

Victoria Beach Herald

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

VOL. XII

VICTORIA BEACH, MAN., JULY 8, 1937

No. 5

Beautify with Birch Trees!

THE TERRIFIC high wind which swept Victoria Beach Island last Wednesday night and brought down many large trees, mostly jack pines, gives owners of property something to think about. The trees of Victoria Beach are a blessed heritage and give health and comfort as well as drawing out the admiration of visitors and cottage owners.

It has been suggested that the municipality should without delay start reforestation of Victoria Beach. The result of the storm was a shock to many. Arch Dale, the Free Press cartoonist, who visits Victoria Beach each summer on his vacation, remarked when he heard of the severe fall of timber: "You should all be thankful that Victoria Beach can lose many trees and not miss them." There is one tree that flourishes and has given this locality distinction and that is the white birch. It makes good fire wood, but better still it stands out among all others for beauty of form and its bark is a beautiful background to its rustling leaves.

It appears to stand the winds better than any other tree as few came down in the recent storm. Reforestation is a very popular movement in United States and is growing in Canada as the best way to give employment to many young men. These birch saplings may be purchased for five cents apiece and are easily planted and once in the ground they start growing even under most ordinary conditions of planting. One prominent cottage owner at Victoria Beach planted 22 this spring and all are doing well on his grounds. The "Herald" passes the proposal along to the municipal council believing it would be a popular, useful and practical project for Victoria Beach.

Dancing at the Club House

The Victoria Beach Club House will be formally opened tonight for this season by Mr. Albert H. Petrin, the club's new president.

Music will be provided by Bill Beags and his orchestra, which includes the well-known artists, Jimmy Gowler and Steve Solvason. The members of this orchestra, all professional musicians, have played together for a considerable time and should provide the finest dance music ever heard at Victoria Beach.

The club invites all summer residents of Victoria Beach to join its membership and the Secretary, Hugh Johnstone, will be at the club house to offer attractive rates for those who will be spending from one week to two months at the Beach.

The "Herald" urges summer residents to join the Victoria Beach Club. Besides enjoying the club house privileges, you will be materially assisting the organization that looks after the interests of summer residents. The Saturday night dances are not confined to members and the club welcomes all those who wish to dance. The guest fee is small.

Next Year's Council for Victoria Beach

Victoria Beach will this year elect a mayor and two councillors for two year term.

Many have expressed a desire that Mr. Victor Scott again stand for the chief office. Mr. Scott is a very busy citizen and he finds that Victoria Beach takes up a lot of time if you are conscientious in discharging duties. Under Mr. Scott's regime a debt of \$3,800 owing to the bank has been paid off. \$500 of the school house debt also has been off-set and he also promises the "Herald" that taxes will not go up. He did not mention taxes would go down but promised to do his best. Mr. John Anderson is standing again as representing the all year residents; and as Mr. William Gray finds his regular work growing heavier he will not be able to stand again. He has been an excellent councillor.

Residents have persuaded David Riach, well-known chartered accountant to allow his name to go before the ratepayers. Victoria Beach would be fortunate in getting Mr. Riach's services.

Free Inoculation and Vaccination

An arrangement is being made with Dr. J. D. Leshman, who will be the medical man at Victoria Beach this summer, that on July 6, July 27 and August 17, at his cottage located at 204 Fifth Avenue, just beside Arthur Road, he will inoculate for diphtheria and scarlet fever, and in addition he will perform vaccinations on the second date, namely July 27.

This work, while intended primarily for the Victoria Beach all year residents, will be given to anybody who wishes to take advantage of it, and there will be no charge for the same.

Nearly 700 persons came down Thursday and late Wednesday to spend the holiday or open up cottages and the Wednesday Moonlight brought in the largest number. Had a through train been arranged and advertised many more would have come down.

BEACH PEOPLE

Mr. and Mrs. Chas. Johnstone arrived this week at their cottage, Sixth Avenue. Mr. Hugh and Miss Helen have already spent over two weeks at the Beach.

Mrs. Purdie has opened her charming new cottage on Fifth Avenue and had as week-end guests Mrs. Norman MacLennan and Miss Pamela Clark.

