

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach.

VOL. XII

VICTORIA BEACH, MAN., JUNE 19, 1937

No. 3

Hearty Welcome!

THE Pines and the Birches from the cool Avenues are waving a welcome to you from Victoria Beach in this lovely month of June, one of the most inviting periods of the season at this famed family summer resort.

The Beaches with their miles of sand so fine and clean that visitors remark nothing as pleasant has been seen at any other spot on Lake Winnipeg await the coming of hundreds of children who will spend their summer at Victoria Beach.

The wild berry crop promises an abundant yield, the greatest in years and this will form part of many a merry family hike to the districts around Victoria Beach.

Safe from the meandering auto driver, by legislation framed by the Manitoba government to create a haven of rest and safety for the youngsters on shores of Lake Winnipeg, Victoria Beach answers completely the query: "Where will we spend our summer?"

One Choice, Victoria Beach

Now that the summer is well on its way and the folk are beginning to wander down to the beaches, all the wise ones select Victoria Beach—beautiful Victoria Beach. Those who have made a habit of this fascinating spot on Lake Winnipeg, return each year with a thrill. Parents with families rejoice in the safe bathing places—they know that their children are secure from harm, for many of the habitues at this lake-side place are practised swimmers and lots of them have learned life saving, and this latter is the high mark of the swimmer.

This Victoria Beach of ours, we speak in this personal term, because by long acquaintance the place seems to be long—to everybody who knows it—is quite a famous place for encouraging the art of swimming and its kindred art, life saving as sponsored by the Royal Life Saving Society, and there are people who yearly spend many hours teaching for the love of humanity, the many small children who frequent the beach.

You, who cannot swim, or who only do so moderately, try to make a special point of learning or improving your water-work this summer. What a lot of pleasure is to be gained by those who can claim a mastery over the water? You can learn, easily and well, and one method of doing so is to join a swimming club in the city. The Maple Leaf Swimming Club, for ladies and girls, makes a special feature of teaching the non-swimmer, and various of their members spend the summer at Victoria Beach. They will help you there, but if at all possible get in touch with the club in the city—phone 34 548. — Contributed.

Improved Mail Service Starts

Victoria Beach will enjoy a much improved mail service, due to the Victoria Beach Club urging the question on the postmaster in Winnipeg, with the assistance of the Victoria Beach postmaster, Mr. G. B. Barager. There will be a Monday morning mail into the city which will go away with posting letters by the kindness of friends going into Winnipeg Sunday night. This mail will arrive in Winnipeg early Monday. All mails will leave daily for Winnipeg, also at 9:20 p.m. on the "Moonlight." Mr. Barager says that mail posted 15 minutes before the departure of the train will be in time. Here are some of the details of interest to residents during the summer months:

Starting Monday, June 28, the mail will arrive from Winnipeg daily, except Sunday, at 11:35 a.m. and will leave daily except Sunday at 9:20 p.m. for Winnipeg. A separate bag will be received and despatched daily except Sunday, direct to and from Victoria Beach and to and from Grand Beach. Extra mail will leave each Monday morning at 9:10, arriving in Winnipeg at 8:35 a.m. The public will no doubt appreciate this better service.

By the present mail service which continues until June 28, the mail arrives Monday, Wednesday and Friday at Victoria Beach, at 4:55 p.m. and the mail leaves Victoria Beach the morning of Tuesday, Thursday and Saturday. All these times are daylight saving time.

Dock Damage Repaired

The repairs at the government pier have been completed and a very good job has been made of it, so that safety for promenaders, bathers and divers is assured throughout the summer. Mr. Victor Scott, the mayor and Mr. John Turner, the member in the House of Commons, for this district, heeded the requests of the Victoria Beach Club with happy results.

Personal and News Notes

Mr. and Mrs. T. D. Rooke with their son, Terence, arrived Wednesday to spend the next month at Victoria Beach.

Misacs Flo Ingram, Jo Sheffield and Jean Connacher will spend the week-end at Victoria Beach.

Dr. and Mrs. R. K. McClung have opened up their cottage for the summer.

Mr. and Mrs. Frank Morris have taken Miss Eva Eggleton's cottage on fifth Avenue, for the last two weeks of July. Mr. Morris is a leading writer on the Winnipeg Free Press.

