

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XL

VICTORIA BEACH, MAN., AUGUST 15, 1936

No. 10

Victoria Beach Must Advance

WE are not prepared to ask that the rustic simplicity of Victoria Beach should be marred but next season why not clean up some of the rough spots on your lot, erect a pretty fence, lay out shrubs and flower beds, just to brighten the setting of your cottage and add to the charming appearance of this resort. Some cottage owners have done splendidly and others are making a start; why not join the procession

Could anything be done to take out some of the stones from the more popular bathing beaches?

Then next year why not bring down some beach umbrellas and add to the picturesque environment.

It would also keep many on the beaches for longer periods.

What can the municipal council do to lay the dust from the station platform to First Avenue? The situation is becoming almost too irksome to those who have to wend their way in that direction from the trains.

The extension of the water system to various cottages is one of the problems the municipal council is wrestling with. Everyone who desires an inlet will have to help out the council generously in a financial way. So many have had the extension completed, and like it, that others are demanding a similar service to their doors. Here is no reason why, however, they should not contribute to the original cost of putting in the pipes and the first user reimbursed.

The council had better tackle this issue in a liberal, practical and fair way; otherwise one can see a heap of trouble ahead.

The writer, having enjoyed the splendid service this summer afforded by the municipal system, cannot but wish to see his neighbors enjoying a similar advantage.

We think the taxpayers of Victoria Beach will stand behind the present council if they are willing to meet these requests for a water service into cottage grounds guided by a wise and far-seeing water extension policy. The council must build up reserve for the future; it may be difficult for the present to do so but our council is composed of young and practical legislators. They have the necessary qualifications; and because they have these attributes they were put in office and they should remain in office just because they are able and capable to reflect the views of the people they represent.

The best of present day councillors are those who are in touch with the pulse of the people and have their ear to the ground.

Waiting, Patiently Waiting!

Everyone is waiting patiently to learn what the recommendation the district engineer in Winnipeg is on dock protection at the government pier. Mr. John Turner, M.P., our energetic member and Mr. F. de Courcy Davies are doing some valuable work in estimating the lowest cost of the proposed breakwater of native stone and locating supplies of the material suitable for the work.

The pier has been used this season more than ever and at times there were a dozen small boats tied up at the dock.

A movement on the part of Victoria Beach cottage owners and their friends in favor of the preservation of the dock would overwhelm all opposition if it ever got underway. In the meantime a small committee of Victoria Beach club has taken hold of the problem and the members have not yet found it necessary to make a wide-spread appeal for assistance. If it is needed it will be asked for.

There is one thing, sure, however, the people of Victoria Beach having found the pier a useful part of Victoria Beach community life in many ways are not going to see it disappear in ruins, washed down by the waves of the lake. Something will have to be done and that quickly and the plan of a breakwater would give 100 per cent labour employment to Victoria Beach people and would be followed by a lowering of taxes, it is declared.

Around the Golf Greens

The last week's hidden hole competition on the golf course proved particularly interesting. Thom Yellowlees and A. P. Jamieson tied both for four on the fourth hole and 38 for the round.

The tee was played off later when the excitement of the competition apparently unnerved both competitors as both took a 45 for the round.

At the 8th hole they were all square but Mr. Jamieson missed a short put on the 9th green and Mr. Yellowlees won the play off. In view of the fact that a score of four won the prize last week on the 4th hole for the lowest score and in a previous competition a score of nine on the 9th hole won the prize for the highest score it is suggested to those in charge of the competition that No. 1 hole be selected for the next competition so as to get a spectacular score.

The children's day, on Tuesday afternoons, when the green fees are five cents, are proving very popular. The Victoria Beach Company is to be congratulated on encouraging these young players many of whom will be first class players in a few years.

BEACH PEOPLE

Mr. Gordon Hudson, the noted Winnipeg curler, with Mrs. Hudson and family have taken a cottage on First Avenue for the month of August.

