

In the 100 yards Manitoba championship swimming races held recently in Winnipeg for boys under 17 years of age, Bob McKinney, of Victoria Beach, an up-and-coming youngster, showed surprising speed to finish in front of a strong field.

Mr. L. F. (Roy) Borrowman was elected president of the Carleton club at the 39th annual meeting of the club. Mr. Borrowman and family have a summer cottage "Edwell" on Sunset.

Ronald W. Gibson was chosen Conductor of the University of Manitoba Students' symphony orchestra. Mr. Gibson is a Victoria Beach cottage owner.

Mr. Dan Sprague has been elected vice-president of the Macdonald-Cartier club of Winnipeg.

Miss Elizabeth D. Dailley, daughter of Mr. and Mrs. W. G. B. Dailley, Calgary, formerly summer residents of Victoria Beach, was married a few weeks ago to M. John Dunlop Heaman, son of Mr. and Mrs. J. A. Heaman of Montreal. Mr. Heaman, who is an officer in the Black Watch, Royal Highland Regiment of Canada, is a graduate of McGill University and a member of the Delta Kappa Epsilon fraternity.

Mr. and Mrs. Frank J. McKinney, accompanied by their daughter, Miss Aldyne, prominent in Victoria Beach sports, left this week on a six weeks tour through the eastern and southern United States.

Mr. and Mrs. Roy Borrowman and Miss Carrol Borrowman opened the family cottage, the week of May 24th. Mrs. Borrowman has been busy in her extensive flower garden on week-ends.

Miss Carroll Borrowman entertained the week of June 1, at the family cottage "Edwell", 10 members of her university sorority, a bevy of lovely girls who added to the gaiety of the beach.

Dr. and Mrs. Neil John McLean have been at their cottage on Sunset each week-end this month, arriving June 1. This is Mrs. McLeans and the doctor's 25th season at Victoria Beach, "and every season has been more enjoyable than the previous one," as the doctor expressed it.

Mr. Frank Sprague returned near the end of April from four months spent at Key West, Florida, and came down to Victoria Beach shortly after to look over his extensive interests here. Miss Peggy Sprague has been down week-ends.

Mr. and Mrs. Walter Thomas had an addition to the family circle last autumn, "and now there are three."

RUMFORD LIMITED

We do not hesitate in recommending the Rumford Ltd. service to Beach residents throughout the summer, as reliable and up-to-the-minute in calls. Garments and lines of all varieties are given Quality Cleaning. Call Walter Thomas!

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

**SPECIAL
10 DAYS OFFER**

**FREE
REAL BRIER PIPE**

For \$1.00 we will ship you Sample Package
—3 lbs Virginia, Mild or Leaf Tobacco for
Cigarettes or 7 lbs. \$2.00, with Pipe Free.

or

For \$1.50 we will ship you 10 lbs. Very Good
Broken Leaf Tobacco, Mild or Strong and
Pipe Free.

or 30 lbs for \$3.00

AGENTS WANTED

G. DUBOIS

338 Cumberland St.

Ottawa, Ont.

CLUB EXECUTIVE MEETING

An Executive meeting of the Victoria Beach Club has been called for Thursday, June 13th, at Eight o'clock in President Irving's office, 678 Grain Exchange Building. Appointing caretaker and door keeper of club house will be the chief business at this meeting. Also report of the President on the standing committees will be given.

YOU KNOW...

Someone who lives far away. But — would like to read the "Herald" this summer. Fifty cents will cover cost of mailing from — Albion Press, 48½-50½ Princess Street, Winnipeg.

Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, JUNE 29, 1940

No. 2

Beach Club Moves Forward



THE Victoria Beach Club offers the facilities of its membership to all persons who stay at the Beach for either a long or short visit. It solicits the support of all summer residents and invites them to take out a membership for the season or for the period of their stay. A membership will extend the privileges of the Club to all members of each family and the fees are quite reasonable:

For the season — \$4.00

For one month — 3.00

For two weeks — 2.00

This year the Club has taken steps to extend the scope of its activities, particularly among the young people by providing and arranging wholesome entertainment each day. Miss Nicholson has been engaged to arrange and supervise various activities for the boys and girls. Hugh Johnstone will be in charge of the Club-house and will arrange dance programs and other entertainment each week night. The Club will conduct the usual water and land sports and has already taken steps to promote one, and possibly two, trips during the winter months such as was arranged last year and provided a great deal of entertainment to summer residents who ordinarily have not an opportunity to see Victoria Beach in its winter garb. As usual facilities will be provided for church services each Sunday and the Club will continue its activities in watching the interests of cottagers in many other ways, such as improved train services, etc.