What is Time at the Beach?

WHEREVER we be, we are the slaves of time. In the beginning primitive man was content with a simple division of time into morning, noon and night. Morning when the sun arose; Noon, when it had travelled half-way across the sky; Night, when it had disappeared below the western horizon.

But not so the civilized man! Time must be divided into years, months, weeks, days, hours, minutes and seconds. Even with that, the average man is able to meet the change. Then came the invention of the clock to confuse the minds of men. Daylight Saving Time!

After a few days of oversleeping and finally convincing oneself that it isn't really 12 o'clock at night, it is only 11 o'clock, and therefore one has time to finish a book, the mind is able to adjust itself and life goes on as usual. Time, like morals and customs, become relative to place.

But there are breakers ahead. We leave the city with its artificial lights and time and go to Victoria Beach to restore our brain and body. But we counted not on TIME! Out in the country, where man works from sunrise to sunset, there is no reason to start work an hour early so that one can have an extra hour at the end to enjoy leisure.

At once the question arises, what time are you going by? Why, train time of course as that is all that matters here! But we are wrong and trying to change what is to what appears to be, becomes so confusing that one feels like the centipede in the following lines:

"A centipede was happy quite, until a toad in fun,
Asked which leg goes after which,
Whereupon he fell exhausted in the ditch,
Forgetting how to run."

We go to one of the Victoria Beach stores. Here the storekeeper, sticking to the motto: "The Customer is Always Right," as well as "We Aim to Please," meets the confusing situation by having two clocks going. One ticks on defiantly at daylight saving time; the other sticks to its guns and just as defiantly ticks to standard time. But which is which and why? Our brain, which has formed the habit of thinking of time automatically, has to exert itself and become active. Too much to expect on a holiday! but at last we arrive at a happy solution: The clock agreeing with yours is right; the other wrong. Again we keep step with morals!

Then we are invited out to a 4 o'clock tea. Lively! We hurriedly leave our cottage at 4 o'clock standard time, as we have been warned to come early, and arrive out of breath. So we find our hostess impatient. According to her clock we are an hour late. Her sandwiches are dried out, the tea over-steeped and she is wearing an artificial smile of welcome, though there are irritable wrinkles on her brow caused by inconsiderate guests. We apologise and in a strained atmosphere eat our dry sandwiches and hurry home, fearing to stay too late or by daylight saving time, cause upsets in order at our own cottage.

A couple of days later we have another invitation to tea. Again, lovely! We will profit by our last experience so plan to leave at 5 o'clock daylight saving time. We are delayed a few minutes so once more, we arrive out of breath. But alas! Our hostess is just rising from an afternoon nap. Her eyes are still full of sleep, hair tousled, and her sandwiches not made for it is only 3 o'clock standard time. Once more we are embarrassed but are put at our ease and finally at 3 o'clock, daylight saving time, we have our tea. We leave for home at 6 o'clock, standard time, and time to put the children to bed.

Of course they refuse to go. They exploit the time situation and clamor to get up by daylight saving time, and go to bed by standard time. So the youngsters are the only ones who make an extra hour out of the day.

Standard time or C.N.R. train time is not what it appears to be. The through train to the city in past seasons departed from Victoria Beach at 8:20 o'clock. Now the time table says it leaves at 7:20 o'clock; but yet by daylight saving time it leaves at 8:20 o'clock. Thus by a stroke of the pen railway time becomes standard time plus one hour, which is really daylight saving time. So from that we assume that standard time equals daylight saving time (at Victoria Beach) and the world ceases to rock on its foundation and the brain relaxes. But no man can serve two masters and woman or man can run his vacation on two times and keep on the level.—OLIVE ELSIE KNOX.

Personal and News Notes

For any repair work or alterations at your cottage consult the man at the beach, Albert Larson. Prompt and efficient service will be given.

Mr. Robert F. Downie is installed in the Company's office building where rentals of cottages or sales will be given careful attention.

The flower gardens at Victoria Beach are looking very promising at present. Why not join the number who are beautifying their cottage surroundings?

The first church service will be held at the club house, on Sunday morning, June 27th.

