

Victoria Beach Herald

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

VOL. XIV.

VICTORIA BEACH, MAN., JULY 8, 1939

No. 4

Beach Community Club

Doing Good Work

MORE interest should be taken in the Community club of Victoria Beach. It is doing good work in advancing a more convenient and comfortable life. It is adding to happiness and the safe-guarding of human life. All beaches should have a community club even in the short season of the Manitoba summers. When one considers the patience and the perseverance of the executive all through the year in doing something practical for the improvement of the situation at Victoria Beach the members deserve a better understanding of the task they undertake from season to season. Coupled with the natural beauty and charm of this lakeside resort, the public who spend a short or a long holiday here owe a lot to the Club.

Members of the executive keep in close touch with the municipal council, the railway, the Dominion and the Provincial governments for questions from time to time come up which require discussion and settlement with these august bodies all in your best interests.

An example of how those in high authority regard the Victoria Beach Club was strikingly in evidence early this week. Mr. B. T. Chappell, the general superintendent of the Canadian National Railways, made a visit to Victoria Beach on Monday. Now this gentleman is a very busy man, with great responsibilities resting from day to day on his broad shoulders. Having jurisdiction over the government system from the lakeland to Victoria B.C. he still before going to the coast expressed a desire to look over Victoria Beach. On arrival he asked to see Mayor Scott, who is a very active member of the Community club, and other members of the executive. Then in company with the club members he strolled over to the clubhouse where light and power are being supplied as a free gift from the company to the club. After an inspection of the building, Mr. Chappell remarked: "You have a fine building there but it needs painting and the windows require strengthening as the northwest wind strikes them hard and you also should repair the roof. Some of your receipts this season should be devoted to these good purposes, for the longer the delay in carrying them out, at least that is the way we railwaymen find it, the more it will cost to bring a building back in good condition."

Mr. Chappell has a right to say these things for through his good offices in supplying the electrical current to the clubhouse the receipts at the clubhouse advanced very materially last season. So Mr. Chappell departed but not before wishing the com-

munity the best vacation possible and indicating that anything he could do to help attain that objective he would do; and the mayor and the club should make their wants known to him personally. He asked how the community liked the improved train service and said he hoped to do even better next year.

The Railway company gives, at a nominal freight charge, many carloads of cinders to improve the roads at Victoria Beach each season and the workmen of the municipality have been busy laying down these cinders for the past few weeks, and the streets and avenues show the benefit.

Nearly all the members of the municipal council are members of the Victoria Beach Club and each takes a personal interest in its welfare. It was largely through the efforts of the club and the municipal council that the Breakwater was built last winter and while no one here is proud of that achievement, the club executive had envisioned something better in appearance than what we got; yet the project was attained and the executive is continuing its efforts to have a change made which will be more acceptable to the community; and also to wipe away another feature which followed the construction, which is a blot on the Dominion's fair name and must be cleared up satisfactorily to this community.

The club has kept a watchful eye on auto traffic at this Beach, coming and going; and is ready to respond to any suggestions offered by residents which might strengthen its stand. In this the Provincial government has given every assistance.

The "Herald" believes the Beach is well looked after in every respect; of course there is room for improvement but every effort is being made by the club to arrive at a solution to certain problems. There is quiet and freedom here which no other resort in Manitoba can offer and things would have been not so good if Victoria Beach had not an active community club.

The club needs members and the sympathy and support of the entire community. The Club must build up its finances so that it may go forward to greater heights of achievement and the "Herald" asks in behalf of the executive that every reader give added weight to these words and help along your own best interests.

IMPORTANT MEETING OF TAXPAYERS

All tax-payers should be at a meeting to be held this Saturday night at 8:30 o'clock in the Legion Hall, Pine St., to discuss school accommodation problems. It is the adjourned annual gathering called by the official school trustee, F. C. O'Brien. It appears that the school building is too cramped at present and as the enrollment is 80 pupils, one teacher is over-taxed. Residents who have children attending claim there should be an additional room erected. This would mean another teacher; new desks; added heating

expenses, the greater part of which expenditure would come from owners of summer cottages. It would mean an increase in taxes, which are now 44 mills. It would probably result in a higher assessment. This is for the tax-payers to decide at the meeting.

