

Victoria Beach Herald

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

VOL. XII

VICTORIA BEACH, MAN., JULY 17, 1937

No. 7

Masquerade and Sports Days

HERE ARE three week-ends at Victoria Beach each summer when the community gets itself together and prepares to provide entertainment to the Kiddies and the young people. The events to which time is devoted directed by committees of the Victoria Beach club, are the Children's masquerade and dance, the Junior land and water sports, the senior water sports and the gala dance in the club house.

The first of these takes place in the club house this Saturday night. A dozen prizes will be awarded to the best dressed, the best character, comic and spirit of the beach costume, and the admission is low, permitting everyone to attend and help fill the joy of the Kiddies to overflowing.

It is admitted the orchestra is one of the best ever secured for a season at Victoria Beach so let joy be unconfined and lets give way for a merry night.

The Children's water sports will be held on Patricia Beach, Saturday morning, July 24 and the land sports on the former air station grounds in the afternoon. These sports will be directed by Mr. J. S. Little, principal of Kelvin and Mr. G. J. Reeve, principal of St. John's. Both of them have been cottage owners for many years at Victoria Beach.

The municipal staff will see that the contest area is roped at each point. Many prizes will be awarded and the coal-o- tan is always a feature of great interest as well as the castle building.

The senior sports are on the afternoon of July 31 at the government pier and competition will be for the grand aggregate, representing the championship of the Beach; the Orchid Shop and the Rumford trophies for swimming amongst the boys and the girls. Many beautiful prizes will be given for the various events; and the McKinney trophy in the senior canoe race.

These events require considerable funds and it is hoped those who are holidaying at Victoria Beach will be generous in their contributions so that the committee can go ahead without any worries. Mr. C. Rice-Jones is the treasurer and Mr. W. J. T. Kerr, chairman of the Finance committee of the Victoria Beach club for the water sports and land competitions. So be generous and prompt in responding.

MAYOR SCOTT TO SERVE AGAIN

Mr. Victor Scott was again elected Mayor of Victoria Beach at the annual nomination day Tuesday of this week. He will occupy the position in 1938 and 1939. Mr. John Anderson was re-elected to the council for two years and a new member is Mr. David Riach who takes the place of Mr. William Gray. Mr. H. Campbell Grant and Mr. J. W. Beech, the remaining councillors, have another year of their terms to serve. Mr. F. C. O'Brien, municipal clerk, directed the proceedings in the clubhouse.

The Inn is Worthy of Patronage

The park-like grounds which surround the Victoria Beach Inn are a joy to all lovers of artistry and planned arrangement. These neatly kept flower beds and shrubbery plots, add to the tasteful effect of the spacious lawns. A small golf course has been laid out bordering on the lake and the Banks have been protected and bordered by stones. Residents of Victoria Beach, even if in comfortable cottages, should from time to time, patronize the Inn, as the menu and service is in keeping with the natural beauty of the surroundings, directed by Mrs. C. L. Moore, the hostess.

A Service in Trees All Can Render

There are three Birds which are attacking trees at Victoria Beach, the woodpecker, the yellow hammer and the sap sucker, and among them they have doomed the avenue of young trees in front of the stores.

The woodpecker attacks the trees vigorously; the yellow hammer makes a deep ring around each tree it attends to in search of worms that infest certain trees, the sap sucker takes the life blood out of the tree and when this bird finishes its series of meals there is nothing left but a dying trunk. Victoria Beach is a bird sanctuary, by decree of the Manitoba government. This is all for the enjoyment of cottage residents. But all birds do not fill the air with sweetness, and in course of time the Beach verdure suffers. It is only the way of life for man, who has among other things to keep up a continual fight to preserve what is necessary for his existence, against insects, worms, parasites and the occasional bird. The little flying creatures render man a good service for most part, destroying insects which in the end might destroy him, but it emphasizes the value of Birch trees which appear to be immune against attacks.