Mrs. J. W. Rook has opened her cottage, Sixth Avenue, and expects to spend the summer at the Beach.

Mr. Wilbur Little was a week-end visitor to Victoria Beach.

Mrs. L. I. Bastick with her daughter Sheila are spending the summer on Third Avenue.

Mrs. Charles A. Richardson has returned to Manitoba from Montreal to be the guest of Mr. and Mrs. L. N. Bastick for the summer months.

Mrs. J. Fletcher Campbell of Bay View has opened her summer house for the season. She has as her guests, her sister Mrs. T. B. McMillan of Indore, India, Miss Ruth Brown and Mr. Neil Campbell.

Mr. Sydney W. Robertson one of the directors of the Victoria Beach Company was down to make an inspection of the company's property during the week-end.

Miss Barbara McCord and Miss Elizabeth Nelson were guests for the week-end of Mr. and Mrs. C. Laurence Kennedy, Sunset Boulevard.

H. J. Russell, principal of Russell Business Institute, Winnipeg, is at 321 Third Avenue, with Mrs. Russell, Grace and Ruth. The family will occupy the cottage for the season.

Miss Ruth Headlam is holidaying with Mrs. S. J. More and Venie Moore at "Crisman-Vies," Sunset Boulevard.

Mr. and Mrs. Harold Marchant, Mrs. W. S. McEwen and Master Peter McEwen were the guests of Mr. and Mrs. C. Laurence Kennedy, Sunset Boulevard.

Mr. and Mrs. Frank Annable are spending a few days at the Beach.

Miss Annie Bain and Miss Mary Bain spent last week-end with Miss K. Dempsey, Fourth Avenue.

Mr. and Mrs. J. Dryden and daughters Shirley and Allison are again occupying their cottage on Third Avenue.

Mr. and Mrs. R. Stuart, also Alan and Ian, are down at their cottage for the summer.

Mr. and Mrs. Richard Huggard were week-end guests at Victoria Beach.

Mrs. G. F. Mason-Apps, of London, England, a former Victoria Beach girl, will arrive in Winnipeg this week. She will be the guest of her mother, Mrs. C. W. N. Kennedy.

Mr. and Mrs. Laurence Kennedy have returned to Win-

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



nipeg from a short holiday at their summer home, Sunset Boulevard, Victoria Beach.

Mrs. M. E. Taylor and her daughter, Miss May Taylor, are spending the season at their summer home, Victoria Beach.

Miss Gladys Conklin is spending this week-end as guest of Mrs. J. J. Conklin, Sunset Boulevard.

Miss Peggy Campbell and Miss Margaret Powell are spending a two weeks' holiday at Victoria Beach at Mr. and Mrs. E. G. Powell's summer home.

Mrs. Young, 211 Seventh Avenue is down for the season.

Mr. Gardner, of Oldfield, Kirby and Gardner, with Mrs. Gardner and family are down for the season.

Mr. and Mrs. J. E. Yarnell and family are occupying a cottage until the end of July.

Councillor Beech and family are down for the season.

Mr. and Mrs. Frank Morriss will spend two weeks of July at Victoria Beach. Mr. Morriss is the moving picture authority of the Winnipeg Free Press.

Mr. Clair Moore joined Mrs. Moore at Victoria Beach for a Sunday and Monday holiday.

Mr. and Mrs. W. H. Pratt are down for the season.

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

Mrs. C. E. L'ami, society editor of the Winnipeg Free Press, will spend her vacation of two weeks in July at Victoria Beach.

Mr. and Mrs. R. C. Baynes and their small daughter, and Mrs. Baynes' mother, Mrs. C. W. O. Lane, have arrived to spend the month at Victoria Beach.

Mr. and Mrs. Carl S. Gou and family will spend the next six weeks at Victoria Beach.

Mrs. Thomas Birt and family are in their cottage for the season.

Mr. and Mrs. Quinton and family are down at their cottage for the season.

Mr. and Mrs. David Riach and family are down for the season.

Mr. Laurence Young, of Toronto, returned to the city Wednesday, to spend the remainder of his vacation in Winnipeg.