Mr. and Mrs. Robert Kerr were recent guests of Mr. and Mrs. W. J. T. Kerr, Sunset Boulevard.

Miss Marie Murphy, has been holidaying at Victoria Beach for a fortnight, the guest of Mrs. S. C. Hale.

Mrs. N. Macaulay and her children are holidaying at the Inn, Victoria Beach.

Mrs. Brian Ireland spent the week-end at Victoria Beach the guest of Mrs. H. C. Walcott.

Miss N. Teasdale is spending a vacation at Victoria Beach Inn.

Mr. Jack Scott is the guest of his aunt, Mrs. Harry Quinn of Victoria Beach.

Mr. and Mrs. Thomas D. Harris and family are occupying a cottage at Victoria Beach for the remainder of the season.

Mrs. Gerald FitzGerald, of Weyburn, Sask., is at present the guest of Mrs. Thomas D. Harris, Victoria Beach.

Among those holidaying at Victoria Beach Inn are Miss Mary R. Horn and Miss Elizabeth Stephen.

Mr. and Mrs. A. O. Jones are spending their vacation at the Inn, Victoria Beach.

Mr. and Mrs. B. E. Hull, with their children, Tommy and Joan, of Moose Jaw, Sask., are holidaying at Victoria Beach Inn.

Mrs. R. R. FitzSimons, and Miss Bea FitzSimons have left for a holiday at the Pacific Coast.

Mr. and Mrs. C. A. Cunningham, Winnipeg, and grandson Bob, from Vancouver, are spending the month of August at 310 Fifth Avenue and had as their guests for the week-end, Miss A. E. Ritchie, Miss Violet Richards and Miss Jean McPherson. Mr. Cunningham is general superintendent Canadian National Express.

Mr. and Mrs. J. Milne and daughters, Shirley and Patricia, are spending the month of August at the Beach.

Mr. and Mrs. J. Robertson, Portage, and son, Donnie, are spending their holidays at Victoria Beach.

Mr. and Mrs. C. E. Harris spend the week-ends at their cottage on First Avenue.

Mr. Stuart Mudrie spent the week-end with his parents at their cottage on Fifth Avenue.

Miss Helen More is spending one week of her holidays with her mother at 220 Fourth Avenue and is going to

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 Houses by the bottle or by the case. Be Sure It is DREWRY'S.

TELEPHONE DIRECT TO OUR OFFICE
IN WINNIPEG FROM VICTORIA BEACH
for any of our products, Phone 57 231.

"BIG BOY" BOTTLE
DREWRY'S DRY in the Big-5 Glass 25c plus deposit
Family Size

DREWRY'S LIMITED, Established 1877

spend the remainder with Mr. and Mrs. Jack More, Yorkton, Sask.

Mrs. Angus More had as her guests for the day, Mrs. Arthur Ward, Mrs. T. McHattie and Mrs. C. McRae.

Miss Peggy Hossack is a guest of Mrs. Cecil Rice-Jones at her summer home.

Mrs. F. F. Martin and daughter Miss Dorothy, are holidaying at Victoria Beach Inn.

Mr. and Mrs. H. N. Nichols have spent a month at Victoria Beach, where they occupied Miss Isobel McElheran's cottage.

Mrs. R. H. Roberts, Master Gordon Roberts and Hugh Roberts have spent a month's holiday at Victoria Beach.

Mr. and Mrs. James D. Paterson, with their daughter, Miss Helen Paterson, are spending a holiday at Victoria Beach. They will be joined later by their older daughter, Miss Margaret Paterson.

Mrs. C. S. Hicks is spending a vacation at Victoria Beach, where she is a guest at the Inn.

Mr. and Mrs. C. Rhodes Smith, Murray and Clifford are holidaying for the rest of the season at Victoria Beach.

Mr. and Mrs. Gordon Creary, of Regina, Sask., and daughter, Correen, are visiting Mr. and Mrs. C. Rhodes Smith at Victoria Beach.

