

Victoria Beach Herald

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

VOL. XII

VICTORIA BEACH, MAN., JUNE 26, 1937

No. 4

July Visitors Greeted!

WE WELCOME this week the great throng of visitors from crowded cities who will spend the month of July with those of us who have been coming down to Victoria Beach these many years and still look forward to going.

Indications are it will be a most beautiful summer for all. The roses are in bloom along the highways and by-paths and out in the wider stretches you will find an abundant crop of wild berries and fruits in the making which are yours for the picking in the ripening period.

There is no end to the programmes you may map out for the family. There are hikes to be taken to the outer confines of the island. You can wade across to Elk Island where lovely spots and a beautiful beach are at your command.

Victoria Beach has been made safe for the children to roam at will. When you consider that out of the tens of thousands of visitors who have been here there has not been a serious accident in five years, it speaks for itself in the attention and care given to the welfare of the people by the authorities of Victoria Beach. The wells have been accorded an one-hundred per cent certificate by the health department of the Manitoba government. There has never been an epidemic of disease at Victoria Beach. The auto traffic is under the strictest control and there is very little traffic of that kind on the avenues of Victoria Beach. There is no need to bring down supplies for the family home. Victoria Beach stores have fresh stocks almost daily and the prices are on the Winnipeg basis. Judge for yourself by giving them a generous patronage. Milk from three creameries is on your doorstep each morning and the bake shop and the Winnipeg bakeries provide a great variety.

Altogether, life flows on abundantly at Victoria Beach. The resort adds largely each year to the sum of human happiness because there are ideals behind its planning and its policy of development has been on sure and steadfast lines, always keeping in mind it is the children's beach.

Fine Orchestra for Club House

The spacious club house of the Victoria Beach club will open Saturday night, July 3, with a snappy dance orchestra under the direction of Bill Beggs. Last summer Mr. Beggs gave us the best dance music we ever had in the club house and this season it will be even better, because Jimmy Gowler and Steve Solvason, two of Manitoba's leading exponents of dance music will be in the band. Bill Beggs is an experi-

enced leader and promises Victoria Beach music that will be the equal of any resort in the province.

Hugh Johnstone, secretary of the club, will be at the door to receive membership fees and give information regarding club activities.

Maple Leaf Club's Success

The Maple Leaf Swimming Club, of Winnipeg, held its annual meeting recently, electing Mrs. S. C. Lloyd as president for the fifth term of office. Mrs. D. A. Mulligan was elected vice-president, and Miss Dot Lloyd was re-elected secretary-treasurer for the third successive year.

Mrs. Lloyd, each summer does a grand service to Victoria Beach in instructing swimmers in the art of travelling in the water the proper way.

At the annual meeting, Mrs. Lloyd referred in passing to the accomplishment of some of the members—Myrtle Durnett won the half mile Manitoba championship last summer in the Wrigley swims at Winnipeg Beach; Marcia Hale won the Juvenile City of Winnipeg 100 yards championship, making a new Manitoba record, slashing more than 8 seconds off the previous time, and a Maple Leaf team composed of Isabel Rice-Jones, Nancy Wilson, Patsy Jackson and Marcia Hale established a new Manitoba record for 200 yards juvenile relay.

Mrs. C. Rice-Jones is on the executive committee of the club.

What the "Herald" Stands For

A stray horse and cattle by-law to operate in May . . . A second term for Mayor Victor L. Scott . . . cutting out bringing down provisions from the city—patronize the stores! . . . Improved train service or a motor road into Victoria Beach . . . Re-adjusting the \$1.25 fare on the "moonlight" to Victoria Beach, when Grand Beach patrons only pay 50 cents on the same train . . . More through trains to Victoria Beach and back to Winnipeg . . . A bouquet for the new bake shop; it's filling all requirements . . . More use of the former air station area as recreation grounds . . . Support for the Victoria Beach Club . . . More golf for the younger generation . . . Less speed in auto driving after the arrival of trains . . . A fresh supply of ice in the water tanks of coaches on leaving Victoria Beach . . . A railway policeman on the platform when trains arrive.