To carry out this program the Club is dependent upon the support and active interest of its members and all summer residents who are urged to take out membership as soon as convenient either by direct application at the Club-house or through representatives of the Club who will call upon as many summer residents as possible during the next few days.

Suggestions whereby the facilities of the Club may be further extended will be appreciated at all times.

INCREASE IN RAIL BUSINESS

Passenger business over the Victoria Beach line is ahead of last year, according to officials of the railways. Last week-end 410 persons came down to the Beach. The first Friday through train brought in 76 passengers; the first 1:10 through train Saturday brought in 139. About 100 came in Sunday.

"BOMBER" FUND SALE A SUCCESS

All honor and power to the ladies of Red River chapter, I.O.D.E. who staged a home cooking sale in Falls' Pioneer store last Saturday afternoon in aid of the orders bomber fund. There was a fine display of dainties just of the sort to spur the appetite and make one open the money wallet. The affair was a financial success, for as Cy. Head, outer guard, said: "All we need now is \$2 and we will have enough to purchase the engine of the bomber." The ladies in charge were: Mrs. Osborne Scott, Miss Jessie Kerr, Mrs. S. M. Hanbury (Vancouver, B.C.), Mrs. C. C. Head, Mrs. G. Sutherland and Miss Sidney Scott. Mr. Osborne Scott Jr., also rendered valuable service. Mrs. Falls was voted the committee's thanks for use of the store.

Showing of Winter Excursion Movies

Under the auspices of the Victoria Beach Club there will be a public showing of movies taken at the Club's winter excursion at the clubhouse on Sunday, June 30, at 9 p.m.

Henry P. Sedziak, who took the movies, is in charge of arrangements.

The program is as follows:

Short address by President J. T. Irving.

Comedy dealing with the lighter side of the war.

HPS Phonitone News.

Color movies taken at Victoria Beach by D. G. Edmond.

"Gone to the Beach" named after another famous movie of almost the same name.

MAIL SERVICE

Effective July 1, 1940, mail will arrive on 11:55 a.m. train. Will be despatched on 7:00 p.m. train, daily, except Sunday and Friday. Friday it will go out on the 9:20 p.m.; Monday mornings at 6:10 a.m. (Office will close at 8:00 p.m. sharp).

AMPLE STREET CAR SERVICE

Adequate street railway service is being given this summer to the Canadian National Railways station by the Winnipeg Electric company. An hour before the departure of trains to Victoria Beach, now that the regular schedule is in effect, extra cars are put on Portage Avenue and on the South Main Street runs. There is no necessity to call a taxi; the street cars provide a fast service, with plenty of cars, to the depot.

TWENTY YEARS AGO

From the Free Press, Monday, June 27, 1920

Victoria Beach, Man., June 26—The hot sultry afternoon on Saturday was a strong inducement to many city residents to pay a visit to Victoria Beach where the day was spent in bathing, picking wild flowers, and strolling through the cool woods which abound for miles back of the lake shore. Across at Elk Island the red deer could be seen playing in the glades and running along the shore and tracks of deer were plainly visible on the shore of Victoria Island, showing that the woods are full of game this year. Squirrels, chipmunks and rabbits are also seen on every side. The wild rose is blooming profusely this year.

Again the aviators have been disappointed in not being able to complete their machines sufficiently to make them safe for travel. The fact that all are of English construction makes the supplying of missing parts a matter of time. One of the hydroplanes is still resting on the shore and has not yet taken the water; the second is being put together, and the third is still in Winnipeg but Major Hobbs says he will positively bring it down from the Norwood bridge this week to the Beach. He paid a visit of inspection to Winnipeg Saturday.

A start was made on a number of new cottages last week and Contractor Paulson states that the season will be very busy judging by enquiries received. Those who contemplate building will do well to send in their orders early.

George A. Elliott, the well known legal light, had as his guests over the week-end Vincent A. Danielski, the new Western Canada representative of the Union Liberty Co., of Chicago, who is also one of the prospective buyers of Beach property; Mayor Frank Sprague, of the Beach, and J. J. Conklin. Mrs. Elliott and the other members of the family will be down for the summer on Thursday. This cottage is the largest on the Beach and open house is the rule all summer.

Contractor Hood was seen leading W. J. T. Kerr, grain man and D. P. Smith, fuel merchant, along the water front and up the hill to a spot where he is building a number of fine cottages.

George Munroe has rented his cottage on Second Avenue to Mr. Burrows, of the Sun Life Co., and has bought a farm near Hazelridge, Man., where his family will have a change of environment.

