at this beach.

Dr. Campbell states that any summer ailments which may afflict children is due to paddling in the water when heated or to other minor exercises children love to do in the water but which should be watched. There is nothing wrong with Victoria Beach and its services.

Cottage to Rent

SUNSET BOULEVARD—by the week or month of August. Large living room with fire place, four bedrooms, bath-room, guest-house, finest view of lake; apply 383 SUNSET.

Cottage to Rent

\$10 per week, four bedrooms, comfortable, roomy beds, kitchen, dining room, living room, sun room 186 EIGHTH AVENUE VICTORIA BEACH VICTORIA BEACH, MAN.

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

Canada Bread

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

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

J. H. FALLS

CAKES FRESH DAILY QUALITY BREAD Shipped in Daily SPECIAL CAKES MADE TO ORDER

DREWRY'S
Dry Ginger Ale

and 18 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 D. B. BARAGER'S STORE, Victoria Beach. Agent for Drewry's, Mr. Barager fills orders promptly.

"BIG BOY" BOTTLE
DREWRY'S DRY in the Big-3 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

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

Paints, Paint Brushes, Turpentine, Raw and Balled Oil, Kerosene, 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. 3 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

Agents: WALTER THOMAS
Rumford Limited
 PROMPT SERVICE

Beach People

Mr. and Mrs. T. S. Hamilton and Donald Hamilton are holidaying at Victoria Beach Inn.

Miss Florence Sinclair and her niece PERRY Kerr returned to Winnipeg last week-end from a visit to Mrs. W. Ross MacKenzie, Sunset Boulevard.

Mrs. D. Horn and her daughter are spending a vacation at Victoria Beach, guests at the Victoria Beach Inn.

Mrs. W. R. Devenish, wife of the General Superintendent of the Canadian National Railways, spent a holiday at the Beach last week.

Miss W. M. Dow is spending her holidays at Victoria Beach, a guest at the Victoria Beach Inn.

Mrs. MacKidd, formerly Evelyn Walker, is spending a vacation at Victoria Beach with her children. Her mother Mrs. Walker, has returned to her home in Toronto after a two weeks holiday at her cottage.

Principal John MacKay, of Manitoba College, will spend a two weeks vacation at Victoria Beach in August, and it is hoped to have him for a church service.

Rev. Dr. G. A. Woodside is spending a vacation with his family during the week days but unfortunately has to leave the Beach each Saturday to conduct a Sunday service in Winnipeg.

Miss Carol Borrowman spent a week at Clear Lake, returning Sunday.

For the August services the church committee hope to have: The Vesper choir quartette, Rev. F. Glover, Principal John MacKay and Canon Herklots.

Mrs. E. Burch and grand-daughter, Miss Nancy, are spending their vacation at Victoria Beach guests at Victoria Beach Inn.

Mr. J. O'Grady is holidaying at Victoria Beach, a guest at the Victoria Beach Lodge.

Mr. A. Anderson, Mrs. W. S. Westcott and son, Monty, are spending a two weeks vacation at Victoria Beach, guests at Victoria Beach Inn.

Miss Jeanne Dailley a former well known Victoria Beach resident has arrived from her home in Calgary to be the guest of Miss Betty Hitchings, Armstrong's Point.

Dr. Athol Gordon has been spending a vacation at Victoria Beach.

Dr. W. F. Geddes, chief chemist for the Board of Canada Grain Commissioners, Winnipeg Grain Exchange, who this summer built one of the finest summer cottages at Victoria Beach, Mr. and Mrs. L. W. Pratt and their two children, Joan and Ronnie, returned home Saturday after three weeks stay with their parents at "San Fairy Inn."

Refrigerator For Sale
 Small Refrigerator in First-Class Condition.
 Apply to
 127 SUNSET BOULEVARD, VICTORIA BEACH

Beach, is occupying his new residence with members of his family. Dr. Geddes' Winnipeg home is 187 Baltimore Road.

Miss May Sinclair was the guest of Miss Verona Conklin last week-end.

Mr. and Mrs. A. Thomson Ray will be the guests of Mr. and Mrs. J. J. Conklin over the long week-end.

Mr. Frank J. McKinney has been spending this week at Victoria Beach completing arrangements for the Senior Sports Day.

Mr. and Mrs. Linton Kent will be guests of Mr. and Mrs. Arthur M. McFadyen, Bay View, over the long week-end.

Misses Moira Mills, Margaret Thomas, Jean Goodall, Doris Lawmund, Mary Heintzleman, Lois Cuff (Brandon), Louise Pullenz, Eunice MacMurchy, Joey Phillips, Shirley Gregg and Lois Phillips are a group of girls holidaying at Victoria Beach girls' camp.

Miss Jocelyn Brock, who has been a visitor in Winnipeg for the past week has arrived at Victoria Beach and is the guest of her uncle and aunt, Mr. and Mrs. Eustace Brock.

Miss Nan Moulton is spending her vacation at Victoria Beach, a guest at The Inn.