● ● SEE PAGE 4 FOR COMING EVENTS

Victoria Beach Herald

Published at Victoria Beach every Saturday throughout the summer season, June 3 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, 209, Princess Street, Winnipeg, or left in boxes in Victoria Beach Stores.
Advertisements to be sent to the Business Manager, Albion Press, 209, Princess Street, Winnipeg or left in boxes in Victoria Beach Stores.

Personal and News Notes

Mr. Fitzsimmons and family have visited their cottage on Fourth Avenue.
Miss Dorothy Johnson is visiting Mr. and Mrs. McClellan, Fifth Avenue.
Mr. and Mrs. Walker and daughter spend the week-ends at their cottage on Fifth Avenue.
Quite a number of boats are already docking at Port Spence, Bay View, this season; finding a hard-sand bathing beach and ample shelter.
Dr. and Mrs. C. Ogilvie Wood were down at their cottage last week-end.
Dr. and Mrs. George Brock, Miss Mary Sprague and Mr. Gordon Stewart were a party in one of lake front cottages last week-end.
Mrs. Huret and children were down last week-end at their cottage on Sunset.
Mr. and Mrs. R. R. Counsell were recent week-end visitors to Victoria Beach.
Mr. and Mrs. Cy Head were down at their cottage on Sunset last week-end.
Mr. Quinton, head of a large plant in Winnipeg, was down last week-end arranging for the seasons stay with his family.
Mr. E. L. Borrowman, city assessor, is able to go down to his office each day, having almost completely recovered from a severe illness.
Sergeant Jamieson, of the city police force, and Mrs. Jamieson were down at their cottage on Seventh Avenue last week-end.
Mrs. W. R. MacKenzie and children, of Regina, Sask., will shortly arrive at Victoria Beach, to be the guests of Mr. and Mrs. De Courcy Davies, Sunset Boulevard.
Mr. and Mrs. H. P. A. Hermanson, spent Sunday at Victoria Beach and will shortly arrive to enjoy the summer in a cottage. Mr. Hermanson is the Swedish Consul, prominent in steamship circles and in the Liberal party councils.

SADDLE HORSES

AT VICTORIA BEACH
... at the old stand by the former air station grounds, a well-trained and educated number of saddle horses available from the leading stables of Winnipeg.
WALTER THOMAS in charge
Reasonable Prices COURTEOUS SERVICE

Mr. Swift, barrister, and Mrs. Swift were guests of Mr. Thomas French and the Misses French over the last week-end.
Mr. Sydney Robertson, barrister, and one of the directors of the Victoria Beach Company, spent Sunday at the Beach.
Dr. Roy Bier and Mrs. Bier were down last week-end and have taken Mr. Coster's cottage, on Sunset, for the season.
Miss Peggy Sprague came down Saturday for a few days stay.
Chief Constable George Smith has gone to a convention at Montreal; and later in the summer will spend a month at his cottage at Victoria Beach.
Dr. Geddes, of the University of Manitoba, will be down shortly at his cottage on Sunset. The family have arrived.
Mr. and Mrs. Joseph Harris will be down next week at their cottage on Sunset. Their family and household staff arrived last week-end. Mr. Harris is general manager of Canada Packers.
Mr. and Mrs. Wm. C. Kinaman, Barrie and Jenny, have opened their summer home, "Billikin Inn."
Mr. and Mrs. J. Kinaman are down for the summer in their cottage, "Trevone Lodge."
Mr. and Mrs. Knox are occupying their cottage on Fourth Avenue. Other Fourth Avenue residents who have opened up their summer homes are Mr. and Mrs. Fred Wood and Mr. and Mrs. Shirley Brooks.
Mr. O. C. Clarke, manager of the clothing department of the Hudson's Bay Co., has taken Dr. and Mrs. W. G. Campbell's cottage, First Avenue and Patricia, for the season. Mrs. Clarke and family are down but Mr. Clarke has gone on a business trip to Montreal and will be back at the Beach early in July.
Miss Ruth Barker and Mr. Eric Page were week-end visitors at "Stralithaven" cottage.

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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

Sunday Service



Mr. Elliott Birdall, who will address Sunday morning's congregation in the Victoria Beach Club-House. Mr. Birdall has been secretary of the Students' Christian Movement at the University of Manitoba for the past year. On July 4 he will take charge of the United Church field at Kenton, Man. He came to this province from Alberta three years ago and always has a message for his audience!