A number of wealthy residents of Winnipeg who are among the most prominent families in the city, have asked the Beach Company for a figure on a tract of 40 acres of land on which some beautiful summer homes would be built.

Many owners of islands in the Lake of the Woods have made enquiries for summer homes at Victoria Beach or property on which cottages might be built. Several have expressed a desire to sell out their island homes and remove to a spot more near their business in the city. A number are owners of yachts and motor boats. All the building lots at Victoria Beach are one-third of an acre.

Mr. and Mrs. H. D. Laird have rented for the month of July the cottage of Mr. and Mrs. McAllister. Mr. Laird is a well known barrister of Winnipeg.

Mrs. Birdsall has opened up Pinchurst Inn for the summer and already quite a number of guests have arrived. She has as assistant her son, Fred. The accommodation at this prettily situated stopping place is much greater than last year, and those who contemplate going down will find their

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 Co. Lumber Office.
ALBERT LARSON Victoria Beach, Man.

enquiries promptly attended to. Three four-roomed cottages have been built for guests this summer and the old Vokes cottage has been moved down and fitted up for guests. Among those at present registered at the Inn are: Mr. and Mrs. Fish, Miss Doris Fish, G. M. Hair, Miss E. Bowles, Mrs. Brown and son, Mr. and Mrs. Beveridge, Mr. and Mrs. R. E. Ewing, Mrs. J. R. Boothe, Mr. and Mrs. J. C. Dunbar, W. E. Macara, Miss A. Mackay and A. H. Hartwill.

The greatly enlarged store is being heavily patronized, Jack Fall being again the proprietor.

Mayor Frank Sprague was down for the week-end and spent a busy time looking after the many enquiries. The directors of the Victoria Beach Co. are greatly encouraged at the prospects for the season.

Major Dundas, of St. Luke's Boy Scouts, was down Saturday arranging for the two weeks outing of the boys which will begin the first week in July.

The cruiser "Vallannis," under Captain Walter Thomas, is leaving the dock daily on excursion trips and for short sails on the lake.

Alex. Jonsson has been awarded the contract to paint the Victoria Beach Clubhouse.

The Victoria Beach Inn is looking very attractive this season and under the policy of the hostess, Mrs. A. W. Bouttell, is pleasing many guests.

Col. Nagle has been mentioned as a member of the Municipal Council of Victoria Beach, succeeding Mr. W. Campbell Grant, who after a lengthy worthy service to Victoria Beach, desires not to offer himself again as a candidate.

Roger Smith has been appointed Free Press agent at Victoria Beach.

FINE HOME AT BARGAIN

FOR SALE—Unfurnished house in first class condition containing five bedrooms on Sunset Boulevard at the bargain price of \$1,000.00.

Frank E. Sprague, Agent

(Arthur and Fourth)

— ALSO COTTAGES FOR RENT —

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"

Community Church Service

in the
CLUBHOUSE, VICTORIA BEACH
Opening Service:

SUNDAY MORNING, JUNE 30 at 11 a.m.

Minister:

REV. W. H. W. PAGET of BANGALORE, INDIA

SOLOIST—MRS. M. WOOD

Accompanist — Mrs. Walter Thomas

CHARLES H. BALL, President

Residence: Sixth Avenue

Miss Press, Patricia and Seventh, was down last week-end.

Miss Penelope James has opened her cottage on Bay View.

Edwin Spence has enlarged his lawn and in doing so he had to uproot many trees. Walter Thomas did the sodding, which makes a lovely background for the flower display.

Miss Violet Dempsey has opened her cottage on Bay View.

Mr. and Mrs. Ford are occupying a cottage at 201 First Avenue.

Mrs. Hurst and family are occupying their cottage at 333 Sunset.

Archdeacon Marsh and family are occupying Dr. N. J. MacLean's cottage.

Mr. and Mrs. Cameron are occupying a cottage at 333 Fifth Avenue.

Mr. and Mrs. W. J. Spears and family have taken a cottage at 347 Sunset, for July.

Mr. and Mrs. J. I. Munro brought a party of friends down from Winnipeg on their cruiser last week-end, and after a pleasant day at Victoria Beach, they returned to Winnipeg by the Lake Winnipeg-Red River route.

Mrs. Nancy Court is occupying her cloistered cottage, "The Court House," Bay View.

Henry Sedziak spent the week-end at the family cottage, Bay View.

Mr. and Mrs. Frank Wade and children, from Norwood, are occupying Mr. Charles O'Connell's cottage, Bay View, for July.

Mr. and Mrs. D. C. Evans have taken a cottage on Bay View.