(Continued on Page 2)

Gay Masquerade at Clubhouse Saturday Night - Children in Costume

AFTER SUNSET AT THE BEACH

When twilight comes and nature still
The hum that haunts the dunes and hills,
Dim shadows deepen and combine,
And Heaven with its crystal wine
The cups of thirsty roses fills.
Hilite birds with music-burdened bills
Hush for a space their tender trills,
And seek their homes in tree and vine
When twilight comes.
Soft melody the silence thrills:
Played by the nymphs along the rills:
And where the dew-kist grasses twine,
The toads and crickets tattoo fine
Drums to the life of whip-poor-wills,
When twilight comes.

A SERVICE IN TREES ALL CAN RENDER

(Continued from Page 1)
of insects and birds. The planting of Birch trees at Victoria Beach should be made a compulsion so that foliage may be perpetuated and replacement by young trees giving value where destruction goes on each year. The only regret is that Birch trees only live to be 150 years in age; where some of the big Jack Pines that a few weeks ago went down in the storm were 350 years old, according to the woodsmen's calculation. This age may mean little to those now living at Victoria Beach but this resort will no doubt be a popular and desirable summer resort hundred years from now, a haven for Winnipeg when the city and environs enfold a million people. So that it is the duty of the living today to preserve for the future all that is best and beneficial at Victoria Beach for generations that will continue to throng this spot in the bright summer days. All that we possess is the result of the labor of others. So plant a few Birch trees in your cottage grounds or outside of your lot and thus render a service that will be a perpetual blessing to those who will come after you.

Guests at Clubhouse Dance

Among those who enjoyed the weekly week-end dance at the Victoria Beach clubhouse last Saturday night were:
J. Kerr, Ray Vuller, P. Kettle, Sophie Krett, Olga Krett, Edith Jamieson, Peggy Jamieson, Margaret Booth, Pearl Booth, Creighton Booth, Joan Dallas, Fred Harp, Jamie Brown, Joe Tomblin, Dr. R. K. McClung, Marion Ross, Lowell S. Wallace, Margaret McGregor, Margaret Campbell, Doug Best, Joe Humphreys, Peggy Giddings, Frances Hunt, Jack Scott, Heken Julius, Wally Simmons, Alyson Campbell, Ralph Berrowman, Eleanor McClung, Helen Johnstone, Glenn Wilson, Sydney Scott, Heather Scott, Jean C. Brock, Ken Bier, John Teeter, J. R. Mitchell, Marion McGregor, Ida, Gillingwater, Lillian Gonie, D. Wallar, Keith McKean.

SADDLE HORSES

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



H. Penwarden, M. Lough, Mr. and Mrs. Victor Scott, Bill Bridgman, Muriel McKenzie, M. Millman, Robert G. Wright, Dorothy Jernberg, Art Harvey, June Bentley, M. Gee, D. Bryan, C. Bryan, N. Ross, V. Lennox, M. Lennox, C. Marshall, B. Bonnick, N. Hiscox, P. Reeve, Archie Gray, Jack Hall, Fred Goodspeed, Doug Irving, Johnny McAllister, Mr. and Mrs. W. P. Carmichael, I. Whalley, E. N. Green, I. Goode, Alice Pan, Betty Bouser, Hazel McMillan, Ernest Garrom, Doug Weedon, J. Sprague, D. Sprague, Dr. J. S. Leishman, Dorothy Ross, H. Deighton, Gladys McDiarmid, Geo. Harvey, M. Reid, E. Dunmore, C. Doyle, J. Doyle, Arlele Swan, Jack Phillips, J. G. Conklin, Kathleen French, Margery Manning, D. Iwerach, Margaret French, Eleanor French, John Paterson, B. McBurny, Aidan Conklin, Mr. and Mrs. J. H. Brennan and many others.

BOOKS AND MAGAZINES WANTED

The Victoria Beach branch of the Canadian Legion would be glad to receive gifts of Books and Magazines for their Winter library. Kindly leave your address at any of the stores and the parcel will be picked up.

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

BEACH PEOPLE

Mr. Frank Sprague is dividing the James Olafson property on the north-east side of Victoria Beach island facing Elk Island, on the market, having sub-divided it into two acre lots.