CLUBHOUSE HAD FINE OPENING

The Victoria Beach Clubhouse opened Saturday night and there was a crowd in attendance to enjoy the music and join in the dancing.

Everything went off well and the week nights have also been popular with the young people. Club members and their families are admitted free to these affairs. So join the club and be made welcome.

Membership fees are very low. For \$4.00 a family can become members for the season, membership for a month is \$3.00; two weeks \$2.00 and one week \$1.00. Jim Mitchell will be at the clubhouse every evening, except Sunday, to receive fees.

Besides providing good music and a very fine hall for dancing, the Victoria Beach Club is constantly working to improve conditions at the Beach, so that Victoria Beach will retain its position as the finest summer resort in Manitoba. Long before people came down (or is it up?) to enjoy the summer, and long after they return to the city, the Beach Club executive is meeting to discuss activities and conditions, interviewing the railway officials, post office supervisor and the municipal council. Their good work merits the support of all at Victoria Beach.

A PLEA FOR MORE SATISFACTORY RAILWAY COACHES

Last Sunday evening saw the usual mid-season march up and down the 8:20 train of people looking for seats. The old twelve-section standard sleeping cars may have an atmosphere of former glory to them and be comfortable for a party of three or four people who are able to hold a section, but they cause a good deal of discomfort and embarrassment to many who have to walk through the train with their baggage, looking for a seat that is vacant or a section whose occupants will welcome them, and in the end have to spend a long two hours or more sitting with strangers.

Many travelers have the idea that a coat or a suitcase left on a seat will hold it for them, while they leave the car and enjoy another half an hour or more on the platform with their families. It is very nice for them to come back to the seat and find things as they left them, but it is not very nice for those who have to go through the train with their baggage, seeing seats being held by other people's baggage only, not knowing if one or two people are going to occupy those seats, and too decent to throw the articles off the seats and rightfully sit in them.

The writer arrived at the train half an hour before it left and after dragging her grip through half a dozen cars, with seats decorated as aforementioned, finally found a section not occupied or reserved and sat down for the tedious wait. At the same time a Canadian National employee and his wife very trustfully left a coat on one seat and a grip on the other seat of the opposite section and left the train. A hundred people passed that section, many of them returning from the front of the train for another search. At 8:15 the couple returned and at last personally occupied the section and had a nice comfortable ride home, thank you. Those who had been sitting in their seats from 7:30 felt that it was a tiresome three-hour run instead of two hours.

Is it necessary for the railway to use all these old sleepers, with limited capacity on the heaviest train of the week-end? Would it not be possible to operate at least half a train of regular coaches? This would mean that an individual or two people would not have to hold more accommodation than they are entitled to, and after Sunday's ride you cannot tell me that it is any fun to sit for a least two hours with three other people who wish you were not there.

Maybe when it is brought to their attention the C.N.R. will not be concerned merely with providing one seat space for each passenger and may wish to make the ride more pleasant.

The Victoria Beach Club Executive will meet Saturday at 9.00 p.m. in the Company's office at the Beach. Report will be received from the House Committee.

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 |
| 1/2 Cord cut and split 4.50 | 1/2 Cord cut and split 3.75 |
| 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 \$8.50
MIXED SLABS CUT, per cord 5.50

Cottages Built, Altered, or Repaired

Additions made to Beach Buildings and Repairs carried out in workmanlike manner. Inspect Cottages built by Albert Larson at Victoria Beach and see for yourself their usefulness and their attractive appearance. Leave Orders at Victoria Beach Company's Office. ALBERT LARSON Victoria Beach, Man.

J. H. Falls

Victoria Beach, Man.

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

Moonlight Inn

Victoria Beach, Man.

WITH our experience of last year in meeting the public of Victoria Beach I feel I am in a much better position to meet your requirements and I shall do my best to please and serve you. We thank you all for past patronage and look forward with pleasure to meeting you all again this season.

— J. L. ANDERSON, JR.

Light lunches at all times. We serve meals. Every kind of soft drink. *Purity Ice Cream*. Headquarters for Picardy's products, cakes, pastries and candies.

Licensed druggist. Prescriptions filled. Come in and sit down amid cozy surroundings at one of our many tables on the Main or Mezzanine floor.

