

# Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XI.

VICTORIA BEACH, MAN., JULY 11, 1936

No. 5

## Value of a Community Club

VICTORIA BEACH has a live go-getting community club, whose membership is composed of the majority of cottage residents, with many visitors.

The value of the club and its objects are primarily to have a reliable source which may bring before authorities any plan or idea which might improve conditions at Victoria Beach, so that a summer vacation or a holiday may be enjoyed to the full while sojourning on the shores of this island.

All those placed in authority prefer to hear about helpful suggestions or alleged grievances after they have been threshed out at a meeting of a community club rather than from an individual or a small group of individuals. The results in the end are more satisfactory for all concerned.

The government of Manitoba, representatives of the federal government, the municipal council of Victoria Beach, the Victoria Beach Company and the Railways all have expressed the opinion that what a community club decides on after deliberations is best for the community as a whole and they readily listen to and generally put into effect the plans and ideas of the community club when these are brought to their attention.

Innumerable instances could be cited and at present there is the preservation of the dock, which is paramount for the welfare and enjoyment of the community. Progress is being made with this problem.

The social side of the community is not neglected. The club at Victoria Beach has the finest hall and community centre of any of the beaches or summer resorts in the west, paid for by the people of this community, and free of debt. It is open each night, except Sundays, and this year one of the best orchestras in Winnipeg has been engaged for the Saturday night dance. The clubhouse is always available for community gatherings; is well lighted, ventilated and has a dancing floor that is standing up well under the years. The various sports' days are also the responsibilities of the club.

The community of Victoria Beach should rally to the support of the Victoria Beach Club by taking out memberships. Associate memberships, one dollar; for the month the fee is three dollars; and for the season the fee is four dollars, which admits the entire family. Twenty-five cents is the admission price of guests when brought to the clubhouse by

members or Saturday nights; ten cents admits guests on other nights.

The club this year secured from the Winnipeg "Y" a competent clubhouse secretary who also will take charge of field sports on the beach. The plan is working out well. Any suggestions for improvement around this Beach should be brought to the attention of the club. Mr. Frank E. Sprague, manager of the Victoria Beach Company, will bring to the club's executive anything suggested to him. Mr. Sprague is a permanent resident and has always been a well-wisher of the club. Support of this community is what the club needs this summer. The clubhouse secretary will also be pleased to listen to what may be beneficial to the Beach if given to him by any resident.

## Successful War on Poison Ivy

The Municipal officers are to be congratulated on the thorough manner in which they are killing off poison ivy from the roads and lanes, but it is unfortunate that there is not a little more co-operation from the railway company. Two years ago the Municipality undertook at its own cost to destroy this pest on the right-of-way, which is very prevalent, but were stopped by the railway officials. For several years Mr. Frank Sprague, the manager of the Victoria Beach Company experimented with various poisons to kill this objectionable plant and finally found a chemical that was absolutely effective at a comparatively small cost. With the support of property owners, the Municipality and the Railway Company this pest could be within two years eradicated from the whole of Victoria Beach the same as it has been from the Victoria Beach golf course.

## Beach Orchestra a Decided Hit

The Victoria Beach Club's new orchestra, under leadership of Bill Beggs, made a decided hit with the dancers last Saturday night.

The band consists of Bill Beggs, tenor saxophone; Mitt Wilcox, alto saxophone; Bill McPherson, trumpet; Bill Mulhearn, drummer; and Joe Leveck, piano. All are members of the Winnipeg Musicians union.

A new programme of the latest numbers will greet all those who wend their way to the clubhouse tonight. Dancing will commence shortly after nine o'clock.

### VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 8 to the end of August. Devoted to the best interests of the Cottagers, the Victoria Beach Company, and the merchants of Victoria Beach.  
June circulation 25,000 copies, and distributed free.  
Communications to be sent to the Editor, Albion Press, 50% Princess Street, Winnipeg, or left in boxes in Victoria Beach Stores.  
Advertisements to be sent to the Business Manager, Albion Press, 50% Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

### BEACH PEOPLE

Mrs. A. Graham, and daughter Yvonne are guests of Mrs. W. J. Pascoe, Sixth Avenue.