The Birthday of Mr. Thomas French was celebrated last Saturday with true Irish hospitality, the Misses French entertaining and Mr. French the recipient of many hearty congratulations.

Mr. Edwin Spence reports a fresh arrival of boats in the harbor off Port Spence and that the Bathing Beach is much appreciated this summer.

Mr. and Mrs. Jack Brennan and Miss Patricia Brennan are spending the summer with Mrs. Brennan's father, Mr. Donald in his cottage on Centre Street.

Mr. and Mrs. A. K. Dodds are enjoying a vacation at the Beach.

Dr. and Mrs. J. Leishman Sr. last week joined their son, Dr. John Leishman, medical health office at Victoria Beach for a holiday.

Rev. R. M. Thompson of Crescent Fort Rouge United will take a service at the church in August, enjoying also a short vacation at Victoria Beach.

Rev. Dr. F. W. Glover of St. Margaret's will take a service at the church on a Sunday in August. Joining his family at their cottage for a vacation.

Mrs. G. A. Woodside and family are spending a vacation at the Beach. Rev. Dr. Woodside, of St. Stephen's, Broadway will join the household later in the summer.

Rev. J. S. Watson spent the only vacation he will have this summer at the family cottage on Arthur Road with Mrs. Watson and Miss Watson.

Mrs. Sydney Phillips who spends her vacation at Victoria Beach sang the offertory Solo at the church service last Sunday giving a fine interpretation to a beautiful number.

Mr. and Mrs. Fred Nutter are down for a vacation.

Mr. Angus McLeod of Canada Packers was down on a business trip this week.

Mrs. James Kilpatrick joined her family at the Beach last week-end. That makes the meat shop family complete.

Mrs. J. Hargman accompanied by her children, Leonard and Jean has opened her cottage for the summer season at Arthur Road and Sixth Avenue.

Mr. and Mrs. Art Gallie came down in their motor launch to the Beach last week-end with their children for a stay.

Mr. and Mrs. Cy Head are occupying their cottage on Sunset.

Dr. Geddes of the grain research laboratories, joined his family at their cottage on Sunset this week.

Mr. and Mrs. Newson are down for a season.

Mr. and Mrs. J. H. Simmons are in their cottage on Arthur Road and Sunset. They plan to reside in Southern California in the future.

Mr. and Mrs. Manning are occupying a cottage for the summer.

Mr. and Mrs. McNabb are in cottage residence for the season.

Mr. and Mrs. Victor L. Scott and children are in their cottage, Arthur Road and Fourth for the summer.

Mr. and Mrs. Paul Moore and their family, Misses Frances and Margaret Moore and Master Paul Moore, Jr., are enjoying a holiday at Victoria Beach.

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, Sausages, Fresh Vegetables and our own Sausages made daily.

Our past reputation is our guarantee.
We carry only the best. — Fresh 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.

One of the Pleasures of Golfing



... is the possession of a set of fine, matched golf clubs. They do so much to make your vacation days happy days. At Eaton's, you'll find an extensive selection including such prominent makes as MacGregor—Pro-Made-Revelis—Spalding.

Sporting Goods Section, Third Floor, Hargrave

T. EATON CO. LIMITED
WINNIPEG CANADA

Mrs. W. P. Carmichael returned home July 7 from the Pacific coast, where she has spent the last two months, and will spend the remainder of the summer at Victoria Beach and is "Bill" happy!

Mr. and Mrs. N. F. Black with Miss Lucy Black and Mr. William Black have left to spend a holiday at Victoria Beach.

Miss Catherine Gillon, who had a lengthy holiday at Victoria Beach, will return to the city at the end of the week.

Mrs. Charles Boxer, with her little daughter, is spending the summer at Victoria Beach.

On Saturday evening Mrs. C. W. Pratt returned to Winnipeg with her mother, Mrs. N. J. Ryan of Nings and her sister, Mrs. Stewart Graham of Edmonton, after spending two weeks at "San Fairy Inn."

Miss Muriel Pratt has been spending her holiday with her mother and father and will return to town on July 14.

Mrs. Harold Scott visited Mrs. George E. Swan at "Greenwood" cottage for the week-end of July 9th.