Mrs. D. H. Lund was a visitor to Mr. and Mrs. D. E. Courrey Davies last week-end.

Mrs. J. A. Walker, of Toronto, will spend July at her cottage, 212-4th Avenue. She will be accompanied by her daughter and son-in-law, Mr. and Mrs. J. J. MacKidd and their two little daughters, Margaret and Barbara.

Mrs. W. H. Quinn has opened up her cottage on First Avenue.

Eleanor and Billy Scott are visiting Mrs. W. H. Quinn at her cottage on First Avenue.

Mrs. R. G. McBain and Clyde McBain are guests of Mrs. W. H. Quinn at her First Avenue Cottage.

Mrs. Olga Irwin, prominent on the concert platform in Winnipeg, and well known as CKY radio star, is spending the month of July at Victoria Beach, the guest of Mr. and Mrs. Herb Roberts, in Newton Lodge, Fourth Avenue, near Arthur Road. Mr. Roberts is programme director of CKY.

The Misses Gertrude and Dorothy Lowry are spending a vacation at Victoria Beach.

Mrs. G. B. Barager came down Thursday for a visit.

Rev. Canon Glover, of St. Margaret's, Winnipeg, with Mrs. Glover and family opened their cottage Thursday for the season.

Mr. and Mrs. P. J. Rich and family are in their cottage on Sunset for the summer.

Mrs. Ryan, Nings, Man., Mr. and Mrs. Stewart Graham, Miss M. Pratt, Miss Myrtle Pratt and Mrs. Elizabeth Thompson, were the guests of Mr. and Mrs. W. H. Pratt, Thursday.

Mr. H. M. Spence, general baggage agent of the C.N.R., and family are down for the season.

Mr. and Mrs. L. G. Pulcher have taken a cottage for the season. Mr. Pulcher has gone East for two weeks.

Mr. and Mrs. J. R. Baird and family have taken a cottage on Fourth Avenue and Arthur Road.

Mr. and Mrs. C. J. Reeve and family are down for the summer in their cottage on Fourth Avenue. Mr. Reeve is principal of St. John's High School.

Mr. and Mrs. Dan Sprague are spending two weeks at the MacLean cottage on Sunset.

Mr. and Mrs. Frank S. Rose and family are occupying their cottage at 341-4th Avenue for the summer.

Mr. and Mrs. John Livesey, of Swan River, are spending a two weeks vacation at the cottage owned by Miss Muma, 149 Victoria Boulevard, incidentally, Mr. Livesey, is the Secretary-Manager of the Swan Valley Co-operative Livestock Producers Ltd.

(Continued on Page 7)

MAPLE LEAF SWIMMING CLUB

Ladies and Girls

• Meets every Monday Evening, 6 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 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 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

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.
June circulation 25,000 copies, and distributed free.
Communications to be sent to the Editor, Albion Press, 509, Princess Street, Winnipeg, or left in boxes in Victoria Beach Stores.
Advertisements to be sent to the Business Manager, Albion Press, 509, Princess Street, Winnipeg or left in boxes in Victoria Beach Stores.

Make the Beaches Picturesque

What could be a prettier season's sight than to see the bathing beach dotted with beach umbrellas and beach chairs and other appropriate and easily carried summer furniture during bathing hours? It would add greatly in attractiveness to the sands and would also be a shelter at times from the hot sun. All these seasonal goods for the beach and for cottage grounds may be secured from the T. Eaton company, which firm makes a specialty of this class of summer outdoor furniture. A visit to their retail stores or a letter to the mail order department would bring a quick response as trained staffs look after such enquiries.

There is now a daily mail service to Victoria Beach and into Winnipeg. The postmaster has promised that letters mailed by 8:05 each night will be taken into Winnipeg that night ready for early distribution the next day. There is also a special bag operating daily between Grand Beach and Victoria Beach, each way. Mail arrives shortly before 12 o'clock each day.

A large number have asked Councillor John Anderson to stand for another two years term, and he has consented. His nomination paper has been handed in, duly signed.

The nomination of David Riach as councillor to fill the vacancy due to the retirement of William Gray, has been handed in, as he has consented to stand. Mr. Riach is manager of Price, Watchhouse, chartered accountants, Winnipeg, and is a cottage owner.