Miss L. C. Veal is spending a vacation at Victoria Beach Inn.

Misses Margaret and Violet Moffitt are vacationing at Victoria Beach Inn.

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.

Mr. and Mrs. H. R. McBain and family arrived this week and are occupying a cottage for the remainder of the summer.

Miss Phyllis Webb has arrived from Toronto, where she has taken a post-graduate course at the University of Toronto, and is the guest of her mother, Mrs. Ralph Webb, wife of ex-mayor Winnipeg, at Victoria Beach. Col. Webb spent the week-end at the Beach with his family.

Miss Mary Hastings has been spending a vacation at the Inn, Victoria Beach.

Dr. and Mrs. W. G. Campbell, Broadway, Winnipeg, will be at home Saturday, as a farewell to Dr. and Mrs. W. Gordon Campbell, who are leaving for West China, where Dr. Campbell has been appointed a lecturer in the dental department of the University of Chengtu. Dr. Campbell spent 20 years of his boyhood and youth at Victoria Beach.

Miss Ellen Aitken, nurse in training of the Misericordia Hospital returned to the city after an enjoyable three week holiday at the family cottage, 342 Fifth Avenue.

Mr. Alex Aitken, of the Winnipeg Health Department, is spending his vacation at the family cottage, 342 Fifth Avenue.

Miss Ruth Pascoe has spent a week's holiday at the summer home of her Uncle and Aunt, Mr. and Mrs. E. H. Pascoe.

Miss Gwen Smith and Miss Bernice Oxley of Norwood, spent the past week with Jay Pascoe, at the family cottage "Norwood" on Sixth Avenue.

Miss Joyce McCreeley arrived Sunday to spend a week at Victoria Beach, a guest of Mrs. E. H. Pascoe.

Mr. and Mrs. A. W. Muldrew and family are enjoying another summer in their cottage at Victoria Beach. Mr. Muldrew is a teacher at St. John's Technical High School.

Mr. Gordon Riddell of Liverpool, England who is visiting Mrs. Gordon Russell is spending two weeks at Victoria Beach Inn.

Mr. Thomas French went to Churchill Friday, to see the waters of Hudson Bay lap the shores of Manitoba's seaport.

Miss Isabel Hutchinson, daughter of Mr. and Mrs. Norman Hutchinson, Winnipeg, is spending a vacation at Victoria Beach.

Mr. and Mrs. R. S. Swan-Dixon, Miss Gladys Leonard and Mr. Jake Hansen, were week-end guests of Mr. and Mrs. W. J. T. Kerr, Sunset. Mr. Swan-Dixon and Mr. Han-

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.

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CRESCENT CREAMERY CO., LTD.

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Metropolitan Theatre

— Now Playing —
CLARK GABLE and JEANETTE MACDONALD
in "SAN FRANCISCO"
Great Musical Entertainment.

Capitol Theatre

— Now Playing —
Somerset Maugham's great story of intrigue
"SECRET AGENT", and
"THREE CHEERS FOR LOVE" as second feature.

Ateah's Baggage Transfer

Wood and Ice

Prompt and Courteous Service
See our Man on Station Platform or at Office
near Baragar'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. Now open.

JAMES KILPATRICK

VICTORIA BEACH, MAN.

Announcement

Victoria Beach
PHARMACY

Now Open for Business

●
City Prices

sen are leading members of the Winnipeg Grain Exchange. Lady Balfour of London, Eng., is visiting her brother and sister-in-law, Mr. and Mrs. W. G. Nutter, 222 Fifth Avenue, Victoria Beach.

Mrs. Grant Miller, supervisor, Nurses Home, General Hospital, Winnipeg, this week returned to her duties in Winnipeg, after enjoying her eighth season at the Inn. "I cannot see how anyone in Winnipeg overlooks Victoria Beach as a summer holiday's spot," she said before leaving. "It is so restful and soothing down here. Every year I seem to enjoy the season at Victoria Beach better than I have done in the previous year. Th church service to me is also one of the finer features of Victoria Beach community life," concluded Mrs. Miller.