Mr. and Mrs. W. H. Pratt came down last Saturday and are in their cottage on Fourth Avenue, "San Fairy Inn."

How refreshing is a bottle of Dewrey's Dry Ginger Ale at the cottage these warm days.

Mr. and Mrs. Jack Kirby have been regular week-end visitors to their cottage on Fourth Avenue.

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 201 101

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. E. P. Withrow have been at their cottage during the week-end in June. Mr. and Mrs. C. C. Boxer and small baby will arrive shortly at Victoria Beach. They have taken a cottage for the summer.

Col. and Mrs. J. W. Ellinthorpe of Winnipeg will spend July at Victoria Beach.

Miss Verona Conklin has left for Los Angeles, Calif., to spend six months with her brother, Mr. E. D. Conklin.

The singing birds are very numerous at Victoria Beach this summer. So be sure to leave your cats and kittens in Winnipeg as these animals are very destructive in the bird haunts.

Mrs. Ives, of Bay View, has rented her cottage and will spend the summer in New Brunswick visiting a relative who is ill.

Mr. and Mrs. Charles Ball, Sixth Avenue have spent

the past six weeks in their cottage on Sixth Avenue. Mr. Ball has a promising garden.

Miss Jackie Sprague went into the city for a few days last week-end.

The Victoria Beach Bake Shop is doing a fine business and deserves the patronage, for the quality and reasonableness of its products.

The crop of wild strawberries and wild gooseberries in the Victoria Beach district will be enormous this season due to the plentiful supply of moisture.

Mrs. Percy Costello, with children, will join her husband at the station when city schools close.

Mr. Moore is down again to man the railway pump and tank and is again occupying Mr. Bradshaw's cottage, Bay View, for the season.

Mr. Archie Paxton has been down at his cottage on Fifth Avenue.

SUMMER TRAIN SERVICE TO VICTORIA BEACH

(All times shown are Central Standard Time—Add one hour for Daylight Saving Time)
WINNIPEG—GRAND BEACH—HILLSIDE BEACH—VICTORIA BEACH