ANNOUNCEMENT

For the fourth season the Redemptorist Fathers of St. Alphonsus' parish, Winnipeg, have kindly undertaken to attend to the spiritual needs of Catholic residents and visitors at Victoria Beach. Mass will be said at the Clubhouse each Sunday at nine o'clock.

Rev. Father Enright came down on Sunday, July 2nd and renewed acquaintance with a number of his friends of last season. Father Enright was a guest of Mr. and Mrs. J. L. Donovan at their residence on Sunset Boulevard.

MR. STEENSON ENJOYED

The church congregation last Sunday morning welcomed back to the Beach, Rev. William Steenson, who from time to time performs need religious service to the residents, both winter and summer. For many weary weeks he was in Deer Lodge hospital receiving treatment for old Great War wounds. He returned to the hospital Monday, but on Sunday he appeared to be in fine form and delivered a vigorous and inspiring message on the expansion of Christian life. The children were not forgotten and a story for them was vividly told.

Following the offertory Mrs. Woods and Mr. William Mattison, sang the beautiful number, "Love Divine" in a most appealing and finished style. Mr. Fred Gee was the accompanist during the service. Mr. Mattison is the leader of the choir which sings during the winter at the church service in the Legion Hall.

ANNUAL MUNICIPAL NOMINATIONS

The annual nominations for the municipality of Victoria Beach will be held in the clubhouse of the Victoria Beach Club on Tuesday, July 11. Mr. F. C. O'Brien, the secretary-treasurer, will attend from 12 noon until 2 p.m. to receive nominations. Indications are that the present council members up for re-election, will be renominated without opposition. Mayor Scott has been asked to sit for another two years; Mr. John Anderson and Mr. J. W. Beach are the retiring members; Mr. Campbell Grant and J. T. Irving have one more year to serve. Mrs. J. W. Roake who had been asked to run for a seat on the council, has not the required property assessment, the government of Manitoba fixing the figure at \$500.

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-five years.

Phone 37101 before leaving for your vacation at Victoria Beach. Mr. Harold Thurston will be in charge as usual, assisted by W. Woods. You may be assured of the same courteous service as in other years.

CRESCENT CREAMERY CO., LTD.

PHONE 37 101

REPORT ANY SIGN OF POISON IVY

Any sign of poison ivy, on the streets or lanes, or in private property should be immediately reported to the municipal superintendent, Mr. Mattison. The municipality has cleaned the beach of this weed but there may be some places overlooked. Mayor Scott says the exterminator will be supplied free to any one asking for it. So that like the golf course, every part of the Beach should be free from the danger.

Canada Bread

wish to announce to their many customers holidaying at Victoria Beach that they can obtain their regular supply of...

BUTTERNUT CORONATION
BAMBY DR. HALL'S

FRESH DAILY AT

J. H. FALLS, GROCERY STORE

| | | |
|--------------------------------------|--|-------------------------|
| SPECIAL CAKES MADE TO ORDER | QUALITY BREAD and ROLLS Shipped in Daily | FRESH CAKES DAILY |
|--------------------------------------|--|-------------------------|

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 Sausage made daily.

Our Sausages are home-made.
We carry only the best. Seventeenth Season
JAMES KILPATRICK
VICTORIA BEACH, MAN.

READY TO SERVE

Here are some outstanding personalities at Victoria Beach you may wish to consult:
 Victoria Beach Company Superintendent, Cecil Lees.
 Municipal Superintendent, W. Mattison.
 Medical Officer, Dr. Stewart McKenty.
 Baggage Transfer, John Anderson.
 Beach Constable, William Martin.
 In charge of Tennis Courts and Company's warehouse, Reg. Moir.
 Rentals and property sales, H. F. Downie.
 Railway Agent, F. R. Chapman.
 Victoria Beach Club Membership, Secretary, Jim Mitchell.
 Cottage building and cottage repairs, Albert Larson.
 Wood and Ice, John Anderson.
 Manager of Golf Course, A. F. Caldwell.
 Sail Boats, Walter Thomas.
 Church Chairman, Charles H. Ball.