Let us Unite to Have a Better Train Service

The Victoria Beach community looks to the Canadian National Railways to give to Victoria Beach a more satisfying passenger train service during the summer months. It is far from being what it should be after twenty years of operation. There are only two through trains each way during the week; there should be many more. But above all something should be done to cut out the aggravating delays at Grand Beach, both coming from and going back to Winnipeg.

One remedy desired is the elimination of the stops at cordwood sidings, platforms and what have you places between Grand Beach and Victoria Beach. On the way from Winnipeg to Grand Beach there are no stops made by the regular trains; but when Grand Beach is passed every mile or two there is a stop and only one or two persons get off while there are hundreds on the train for Victoria Beach. The train ambles along the ten miles in a lacadaisical way as if there was all afternoon to make the distance, while from the city to Grand Beach fast time is made and every effort is put forth to give a real summer service to that beach. There is too much concentration on Grand Beach compared to the attention given Victoria Beach. The people of Victoria Beach are doing their duty by the Canadian National Railways. We boost our beach to the general public all through the year. We pay for this, and during the season, because we love our beach, we invite many hundreds from the city to spend a holiday. All this in the interests of the Canadian National Railways. Besides we have given the Canadian National the monopoly in their business to and from Victoria Beach, in express, passenger and freight by an act of the legislature, but which can be

(Continued on Page 4)

MAPLE LEAF SWIMMING CLUB

Ladies and Girls

Meets every Monday Evening, 8 to 7 o'clock at Sherbrook Baths

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 Reason.

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 2-thread chiffon 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

SUNDAY, JUNE 27, at 11 a.m.
Speaker: MR. ELLIOTT BIRDSALL,
Secretary of the Students Christian Movement,
University of Manitoba.
Music in Charge of MR. FRED GEE
CHARLES H. BALL, President

BETTER TRAIN SERVICE (Cont. from Page 3)

changed at the wishes of the people at Victoria Beach through their municipal council.

No matter how distressing the years, Victoria Beach people have increased their patronage. This has not been done except by a united effort on the part of the Victoria Beach Company, the Community Club and the Municipal Council. It has been a united effort to make Victoria Beach one well worth while visiting and remaining for a vacation. What Victoria Beach asks is that the Canadian National give us more through trains, start the service earlier in the season, cut out the delays at Grand Beach and give us a non-stop ride after leaving Grand Beach, the same as to Grand Beach and make those desiring to stop at the small jumping off places along the way take the local train. It is done for Grand Beach; why not for Victoria Beach? We are now on the way to campaign for this end. Let us have some co-operation from the Canadian National Railways and the railways will find their reward in greater business and more satisfied community.

Coming Events

First dance at the club house, Saturday night, July 3.
Children's sports day, water and land competitions, Saturday, July 24.
Children's masquerade and gala dance, the night of Saturday, July 24.
Senior Water Sports this year will be on July 31.

DREWRY'S . . . DRY GINGER ALE

and 16 OTHER POPULAR DRINKS to quench summer thirst, cool and refreshing—Served at all Beach Staves 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 57 231.

"BIG BOY" BOTTLE
DREWRY'S DRY in the Big-8 Class 25c plus deposit
DREWRY'S LIMITED, Established 1877

Drink More Milk for Better Health!

LOCAL NOTES

The song birds at present filling the air at Victoria Beach with sweetness, are innumerable. The orioles and the humming birds have arrived. The wrens are due this week-end. Keep all cats and kittens back home in Winnipeg, the squirrels and chipmunks do sufficient damage in their raids on nests.

Milk deliveries are now in full swing and the "Herald" recommends the high quality of milk provided at Victoria Beach by the city companies. Beware of all other dispensers.

John Anderson's transfer and his wood and ice delivery system is finding this week-end one of the busiest of any past seasons. Careful attention is given all inquiries and orders.

Mr. Charles O'Connell's new cottage at Bay View has been completed. It makes a fine addition to the line of summer homes. Albert Larson was the builder.

Cattle tore down a section of the bank at Bay View spoiling the foot path, as the animals clambered to reach the top after feeding along the shore.

Mr. Willis, of First Avenue, who has one of the prettiest homes at Victoria Beach, lost all his peonies and delphinium plants owing to straying cattle eating the tops off to the roots.