No. 30 Daily	No. 40 Fri. only	No. 42 Sat. only	No. 44 Sun. only	No. 46 Special	Central Standard Time	No. 30 Daily	No. 40 Fri. only	No. 42 Sat. only	No. 44 Sun. only	No. 46 Special
8:30	8:30	8:30	8:30	8:30	STATIONS	7:30	7:30	7:30	7:30	7:30
9:00	9:00	9:00	9:00	9:00	Winnipeg	8:30	8:30	8:30	8:30	8:30
9:30	9:30	9:30	9:30	9:30	Grand Beach	9:30	9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00	10:00	Hillside Beach	10:30	10:30	10:30	10:30	10:30
10:30	10:30	10:30	10:30	10:30	Victoria Beach	11:30	11:30	11:30	11:30	11:30
11:00	11:00	11:00	11:00	11:00		12:30	12:30	12:30	12:30	12:30
11:30	11:30	11:30	11:30	11:30		1:30	1:30	1:30	1:30	1:30
12:00	12:00	12:00	12:00	12:00		2:30	2:30	2:30	2:30	2:30
12:30	12:30	12:30	12:30	12:30		3:30	3:30	3:30	3:30	3:30
1:00	1:00	1:00	1:00	1:00		4:30	4:30	4:30	4:30	4:30
1:30	1:30	1:30	1:30	1:30		5:30	5:30	5:30	5:30	5:30
2:00	2:00	2:00	2:00	2:00		6:30	6:30	6:30	6:30	6:30
2:30	2:30	2:30	2:30	2:30		7:30	7:30	7:30	7:30	7:30
3:00	3:00	3:00	3:00	3:00		8:30	8:30	8:30	8:30	8:30
3:30	3:30	3:30	3:30	3:30		9:30	9:30	9:30	9:30	9:30
4:00	4:00	4:00	4:00	4:00		10:30	10:30	10:30	10:30	10:30
4:30	4:30	4:30	4:30	4:30		11:30	11:30	11:30	11:30	11:30
5:00	5:00	5:00	5:00	5:00		12:30	12:30	12:30	12:30	12:30
5:30	5:30	5:30	5:30	5:30		1:30	1:30	1:30	1:30	1:30
6:00	6:00	6:00	6:00	6:00		2:30	2:30	2:30	2:30	2:30
6:30	6:30	6:30	6:30	6:30		3:30	3:30	3:30	3:30	3:30
7:00	7:00	7:00	7:00	7:00		4:30	4:30	4:30	4:30	4:30
7:30	7:30	7:30	7:30	7:30		5:30	5:30	5:30	5:30	5:30
8:00	8:00	8:00	8:00	8:00		6:30	6:30	6:30	6:30	6:30
8:30	8:30	8:30	8:30	8:30		7:30	7:30	7:30	7:30	7:30
9:00	9:00	9:00	9:00	9:00		8:30	8:30	8:30	8:30	8:30
9:30	9:30	9:30	9:30	9:30		9:30	9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00	10:00		10:30	10:30	10:30	10:30	10:30
10:30	10:30	10:30	10:30	10:30		11:30	11:30	11:30	11:30	11:30
11:00	11:00	11:00	11:00	11:00		12:30	12:30	12:30	12:30	12:30
11:30	11:30	11:30	11:30	11:30		1:30	1:30	1:30	1:30	1:30
12:00	12:00	12:00	12:00	12:00		2:30	2:30	2:30	2:30	2:30
12:30	12:30	12:30	12:30	12:30		3:30	3:30	3:30	3:30	3:30
1:00	1:00	1:00	1:00	1:00		4:30	4:30	4:30	4:30	4:30
1:30	1:30	1:30	1:30	1:30		5:30	5:30	5:30	5:30	5:30
2:00	2:00	2:00	2:00	2:00		6:30	6:30	6:30	6:30	6:30
2:30	2:30	2:30	2:30	2:30		7:30	7:30	7:30	7:30	7:30
3:00	3:00	3:00	3:00	3:00		8:30	8:30	8:30	8:30	8:30
3:30	3:30	3:30	3:30	3:30		9:30	9:30	9:30	9:30	9:30
4:00	4:00	4:00	4:00	4:00		10:30	10:30	10:30	10:30	10:30
4:30	4:30	4:30	4:30	4:30		11:30	11:30	11:30	11:30	11:30
5:00	5:00	5:00	5:00	5:00		12:30	12:30	12:30	12:30	12:30
5:30	5:30	5:30	5:30	5:30		1:30	1:30	1:30	1:30	1:30
6:00	6:00	6:00	6:00	6:00		2:30	2:30	2:30	2:30	2:30
6:30	6:30	6:30	6:30	6:30		3:30	3:30	3:30	3:30	3:30
7:00	7:00	7:00	7:00	7:00		4:30	4:30	4:30	4:30	4:30
7:30	7:30	7:30	7:30	7:30		5:30	5:30	5:30	5:30	5:30
8:00	8:00	8:00	8:00	8:00		6:30	6:30	6:30	6:30	6:30
8:30	8:30	8:30	8:30	8:30		7:30	7:30	7:30	7:30	7:30
9:00	9:00	9:00	9:00	9:00		8:30	8:30	8:30	8:30	8:30
9:30	9:30	9:30	9:30	9:30		9:30	9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00	10:00		10:30	10:30	10:30	10:30	10:30
10:30	10:30	10:30	10:30	10:30		11:30	11:30	11:30	11:30	11:30
11:00	11:00	11:00	11:00	11:00		12:30	12:30	12:30	12:30	12:30
11:30	11:30	11:30	11:30	11:30		1:30	1:30	1:30	1:30	1:30
12:00	12:00	12:00	12:00	12:00		2:30	2:30	2:30	2:30	2:30
12:30	12:30	12:30	12:30	12:30		3:30	3:30	3:30	3:30	3:30
1:00	1:00	1:00	1:00	1:00		4:30	4:30	4:30	4:30	4:30
1:30	1:30	1:30	1:30	1:30		5:30	5:30	5:30	5:30	5:30
2:00	2:00	2:00	2:00	2:00		6:30	6:30	6:30	6:30	6:30
2:30	2:30	2:30	2:30	2:30		7:30	7:30	7:30	7:30	7:30
3:00	3:00	3:00	3:00	3:00		8:30	8:30	8:30	8:30	8:30
3:30	3:30	3:30	3:30	3:30		9:30	9:30	9:30	9:30	9:30
4:00	4:00	4:00	4:00	4:00		10:30	10:30	10:30	10:30	10:30
4:30	4:30	4:30	4:30	4:30		11:30	11:30	11:30	11:30	11:30
5:00	5:00	5:00	5:00	5:00		12:30	12:30	12:30	12:30	12:30
5:30	5:30	5:30	5:30	5:30		1:30	1:30	1:30	1:30	1:30
6:00	6:00	6:00	6:00	6:00		2:30	2:30	2:30	2:30	2:30
6:30	6:30	6:30	6:30	6:30		3:30	3:30	3:30	3:30	3:30
7:00	7:00	7:00	7:00	7:00		4:30	4:30	4:30	4:30	4:30
7:30	7:30	7:30	7:30	7:30		5:30	5:30	5:30	5:30	5:30
8:00	8:00	8:00	8:00	8:00		6:30	6:30	6:30	6:30	6:30
8:30	8:30	8:30	8:30	8:30		7:30	7:30	7:30	7:30	7:30
9:00	9:00	9:00	9:00	9:00		8:30	8:30	8:30	8:30	8:30
9:30	9:30	9:30	9:30	9:30		9:30	9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00	10:00		10:30	10:30	10:30	10:30	10:30