Mr. and Mrs. Roberts are occupying a cottage at 319 First Avenue.

Mr. B. T. Chappell, general superintendent of the Canadian National Railways, and N. P. North, Manitoba superintendent, spent a few hours at the Beach on a recent afternoon. Mr. Chappell always manifests a keen interest in the welfare of Victoria Beach.

Mrs. Gladys Simpson is occupying her cottage at 133 Arthur Road.

Mrs. McGregor and Mrs. Davis are down for the season.

Miss A. Dale and friends are in a cottage at 300 Third Avenue.

Mr. and Mrs. Page are occupying a cottage on Fourth Avenue.

Dr. and Mrs. C. Ogilvie Wood were in their cottage on Arthur Road and Fourth last week-end and for a few days.

Mr. and Mrs. G. Harvey are occupying a cottage at 315 Fourth Avenue.

Miss Isabel Taylor visited her cottage on Park Avenue recently.

Miss Violet Glover has opened her cottage on Bay View.

William Richardson has arrived to assume duties in the railway yards.

Mr. and Mrs. William Pope were in their cottage on Sunset last week-end and intend to remain for the season. Their grounds and garden display won the Victoria Beach trophy last season.

Mr. James Kerr, who is feeling much better from a prolonged rest at Winnipeg is the guest of Mr. and Mrs. W. J. T. Kerr for the summer at their cottage on Sunset.

Victoria Beach Municipality

VICTORIA BEACH, MAN.

Secretary-Treasurer and Clerk:

MR. F. C. O'BRIEN

Office, 311 Paris Bldg. Portage Ave., Winnipeg

Beach Superintendent:

W. MATTISON

Seventh Avenue

Chief Constable:

HUGH McLACHLAN

Mayor: Mr. Victor Scott

Councillors: Mr. John Anderson, Mr. J. W. Beech,

Mr. Campbell Grant, Mr. James T. Irving

Beach Health Officer: Dr. N. R. Galambos

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 87 647, or stopping our salesman at the Beach.

YOU MAY ALSO ENJOY YOUR FAVORITE

Purity
ALWAYS GOOD

ICE CREAM

AT THE MOONLIGHT INN

Victoria Beach Clud Committees, 1940

Transportation—J. J. Conklin, chairman, Victor Scott, Dr. R. K. McClung.

Membership—J. W. Beech, chairman, Roger Smith, Cyril O'Brien, Jim Mitchell, H. Johnstone.

House—A. More, chairman, Dr. McClung, Geo. Florence, W. T. Low, A. H. Petrin.

Directing—Col. N. R. Nagel, Dick Christmas, Roger Smith, J. C. Wherrett.

Winter Excursions—Henry Sedziak, chairman, Dick Christmas, W. T. Low, J. Mitchell, W. Mattison.

Ladies—Mrs. Nagel, convener, Mrs. Florence, Mrs. M. Gray, Mrs. V. Scott, Mrs. Beech, Mrs. Donavon.

Annual Sports—Directors, Col. N. R. Nagel, chairman, J. C. Wherrett, vice-chairman, Dr. McClung, recorder.

Finance—W. J. T. Kerr, chairman, F. C. O'Brien, treasurer, Victor Scott, J. J. Conklin, C. Rice-Jones, Roy Borrowman, W. Gray.

Children's Masquerade—Roger Smith, chairman, Victor Scott, J. Mitchell, Mrs. More, Mrs. Borrowman.

OPENING CHURCH SERVICE

A visitor from Bangalore, India, Rev. W. H. W. Paget, will open the church services at the clubhouse Sunday morning. With Mrs. Paget he is spending a few weeks of his furlough at Victoria Beach. Mrs. M. Wood, also a Victoria Beach resident, will be the soloist. An inspiring service is anticipated.

GIVEN WAR CONTRACT

In the last list of war contracts awarded by the Dominion Government Rumford Limited, Winnipeg, was given work amounting to \$21,500.

Mr. Cyril O'Brien, who has been agent for the Winnipeg Tribune, at Victoria Beach for a number of years, has given up the agency to enter the study of accountancy with a well known Winnipeg firm.

Mr. Jim Mitchell, who has been Free Press agent at Victoria Beach for a number of seasons, has just completed his second year in the Manitoba Medical College, and will continue his studies during the summer.

Mrs. S. A. McLean and Miss Dorothy Sothorn are enjoying the month of June on Sunset Boulevard.

Mr. and Mrs. Claude Humphreys opened their cottage on Sunset Boulevard Wednesday. They will move down with their family this week for the summer, with the exception of one of the sons, C.Q.M.S. Tom Humphreys, who is instructing at Sarcee Camp, Alberta.