MRS. ROOKE WITHDRAWS

Assessments are too low in the general run in the municipality of Victoria Beach so that it makes it impossible for many owners to qualify as candidates for the council except those located on Sunset or where two lots are owned. The Government of Manitoba recently raised the assessment from \$300 to \$500 for all who wish to offer for municipal councils in the province and for this reason Mrs. J. W. Rooke, who has been asked to run, did not have the necessary \$500 assessment on her Sixth Avenue cottage. For this the "Herald" is sorry; Mrs. Rooke would have made a good candidate in the interests of the women and children at Victoria Beach.

BEACH CLUB UNANIMOUSLY ELECT OFFICERS

All last year's officers were returned unanimously at the Victoria Beach Club's annual meeting held Saturday night. The honorary president is Mrs. W. J. T. Kerr; the president, A. H. Petrin; the vice-president, Aidan Conklin; the secretary, Hugh Johnston; treasurer, Miss Muriel Pratt with a strong executive. The house committee consists of Angus more, Aidan Conklin, Dr. R. K. McClung and the president. Jim Mitchell was placed in charge of the door at the dances and Hugh Johnstone is in charge of the musical programme and caretaking of the clubhouse. The club broke even on finances but owes the balance on an insurance premium amounting to \$30 and a new insurance policy is due this month, the clubhouse being amply protected against fire. The receipts for the year were over \$700, and the musical equipment and the lights installed last year at a heavy expense, have all been paid for. The balance due on the piano has also been paid off. The Community church contributed in rent \$100 and the Catholic church \$40. The remaining revenue came from new members and door receipts. The largest increase in membership in several seasons was received last year. The transportation committee reported an improved train service had been secured for the latter part of the month of August and a new train each Thursday morning leaving for the city at 8 a.m. in place of 8:10. This change is meeting with public favor judging by its patronage. There is a daily morning train from the city and a daily returning train at 7 p.m. each day, except Sunday, clear through to Labor Day. In the matter of reduced railway fares, this was discussed at length with the company at the annual spring conference, but no progress had been made, the committee reported. A resolution was passed expressing appreciation to the Canadian

National Railways for the free use of electric power given to the clubhouse each season from the company's plant and also acknowledging the courtesy of the company's electrician, Bert Moore, on all occasions when his services were called for. Although the lights are shut off at the station at midnight Saturday the company keeps there on until 12:30 a.m. as a gesture of good-will to the club. The Victoria Beach branch of the Canadian Legion was given the use of the clubhouse free of charge for the purpose of holding a concert to secure funds to buy prizes for the children for use in the Legion clubhouse during the winter months.

WORK TO START ON BATHING BEACHES

The Municipality will start its workmen, under direction of W. Mattison, making the beaches more easily accessible to bathers. The beaches where passage will be cleared of stone to the sandy bottom will be Patricia, Arthur Road, Alexander and King Edward. Wooden posts will be erected to indicate to bathers where the passage is located. At Bay View work will also be done in removing weeds. This is the beach where Edwin Spence, with spade and shovel, has laid out a beach for the children which is second to none anywhere. The patience and perseverance of Mr. Spence is worthy of the highest commendation, for the work accomplished has made it possible for bathing and boating to be done where willows and weeds hindered all these facilities. So bathers will be looked after starting next week.

Beautiful stand of peonies graced the church service last Sunday, the gift of Mrs. Roy Borrowman, whose Victoria Beach garden is now in full bloom.

Victoria Beach Inn

VICTORIA BEACH — MANITOBA

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 kitchen being entirely staffed with competent help under direct management of Bouttell's Blue Kitchen, Winnipeg.

| Weekly Rates Including Meals | |
|---|----------|
| Single room in cottage | \$20.00 |
| 2 persons in double room, each | 17.50 |
| 2 persons in double room in Annex, each | 18.50 up |
| 2 persons in double room in main building, each | 20.00 up |
| Children under 10, sharing room with adult | 10.00 |
| Daily rates, single | 3.50 |
| 2 persons | 6.50 |

| Transient Meals | |
|-----------------|----------------|
| Breakfast | 50c |
| Evening Dinner | 75c and \$1.00 |

Guests sharing accommodation with permanent resident weekly guest will pay same rate as permanent guest.

MRS. A. W. BOUTTELL, Manageress.