Mr. Fred Gee will have charge of the musical portion of the church service on Sunday morning.

The tennis court will open Saturday for players. George Westcott is again train master at Grand Beach and is doing his best in train switching in the interests of Victoria Beach, getting the trains away as quickly as possible.

Our community will note with regret the loss of two old timers of the beach, Mrs. Mudie, who had a host of friends at Victoria Beach, and Mr. Ed Harris, chief clerk, Canadian National Express. Mr. Harris died two months ago and his remains were taken to Whitby, Ont. Mrs. Harris has gone to Montreal to live with her son.

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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. 38 Daily only	No. 40 Fri. only	No. 42 Sat. only	No. 44 Sun. only	No. 46 Sun. only	Central Standard Time	No. 39 Daily only	No. 41 Sat. only	No. 43 Sun. only	No. 45 Sun. only	No. 47 Sun. only
7:00	7:00	7:00	7:00	7:00	STATIONS	7:00	7:00	7:00	7:00	7:00
7:15	7:15	7:15	7:15	7:15	Winnipeg	7:15	7:15	7:15	7:15	7:15
7:30	7:30	7:30	7:30	7:30	West Transcona	7:30	7:30	7:30	7:30	7:30
7:45	7:45	7:45	7:45	7:45	Parkmount	7:45	7:45	7:45	7:45	7:45
8:00	8:00	8:00	8:00	8:00	Birds Hill	8:00	8:00	8:00	8:00	8:00
8:15	8:15	8:15	8:15	8:15	Mendota	8:15	8:15	8:15	8:15	8:15
8:30	8:30	8:30	8:30	8:30	Conroy	8:30	8:30	8:30	8:30	8:30
8:45	8:45	8:45	8:45	8:45	East Selkirk	8:45	8:45	8:45	8:45	8:45
9:00	9:00	9:00	9:00	9:00	Sawale	9:00	9:00	9:00	9:00	9:00
9:15	9:15	9:15	9:15	9:15	Libau	9:15	9:15	9:15	9:15	9:15
9:30	9:30	9:30	9:30	9:30	Beaumont	9:30	9:30	9:30	9:30	9:30
9:45	9:45	9:45	9:45	9:45	Beaumont	9:45	9:45	9:45	9:45	9:45
10:00	10:00	10:00	10:00	10:00	Beaumont	10:00	10:00	10:00	10:00	10:00
10:15	10:15	10:15	10:15	10:15	Beaumont	10:15	10:15	10:15	10:15	10:15
10:30	10:30	10:30	10:30	10:30	Beaumont	10:30	10:30	10:30	10:30	10:30
10:45	10:45	10:45	10:45	10:45	Beaumont	10:45	10:45	10:45	10:45	10:45
11:00	11:00	11:00	11:00	11:00	Beaumont	11:00	11:00	11:00	11:00	11:00
11:15	11:15	11:15	11:15	11:15	Beaumont	11:15	11:15	11:15	11:15	11:15
11:30	11:30	11:30	11:30	11:30	Beaumont	11:30	11:30	11:30	11:30	11:30
11:45	11:45	11:45	11:45	11:45	Beaumont	11:45	11:45	11:45	11:45	11:45
12:00	12:00	12:00	12:00	12:00	Beaumont	12:00	12:00	12:00	12:00	12:00

*Stops on arrival. Nos. 40 and 41. Stop on arrival at West Transcona, daily except Sat. and Sun. No. 38 stops on flag at all stations Saturdays only, and Beaumont and Beaumont Mondays, to return to Winnipeg (excepting for Winnipeg). Monday when Monday is a holiday. No. 40 stops at Beaumont Sat. No. 38 will run on 7 Sunday return passengers from Winnipeg. All stop times shown above are 15 min. Transcona stop for passengers to and from Beaches only, and at Selkirk, Hillside Beach and Albert for passengers to and from Winnipeg only. Returning to Victoria Beach 7:00 a.m. and Grand Beach 3:00 a.m. Tue. and Thurs. only.

VICTORIA BEACH INN, open from June 26th, attractively located overlooking both the bay and the lake. Reasonable rates from \$4.00 per day and \$21.00 per week, including meals.

Bring your clubs and play on the sporty nine-hole golf course. Full information, phone 263 2115

CANADIAN NATIONAL RAILWAYS
Cut out the above schedule and hang up in the cottage for reference.