Mrs. Albert Larsen entertained her brother, Mr. Bill Melmoth and his fiancée, Mrs. Gwen Swan, at her home on Eighth Avenue over the week-end.

Mr. and Mrs. T. Curzon Allardice have opened their summer home for this season and have as their guests, Mr. and Mrs. H. W. Glasco.

Mr. and Mrs. T. Curzon Allardice expect to leave for Victoria, B.C., August 15th, and will be the guests of their son-in-law and daughter, Rev. T. Reed and Mrs. Lancaster while on the coast.

Jack Life and John McPhail have occupied their cottage "Devonshire" for the month of June.

Mr. and Mrs. Fox have opened their cottage on Fifth Avenue for the season.

Dr. and Mrs. Nicholson have opened their cottage on Fourth Avenue for the season.

Archie Paxton has occupied his cottage on Fifth Avenue for the month of June.

Mr. Wood, retired from the C.N.R., is now staying in his cottage on Fourth Avenue for the season.

Mr. and Mrs. Walker and daughter Mary have been occupying the cottage on Sixth Avenue since Arbor day.

Mr. and Mrs. Smith and family are renting Mrs. Carson's cottage, 205 First Avenue for the month of July.

Mr. and Mrs. Speir are spending the month of July at their cottage on Third Avenue.

### DREWRY'S . .

#### Dry Ginger Ale

and 16 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's DREWRY'S.

TELEPHONE DIRECT TO OUR OFFICE

IN WINNIPEG FROM VICTORIA BEACH

for any of our products, Phone 87 221.

"BIG BOY" BOTTLE  
DREWRY'S DRY in the Big & Glass 25c plus deposit  
Family Size

DREWRY'S LIMITED, Established 1877

Mr. Knox of the Winnipeg School Board staff and Mrs. Knox are going on the Vimy Pilgrimage tour, so they will not be much at Victoria Beach this summer.

Mr. and Mrs. James Little, Kelvin School, are going to Vimy. They will also visit their home town, Edinburgh, Scotland.

Mr. and Mrs. George Moore have rented A. More's cottage, 205 First Avenue for the month of July and have as their guests Mr. and Mrs. Jack Owens.

Mr. Tomlinson, son Gordon and daughter, Mary, are down for the month of July.

Mr. and Mrs. Ernie Pascoe and family are down for the summer.

Mr. A. H. Petrin spent the week with his family at the Beach.

Miss Beulah Hanna is the guest of Mrs. J. J. Conklin, Sunset, this week.

Miss Verona Conklin is spending a week at the family cottage, Sunset.

Miss Peggy Sprague spent the week-end at the family cottage, Arthur Road.

Miss Jackie Sprague went into the city Sunday for a few days.

## Lunch or Dine Comfortably

**Moore's**  
WATER WASHED AIR  
COOLING SYSTEM

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

## CRESCENT

Quality Guarded Dairy Products  
MILK - CREAM - BUTTER  
ICE CREAM  
AND OTHER DAIRY PRODUCTS

can be obtained at Victoria Beach as in other years. We supply the same high class milk products at the Beaches that are obtainable in Winnipeg and have won us many constant friends during the last thirty-two years.

Phone 37 101 before leaving the City — our Salesman will call on you when you arrive and give you first class service.

CRESCENT CREAMERY CO., LTD.  
PHONE 37 101

### Ateah's Baggage Transfer Wood and Ice

Prompt and Courteous Service  
See our Men on Station Platform or at Office near Berger's Store.  
24 Years Residents of Victoria Beach.

### 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. New opens.

**JAMES KILPATRICK**  
VICTORIA BEACH, MAN.

### Play Education

BOYS 4 - 8 GIRLS 4 - 14

Instructions in

SWIMMING and DIVING

TAP, FOLK and CREATIVE DANCING

GAMES — DRAMATICS — HANDICRAFTS

Under the direction of Isabel M. Lowe, a graduate of The Margaret Eaton School of Physical Education.  
RATES—Per Child, One Week, \$1.00; Month, \$3.00  
Further information may be obtained at 208-4th Avenue.