**DREWRY'S . . .
DRY GINGER ALE**

and 18 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 57 231.

"BIG BOY" BOTTLE

DREWRY'S DRY in the Big-G Glass 25c plus deposit Family Size

DREWRY'S LIMITED, Established 1877

Drink More Milk for Better Health!

LOCAL NOTES

No through train to Victoria Beach on the morning of the Dominion Day holiday, the first time in two years it has been missed. The thumb-screws are being turned on Victoria Beach! No advertising in the daily papers of the holiday train service. Just another inconvenience for patrons of the Beach lines.

Those who came down on the "Moonlight" had the joy of seeing Grand Beach people ride to their destination for 50 cents; Victoria Beach people had to contribute \$1.25, and only rode an additional 10 miles.

A Canadian National Railway policeman, E. J. Curry, has arrived to patrol the station platform. He will clear the platform during train hours of bicycles, wagons and dogs. He will remain during the season, returning to Winnipeg on the Moonlight each night and coming down the first morning train.

Constable Curry has been stationed at Victoria Beach in seasons past.

Mr. P. J. Rich will conduct Sunday morning's service in the club house. Mr. Rich is a fluent speaker and is favourably known to cottage residents.

Miss Caroline Terry, prominent in pianoforte circles in Winnipeg and a Manitoba Musical Festival winner, will preside at the piano at Sunday morning's church service in the club house.

Miss Jessie Jordan, soloist of Tabernacle Baptist Church, will sing at tomorrow's church service.

Mr. W. J. T. Kerr's grounds with its neat patches of shrubbery and beds of blooming flowers is a very pretty sight from either Sunset or First Avenue, and is a striking indication of what can be done with care and attention.

Mr. "Andy" Foster, Campbell Bros. and Wilson's fast stepping salesman, is making his usual weekly calls at the Beach these lovely summer days and "Andy" only wishes he could be a cottage resident but he boosits all the time for Victoria Beach and many a family have come down because of the good salesmanship of Mr. Foster.

The wild roses at Victoria Beach are a beautiful sight this week along the pathways and avenues.

Mr. Fred Gee gave the church service splendid musical leadership last Sunday and the congregational singing was excellent. "One just couldn't help but sing," one lady worshipper remarked at the close. Mr. Gee's offertory number was rendered true to form with all the spirit and interpretative genius Mr. Gee possesses.

Mr. Elliott Birdsell at last Sunday's service, opening the season at the club house, gave a message of cheer and comfort, taking one of the Psalms of David as the ground work for his course. The attendance was 71 and the collection amounted to \$7.33. Just before the close, Mr. Pratt asked for a minute of reverent silence in memory of the church attendants or their families who had died since last summer: Mr. Harris, Mrs. Mudie, Michael Ateah, Mrs. Hugh McLachlan and Rev. Canon Horrobin.

Mr. and Mrs. H. C. Walcot and two sons have arrived at Victoria Beach to occupy a cottage for the season.

USEFUL INFORMATION

Issued by the Municipality of Victoria Beach to Cottage Residents.

DOCTOR—The doctor for this season is again Dr. John D. Leishman at 244 FIFTH Avenue close to Arthur Road.

MUNICIPAL OFFICER—The Municipal Officer, Wilfred Mattison, is located at 208 Seventh Avenue. All complaints with regard to Municipal matters should be made to him and they will receive his prompt attention.

FIRE—Residents are warned that The Lighting of Fires and Fire Crackers Out of Doors is Strictly Prohibited, owing to the grave danger of a general conflagration which might prove disastrous to the community. Residents are asked to report all cases of fire to the Municipal Officer or to John Anderson.

GARBAGE—Garbage will be removed weekly. It should be kept in properly covered containers and left at the back of the cottages. Please do not leave it on the street as instructions have been given the collector to call at rear of cottage and also to return the empty container.

HORSE BACK RIDING—Certain districts are set aside for saddle horses. Children must not bring horses into the residential district.

AT THE BEACHES—Parents should warn their children of the danger of bathing on stormy days. This cannot be too strongly emphasized, as experience has shown. Children should not be permitted to enter the lake when the waves are high.