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.

Fourth Annual

BARGAIN

TOUR TO

CHURCHILL

and FLIN FLON

\$58.70 Return

All - Expense, under auspices of Canadian National Passenger Dept.

Includes rail fare and dining car meals for the entire trip; lower tourist berth between Winnipeg and Churchill and while at Churchill.

Correspondingly Low Fares from Other Points.

LV. WINNIPEG 10.30 AM. FRIDAY, AUGUST 14th

Lv. Churchill, 8.30 a.m., Tuesday, August 19th

Ph. 988 983, 983 442, 983 343 or your C.N. Agent

CANADIAN NATIONAL

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 Advertisement in Fall's or Barager's store.

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

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BAKING CO. LIMITED

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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 Notes

The service in the clubhouse, Sunday morning, August 21, will be taken by Rev. A. M. J. Gray, Minister of St. James United church, who is spending the month of August with his family in a cottage at Victoria Beach. The soloist will probably be Miss Eva Eagleron, contralto.

A large female black bear was shot between Albert Beach and Hillside, Monday, by Albert Wilcox of Victoria Beach. The animal came out in the open to feed on the berries. Some lusty cubs awaiting her return to their lair, in vain.

A year old steer has been roaming the cottage area of Victoria Beach the past two weeks, and has been annoying several cottage residents. It pawed a section of Mr. Frank E. Sprague's bird bath in its frantic effort to get a drink and damaged some of the grounds. It startled new-comers to the Beach one dark night after its arrival of the "moonlight." The trio had never been to Victoria Beach before and as the animal rushed out of the bushes in front of them, they were alarmed not knowing what class of animal it was. There's no use asking what the constable was doing! It was his duty to do some thing to keep the prowler away from its pasturage. It belongs, it seems, to Albert Beach.

The restraint of owners of other animals in not letting their herds loose is highly commendable. It's been a hot summer, but the municipal wells have done good service to one of the largest vacation crowds ever to visit Victoria Beach. The pump has withstood the heavy demand for the golf course and at various grounds of cottage owners.

At the next meeting of the municipal council delegations will appear asking for an extension of the water system along First Avenue and on Pine Street; also a delegation from the Victoria Beach club sports day committee requesting the erection of a shelter near the Government pier where the swimmers may change their wet clothes in comfort. The request is not for an expensive structure but one that will meet the need of shivering water boys and girls.

The attendance at last Sunday's church service when Rev. Dr. F. W. Glover, rector of St. Margaret's, and rural dean of Winnipeg, officiated, was 258 and the collection was \$19.14. Dr. Glover spoke with an impressive effect on the large congregation. Mrs. Roy Bier was the soloist and interpreted a hymn, with fine expression.

Last Sunday's through train back to the city was one of the heaviest of the season, an indication of the number of people who spend the week-end at Victoria Beach, the number aboard being 750.

Receipts of the railway continue to mount over last season's business both in passenger traffic, freight and express. July business was 1,000 passengers over a year ago. August business is equally as good.

A request has gone into the Canadian National Railways for a constable on the platform at Victoria Beach, to regulate the movements of children, in particular.

A visit to Mrs. Cumming's garden on Centre Street, is a revelation of what can be done in arranging flower beds and cozy nooks at Victoria Beach. The house is a bower of beauty and gives promise of remaining one of the beauty spots of the Beach in future years.

Mrs. G. Cumming has a pretty lily and fish pond in her garden on Centre Street. She had it well stocked with various kinds of fancy fish. But they started to diminish in numbers. She watched one afternoon and saw a chipmunk place its paw in the water and scoop up a fish. This in spite of the fact that she had a supply of peanuts always at hand for "chippy." The solution of missing pets was apparent.