Mr. and Mrs. L. P. Pratt arrived Sunday morning with their two children, Josh and Ronnie, to stay with Mr. and Mrs. W. H. Pratt, 222 Fourth Avenue.

Mrs. W. J. Pascoe and Miss Doris M. Pascoe, have arrived at the Beach to spend the summer at the family cottage, Sixth Avenue.

Mr. George Smith, chief constable in the Winnipeg police force, spent Sunday with his family at their cottage where Mrs. Smith and sons have been staying for the past ten days.

Mr. and Mrs. Herbert E. Swift and Mrs. Swift were guests of Mr. Thomas French and Misses French over the last week-end. Mr. Swift is a member of the legal firm of Hudson, Swift and McLeod, barristers.

Mr. Fred Davidson was the guest of the Misses French over the last week-end.

Mr. and Mrs. G. J. Reeve and family are in their cottage for the summer. Mr. Reeve is principal of St. John's Technical High School.

Mayor Victor Scott spent a few hours at the Beach Saturday, attending a Municipal Council meeting.

Mrs. A. W. Wilcox has spent an enjoyable holiday at Victoria Beach Inn.

Among those who visited Victoria Beach Inn during the week were Miss Amy J. Roe and Miss Isabelle Alexander.

Misses Margaret and May Sinclair, of Brandon, Man., are holidaying at the Inn, Victoria Beach.

Miss G. Marks is holidaying at Victoria Beach, a guest of Victoria Beach Inn.

Misses Edna F. Bower and Brownell McClain were guests at Victoria Beach Inn during the week.

Dr. and Mrs. D. McIntyre are spending a few weeks at Victoria Beach, guests at the Inn.

Mr. and Mrs. R. M. FitzSimons and daughters are occupying their cottage "Macaula," on Fourth Avenue for the season.

Mr. and Mrs. Wallace Mackinnon have taken a cottage for the summer at this Beach.

Mrs. R. F. Lumsden, who has been spending the early part of the summer with her daughter, Mrs. A. L. Webb,

## Announcement

Victoria Beach  
PHARMACY

Now Open for Business

City Prices

First Avenue, went into the City this week to celebrate her 91st birthday. Mrs. Lumden is enjoying good health and her spirits are buoyant and youthful. Mrs. Lumden was born at Cupar, Fife, Scotland, July 8, 1848, and she came to Winnipeg in 1902.

Mrs. Clifford Kaake and daughter, Callette, are the guests of Mrs. A. P. Jamieson and Miss Jean at "Hazelmere" cottage.

Miss Nancy Reid has arrived from Toronto to be the guest of her aunt, Mrs. Osborn Scott, at her summer home.

Mrs. A. M. Barkwell and family arrived Wednesday to occupy their cottage for the remainder of the summer.

Mr. and Mrs. W. B. Benfield and family have taken a cottage for July at Victoria Beach.

Mr. and Mrs. H. R. Faers and son, Norman, will occupy Glen Avon, 418 Sixth Avenue from the 18th to 31st July.

Mr. and Mrs. R. H. Roberts and son are occupying Cottage "Brenda" on Fifth Avenue for the balance of July.

Miss Sybil Reid is enjoying a holiday at her summer home, Victoria Beach.

Dr. R. K. McClung, Mrs. McClung and Miss Eleanor have returned to Victoria Beach after a month's motor trip through Ontario, Quebec and some of the eastern states.

Mr. and Mrs. A. S. Boulton, Wellington Crescent, Winnipeg, have taken a cottage for July, on Second Avenue near Patricia.

Mrs. J. Gresham and her daughter, Miss Marion J. A. Gresham, Winnipeg, and Miss Margaret Gresham, of Carman, Man. have taken a cottage for July. Mrs. Gresham's son, Burt Gresham, touring photographer for the Free Press, will be down on week-ends.

Mayor Victor Scott will be down for the week-end to open the Canadian Legion clubhouse Saturday night.

Miss MacNabb, of the Isaac Brock staff has spent the past week with Mrs. Mudie.

Miss Owens of St. John's Technical High School, has left for Grenville, Que. after spending the past week with Mrs. MacRury, Sunset.