Mrs. Frank Cumming, who has one of the most delightful cottage gardens at Victoria Beach, surrounding her cottage, is contemplating moving to Vancouver Island to reside.

Mr. Tilbury, manager of Hack's nurseries in Winnipeg, spent last week-end at Victoria Beach and was greatly pleased with the cottage gardens he visited.

Dr. C. Ogilvie Wood was down at his cottage on Arthur Road last week-end.

The golf course is in good condition and 30 enthusiasts played over the course last week-end.

A one-cell "lock up" is being built by the old air station at Victoria Beach to house delinquents.

There has been a plentiful supply of wholesome water in the wells and in the pipes leading to cottages each week-end.

A pound, to gather in stray cattle and horses roaming after the time allowed by the municipality in the cottage district, is being erected on the side of the former air station grounds by the Victoria Beach municipality. The council is determined to abate the animal nuisance.

A year old bull moose was caught in the wires of the railway right-of-way fence by Mr. John Anderson's home, one day last week. After being released by some of the residents he rose on his hind legs and fell over dead. Juicy steaks were later divided around among the mink. Its mother was seen on the golf course earlier in the summer. Moose haunts are many miles from Victoria Beach, up the lake and across the Winnipeg river.

Mr. and Mrs. Harry England have been in their cottage for three weeks.

Mrs. Feely and Mrs. Peter Logan were down for the week-end at their cottage on Fifth Avenue.

Mr. and Mrs. James Little and daughter, Mary spent a recent week-end opening their cottage on Fourth Avenue for the season.



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 delivery service.

Service may be arranged by phoning City Dairy Office 87 847, or stopping our driver at the Beach.

You May Also Enjoy

your favorite Ice Cream by asking for

Purity Ice Cream

at the MOONLIGHT INN.

J. H. Falls

GROCERIES CONFECTIONERY
GENERAL MERCHANDISE

Latest Fashions in Bathing Supplies
Circulating Library Souvenirs
LONG DISTANCE TELEPHONE

All Your Needs Supplied by the Pioneer Storekeeper — We deliver.

Victoria Beach, Man.

Canada Bread

TO OUR MANY CUSTOMERS holidaying at Victoria Beach, we wish to announce that you can obtain your regular supply of

CORONATION — BAMBAY
BUTTERNUT — C. B. 4, Etc.

FRESH DAILY

at
J. H. FALLS

SPECIAL
CAKES
MADE TO
ORDER

QUALITY BREAD
Shipped in Daily

CAKES
DAILY

Quality Flowers
AT LOWEST PRICES
The Quality
Victor Scott 311 DONALD ST.

COTTAGES BUILT
Additions made to Beach Buildings and Repairs carried out in workmanlike manner.
Look Over Cottages Built by Albert Larson at Victoria Beach and see for yourself.
Leave Orders at Victoria Beach Company's Office
ALBERT LARSON Victoria Beach, Man.