Mr. and Mrs. C. J. Wingate arrived Sunday, June 16, to open their cottage "Inglonook" for the season. Their daughter Mrs. G. A. Knowles is spending the next six weeks with Misses Elaine and Marion Watmough and Miss Caroline Rourke as her guests.

Mr. and Mrs. J. Kinsman have been occupying their cottage, Seventh Avenue, since early in May.

Miss Dorothy Williams and Jean Baxter were week-end guests of Miss J. Innis, 301 Sunset Avenue.

Mr. and Mrs. Frank Taylor have opened their cottage on Seventh Avenue and are enjoying the week-ends here.

Mr. William Carmichael, who has spent several weeks in the hospital in Winnipeg, undergoing an operation and receiving medical treatment, enjoyed the week-end at his home on Centre Street.

Jack Howse has been appointed agent of the Winnipeg Tribune at Victoria Beach.

"Canada Bread"

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

BUTTERNUT BAMBAY
HALF & HALF 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
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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 order to drivers for WOOD and ICE.

WOOD

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
¾ Cord cut and split 2.50	¾ Cord cut and split 2.00

— SLABS CUT —

Just what you want for summer use.

BIRCH SLABS, cut, per cord ---- \$6.50

JACK PINE, Cut and Split:

1 cord \$7.75	¼ cord \$4.00	¾ cord \$2.25
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VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

President, MR. JAMES T. IRVING (Wpg. Gr. Ex.)

Vice-President, MR. ANGUS MORE

Secretary-Treasurer, MISS M. PRATT, Fourth Ave.

Programme Director: HUGH JOHNSTONE

Door Manager: DAVID GRANT

Club House Opens For

Dancing, Sat. June 29

(Clubhouse, Government Road leading to dock)

Children's Land and Water Sports

SATURDAY, JULY 28, (Morning and Afternoon)

Annual Water Sports Day

SATURDAY, AUGUST 3, (Afternoon)

Trophy and prize presentations at Club House

in the evening.

Children's Masquerades

SATURDAY, JULY 20 and AUGUST 10

at the club house; many fine prizes

FAMILY MEMBERSHIP FEES:

SEASON \$4.00 ONE MONTH \$3.00

TWO WEEKS \$2.00

VOTING MEMBERSHIP, without clubhouse privileges \$1.00

"Motor Vehicle By-law"

THE first issue of the "Herald" included the above By-law of the Victoria Beach municipality in full. However, as many of those now holidaying at the Beach would not have seen the first issue, we give a brief summary.

Under a Manitoba Statute the municipality of Victoria Beach has power to pass and enforce By-laws regulating traffic of motor vehicles on its roads.

From June 15 to September 10 no motor vehicle may be operated within the limits of the municipality unless owner has a permit issued by the Secretary-Treasurer. Permits may be issued only to permanent residents or those conducting a business.

Every permanent resident, the holder of a permit granted under this By-law must operate his vehicle within the limits of the municipality and particularly upon roadways adjacent to summer cottages and the beach in such manner and at such time as to least interfere with the comfort and convenience of the summer campers and subject at all times to any provisions of this By-law.

The permit may be rescinded upon conviction of the holder, his servant or agent for non-compliance with the By-law. The permit must be displayed in windshield of truck or car.

No person shall operate any motor vehicle upon any street, lane, boulevard or highway within the limits of the sub-divided portion of the municipality between the hours of 10:30 in the evening and 5:00 in the following morning.

No person shall park any motor vehicle on any street, lane, boulevard, highway or common situate within the limits of the sub-divided area of the municipality for a greater period of time than ten minutes.

Motor vehicles may not be driven within the limits of Victoria Beach at a speed greater than fifteen miles per hour.

It is unlawful to operate a vehicle at any time on Sunset Boulevard.

Any person violating any provision of this By-law not governed by the Provincial highway traffic act shall incur a penalty of not less than ten dollars and not more than twenty-five dollars.

Constable McLachlan has instruction to rigidly enforce this By-law and the council earnestly hopes all permanent residents and cottagers will co-operate in the interests of safety for the children.

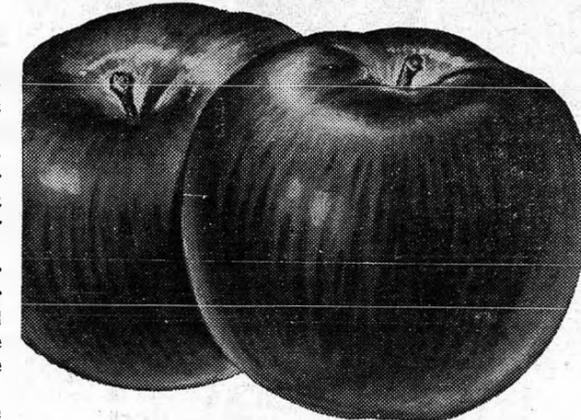
Col. Nagle, First Avenue cottage owner, is in line for the colonelcy of the Winnipeg Light Infantry, succeeding Col. Steve Booth, M.P., who is now on active service in England.