Misses Muriel and Isabel Fraser are down for the summer at the family cottage on Sunset, coming directly from Scotland, where they have been at school the past two years.

Mr. Murray Borrowman spent last week-end at his summer home "Edwell," Sunset, and attended a meeting of the Victoria Beach Club Executive of which he is a member.

Miss Phyllis Perry spent the past week with Miss Carroll Borrowman, "Edwell."

Miss Gertrude Davies, daughter of Sir Louis Davies, former chief justice of Canada is visiting Mr. and Mrs. F. de Courcy Davies, Sunset. Miss Davies home is in Ottawa.

Mrs. W. R. McKenzie, Regina, Sask., former resident of Winnipeg, visiting her father and mother, Mr. and Mrs. F. de Courcy Davies, Sunset.

Mrs. R. C. Bullock, with Miss Betty, are guests of Mr. and Mrs. F. de Courcy Davies.

Mrs. Geo H. Bend, with her daughters Pamela and Betty is holidaying at "Braeside," Victoria Beach during the month of July.

## Modern Dairies

VICTORIA BEACH, MAN.

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 291 101

## Rent your Cottage by

Placing an Advertisement in Victoria Beach Herald, 25 cents an insertion. Our large free circulation in Winnipeg and Victoria Beach ensures results. Leave Advertisements in Fall's or Simpson's store.

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

**SPEIRS PARNELL**  
BAKING CO. LIMITED  
Baked a City since 1882

## 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.

## Golf and Tennis Popular

The Beach golf course is being well patronized and so are the tennis courts. Some improvements are contemplated at the tennis courts to make the waits for playing more comfortable, a shelter being one of the added features suggested. Children play Tuesday afternoons on the golf course for five cents, and 15 played over the course this week on the day set apart for them.

Some instruction is given where desired. The refreshment stand at the golf club house was well attended during this week's hot days.

## Life-Saving Worker

J. C. Fishenden, London, England, vice-president of the Royal Life Saving society of that city, was a Winnipeg visitor, Thursday. While in Winnipeg Mr. Fishenden conferred with the secretary of the Winnipeg branch, Sidney C. Lloyd. This was the first time in the history of the Royal Life Saving society that an executive official has made a Dominion-wide tour. Mr. Fishenden will remain until today.

The work of Mr. and Mrs. S. C. Lloyd at Victoria Beach in their life saving classes in connection with the Maple Leaf Swimming Club is highly valued by cottage residents and it is hoped Mrs. Lloyd will be able to come to the beach this summer to keep up the good work.

## "Play Education" Going Well

Miss Isabel Lowe, of the Margaret Eaton School, is getting along well with her class at Patricia Beach in physical culture on novel lines, and large groups of children are now enrolled. This form of instruction is entertaining and readily absorbed by children, making the direction of their life more artistic and healthier than if they are allowed to roam all the time at will. Miss Lowe should be supported; her work has been endorsed by the Victoria Beach Club Executive.

## Avoid Outside Fires

Cottage residents should be very careful to avoid any act which might start a fire these sultry days. The woods are very dry and a blaze would soon spread.

As Jack Miner said this week over the radio: "If man conserves and protects the trees, God will look after the water." That is why there is such an abundance of water in prairie farm districts where there are groves of trees. Trees certainly add to the coolness of surroundings absorbing much heat. So it is advisable to guard the trees of Victoria Beach in every possible way. Particularly watch the hot ashes.

## Council Nominations

Tuesday is nomination day at the clubhouse when two councillors are to be proposed to take the vacant seats for two years, of councillors Robert Crawford and G. J. Olfason. The clerk of the municipality, Mr. F. O. O'Brien will receive nominations at the hour and if only two names are proposed the taxpayers will be saved the cost of an election.

## Community Church Service

in the

COMMUNITY CLUB HOUSE

SUNDAY, JULY 11, at 11 a.m.

Minister: J. E. RAMSDEN

Soloist—MRS. STUART WINLOVE SMITH

CHARLES H. BALL, President

## 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 Kitchen being entirely staffed with help from MOORE'S PORTAGE AVENUE WATER COOLED AIR RESTAURANT. Rates are low for service rendered.