Through Parlor Car Service on the 12:10 p.m. Train Saturdays commencing June 19 and on the 7:30 p.m. Train Sundays from Victoria Beach.

RETURN FARES
One Day, either way \$1.25
Week-end Coach 2.50
Week-end Parlor Car 2.50

Letter to "Fur of Canada" Publication by Alex. Johnson, Victoria Beach

Alex. Johnson has written from Victoria Beach to the publication "Fur of Canada," the following letter:

"Your article on location regulations has come straight to me, as I have been through that all winter. Last fall my brother-in-law got some mink for me to keep on shares, well I leased two acres of land back in the bush from my cottage here. First the council thought it was too close to a sub-division here and asked me to move back before they would approve them. I got my lease changed 950 feet back from one road, 900 feet from another. I presented this to them and to this some would not consider it, others would not commit themselves, so it was turned down. Then the council called a meeting and made a zoning area and forbade any mink west of a certain line, which meant I would have to go at least three-quarters of a mile to my pens. All this was done after I had built my pens and bred my females. It sure made me boil. Here we are over 70 miles from the city and these people who make these restricted areas are people who own cottages down here—come down for two weeks, fix up their cottage and rent it for the season, and permanent settlers and residents are not allowed to make an honest living to pay their taxes and way in the world. Surely, as Judge Stubbs says, a law for the rich and one for the poor. I hope some of the narrow-minded see your article."

Ed. Note:—The action taken by the authorities was the right one. A mink farm so close in as Eighth Avenue, Victoria Beach, would be a nuisance to cottage residents.

LOCAL NOTES

(Continued from Page 5)

Roman Catholic Church Services will be held in the Canadian Legion Club House at Victoria Beach each Sunday morning throughout the summer, starting July 4. The Redemptorist Fathers from the parish of St. Alphonsus, St. Boniface will have charge.

Rev. William McKay in charge of McLean Mission for the United Church in Winnipeg, one of the coming men among the younger preachers of Manitoba, will take a Sunday service in July at the Club House.

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.

City Dairy

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 57 647, 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 — RAMEY BUTTERNUT — C. B. 4, Etc.

FRESH DAILY

at

J. H. FALLS

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

• ADVERTISE IN THE "HERALD"

An Unjust Railway Charge

As has been the situation for the past few years the Canadian National Railway is making passengers for Victoria Beach pay \$1.25 to ride on the "Moonlight" and Grand Beach patrons only pay 50 cents. The same train, the same service, but the people of Victoria Beach are penalized an extra 75 cents because they desire to continue on to Victoria Beach. This is unjust and should not be continued. Seventy-five cents to ride ten miles, 50 cents to ride 50 miles. One cent a mile to Grand Beach; 7½ cents a mile to Victoria Beach.

PERSONAL AND NEWS NOTES

(Continued from Page 2)

Dr. Don Campbell, medical health officer at Victoria Beach two seasons ago, is now in a cancer research hospital in Manchester, England.

Miss Helen Campbell, daughter of Dr. and Mrs. W. G. Campbell, pioneer cottage owners at Victoria Beach, after graduating in home economics at the University of Manitoba is leaving in a few days to spend a year in the Montreal General Hospital.

Miss Aileen Garland, of the Winnipeg teaching staff, has gone to Minneapolis to take a six weeks extension course in higher education. Her parents, Mr. and Mrs. C. R. Garland have taken Miss Garland's cottage on Second Avenue for the next few weeks.

Mr. G. J. A. Young, one of the executives of the T. Eaton company stores, with Mrs. Young, who are occupying a cottage for the season on First Avenue, went into the city Saturday to meet their son, Mr. Laurence Young, and his wife and son, from Toronto, who will spend a month at Victoria Beach. Mrs. Robson, of Toronto, a daughter, with her daughter, Nancy Florence is spending a month at the family cottage. Miss Gwen Young, a second daughter, is also down for the season. Miss Dorothy Creelman, Winnipeg, was a guest at the cottage over the week-end.

Mr. and Mrs. Eustace Brock have taken Mr. Spencer Guest's cottage on Sunset for the season and will occupy it with members of their family. This is their fifth season at Victoria Beach.