Mr. Frank Sprague has one of the largest and finest crops of tomatoes in his home garden seen anywhere this season.

This is the last issue of the Victoria Beach Herald for the season of 1938. Three issues in June, distributed mostly throughout Greater Winnipeg to the extent of 25,000 copies, curtailed the August issues in number.

The annual meeting of Victoria Beach Church members will be held one week from Sunday at close of the morning service.

Community Church Service

In the COMMUNITY CLUB HOUSE

Sunday, August 16th

Rev. Dr. GEORGE A. WOODSIDE, Minister of St. Stephen's Broadway.

Mr. LINTON R. KENT, Tenor Soloist in Westminster and CKY Vesper Chorus.

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 Kitchens being entirely staffed with help from MOORES' PORTAGE AVE'S WATER COOLED AIR RESTAURANT. Rates are low for service rendered.

WEEKLY RATES INCLUDING MEALS

Two Persons in Cottage	Each \$21.00	Single, per day \$4.00 each and up. Double \$7.00
Single Room	\$11.00	Children under 12 years when sharing room with Adult
Double Room	\$18 to \$20	with Adult \$15.00
Two Persons in Main Building, Double Room	\$21 and up	Breakfast Served in Room 10c 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 . . .

MOORES' COOLED AIR RESTAURANT

237 Portage Ave., Winnipeg :: Phone 54 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rail 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.

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

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Victoria Beach Clubhouse Notes

The Community Club House is fast becoming the rallying point for the young people of the Beach. Every evening except Sunday, there is dancing for them, and on Mondays, Wednesdays and Fridays, George Gibson is at the piano. Admission is 10 cents except on Saturday when it costs 25 cents to dance to the strains of Bill Begg's excellent orchestra. Community Club members, of course, are admitted free of charge at all times.

On Tuesdays and Thursdays boys of 12 and under play baseball on the Government Aeroplane Grounds (opposite Fall's Store). On Wednesdays and Fridays, the junior (16 and under) play at the same hour. The Community Club provides the equipment, and the Clubhouse secretary is in charge. There is room for many more boys at these games.

Last Sunday some of the boys of the Juvenile group hiked to the sand hills for a swim and picnic. Secretary, Reeve, was in charge. Those attending were: Jack Donovan

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

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 . 68.00	1 Cord cut and split . 67.00
1/2 Cord cut and split . 4.00	1/2 Cord cut and split . 3.75
1/4 Cord cut and split . 2.00	1/4 Cord cut and split . 1.90

— SLABS CUT —
Just what you want for summer use.
BIRCH SLABS CUT, per cord . 66.00
MIXED SLABS CUT, per cord . 65.00

Joe Donovan, Alan Erwing, Buddy Smith, Jim Reeve, Fred Moore, Braut Kerby and John Willis.

The next hike will take the form of a treasure hunt for the Juveniles. Meet at Patricia Beach, Sunday, 2.30 p.m. Everybody welcome.

Made "Hole in One" on Victoria Beach Course

For twenty years Stan Lovelace, who has played that period over golf courses in Winnipeg, had been dreaming of making a "hole in one." Thursday of this week his dream came true on the No. 1 hole of the Victoria Beach golf course. Playing a No. 2 iron he made the drive from the tee at the clubhouse and his ball struck the green and trickled into the cup. He was playing with his son at the time but he took the precaution to have players ahead of him sign his card.

Transportation Good

The Canadian National Railways have given Victoria Beach a splendid service this summer and the public have appreciated it by adding to the Company's business. The agent this year, Mr. Borden, has been on the job at all hours and has been a co-operative agent. At Grand Beach, George Westcott, yardmaster, has done his best to facilitate the departure of trains out of that centre to Victoria Beach and has been a great help to Victoria Beach.

The Winnipeg Electric Company has also co-operated with a smart and adequate service to the depot around train times; which also is appreciated. So in every department transportation has helped out Victoria Beach this season.

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.