Reservations may be made at BOUTTELL'S BLUE KITCHEN
 301 Vaughan Street, Winnipeg Phone 88180

An absence of all extra charge plus low rail fares combine to make a holiday planned at Victoria Beach Inn one of the most economical you can find. Guests of the Inn should give their luggage checks to Anderson's representative, either on the train or at Victoria Beach station.

SUNDAY CHURCH SERVICE
 CLUBHOUSE, VICTORIA BEACH

SUNDAY, JULY 9 at 11 a.m.

will be conducted by

MR. PERCY J. RICH

Soloist: MR. TEMPLE

CHARLES H. BALL, President
 Residence: Sixth Avenue.

Beach People

Mr. and Mrs. Albert Thorogood and son Stuart, accompanied by Miss E. Campbell, are spending the summer at "Dreamworld Cottage", Victoria Beach.

Mr. and Mrs. Tom Birt have opened their cottage for the season.

Mr. and Mrs. Eustace Brock and family came in last Friday evening, June 30, and are occupying a cottage on Sunset Boulevard.

Mr. and Mrs. Benson Guest and family are occupying their cottage at 411 Sunset Boulevard.

Mr. and Mrs. W. Smith have taken a cottage at 418 Sixth Avenue.

Mr. and Mrs. Tom Harris and family are again down for the season.

Mr. and Mrs. Wallace have taken a cottage at 207 Fifth Avenue.

Mr. and Mrs. J. W. Beattie are occupying a cottage for the season.

Mr. and Mrs. Sam Hale and family are in their cottage on Sunset for the season.

Dr. Boyd, Mrs. Boyd and children are occupying a cottage at 429 Fourth Avenue for July.

Dr. P. H. McNulty with his family will occupy a cottage on Bay View for the season.

Rev. Dr. Glover, rector of St. Margaret's in Winnipeg, with Mrs. Glover and family are in their cottage for the season.

Mr. and Mrs. Hemmeon are occupying their cottage on Sixth Avenue.

Mr. and Mrs. Muldrew and family are in their cottage for the season.

Mr. J. S. Little, principal of Kelvin High School, with Mrs. Little and family are in their cottage on Fifth Avenue.

Dr. R. K. McClung went into the city Tuesday for a few weeks to give instruction at the University of Manitoba's annual summer school.

Mr. G. J. Reeve, principal of St. John's High School, with Mrs. Reeve and family are in their cottage on Fifth Avenue for the summer.

Mrs. E. Babb and family are in a cottage at 324 Fourth Avenue for the month of July.

Dr. Ross Mitchell spent Sunday with his family at the Beach.

Mr. and Mrs. Charles Jones are in their cottage on Sunset.

Mr. and Mrs. Parnell and family are occupying a cottage at 332 Third Avenue.

Mr. and Mrs. R. G. Roberts are occupying Mr. E. P. Withrow's cottage on Third Avenue.

Mr. and Mrs. J. Blount, Borebank Street, Winnipeg, are

occupying the cottage of Mr. and Mrs. A. P. Paget, Fourth Avenue for July.

Dr. and Mrs. Charles Stewart will occupy Mr. and Mrs. A. P. Paget's cottage, Fourth Avenue, in August. Mrs. Stewart was formerly Miss Paget and spent her girlhood at Victoria Beach during the summer.

Mr. and Mrs. Baker and family are down for the summer at 311 Sunset Boulevard.

Mrs. E. N. Dack and family are spending their holidays at 217 Sixth Avenue.

Mrs. J. I. Munroe and family have arrived at 203 Sunset.

Mr. and Mrs. W. F. Oldham are again occupying their cottage on 417 Sunset.

Mr. and Mrs. Roland, from Saskatchewan, are occupying their cottage on Sunset.

Mr. and Mrs. F. Porter and daughter Ray, have taken a cottage at 211 Seventh Avenue.

For the fifth year in succession, Miss K. Ball entertained the ladies of the Investment Department of Great-West Life Assurance Company on Sunday, June 25th. The weather was splendid and a most enjoyable time was had.

Mr. and Mrs. Wm. Rae were the guests of Mrs. Fred Porter at 211 Seventh Avenue for the long week-end.

Mrs. W. Hodgson and Mrs. J. Nimmo were guests for the past ten days and Miss Beth Nimmo and Mr. H. Ball and Mr. G. Partridge week-end guests of Mr. and Mrs. J. Partridge, 312 Fourth Avenue.