Mrs. A. L. Webb, one of the earliest summer cottage residents is occupying her cottage on First Avenue.

Mrs. Jack Donnelly and her daughter, Gail, are guests of Mr. Frank Sprague for the summer.

Mr. Desmond O'Brien, son of Mr. and Mrs. F. C. O'Brien, and a chartered accountant, a graduate of the University of Manitoba, has joined the Royal Canadian Air Force, and left today for St. Thomas, Ont., where he will enter on his new duties.

For
EATING and COOKING



NOW is the time to order your supply of these delightful, tree-ripened Canadian apples! They're FRESH from Canada's orchards . . . and they're at their best—they're tastiest—for eating and cooking!

Serve Canadian apples often — for the whole family to enjoy — with meals and between meals. They're easy to cook . . . simple to serve . . . and mighty appetizing. Watch everyone ask for more!

Order your Canadian apples today . . . buy them by grade — with confidence!

"EXTRA FANCY" includes sound, handpicked apples of good colour for the variety, free from insect pests and practically free from disease and minor blemishes. The apples are sized according to variety.

"FANCY" includes sound, handpicked apples of fair colour for the variety and practically free from disease and other injury. The apples are sized according to variety.

Marketing Service

DOMINION DEPARTMENT OF AGRICULTURE, OTTAWA
Honourable James G. Gardiner, Minister.



BUY BY GRADE - BUY WITH CONFIDENCE



A NEW AND BETTER **OIL** For Your Car, Truck and Tractor

**ONLY IMPERIAL OIL
USES ALL FOUR**

of these modern, scientific refining processes in the manufacture of the New Marvelube

Vacuum Distillation — separates gummy, black substances from the oil which in an engine, cause heavy carbon deposits.

Phenol Solvent Refining — removes undesirable materials from the lubricating oil, the presence of which causes oil to sludge badly.

Solvent Dewaxing — separates the wax from the oil, permitting it to flow freely at low temperatures, which, in turn, allows the engine to turn over easily in cold weather.

Contact Clay Treatment — gives the oil its final polish and removes the last trace of impurities, ensuring the production of an oil of highest quality.

The New Marvelube, most modern development in engine lubrication, is now ready for your car, truck and tractor. It was developed in Imperial Oil research laboratories, and was specially engineered to meet the requirements of today's engines, and to stand up under the higher speeds, temperatures and pressures at which they operate.

Marvelube has always been a leader among motor oils. The New Marvelube retains all the previous high qualities—in addition it brings you these two definite advantages:

- 1. Economy.** Under the high temperatures and pressures at which today's motors operate, the New Marvelube stands up longer. Definitely you use less oil.
- 2. A cleaner, livelier engine.** New, scientific refining methods give this oil new standards of purity never before possible. The engine of your car, truck or tractor stays clean and lively. Wear is reduced. Upkeep costs come down.

This new oil will save you money on this summer's operations. You'll save oil. You'll save upkeep costs. You'll get more power from the fuel you use. Ask your Imperial Oil agent about the New Marvelube.

The **NEW Marvelube** MOTOR OIL

SOLD BY IMPERIAL OIL AGENTS AND



DEALERS EVERYWHERE IN CANADA

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. :: Our Eighteenth Season.

JAMES KILPATRICK
VICTORIA BEACH, MAN.

J. H. FALLS

Victoria Beach, Man.

GROCERIES CONFECTIONERY
GENERAL MERCHANDISE

Latest Fashion in Bathing Supplies Circulating Library, Souvenirs

LONG DISTANCE TELEPHONE

All Your Needs supplied by the Pioneer Storekeeper — We Deliver.

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

Weekly Rates Including Meals

Single room in Cottage	\$18.00
2 Persons in Double Room, each	17.50
Single Room in Annex	\$20.00
2 Persons in Double Room, each	18.50
Double Room — Main Building, 2 persons, each	\$20.00 to \$24.00
Daily Rate, Including Meals	\$3.50 & \$4.00

Special Discount for Month or over.

Transient Meals

Breakfast	50c	Lunch	50c
Evening Dinner	75c	and	\$1.00

Guest 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 St., Winnipeg Phone 86 180

An absence of all extra charge plus low rail fare 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.