To Preach Sunday Service



REV. DR. GEORGE A. WOODSIDE,
minister of St. Stephen's Broadway United Church, who will conduct the service in the clubhouse Sunday morning.

Tie in Grand Aggregate Winner

Prizes and trophies for the canoe races and the grand aggregate trophy, the Victoria Beach Company's gift to Sports Day; the war canoe race for the McKinney trophy, were distributed in the clubhouse Saturday night in the presence of a large gathering.

The grand aggregate this season was a tie, Miss Aldyne McKinney and Miss Marcia Hale tying with seven and a half points each.

The war canoe race was won by the Atch family and was closely contested.

It's about time some of the boys won the trophy for Beach championship in water sports. The cup has been won by the girls for several successive seasons and the honor should pass on if the boys have the mettle.

Mr. Frank McKinney, president of the Victoria Beach Club, introduced the various speakers and himself referred to the pleasure he always had in being chairman of Sports Day.

Mr. Frank E. Sprague presented the grand aggregate trophy to Miss Hale, who being the younger of the two winners, he explained would keep the cup in her possession until next summer, as is the rule. Miss Hale is only 11 years of age and is a remarkable swimmer. Mr. Sprague referred to the fact that a number of his children had won the trophy in years past; and unless he entered into the competition himself he would have to wait until his granddaughter grew up to see another member of his family have their name inscribed on the cup. Mr. Sprague may think over the suggestion of competing, as he is still a "youngster"

in sprightliness and one of the best long distance swimmers at the Beach. No one has seen Mr. Sprague dive, but it is safe to say he could succeed in deep water.

Ald. C. Rice-Jones presented the prizes to the winners following a neat explanatory speech in which he let in more light on the fine points of the day's sports.

Mr. McKinney and Mr. Arthur Rowland entertained the committee at the close of refreshments at the home of Mr. and Mrs. McKinney, on Fourth Avenue. Mr. Rowland is president of the Winnipeg Amateur Golf Association and is holder of the Winnipeg Jewellers' Association golf trophy. He never misses spending the long week-end and sports day at Victoria Beach, which outing he enjoys to the full.

Drink Fresh Milk These Warm Days

Now that you have enjoyed your visit to Victoria Beach, and are thinking of a permanent home here. Consult Mr. Frank Sprague, the Company's Manager as he has a number of very desirable cottages, owned by a syndicate for sale at a very reasonable figure.



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 — 87 847.

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 . . . **DR. HALL'S "HELLO" CREAM SANDWICH BUTTERNUT — C.B.A. Etc.**

J. H. FALLS

SPECIAL
CAKES
MADE TO
ORDER

QUALITY BREAD
Shipped in Daily

CAKES
FRESH
DAILY

Soloist at Church Service



MR. LINTON R. KENT.
Tenor soloist of Westminster United Church choir and of C.K.Y. Vesper choir, who will sing the offertory solo at the church service in the clubhouse Sunday morning.

Celebrity Concert Series

SILVER JUBILEE SEASON
Artists: Martinelli, Minneapolis Symphony Orchestra, Jooss European Ballet, The Six English singers, Reithberg, Hoffman, Helfetz, Friedman, Anderson, Tibbett.
Season Tickets, Winnipeg Place Co., Building

**Drink Fresh Milk
For Good Health**

VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 2 to the end of August. Devoted to the best interests of the Cottagers, the Victoria Beach Company, and the merchants of Victoria Beach.
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Advertisements to be sent to the Business Manager, Albion Press, 505, Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

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**To Close Out
an Estate . . .**

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- 3 Cottages on Second Avenue
- 2 Cottages on Birch Avenue
- 1 Small Cottage on Third Avenue
- 1 Small Cottage on Fourth Avenue

The above cottages are fully furnished and in good state of repair.

At present they are all rented.

Full Particulars on application to

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MANAGER

The Victoria Beach Co. Ltd.

Fourth and Arthur Road

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