Mrs. W. J. Pascoe and daughter Miss Doris M. Pascoe, arrived June 25 to spend the season at their cottage "Cornubia".

Mrs. Fred Porter and her two daughters arrived at the Beach last week for the season.

Miss Jean Livingstone is the guest for the next two weeks of Miss Kay Porter, 211 Seventh Avenue.

Miss Amelia Rogers came down last Friday to spend another season at the bakery.

Bill Scott, who has been visiting his aunt, Mrs. W. H. Quinn, returns to the city to-night.

Jack Scott, who finds time every summer to spend a few days at Victoria Beach is now visiting at 207 First Avenue.

Miss Molly Clark is visiting Mr. and Mrs. D. C. McKinnon at 441 Sunset.

Mr. and Mrs. Wm. W. McLean and daughter Lois, have opened their cottage, 447 Sunset, for the summer.

Mrs. Garnet McClelland, of Edmonton, is spending two weeks at Victoria Beach; the guest of her sister, Mrs. A. Moore, 5 Bay View.

Mr. T. Lamont is spending his vacation, at 441 Sunset, with Mr. R. McKinnon.

Mr. and Mrs. Fred Gee had 15 guests at their cottage last week-end, and all were members of their own immediate family.

Mr. and Mrs. Backhouse have taken a cottage for July. Mr. Backhouse is manager of CKY.

Mr. and Mrs. Doug. Edmonds have taken a cottage on Fourth Avenue for July. Mrs. Edmonds is one of the city's favorite singers.

Mr. H. A. Bayne, land surveyor, and Mrs. Bayne, and children are occupying the family cottage on Sunset.

Mrs. W. F. Geddes has her father, Mr. T. E. Clayton visiting her from New York.

Miss Dorothy Geddes has for her guest this week the Misses Jean and Lorraine Bowman from Winnipeg.

Mrs. Walter Smith and Miss Ida J. Smith are occupying "Snug Harbor", Bay View, for the month of July. Miss Mary C. Smith was a week-end guest.

Miss E. G. Muma of Winnipeg is again holidaying at her cottage, 149 Victoria Boulevard. She has as her guest Miss L. J. Yates.

Mrs. Peter Millar and daughter, Mavis, are occupying 209 Fourth Avenue for the month of July. Miss Virginia Adamson is the guest of Mavis Millar.

The Misses Phyllis Woods, Helen Greenwood and Marjorie Betts were week-end guests of Miss Jean Watson at "Burnbrae" cottage.

Mr. and Mrs. G. P. McLeod with their daughters, Bobbie and Audrey are spending the holiday season at 332 Fourth Avenue. They have as their guests the Misses Isabel Potter and Betty Law of Winnipeg and Miss Joan Finnimore of Regina.

Mrs. J. Cooper and little son Melvyn, are spending two weeks with Mrs. Cooper's parents, Mr. and Mrs. H. E. England, 306 Seventh Avenue.

Mrs. Cox and Gertrude were at the Bakery for the week-end.

Mr. and Mrs. Art Gallie came to the Beach in their launch last Sunday and spent several hours here.

Mrs. Harry Little and Miss June Little opened the family cottage on Sunset, Monday.

Hugh Johnstone sustained a painful burn down his right arm while soldering with a blow torch Friday, one week ago. He was however, on duty at the clubhouse Monday night.

TENNIS COURTS SCHEDULE

NEW REDUCED RATE

For Short Term Play 10c an Hour.

| REGULAR RATES | One Day | Two Weeks | One Month | Season |
|---------------|---------|-----------|-----------|--------|
| | 35c | \$1.50 | \$2.50 | \$5.00 |

GOLF COURSE SCHEDULE

ADULTS —
 One Game 25c
 Two Consecutive Games 40c
 Book of 20 Tickets \$4.50
 (The above are good at all times)

CHILDREN (under 17 years) —
 One Game 15c
 Two Consecutive Games 30c
 Book of 20 Tickets \$2.50
 Children's rates apply on days other than Saturdays, Sundays, Holidays.)

CHILDREN — Beginners —
 Tuesday afternoons, per game 5c

SEASON TICKETS —
 Available on Application.