Mr. and Mrs. Sutton will occupy a cottage on Sunset Boulevard for the next two weeks.

Mr. and Mrs. Bell and children arrived Saturday to spend a month at the Beach.

Mr. and Mrs. R. A. Sargent and family are spending the next two weeks at a cottage on Third Avenue.

Mr. and Mrs. Ron. Saunders and children, Margaret and Brock are at a cottage on the Lake Front for July.

Major Edgar with Mrs. Edgar and children will spend July at Miss Straith's cottage on Second Avenue.

Mr. and Mrs. Giddings and family are spending July at Miss Straith's Cottage "Straithavon" on Sunset Boulevard.

Mr. and Mrs. A. J. Milne, who have been regular visi-

tors to the Beach for some years past are again with us for July.

Mr. and Mrs. Gemmill and family arrived to spend July at Mr. Sprague's cottage on Sunset Boulevard.

Mr. and Mrs. Tomlinson and children who have spent several summers at the Beach are at 301-9th Avenue for July.

Miss Flora Ingram, Jean Conacher and Joyce Sheffield were visitors at "Straithavon" cottage over the week-end.

Mrs. G. Barker and Mrs. Laura Ogletree have occupied "Straithavon" cottage for past two weeks.

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-O-D

BIRCH 1 Cord cut and split \$8.50 1 Cord cut and split \$7.50
1/4 Cord cut and split 4.00 1/4 Cord cut and split 3.75
1/4 Cord cut and split 2.00 1/4 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

The Company's Lumber Yard provides all needs in Cottage Repairs

Mrs. Hugh McLachlan Dies at the Beach

Victoria Beach lost a warm friend in the death of Mrs. Hugh McLachlan, wife of a former inspector of the Winnipeg police force who retired from the service last summer. Mr. and Mrs. McLachlan came down to the Beach last Sunday to open their cottage for the season. They had built a new home last year and had planned to spend many a pleasant month in it. Mrs. McLachlan was taken quite ill Thursday and died that night. The body was taken to Winnipeg by her husband Friday night and a funeral service will be held Saturday afternoon in the Thomson mortuary chapel, with burial in Brookside.

Severe Wind Storm Blew Down Many Trees

One of the worst windstorms swept through Victoria Beach early Wednesday night, one of those visitations which cannot be avoided although regrettable. Some of the cottages lost a number of fine trees, pine and birch and many of the smaller fir trees went down. The Avenues and roads were blocked until Friday morning when the work of clearing away the timber was completed and the trees thrown to one side or into the bush. It was impossible for the milk drivers to make their deliveries, except on some Avenues, without the use of an axe to chop away the debris that blocked their passage. By Saturday afternoon it was anticipated that everything would be in condition for pedestrian travel. Only a few cottages suffered any damage and there was nothing serious. No part of the Beach area was overlooked by the storm as it had a wide sweep.

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!

Golf Course Charges

ADULTS	
PER GAME	25c
BOOK OF 20 TICKETS	\$4.50
SEASON TICKETS	\$20.00
CHILDREN (under 17)	
PER GAME	15c
BOOK OF 20 TICKETS	\$2.50
SEASON TICKET	\$10.00

Two Tickets Good on Saturday, Sunday and Holidays.
 • Game consists of 9 holes—for those playing 18 holes the charge for the second 9 holes is 15c for adults and 10c for children. To apply only on week days.

CLUBS FOR RENT per game 25c			
LOCKER CHARGES			
SEASON	\$1.00	MONTH	50c
2 WEEKS	25c	1 WEEK	15c
1 WEEK-END	10c		

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 store.

FOR SALE OR RENT—Victoria Beach, Fully Equipped Cottage, 204-7th Avenue, can be seen anytime, keys at 204-7th Avenue; Terms, apply 276 Albany St. St. James.

For Sale — 61 ACRES GOOD SOIL AT WOLD'S POINT, Beach, 1/2-mile lake frontage, buildings all new, well-built and painted. House, barn, chicken house, pump house, ice house and work shop. Must be seen to be appreciated. Price reasonable. Call or write Mr. P. Wells, Wilsdale Beach, Man. or Mr. R. A. Weid, 177 Vaughan St., Winnipeg.

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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.

SPIERS PARNELL
BAKING CO. LIMITED
Bread & Cakes since 1888

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