WEEKLY RATES INCLUDING MEALS		
	Each	Single per day \$4.00 each and up. Double \$7.00
Two Persons in Cottage	—	—
Single Room	— \$2.00	Children under 12 years when sharing room
Double Room	— \$18 to \$20	with Adult — \$10.00
Two Persons in Main Building, Double Room	— \$11 and up	Breakfast Served in Room 50c Extra.

Guest sharing accommodation with permanent resident weekly guest will pay same rate as permanent guest.  
MRS. C. E. MOORE, Manageress.

RESERVATIONS may be made at . . . MOORE'S COOLED AIR RESTAURANT 297 Portage Ave., Winnipeg Phone 88 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW hall fares combine to make a holiday planned at Victoria Beach Inn 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.

## Drink Fresh Milk These Warm Days

Please Leave Your Orders for Laundry and Dry Cleaning FALLS STORE Victoria Beach, Man.

Calls are made each MONDAY and THURSDAY

NO CHARGE FOR PICKING UP OR DELIVERING PARCELS

Agent: WALTER THOMAS Prompt Service

**Rumford Limited**

### Victoria Beach Notes

The municipal medical health officer's address is 204 Fifth Avenue. It is suggested by residents that when the doctor leaves his home and office on calls or on social duties that he place a note on the door indicating when he will return in case of emergency call.

The Victoria Beach Club has secured from the Winnipeg "Y" a basket ball and a soft ball equipment for the inauguration of athletics at the Beach.

Municipal nominations for two new councillors to take the places of Mr. Robert Crawford and G. J. Olafson will be held in the Clubhouse Tuesday noon next. The councillors are taken from the electorate at large. A property qualification of \$200 is necessary for any candidate. The nominations will be held before Mr. F. C. O'Brien, municipal clerk.

A delegation consisting of T. H. Wilson, chairman, Orton Dowd and Fred Hall, has been appointed by resident members of the provincial council of the Manitoba Command of the Canadian Legion, B.E.S.L., to represent the command at the official opening of the Legion branch and Victoria Beach residents' community hall at Victoria Beach tonight.

The sand bank at the foot of Arthur Road will be ploughed down in order that easier access may be had to the beach. It has been found impossible to erect serviceable

DINE AT VICTORIA BEACH INN

### SADDLE HORSES

will be available this season at  
"WALTER THOMAS" STAND  
close to the former air station grounds.  
See Victoria Beach from the 6648s!

### Anderson's Transfer

VICTORIA BEACH, MAN.

Office back of C.N.R. Station. Arrange with my man on train for delivery of your baggage, freight or express. Call at office or give your order to drivers for WOOD and ICE.

Prompt Service. Correct Measurements.  
Insist on getting receipt from drivers.

### W-O-O-D

BIRCH	POPLAR
1 Cord cut and split - \$6.50	1 Cord cut and split - \$7.00
1/2 Cord cut and split - 4.50	1/2 Cord cut and split - 5.75
1/4 Cord cut and split - 2.50	1/4 Cord cut and split - 3.00

— SLABS CUT —  
Just when you need for summer use.  
BIRCH SLABS CUT, per cord - \$6.50  
MIXED SLABS CUT, per cord - 9.50

Best guide to good health - Drink More Milk!

steps. The drifting sand would soon bury them, the municipal council states. It is the intention however to make the pathway leading to the shore accessible without unusual exertion.

Crowds are now patronizing the beautiful Victoria Beach golf course and the number playing on the tennis court is increasing. These fine features of this Beach are worthy of generous patronage.

Children's sports day, land and water, Saturday, July 25; children's masquerade and other features, at the clubhouse, Saturday night, July 25.

"I would like to see every child taught how to swim and trained in the rudiments of life-saving," the mayor of Winnipeg, John Queen said this week. "Swimming is excellent for physical development and valuable both for preservation of one's own life or for the saving of another's if accidents should."

Victoria Beach strawberries are among the delicacies on cottage tables this week.

In spite of the heavy demand on the wells there is no shortage of water.

Fish is plentiful in the lake but a government regulation prevents sales of fresh fish at cottage doors this summer.

Victoria Beach Inn is this week entertaining a large number of guests. The lawns of the Inn are looking quite enchanting.