CLUBS may be hired at 25c per game.
LOCKERS are for rent for any period desired at moderate rates.

Cox's Bakery

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

"The Home of Good Things to Eat"

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

WE ARE OUT TO SATISFY!

HOME MADE CANDIES

right from our own candy kitchen in Winnipeg.

• You can get your sliced bread from us now—

Fresh Daily.

- Wedding and Birthday Cakes made to order.
- Meat Pies, Apple, Mince and Meat Patties — Fresh Daily.

Our Own Roasted Peanuts.

FULL LINE OF . . .

SOFT DRINKS, CONFECTIONERY, ICE CREAM

Mr. and Mrs. John Cooper and their son, Melville, are occupying the family cottage at 306 Seventh Avenue.

Mr. and Mrs. Thomas Saul will occupy a cottage on Sixth Avenue in August. Mr. Saul was recently re-elected president of the Manitoba Chartered Accountants association.

Rev. William Stevenson, St. Vital, with his daughter Helen, was at the family cottage at 305 Fifth Avenue, last week-end.

Mr. and Mrs. Ogden, Goulding Street, Winnipeg, are occupying a cottage, 305 Fifth Avenue, for July.

Miss Greta Senn of Zurich and Berne, Switzerland, is spending the summer, the guest of Miss Mary Sprague, Arthur Road and Fourth Avenue.

Mr. and Mrs. Dan Sprague are spending a holiday at Dr. MacLean's cottage on Sunset. Dan tried out the golf course Saturday and made a 33.

Mr. Saunders chartered accountant, with Mrs. Saunders and family are occupying Oscar Paulson's cottage on Sunset for the season.

Col. Nagle, who with his family has been renting cottages for the summer at Victoria Beach, has purchased Mr. Curzon Allardy's cottage on Second Avenue.

Mayor Scott looked about a foot taller as with head erect he proudly lined up his three sons for the march to the cottage on the arrival of last week's Friday evening train.

Olga Irwin, one of Winnipeg's outstanding singers, arrived last week-end to spend a vacation at the "Bow and Arrow" cottage.

Mr. William Carmichael, "Bill" for short, continues to spend his week-end at his cottage, alone, Mrs. Carmichael still being on a visit to friends in Vancouver. Mrs. Carmichael will visit the Frisco world's fair before returning to the Beach.

Mr. and Mrs. Wingals have opened their cottage on Seventh Avenue.

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

Mrs. G. B. Barager came down Friday evening for a holiday visit, returning Sunday night.

Mrs. W. Hamill and daughter are occupying cottage "Toureen", Fifth Avenue for July.

Mr. and Mrs. Sierland and family are occupying cottage "Brenda", Fifth Avenue, for part of July.

Mr. Roy Borrowman, city assessor, spent a long week-end at the Beach, returning to the city Monday night.

F. C. O'Brien after a vacation at the Beach, returned to the city Monday night and will be back Saturday afternoon.

Mrs. Roline MacKidd, spent the long week-end at her cottage on Fourth Avenue. Her mother, Mrs. Walker, now a resident of Toronto, and for many years a resident of Victoria Beach, is only enjoying fair health at present.

Mr. and Mrs. Jack Rice and family opened their cottage last week-end.

CHIEF CONSTABLE GEORGE SMITH RETURNS FROM CONVENTION

Improvement in the standard of police work throughout Canada was the main aim of the Chief Constables' Association of Canada Chief Constable George Smith said, on returning early this week, from the three-day convention at Windsor, Ont.

"The convention wanted to raise the standard of small municipal forces as well as police of the larger cities," Chief Smith said. Co-ordination of police departments across Canada was another important object.

Chief Smith said he is looking forward to his three weeks holiday to be taken in August at his cottage, Victoria Beach. A short Sunday holiday at the Beach is all he is able to take at present.

"Your community club is able to get what extra trains you may ask for at Victoria Beach, so here is a suggestion from Grand Beach—get the company to run a train once or twice a week from Grand Beach in the summer time to Victoria Beach so that lovers of golf can run over and play on your fine course. If you succeed you WILL be doing something," remarked a prominent resident of Grand Beach one day this week to a Victoria Beach club member.