USE OF FIRE ARMS PROHIBITED—The use of fire arms (including .22 rifles) is strictly prohibited and in view of the near fatality last season this by-law will be rigidly enforced.

MOTOR VEHICLES—Owners and drivers are requested to give the greatest possible consideration to pedestrians, and to be constantly on the alert in view of the large number of young children who are on the streets.

● ● TO REACH THE VICTORIA BEACH PUBLIC ADVERTISE IN THE VICTORIA BEACH HERALD.

TENNIS COURT	1 MONTH	\$2.50
	2 WEEKS	1.50
	1 DAY	.35
	SEASON	5.00
FAMILY TICKETS		
15% reduction 2nd member; 25% for 3rd member; 30% reduction for 4th member.		
GOLF		
FOR CHILDREN Tuesday afternoons 5c		

Community Church Service

COMMUNITY CLUBHOUSE

SUNDAY, JULY 4, at 11 a.m.

Speaker: MR. P. J. RICH
 soloist: MISS JESSIE JORDAN
 of Tabernacle Baptist Church.
 At the Piano: MISS CAROLINE TERRY
 CHARLES H. BALL, President

Kindness and Sympathy

Mr. Hugh McLachlan desires through the "Herald" to acknowledge the kindness of many Victoria Beach residents to himself and family in the recent loss of his wife at Victoria Beach last Thursday evening, to Mrs. John Falls, Dr. J. R. W. Nicholson, John Anderson and staff, Percy Costello and staff at the station, Sergeant Jamieson, Free Press carrier boys and many others who expressed their personal sorrow in the bereavement. The funeral service was held in Winnipeg last Saturday afternoon, and was conducted by Rev. A. E. Kerr and Rev. Dr. David Flemming.

Efficient Street Car Service

A fast street car service is now operating around train times down Portage Avenue by the Winnipeg Electric Company. This is primarily for Victoria Beach residents and was arranged by the Victoria Club. It starts from fifteen minutes to 9 o'clock in the morning for three quarters of an hour; to catch the noon service 1:45 o'clock on weekdays it goes into effect at 12:45 o'clock and continues until near train time; and then there are the cars to catch the "Moonlight" at 6:30 o'clock. On Saturday the service goes into effect half an hour earlier to catch the 1:10 through train to Victoria Beach as well as the regular 1:45 o'clock. There is no need to engage taxis, if you can get to Portage Avenue or Main and Portage Avenue corner. This extra service is much appreciated by Canadian National beach residents.

**Ateah's Baggage Transfer
Wood and Ice**

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

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.



The same health protection you enjoyed in the City is available to you at the Beach—Where you need it most . . . 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 87 647, or stopping car 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 — BAKERY

BUTTERNUT — C. B. 4, Etc.
 FRESH DAILY
 at
J. H. FALLS

SPECIAL
 CAKES
 MADE TO
 ORDER

QUALITY BREAD
 Shipped in Daily

CAKES
 DAILY

• FIFTY CENTS will send the Victoria Beach Herald to any address. Subscribe and be sure of your copy. Send your subscription to Albin Press, 505 Princess St., Winnipeg, Man.

Get Off or Get On; We'll Wait!

Travellers to Victoria Beach on Wednesday afternoon of this week had a fine ride, fast and non-stop, from Winnipeg to Grand Beach. After leaving the station at Grand Beach the leisurely, "we have all afternoon to make it," jaunt of the Canadian National Railway regular train, began.

The half-clothed bathers took possession of several scalps at the station crowding out the Victoria Beach passengers, and their free-ride of two miles started.

Arriving at the water tank at Grand Marais, the bathers alighted and the trainmen proceeded to have a conference. The train was held until "thank goodness that's over." Then, off to the next stop, two miles away, an old camp for boys. No passengers got off or on.

Then, with a few jerks at the coaches for good measurement the train tore on its way to Belair. It stopped. No passengers got off or on!

Now the cordwood siding, just a stop to get a view of the country from the heights and see a winter's fuel supply. No passengers got off or on!