Why not?
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 stores.

Personal and News Notes

The Rumpfords Limited are again open for business at Victoria Beach and they have a reputation for quality of work. Walter Thomas is again the agent.

John Anderson's office is besieged already with orders for wood and ice to be sent to the cottages on named dates and his transfer wagons are also available for the movement of baggage and household goods to cottages. Wire or write; the conveniences are yours for the asking.

Mr. J. S. Little, principal of Kelvin School, was down at his cottage last week-end.

Mr. and Mrs. J. Whalley, King Edward and Fourth have been down on recent week-ends.

Mrs. Willis was down last week-end at her cottage on Fifth Avenue.

Mrs. H. P. Knox is in her cottage at 299 Fourth Avenue. Mr. and Mrs. J. B. Smith are in their new cottage, 303 Third Avenue.

Rev. Dr. F. W. Glover, rector of St. Margaret's has been down at his cottage this month.

Mr. Oswald has opened his cottage on Centre Street across from the station.

Mrs. Arthur is again in the Coombes cottage on Sunset. Mrs. Riddell is in Sheriff Inkster's cottage on Sunset.

Mrs. Ellis is occupying a cottage at 381 Sunset. Mr. P. E. Archer has opened his cottage on Sunset.

Mr. W. J. T. Kerr and Miss Jessie Kerr opened the family cottage for the season last week-end.

Mr. Douglas Stratton was the guest of Mr. Jack Conklin on a recent week-end.

Victoria Beach Inn opens June 25th. Reservations are numerous for the season.

The church service in the club house begins June 27th. If you know of any ministers coming down this summer notify Mr. Charles Ball or Mrs. G. B. Barager.

Walter Thomas will have his string of saddle horses at Victoria Beach this summer.

The two brothers who operated the Sail Boats at the government dock last summer are now engaged in whaling in Hudson Bay.

Remember! The Stores of Victoria Beach operate on Winnipeg prices with a slight advance to pay for freight or express. Do not bring down supplies. Stocks are fresh and have the quality.

Mr. James Kilpatrick came down Saturday to open up the meat shop. He looked the real "chappie" having just returned with Mrs. Kilpatrick from the Coronation in London and a visit to "Ye Banks and Braes of Bonnie Doon." The meat shop is now open.

While opening a coconut shell with a sharp knife last Sunday, Miss Riddell, a school teacher, cut an artery in one of her fingers. A medical doctor at the Beach dressed the severe wound and she is out of danger from infection.

Mr. and Mrs. J. J. Hughes are back at "Jubilee Cottage" on Seventh Avenue for the summer months; and are expecting their daughter, Mrs. Simmonds and grand children as visitors in July.

Chief Constable George Smith spent a recent Sunday at Victoria Beach looking over his cottage.

Members of Alpha Phi Fraternity held a house party during the week of June 1, at Victoria Beach.

Mrs. R. R. Counsell and Mrs. Osborne Scott enjoyed a holiday spent at Victoria Beach recently, at Mrs. Scott's cottage, Sunset Boulevard.

Mr. Charles O'Connell was at the Beach last week-end inspecting the progress being made on his new cottage, Bay View. Mr. Albert Larson is the builder in charge.

Mr. Fred M. Gee spent the week of June 7 at his cottage, waving a wand of artistic beauty over his flower rockeries.

Mrs. C. L. Moore came down on June 5 to take charge of the early summer renovation at Victoria Beach Inn.

Mr. and Mrs. James Bell are spending week-ends at their cottage on Sixth Avenue.

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. — Tenth Season.

NOW OPEN —

JAMES KILPATRICK

VICTORIA BEACH, MAN.

Please Leave Your Orders for

Laundry and Dry Cleaning

FALL'S 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

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

—

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."

—

We invite every family and visitor to register at the Post Office. This Service is valuable to many every year.

No Need to Return to Town

Write The EATON Shopping Service

● No matter what you need—building supplies or mending cotton; overalls or 3-thread chifon stockings—no need to leave the lake and the trees for a trip to town. Eaton's consistent good values, Eaton's wide choice of up-to-date merchandise is brought to you at the Beach through the Shopping Service.