The Beach tax-payers are fortunate in having such men as J. T. Irving willing to serve on the council of the municipality. Mr. Irving has a cottage on Sunset and is the Secretary of the Winnipeg Grain Exchange.

Lunch or Dine Comfortably

Ladies may Dine or Lunch in comfort with Courteous attendants to cater to their needs.

To the Men — The Blue Kitchen where good fellows meet.

301 VAUGHAN ST. **BOUTTELL'S BLUE KITCHEN** PHONE 86 180

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

COMING FROM NEW YORK.

Mr. and Mrs. David Riach and their family, former residents of Winnipeg, and in the summer at Victoria Beach, will arrive shortly to spend the summer at Victoria Beach. They are now residents of New York City where Mr. Riach is manager of a large corporation; but after looking around a number of New York summer resorts they decided none could equal Victoria Beach. Mrs. Riach and family will arrive first; Mr. Riach, so as not to lose an extra day of his vacation, is expected to fly by airplane from New York to Winnipeg.

The Free Press is putting on its big Charlie McCarthy show at Grand Beach this Saturday afternoon.

Please Leave Your Orders for

Laundry and Dry Cleaning
 AT 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

Beach Notes

The "Herald" sends greetings to Mr. Philip Jones, superintendent of Grand Beach; and George B. Westcott, yardmaster at Grand Beach, good friends also of Victoria Beach, who do all they can to assist Victoria Beach residents with information, and a quick train service from their part of the system.

The advertising department of the Canadian National Railways has greatly improved the advertising in the daily papers each week when it concerns Victoria Beach. The suggestion was made that this should be done, when the annual conference was held between the Beach Club and the Railway Officers and more spotlight publicity has resulted.

Arrangements are being made to present a programme at Victoria Beach clubhouse on Friday evening, July 14. A committee of local Beach residents have the preparation of the programme well in hand and an enjoyable night is assured. The proceeds will be given to a fund to provide winter games for the children. The Victoria Beach Legion has taken the leadership in the matter.

A true friend of Victoria Beach in many ways, Mr. Percy J. Rich, will have charge of next Sunday's service in the clubhouse at 11 a.m. Mr. Rich always has a stirring message for Beach residents. Mr. Temple will be the soloist.

Barager's Store

and POST OFFICE

Across The Tracks From The Station

- A Complete Stock of Groceries, Dry Goods, Hardware, Crockery, Shoes, Bathing Suits, Soft Drinks and Confectionery, Fresh Fruits, Vegetables and strictly New Laid Eggs, fresh daily, not how cheap but how good and fresh.
- Special Attention Given to Opening Orders.
- Agent for the North-West Laundry. Picked up and delivered, 2 day service.
- One day service on developing your pictures. Work Guaranteed.

POST OFFICE

The Post Master's salary is based on the sale of Money Orders and Postage Stamps. It will be appreciated if you will give our office your money order and postal note business. It is safe and cheap. Also to buy your stamps where your mail is handled.

FAST SERVICE for Campers on all Laundry and Dry Cleaning.

NORTH-WEST
ESTAB. 1922 Laundry LIMITED

G. B. BARAGER, General Merchant is our Agent at Victoria Beach.

City Dairy
ALWAYS GOOD

The same health protection you enjoyed in the City is also available to you at the Beach. CITY DAIRY 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 37 647, or stopping our salesman at the Beach.

You May Also Enjoy Your Favorite

Purity ICE CREAM

at the Moonlight Inn

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

"Feeding a City since 1882"

There is one train which has been added to the service to Victoria Beach which deserves commendation. It is the 8 o'clock Thursday morning train which is almost a through train. It calls in at Grand Beach but the stop there is only five minutes, and there are no other stops from Victoria Beach to Winnipeg; the train arrives at 10:25 a.m. in Winnipeg and gives ample time for the performance of any business before returning to the Beach on the Moonlight. This train should be better patronized.

The Canadian National Railways has painted all the cabins occupied by employees at Victoria Beach, a bright white, which adds to the clean and neat appearance of the Railway yards. There are as many as 25 railwaymen spending the night at Victoria Beach, conductors, engineers, trainmen and firemen. The railway provides accommodation for all that large number but the men are liberal patrons of the stores and other facilities at Victoria Beach.