Heigh-ho! We're off to Hillside. No passengers got off or on, but the tradition had to be observed. No passenger for the Beach there has been known to get off a Canadian National train at Hillside, to, these many years. A way back in the ages there was hope for a Beach population but "they" never came. But respect for the old place as a memory stops all regular trains.

Away we go, just "tearing along," to Albert Beach. What a jolly run of a mile, Bless 'em all. We stop. But no passenger got off or on.

Well let's get on, it's getting late. "What's the hurry?" says a trainman. We've carried out all our obligations of the railway company. The passengers in five points were non-existent. Believe it or not, we start again. We are on the last lap of our leisurely, take-it-or-leave-it journey.

Two hundred and ten passengers got off at Victoria Beach compared to none at five other stops.

What a lark, eye what! So it has been going on for 20 years.

And on a railway owned by the people of Canada.

But what a lovely buggy ride! and only ten miles, you say? G'wan.

BEACH PEOPLE (Cont. From Page 3)

Mrs. C. V. Saunders and her daughter, Betty are occupying the family cottage, Mr. Saunders joining them for the week-ends.

Dr. and Mrs. George Brock left Wednesday by motor for Duluth, where they will spend a few days. They will return to Victoria Beach shortly.

Mrs. A. C. Moffat, of Saskatoon, who has been a visitor in Winnipeg for the past few days arrived Thursday to spend a time at Victoria Beach.

Mrs. J. A. McKidd and her two daughters, the Misses Barbara and Margaret will spend the month of July at Victoria Beach the guests of Mrs. McKidd's mother, Mrs. J. A. Walker of Toronto.

Rev. Mr. Steenson, cottage owner, who has been spending a month at Victoria Beach with his two sons, went into the Deer Lodge Hospital for treatment of war wounds.

Mrs. J. J. Conklin opened her cottage on Sunset July 1 for the season.

Mrs. Harry Little, with her daughter, Miss June Little, arrived at Victoria Beach June 30, to open the family cottage on Sunset for the season.

Miss Carol Borrowman came down June 30 to spend the summer.

(Continued on Page 8)

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	POPLAR
1 Cord cut and split \$8.50	1 Cord cut and split \$7.50
¼ Cord cut and split 4.50	¼ Cord cut and split 3.75
¼ Cord cut and split 2.50	¼ Cord cut and split 2.00

— SLABS CUT —
 Just what you want for summer use.
 BIRCH SLABS CUT, per cord \$4.50
 MIXED SLABS CUT, per cord \$3.50

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 87 101 before leaving the City — our Salesman will call on you when you arrive and give you first class service.

CRESCENT CREAMERY CO., LTD.
 PHONE 87 101

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

Mrs. Percy Costello and children arrived June 30 to spend the season at the station.
 Mr. David Riach and Mrs. Riach and family are spending the season at their cottage.
 Mrs. C. A. Richardson is guest of Mrs. Bastick at 306 Third.
 Mr. and Mrs. Cann and family have rented Mr. Lane's cottage on Sixth Avenue for July.
 Mr. and Mrs. David McBeath have returned to the city after having spent two weeks at Mr. Beech's cottage on Sunset.
 Mr. Rex Nesbitt is spending his holidays at 306 Third Avenue.
 Masters Peter and Michael McCallum are guests at 306 Third Avenue.
 Mr. Ralph Judge and family are occupying Mr. England's cottage for first two weeks in July.
 Mr. and Mrs. Harry England have returned to the city for the month of July.
 Dr. J. R. W. Nicholson and family are again cottage residents at Victoria Beach for the summer.
 Mr. and Mrs. C. W. Pratt, Mrs. Ryan and Mrs. Stewart Graham have come to spend a time with Mr. and Mrs. W. H. Pratt at "San Fairy Inn".
 Mr. and Mrs. G. Milne and family are occupying cottage "Brenda" on Fifth Avenue for the month of July.

● **ADVERTISE IN THE "HERALD"**

The summer visitors appreciate the co-operation of the truck drivers and the permanent residents in assisting to keep the foot paths beautiful and also safe for pedestrians. These paths are particularly lovely this year and add greatly to the charm of the Beach.

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 stores.



Quality Flowers
 AT LOWEST PRICES

Victor Scott

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