● Our shoppers have had years of experience in buying the satisfactory articles and in getting them down to you at camp. They handle orders for new household supplies or clothing individually—selecting with care, taste and experience—paying particular regard to shipping instructions. You may make up alternative lists of meats, groceries, vegetables and fruits as standing orders for each week and these will be bought, carefully packed and dispatched on the train specified.

Address your orders to the Shopping Service, Sixth Floor, Hargrave.

T. EATON CO. LIMITED
WINNIPEG CANADA

Community Church Service

in the COMMUNITY CLUBHOUSE

OPENING SERVICE SUNDAY MORNING
JUNE 27th

CHARLES H. BALL, President

Personal and News Notes

Mr. and Mrs. Thyme were down at their cottage last week-end.
Mrs. F. Ernst and Master Frederick of Kitchener, Ont., are at present holidaying at Victoria Beach, the guests of Mr. and Mrs. G. C. Lockhart, at their cottage on Fourth Avenue.

Mrs. Lovell and Miss Jennie Lovell are occupying their cottage on Third Avenue for the next few weeks.

A vesper hour wedding of charm and simplicity Saturday, June 12, was that of Margaret, second daughter of Mr. and Mrs. D. A. Hoesack to Mr. Clifford C. Rice-Jones, eldest son of Mr. and Mrs. Cecil Rice-Jones. The ceremony, performed by Dr. W. E. Donnelly, took place at 7 p.m. in the ladies' parlors of Young United Church with the immediate friends and relatives of both parties present. The groom was agent of the Modern Dairies at Victoria Beach for the past few seasons.

Mrs. W. J. Pascoe and daughter Doris are occupying their cottage for awhile this month.

A group of St. John's college co-eds enjoyed a "no host" house party at Victoria Beach this week. The visitors included Misses Agnes Leggat, Pat Buckley, Barbara Smith, Jean Spencer, Margaret Bacher, Grace Wolley, Edna Omer, Eileen Willis, Nancy McBean, Elsie Klett.

Mr. and Mrs. Arthur E. Rice-Jones returned from their wedding trip in the south Sunday. They will remain in Winnipeg for a week, the guests of Mrs. Rice-Jones' parents. Mr. and Mrs. W. L. MacTavish, Oak Street, before leaving for their home in Tashew, Ont. Both the bride and groom have many friends at Victoria Beach.

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

TELEPHONE DIRECT TO OUR OFFICE
IN WINNIPEG FROM VICTORIA BEACH
for any of our Products, PHONE 57 221.

"BIG BOY" BOTTLE

DREWRY'S DRY in the Big-5 Glass Family Size 25c plus deposit
DREWRY'S LIMITED, Established 1877

A Celt Cries Out for Justice

(Mr. M. J. O'Connell writes to the "Herald")

"In the first issue for this season of the Victoria Beach Herald, our Anglo-Saxon friends are again at their old game! As a non-Nazi resident of Victoria Beach and belonging to a race too ancient to be confused with later hyphenates, may I, impudently perhaps, venture a question as to when and how this very excellent summer resort has come to be considered an Anglo-Saxon reserve?"

The certificate of title delivered to me by the Victoria Beach Co. makes no mention of racial submergence being required of lot purchasers whose progenitors did not quaff wassail from skulls in Britain!

"This continual striving to inculcate pharisaical notions of racial superiority should cease. Certainly the implication that Beach directors are mainly devoted to the welfare of 'Anglo-Saxon people' would appear to call for some explanation! Otherwise every Pat, Jack and David with ample Canuck support will be obliged to maintain their common heritage.

"The Celts are rather tired of being included in these all embracing gestures of racial upstarts!"

Mr. Jack Life and Mr. John McPhail have opened their cottage on Sixth Avenue.

Mr. and Mrs. Rose spent the week-end at their cottage.

FOR SALE OR RENT—Victoria Beach, Fully Equipped Cottage, 384-7th Avenue, can be seen anytime, Keys at 385-7th Avenue: Terms, apply 219 Albany St. St. James.