Miss Marion Mooney is the guest of Mrs. J. M. Rice, 4th avenue.

Mr. Jack Rice, Jr. is the guest of his mother, Mrs. J. M. Rice, 4th avenue for two weeks holidays.

Mr. and Mrs. A. W. Muldrew and family are occupying their cottage on Second avenue for the summer.

Mr. R. E. Curran spent his vacation at Victoria Beach, a guest at Victoria Beach Inn.

Mr. R. S. Brough, Jr. is spending his vacation at Victoria Beach, a guest at Victoria Beach Inn.

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

Painting - - Decorating
 ROOFS A SPECIALTY
 ESTIMATES FREE!!!

Leave Order at
 BARAGER'S STORE THE BAKE SHOP
 COMPANY'S LUMBER YARD

ART WILCOX
 Victoria Beach

Modern Dairies
 Milk
 Cream
 Butter
 Ice Cream

This year we will again operate our own Delivery Service. Our Auto Service will meet you 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

Miss H. Langdale is spending her vacation at Victoria Beach, guest of Victoria Beach Inn.

Mrs. Thomas Horn and Miss Margaret spent a week's vacation at Victoria Beach, guests of Victoria Beach Inn.

Mr. Fred Wilson spent the last month at Victoria Beach.

Mrs. Gordon C. Cummings, and Masters Gordon and Robert are spending their holidays at Victoria Beach, guests of the Inn.

Mrs. Wallace McKinnon and her son Glen have spent the last month at Victoria Beach.

Mrs. E. B. Ashbridge has spent two weeks' vacation at Victoria Beach guest at the Inn.

Mrs. Dan. Dockstader and her two grand daughters, Isabelle and Betty Hughes of Langdon, N.D., are at present the guests of Mr. and Mrs. J. H. Donovan at their cottage, 351 Sunset.

Jobbing - - Contracting
 Cottages Built, Rebuilt 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

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

SPEIRS PARNELL
 BAKING CO. LIMITED
 Feeding a City since 1882

Miss Agnes Enns is spending her holidays at Victoria Beach Inn.

Miss Florence O'Donahue, R.N., of Misericordia Hospital, Winnipeg is spending the month, the guest of her sister and brother-in-law, Mr. and Mrs. J. H. Donovan at their cottage, 351 Sunset.

Mrs. E. Burch and Miss Nancy returned home after spending a few days at Victoria Beach, guests of Victoria Beach Inn.

Mr. and Mrs. B. E. Hull, Miss Joan and Master Tommy, arrived from Moose Jaw, Sask., this week to spend their holidays at Victoria Beach, guests of the Inn.

Miss Ethel Jooans has spent a week at Victoria Beach, guest of the Inn.

Mrs. Gus Pingle and the Misses Pingle are spending a vacation at a cottage on Fourth avenue.

Mr. and Mrs. F. F. Martin and daughter are spending a few days at Victoria Beach Inn.

Mrs. Geo. M. McKeag and son, Jack, have concluded a two weeks visit at Victoria Beach.

Miss Mary Mowat, Greenwood, Man., has spent a week's vacation at Victoria Beach, guest of the Inn.

Dr. W. G. Campbell is to spend next week a vacation at Victoria Beach.

Mrs. B. Stewart-Hay is spending her vacation at Victoria Beach guest of the Inn.

DINE AT VICTORIA BEACH INN

TO OUR VICTORIA BEACH

When winter with its icy hand
 Doth leave this fair and lovely land
 Spring waves her truly magic wand
 O'er our Victoria Beach.

Its there the skies are azure blue
 Its there the dawns are drenched with dew
 And there good friendships we renew
 At our Victoria Beach.

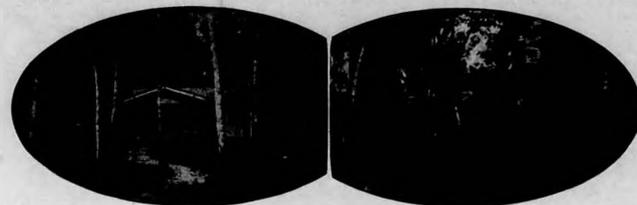
The summer hours pass all too swift
 In a holiday "without a rift"
 We thank the Creator for His gift
 Of our Victoria Beach.

— By a Yearly Visitor.

Fifty Cents

will send the VICTORIA BEACH HERALD to any address.

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Lots for Sale

There are still a few choice Building sites being offered at the remarkably low price of one third or less of their original value. An inspection of the following is invited.

SUNSET BOULEVARD, facing Elk Island, large well treed lot, regular price \$800.00. Sale price **\$270.**

VICTORIA BOULEVARD, close to Tennis Courts, Stores and Station, two lots regular price \$1,000.00 for sale at **\$200** each.

SIXTH AVENUE, near lane, a lot centrally located for Golf Course, Stores and King Edward Beach, regular price \$200.00, for sale at **\$70.**

Why Pay Rent?

The Victoria Beach Co. Ltd.

PHONE 21 029

210 KENNEDY BLDG.

OFFICE AT BEACH