Mr. George E. Swan has arrived at Victoria Beach to spend the remainder of the month with Mrs. Swan at "Greenwood" cottage.

Mr. Fred McInain is spending his holidays at the Beach. Miss Winnie Earl who has been visiting Miss Adele Swan at "Greenwood" cottage has left, accompanied by Miss Adele Swan to spend the rest of the summer at points east.

Miss Edith Chisholm, Mr. Fred Edwards and Mr. George E. Swan were week-end visitors at "Greenwood" cottage.

Rev. J. S. and Mrs. Watson and their daughter Marjory have opened their cottage at 132 Arthur Road. They have as their guest Miss Charlotte McConnell.

Miss Cammie Benson is visiting her cousin, Josephine Wherrett on Third Avenue.

Mr. James Brown is spending his holidays at the Beach with his son Joe Brown.

Mr. J. Kerr Brown spent the week-end at the family cottage "Fermanagh" 342 Fourth Avenue. Mrs. Brown is confined to the cottage with a broken ankle.

Mr. Harry Lynn of Toronto spent the last week the guest of Miss Margaret Brown, 342 Fourth Avenue. Mr. Lynn was lavish in his praise of Victoria Beach as an ideal place for a holiday.

Mr. Harold Brown spent a few days at the family cottage, returning to the city Friday night.

Mr. and Mrs. L. W. Pratt and children, Joan and Ronald are spending three weeks at "San Fairy Inn." Mrs. P. H. Letchford was with them for a week.

Mr. and Mrs. T. D. Poyntz and Miss Eileen Poyntz are spending three weeks at 297 Seventh Avenue. They have as their guest Miss E. Donahue.

Mrs. L. W. Pratt entertained on Saturday evening in honor of her sister Mrs. T. D. Poyntz's birthday.

Mr. and Mrs. Cunningham are occupying Teakie's cottage on Sunset for 6 weeks.

Mrs. Gordon Baker, Mrs. Howard Wood and Mrs. Estelle Kennedy are guests of Mrs. Sam Hale, Sunset Blvd.

Mr. and Mrs. Archie Paul and children are occupying a cottage on Birch Avenue for the summer. Mr. Paul is manager of the Robin Hood Mills, grain buying department, and is a recent arrival from Calgary.

Chief George Smith, of Winnipeg Police force, spent last Sunday with his family at their cottage. He expects to be down for a holiday in August.

Dr. Dyma and Mrs. Dyma are occupying Mr. and Mrs.

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.

Co-operate with the Financial Committee of Sports Day and help make the coming week-ends "By-Days" for the Youngsters and the Young People of Victoria Beach.

J. H. Falls' cottage on Arthur Road and Fifth Avenue for the summer. Mrs. Dyma is a former Winnipeg School trustee and a liberal candidate at the last Manitoba elections.

Among those playing on the Victoria Beach golf course last week-end were: S. Mudie, Angus More, J. More, S. Irv- in, Mr. and Mrs. Dan Sprague, Thos French, T. E. Habb, J. C. Whirrett, A. W. Muldrew, H. J. Russell, Mrs. G. Milne and son, Mrs. J. S. Jones, Miss Brownrigg, J. Simm, D. McGregor, J. R. McDougall, W. Kingman, A. B. Stuart, Miss M. F. Gray, E. Gray, H. Booth and son, J. B. Montgomery Bros, H. Pittrott, Mrs. Kilpatrick, Mrs. O. Reach, Mr. and Mrs. Ramsay and son, P. A. Clark and son, William Gray, Archie Gray, W. Young, J. M. Reid, Mrs. Guild and son, Margaret Barnes, Mr. and Mrs. Milne, Mr. and Mrs. John mahood, Osborne Scott, Duff Guild, Mr. Heath, Mr. R. Jar- main, T. W. White, G. White, J. S. Watson, J. S. Little, J. M. F. Wilson, W. F. Jocelyn, S. T. Lister, Mr. and Mrs. R. Bayne, W. Gemmill, Mr. and Mrs. Rice-Jones and daughters, Dr. Leishman Sr. and Mrs. Leishman, Mrs. F. Smith, Mrs. H. Smith, H. Holmes, J. Donovan and son, Jimm Kerr, Jack Conklin, Bernard McRury, Tom French, J. Paterson, Nelson Green, Mr. and Mrs. G. J. Young, J. French, D. Poyntz, J. W. Morrison.