Barager's General Store and Post Office

● 17 years experience enables us to cater intelligently to your needs. Every department stocked with carefully chosen merchandise.

FRESH FRUITS and VEGETABLES arrive daily in season.

Try our famous **NEW LAID EGGS.**

OPENING ORDERS sent in advance appreciated and can be delivered on your arrival.

Agents: **NORTHWEST LAUNDRY**
FILMS DEVELOPED DAILY

OUR AIM IS: Good Merchandise . . . Right Prices . . . Clean Store . . . Pleasant Service.

● We thank you for your business last year and hope to have the privilege of serving you again this year.

Please Leave Your Orders for

Laundry, Dry Cleaning

at **Falls' 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

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-six years.

PHONE 37 101 before leaving for your vacation at Victoria Beach. Mr. Harold Thurston will be in charge as usual. You may be assured of the same courteous service as in other years.

CRESCENT CREAMERY CO., LTD.

PHONE 37 101

Mr. and Mrs. Walter S. Gowan were in their cottage on Sunset this week.

Mr. and Mrs. Cecil A. M. Lees are occupying the company's cottage on Birch Avenue for the season.

Mr. Jack Tyndall of Kipling, Sask. and Mr. C. W. Virtue of Neepawa, Man., arrived Saturday, June 22, to complete the staff at the Canadian National Depot for the season. Mr. Tyndall takes the position as cashier operator while Mr. Virtue fills the position as assistant agent.

Mr. and Mrs. A. Moore arrived June 1, and have settled here for the season. Mr. Moore again fills the position as pumpman and handles the lighting plant for the Canadian National during the beach season.

Mrs. T. W. Cooper of Winnipeg is visiting with her daughter and son-in-law, Mr. and Mrs. J. T. Hamlen, at the Canadian National Depot for a month.

Misses Elva Wright, Lily Corbett and Mr. T. J. Paterson, spent the week-end at "The Haven", guests of Miss Jessie Innes.

Mrs. W. E. Thompson has returned to Winnipeg after spending a pleasant two weeks with Mrs. L. W. Pratt, "San Fairy Inn".

Miss Muriel and Mr. W. H. Pratt are spending two weeks at their cottage "San Fairy Inn," Fourth Avenue.

Mr. and Mrs. W. Paget and their little daughter Joy, missionaries from India, are occupying the new cottage "Mizpah" on Centre Street.

Modern Dairies

VICTORIA BEACH, MAN.

Milk

Cream

Butter

Ice Cream

This year we will again operate our own Delivery Service. Our Auto Service will meet your every need.

MODERN DAIRIES PRODUCTS COME
TO YOU FRESH DAILY

WE SOLICIT YOUR PATRONAGE

for orders in advance of leaving for
Victoria Beach.

Phone 201 101

Lunch or Dine Comfortably

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

**SPECIAL
10 DAYS OFFER**

**FREE
REAL BRIER PIPE**

For \$1.00 we will ship you Sample Package
—3 lbs Virginia, Mild or Leaf Tobacco for
Cigarettes or 7 lbs. \$2.00, with Pipe Free.

or

For \$1.50 we will ship you 10 lbs. Very Good
Broken Leaf Tobacco, Mild or Strong and
Pipe Free.

or 30 lbs for \$3.00

AGENTS WANTED

G. DUBOIS

338 Cumberland St.

Ottawa, Ont.

Mr. and Mrs. A. Payne and family are occupying the cottage "Brenda" on Fifth Avenue, during July.

Miss Gwen Young, youngest daughter of Mr. and Mrs. G. J. A. Young, who have spent several summers at Victoria Beach in recent years, was married Friday at Regina, Sask., to Mr. Fred MacRae, of Saskatoon, Sask., who also has been a visitor to Victoria Beach for a number of summers. Congratulations.

Mr. and Mrs. Roy W. Wydeman announce the engagement of their eldest daughter, Phyllis Helene, to Sgt. Eric Lambert Layfield, Fort Garry Horse, C.A.S.F., younger son of Mr. and Mrs. S. L. Layfield. The marriage will take place in Augustine United Church, July 20, at 3 p.m.

Miss Hope Burnham and Miss Florence Mac Whirter, cottage owners at Victoria Beach, who have been the guests of Mr. and Mrs. H. E. Geddes, in Calgary, left for the Pacific coast where they will holiday for a month before returning to their home in Winnipeg.

Mr. and Mrs. Alan Montzambert have been spending the week-ends at Ashbury Lodge since Arbor Day.