There is a through train each Wednesday evening at 6:35 o'clock direct to the city.

### Barager's Store

AND THE

### POST OFFICE

across the track from the Station. A full stock in every department of good quality merchandise. CITY PRICES. Some side lines slightly higher.

HARDWARE FISHING TACKLE SHOES  
BATHING SUITS PATENT MEDICINES  
MAGAZINES AND LENDING  
LIBRARY

BOATS AND CANOES FOR HIRE.  
AGENTS FOR NORTHWEST LAUNDRY

We Specialize on Fresh Fruits, Vegetables and Strictly New Laid Eggs. Give us a chance on that Opening Order. Get exactly what you want. We will take back anything not satisfactory or left over when you leave.

OUR MOTTO: "Clean, Well Stocked Store,  
Good Merchandise and Pleasant,  
Snappy Service."

IN CASE OF PHONE CALLS, TELEGRAMS AND FRIENDS ENQUIRING

we invite every family and visitor to register at the Post Office.

This Service is Valuable to many every year.

### Church Service Enjoyed

Those who attended the morning service in the cool confines of the Victoria Beach clubhouse last Sunday, enjoyed a splendid sermon from Rev. Dr. Robert Harvie of Fort Garry United Church, whose fluency and earnestness carried conviction. The clergyman kept within the hour and his presence was much appreciated by a large congregation. Mrs. J. E. Ramaden sang as the offertory solo: "My Task." Mrs. Ramaden has a voice of exceptional freshness, power and cultivation and her interpretation was convincing. Miss Ruth King was a skillful accompanist to the soloist.

Rev. J. E. Ramaden will be the preacher Sunday morning. Mr. Ramaden is now minister of Norwood United Church, and was formerly pastor of Crescent Congregation before Union. His daughter, Mrs. Stuart Winlove-Smith will be the soloist.

The church executive is desirous of securing a church of England hymn book, and a United Church Hymnary, with music, as a free will offering from some one interested in the welfare of these services.

The attendance was 194 compared to 131 the first Sunday; and the collection was \$13.29 compared to less than \$10.00 the first service.

Miss Gertrude Newton will be the soloist, Sunday July 19.

A beautiful basket of ponies was placed on the piano by Mrs. Leroy Borrowman.

### Fishflies and Mosquitoes

"Do fishflies eat mosquitoes?" Let's hope so! That was one of the questions put to Prof. F. Neave, M.S.C., following a lecture Monday night on "Aquatic Insects."

The questioner was apparently hopeful that in the fishfly could be found a useful ally of the "skeeter" exterminators who held their annual "lag" dog Saturday.

No hope was held out by the professor, however, for he declared emphatically that fishflies don't eat mosquitoes; and, indeed, have the happy gift, which many human beings would like to share, of being able to get along without eating anything at all.

On the other hand, Prof. Neave pointed out they prove more or less succulent morsels for fish—whitefish, suckers and sturgeon regarding them as particularly palatable dainties.

Asked why fishflies were such a nuisance at the beach resorts at certain times, Prof. Neave said he imagined it was because Lake Winnipeg, with its great mud areas at certain parts, was particularly suitable for the creation of the insects. He explained that there are some other lakes and large rivers where swarms occur, but the fishflies were not always of the same species though of closely related forms.

### The Breakwater May Be Built

Things are looking brighter for the construction of the "breakwater" this coming winter (doesn't that word cool you off?) and this week-end Mr. Goodspeed, the district engineer and Mayor Victor L. Scott will visit the dock and vicinity and check up on the defects in the dock and look over the proposed site of the "breakwater."

Friday afternoon Mr. Turner, M.P., for Springfield, Mayor Scott, Mr. F. de Courcy Davies, former district

engineer and Mr. J. J. Conklin waited on Mr. Goodspeed in his office in Winnipeg and went over the correspondence with the government concerning the project and gazed on maps and plans to see what would be the best course to pursue, and it was finally decided unanimously a "breakwater" as proposed was the best as it would mean needed work in the winter for Beach residents and the using of Beach materials entirely. The cost is estimated at \$8,000. It may mean, next year, lower taxes to cottage owners, also.