Miss Margaret Barnes has been enjoying a holiday at the Victoria Beach Inn.

Mrs. J. M. Rice has returned from a two months' holiday in Toronto, Montreal and New York, and arrived last week-end, with Mr. Rice, to open their summer home for the season.

Mr. and Mrs. J. Guild are guests at the Victoria Beach Inn.

Mrs. F. B. Kirkwood, with her children, Joan and Robert are holidaying at Victoria Beach Inn.

Mr. and Mrs. LaBrosse who paid a visit to the Beach last year are returning early in August.

Numerous residents will learn with pleasure of the re- turn to the Beach of Mrs. S. C. Lloyd and family. Mrs. Lloyd has always shown an interest in helping the children learn to swim.

Miss Flora Ingram is spending the next two weeks at "Sleepy Hollow" Third Avenue.

Mrs. G. Barker and Mrs. L. Ogletree who were guests at Miss Strath's cottage have returned to Winnipeg.

Miss E. M. Corben arrives Saturday to spend two weeks at 310 Seventh Avenue.

Mrs. Agner will visit the Beach for a week.

Mr. and Mrs. Gordon McGregor have rented a cottage on the Lake Front and will arrive Saturday, the 17th.

Miss Viva Dixon will visit Miss Louise Strath for the week-end.

No longer need anyone fear Poison Ivy. Mr. Rutton's Poison Ivy Antigen, guaranteed to cure in three to five days may be secured from Miss Louise Strath.

Miss Carrull Borrowman has returned from spending the past fortnight at Camp Brevelon, Rennie, Man.

Mr. and Mrs. Baird, the former of the Claims department of the C.N.R., are occupying "Prunella" cottage for July. Mrs. Baird has visiting her, her mother and also her sister and niece from Dausville, Kentucky.

Mrs. J. W. Rooke has her cousin, Glen Wilson visiting her at "Blue Bird Lodge."

Mr. and Mrs. James Allen and family are spending their vacation at Victoria Beach, occupying Mrs. D. Peppard's cottage, Eighth Avenue. They have had as their guests over the week-end, Mrs. D. Peppard, Miss Margaret Peppard and Mr. Frank Skelly of Calgary.

Mr. Fletcher A. McDonald spent Wednesday at the Beach.

Mr. and Mrs. Harry Scott are visiting their son, Mayor Victor Scott and Mrs. Scott.

Mr. Robert Crawford has sold his cottage on Fourth Avenue to Mr. H. P. Hawkes, who is now occupying it with his family.

Mr. W. C. Kinsman is spending a very enjoyable two weeks with his family at "Billikin Inn," boating, golfing, swimming, etc.

Mrs. A. W. Gibb and her mother Mrs. Grant are the guests of Mrs. William Gray at "Whitehaugh."

| TENNIS COURT | |
|---|--------|
| 1 MONTH | \$2.50 |
| 2 WEEKS | 1.50 |
| 1 DAY | .35 |
| SEASON | 5.00 |
| FAMILY TICKETS | |
| 10% reduction 2nd member; 25% for 3rd member; | |
| 35% reduction for 4th member. | |
| GOLF | |
| FOR CHILDREN Tuesday afternoons | 5c |

Community Church Service
COMMUNITY CLUBHOUSE

SUNDAY, JULY 18, at 11 a.m.

Rev. WILLIAM A. McKAY

Soloist: Mrs. OLGA IRWIN

Planist: MISS TERRY

CHARLES H. BALL, President



MR. WILLIAM A. McKAY

Mr. and Mrs. William Gray and family are down again for the season at their cottage on Third Avenue.
Miss Constance Blinnington and Master Bogey have been the guests of Mrs. J. W. Rooke of Sixth Avenue for the past week.