FOR SALE—ACRES GOOD SOIL AT WOLF'S POINT, Beach, Hillside, Beach, across the bay from Victoria Beach, 16 mile long frontage buildings all new, well-built and painted. House, barn, chicken house, pump house, ice house and well shop. Must be seen to be appreciated. Price reasonable. Call or write Mr. P. Wolf, Hillside Beach, Man. or Mr. R. A. Wolf, 177 Vaughan St., Winnipeg.

MAPLE LEAF SWIMMING CLUB

Ladies and Girls

● Meets every Monday Evening, 6 to 7 o'clock at Sherbrook Baths

Radio Sales & Service

● Enjoy the best of radio reception at Victoria Beach with a new Marconi. See me about a new radio, batteries or tubes. Batteries charged. Guaranteed Service Using Latest Equipment

D. A. W. Brown, Radiotrician

For GOOD SERVICE and BREAD you will enjoy, Shop at BARAGER'S.

All our various quality loaves on hand all through the season—FRESH EACH DAY.

SPEIRS PARNELL
BAKING CO. LIMITED
Twinned & City, since 1877

Personal and News Notes

Mrs. W. J. T. Kerr and Miss Jessie Kerr went into the city Sunday, June 6, for a few days.

The railway platform to the north side of the station, extending over the garden, is being widened to its present length.

Mr. and Mrs. Charles Ball are in their cottage on Sixth Avenue for the month of June.

Mr. Foucher, retired employe of the C.N.R., has bought a cottage on Sixth Avenue and is busy fixing it up for the season.

Mr. and Mrs. Campbell were down at their cottage "Deer Lodge," Seventh Avenue, for the week-end.

Mr. and Mrs. Walter Fox are established in their cottage on Fifth Avenue.

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.

W-O-D

BIRCH	POPLAR
1 Cord cut and split \$8.50	1 Cord cut and split \$7.50
1/4 Cord cut and split 4.50	1/4 Cord cut and split 3.75
1/8 Cord cut and split 2.50	1/8 Cord cut and split 2.00

— SLABS CUT —

Just what you want for summer use.
BIRCH SLABS CUT, per cord \$6.50
MIXED SLABS CUT, per cord \$5.50

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

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

To Persons in Cottage	Each	Single, per day \$4.00 each and up. Double \$7.00
Single Room	\$21.00	Children under 12 years when sharing room with Adult \$10.00
Double Room	\$20.00	Breakfast served in Room \$21 and up Room 10c Extra.
Two Persons in Main Building, Double Room		

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 86 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rail fares 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 ANDERSONS representative, either on the train or at Victoria Beach station.

Mr. and Mrs. Harry England are occupying their cottage on Seventh Avenue for the season.

Cox's Bakery

- Victoria Beach, Man.
- 241 Kelvin St., Winnipeg

"The Home of Good Things to Eat"

Our Motto: "Service, Cleanliness and Our Goods to be as Good as can be Made."

- We have taken over the Bakery formerly occupied by Mr. Thom and are now open for business with a high class line of Cakes, Pastries, Buns and Bread, with the same large variety that our Bakery carries in Winnipeg.

Nothing but the finest quality ingredients used.

- Full line of Soft Drinks, Confectionery, Ice Cream and fancy dishes.

We are out to satisfy!

Victoria Beach Cottages

For Happy, Healthy Holidays

SEE, PHONE OR WRITE

R. F. DOWNIE, - SALES and RENTAL AGENT
Victoria Beach

"The Ideal Family Summer Resort"

The following are a few of the choicest cottages still available fully furnished:

ON SECOND AVENUE—	ON THIRD AVENUE—
No. 209, 2 bedrooms with large verandah, close to lake, accommodates eight.	No. 211, accommodates two or four.
No. 212, 2 bedrooms with verandah.	ON FOURTH AVENUE—
No. 213, 2 bedrooms, close to golf course and lake.	No. 207, Accommodates two or four.
No. 217, 2 bedrooms, with beautiful surroundings, quiet, accommodates six or eight.	ON BIRCH AVENUE—
No. 218, 2 bedrooms with nice furnishings, close to Patricia Beach, accommodates eight.	No. 119, 2 bedrooms, very quiet, close to bathing beach, accommodates six or eight.

CITY ENQUIRIES MAY BE MADE TO THE NATIONAL TRUST COMPANY, 256 PORTAGE AVENUE, PHONE 86 131.