Mrs. C. Gould and Miss E. G. Muma are holidaying at Miss Muma's cottage, 149 Victoria Boulevard. The cottage was re-built and enlarged by Mr. Albert Larson and the grounds fenced by Mr. Walter Thomas, which makes it one of the finest cottages at the Beach this year.

Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, JULY 6, 1940

No. 3

Our Municipal Council

THERE should be only one authority in charge of public affairs at Victoria Beach and that is the Victoria Beach Municipal Council.

There is no room for division of authority. All business at Victoria Beach should be regulated by the municipality and the authority exercised should be adequate and rigid in its administration.

Representatives to the council are elected each year by the rate-payers. If they do not act to the satisfaction of the community they can be replaced. As far as possible the Railways, the Victoria Beach Company and the Victoria Beach Club should not exercise any power that properly belongs to the Municipal Council.

The Herald believes, the council as at present constituted, is working in the best interests of the residents. Their task is not an easy one. But their services are given whole-heartedly and in a broad-minded attitude.

Surveys recently made show that this community is practically 100 per cent behind the council. The administrative ability shown is commendable; safeguarding lives of the people is to the fore at all deliberations at the council table and the result from year to year is proof of the councillors' success. Each member of the council always shows a disposition to approach any subject with an open mind and in a co-operative spirit.

The needs of the permanent residents are never overlooked, also. Primarily the Herald is published in the interests of the entire community. Our columns are always open to them to help along any of their enterprises.

There is just one phase of the council's prerogative which should be carefully investigated from time to time, and that is taxes. At the present time taxes are high for a summer resort. But as a matter of fact wherever one locates that is the problem every resident has to face.

But the council should never overlook any opportunity to lop off needless expenditure. It costs money to keep Victoria Beach up to a standard, safe guarding health, and educating children in public schools. The latter is always a heavy expense in all municipalities. But it has to be carried out in the interests of the future of any community.

When elected every member of the council should do his best to carry out his pledge. Their duties may be exacting and cause inconvenience, but as faithful servants of the people, their duty should be clear and their action steadfast.

The summer's Roman Catholic church services will commence at 9:00 a.m., July 7, in the clubhouse. A priest from Winnipeg will be in charge.

OPENING OF CLUBHOUSE

A splendid crowd attended the first Saturday night dance at the clubhouse and found that the interior was very attractively decorated by Angus More, chairman of the house committee, with flags and bunting obtained through the efforts of President James Irving. The exterior of the building has been newly painted and this center of community activity looks very nice inside and out.

An overflow gathering attended the moving picture show Sunday evening and saw some very interesting and entertaining reels shown by Henry Sedziak, including one he took of the club's excursion to the Beach last winter and a color film of Victoria Beach taken by D. G. Edmond. Mr. Irving presided and gave a cordial welcome to those present.

SILVER TEA FOR WAR WORK

The Ladies' Committee of the Victoria Beach Club are holding a Campers' Tea in aid of war work, on Tuesday, July 9, from 3 to 6 p.m. at the cottage of Mrs. Wm. Gray, corner Third and Alexander. The tea will be convened by Mrs. Wm. Gray and Mrs. Spencer Guest, assisted by Mesdames N. Nagle, J. J. Donovan, J. Dryden, J. W. Beech, E. Howes, P. S. Chalmers, Osborne Scott, F. S. Rose, J. J. Kelly, J. Rice and A. Allden.

THE PUREST WATER IN MANITOBA

The "Herald" found there was some misunderstanding on the part of some of the cottagers regarding the wells at Victoria Beach and interviewed Mayor Victor Scott on the subject. Some people are under the impression that the water in the concrete wells, with the little pump handles, is not as good as the deep wells and have consequently walked a longer distance to obtain water. However, Mayor Scott advises that there is no purer water in Manitoba than those particular wells, by actual test, even though the water may not be as cool for drinking as the deep wells.

All the wells at the Beach are very carefully inspected every week by the health officer and the municipal superintendent. Mayor Scott feels very proud of the standard of water supply that has been consistently maintained at Victoria Beach.

SPLENDID CO-OPERATION

Mayor Victor Scott, members of the municipal council and community club executive have expressed their pleasure at the splendid manner in which the permanent residents of the Beach and the tradespeople are co-operating with the authorities in the motor traffic regulations. This spirit will go a long way towards making Victoria Beach "the sanctuary for human beings" that is the aim of all those far-sighted people who are devoting their ability and energy for the good of this resort.

Two beautiful baskets of peonies were placed on the platform at the community church service last Sunday, through the kindness of Mrs. Roy Borrowman, from her garden in Winnipeg.