Mrs. B. R. Olmstead and her two children, Billy and Patsy Mae, are here from Montreal, and have taken a cottage on Fifth Avenue for the season.

Mr. and Mrs. C. J. Dick and family of Toronto are guests of Mr. and Mrs. F. G. Rose on Fourth Avenue for two weeks.

Mrs. F. B. Kirkwood, Miss Joan and Master Bobby are holidaying at Victoria Beach Inn.

Miss Kathleen Fullerton is enjoying a week's holiday at Victoria Beach.

Mr. and Mrs. J. Guild and their son Billy have enjoyed a holiday at Victoria Beach Inn.

Miss Helen Maulson arrived Thursday to spend a holiday at Victoria Beach Inn.

The Misses Sophia and Olga Krett and Bessie Felham have been guests of Miss K. St. John, 341-5th Avenue during the past two weeks and left for the city, Saturday.

The greens at the golf course are in perfect condition and this week the fairways are being greatly improved by the mower.

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 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

50 CENTS will send the Victoria Beach Herald to any address. Subscribe and be sure of your copy. Send your subscription to Albin Press, 504 Princess St., Winnipeg, Man.



Mrs. OLGA IRWIN

LOCAL NOTES

The community regrets the death of Samuel McElmoyle, cottage owner which occurred in Winnipeg last week. Mr. McElmoyle was a regular attendant at the church service in the club-house. Mrs. McElmoyle and three children, Lawrie, Harold and Joyce, survive. They are at present in residence at Victoria Beach.

A member of the Winnipeg Grain exchange, a recent arrival in Winnipeg, who is occupying a cottage at Victoria Beach this summer with his family was asked how he came to select Victoria Beach for a summer vacation. He replied: "I took the advice of the 'Herald' and 'hopped around' but every member on the Grain Exchange whom I approached on the subject said 'Victoria Beach is the place for you' and so we came."

The attendance at the church service Sunday morning was 223, and the collection was about \$16.00. The previous Sunday's attendance was 150 and the collection \$14.27.

All laundry left at Falls' Store is picked up promptly by Rumford's agency, directed by Walter Thomas. The quality work and the delivery service makes wash days buried memories for summer visitors at Victoria Beach.

The adornment of the Bathing Beaches with beach chairs and umbrellas would add much to the picturesque appearance of the shore vista at Victoria Beach. It is a feature of all English seaside beaches. The T. Eaton company in Winnipeg carry a large variety of just these Beach requisites which with gay bathing costumes would lend variety to the throngs who are in the water each morning and evening.

A "HERALD" READER WRITES

On behalf of the lovers of music and the peaceful calm of our loved Beach we would beseech the user of loudly blaring jazz records for a return to our quiet. Those of us

who have lived here in the summer for long years have returned just to enjoy that beautiful stillness so characteristic of the Beach. It is not fair that we should be driven from our own homes to look further for peace for tired nerves.

Users of gramophones might consider this and either close their windows, reduce the noise, or choose windy evenings when the lake roar covers up the raucous roars of hideous male voices to the accompaniment of brass bands. This plea is not intended to be funny but is addressed to the sense of fair play and justice in every honest person's inner conscience.

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 \$2.50 | 1 Cord cut and split \$7.50 |
| 1/4 Cord cut and split 4.50 | 1/4 Cord cut and split 2.75 |
| 1/4 Cord cut and split 2.50 | 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 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

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 | \$30.00 | Breakfast served in Room 10c Extra. |
| Two Persons in Main Building, Double Room | \$21 and up | |

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
297 Portage Ave., Winnipeg :: Phone 56 664

AN ABBREVIATION OF ALL EXTRA CHARGES PLUS LOW rail fares combine to make a holiday planned at Victoria Beach the one of the most economical you can find. Guests of the Inn should give their luggage checks to ANDERSON'S representative, either on the train or at Victoria Beach station.

• ADVERTISE IN THE "HERALD"

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

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.

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.

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
Bakery & Store since 1911

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
Orders left at Pelt's and Barager's Stores and Ateah's Office will receive Prompt Attention.

D. A. W. Brown, Radiotrician