The same health protection you enjoyed in the City is available to you at the Beach—Where you need it more.

CITY MILK and CREAM, laboratory controlled at every stage of production from the dairy herd to your door, may be obtained, delivered fresh daily, through our local distributor, MR. SIMMONS OF VICTORIA BEACH.

Service may be arranged through Mr. Simmons or by phoning our city office — 87 647.

### You May Also Enjoy

your favorite Ice Cream by asking for

### Purity Ice Cream

at the MOONLIGHT INN.

### Canada Bread

WHO OUR many customers holidaying at Victoria Beach. We wish to announce that you can obtain your regular supply of

BAMBY — DR. HALL'S "HELLO" CREAM BUTTERNUT — C.B.A. ETC.

J. H. FALLS

SPECIAL  
CAKES  
MADE TO  
ORDER

QUALITY BREAD  
Shipped in Daily

CAKES  
FRESH  
DAILY

### 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.

**BEACH PEOPLE**

Mr. and Mrs. John L. Ferguson and little "Jane," are guests of Mrs. Mark T. Long.

Mr. and Mrs. P. B. Hicks and daughters Doreen and Marilyn have taken a cottage on Sunset for July.

Mr. and Mrs. James Bell spent the month of June at their cottage at Birch and Sunset.

Mr. Turner, M.P. for Springfield has taken a cottage for the first two weeks in August at Victoria Beach.

Mr. Goodspeed, district engineer for the Dominion Government, Winnipeg, with Mrs. Goodspeed are in a cottage for the season.

Mr. and Mrs. Frank McKinney opened their cottage for the season this week-end, joining their son, Bobbie, and daughter, Ailene, who have been guests of their aunt, Mrs. J. M. Rice, the early part of the summer. Mr. McKinney, who is president of Victoria Beach Club, returned this week from a trip to Great Britain and Europe.

Miss Terry, school teacher at Victoria Beach is taking a course at the summer school, University of Manitoba.

Mr. and Mrs. Terry, her father and mother are in their cottage for the season.

Mr. and Mrs. J. M. Rice and family have been in their cottage since the end of June.

**The Legion Clubhouse**

The Victoria Beach Branch of the Canadian Legion, B.E.L., together with the members of the Victoria Beach Legion and Community Association, through the Victoria Beach Herald thank the following ladies and gentlemen for their generous donations towards the purchase of material for the erection of their hall at the corner of Pine and Ash: H. Fottl, H. Little, Reg. Molr, Mrs. G. Cummings, Wm. Carmichael, F. J. Rich, H. B. Guest, F. Lloyd, Miss Vines, Miss J. Beverage, Mrs. Reid, Shirley Brooks, Dr. MacLean, Victor Scott, Thomas Hay, Inspector McLaughlan, Dr. Ross Mitchell, Mrs. J. H. Falls, F. de Courcy Davies, Mr. Walsh, H. Bous, Victoria Beach Municipality, Victoria Beach Company and Miss Shawell.

The members have been able to use the hall for a considerable portion of the year, in fact all last winter it was available, not only for entertainment, but for religious services as well; and Alex. Jonsson, president of the Association, conducted a class for the young folks for physical training during the winter months.

As so many summer visitors contributed towards the building fund it was thought best to postpone the official opening until they were able to participate; the members of the Legion and Association have set the evening of Saturday, July 11, at 8.30 o'clock as the date and time of the opening.

**Drink Fresh Milk These Warm Days**

**Lots for Sale at . . .  
SPECIAL PRICES**

SUNSET BOULEVARD south of King Edward. A large well treed lot. Special Price ~~\_\_\_\_\_~~ **\$400**  
This is the only lot south of King Edward for sale at a special price.

SIXTH AVENUE north of King Edward. Special price **\$70**

SIXTH AVENUE between Patricia and Alexander. Special price **\$85**

THIRD AVENUE between Patricia and Alexander. Special Price **\$90**

The Above Prices are One Third or Less than Regular Prices and are for CASH.

— APPLY —  
**FRANK E. SPRAGUE**  
MANAGER  
The Victoria Beach Co. Ltd.