

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.

Victoria Beach Herald

Published every Saturday throughout the summer season June 10th to the end of August.

Devoted to the best interests of the Cottage Residents and the merchants of Victoria Beach.

Advertisements to be sent to the Business Manager, Albion Press, 48½-50½ Princess Street, Winnipeg, or left in boxes in Victoria Beach Stores.

Lower the Cost of Living and Help on the War Effort

IN common with other communities in Canada, Victoria Beach has to do its very best for the prosecution of the war. This involves the strictest economy in each individual family so that the utmost can be given of resources. Besides the new and heavy taxes recently imposed on Canadians there are always the various patriotic organizations that the people are urged to support and no one is worthy of the name of Canadian or British who does not do his very best to support the many funds which are placed before the community. With economical living there must be afforded to the people the lowest cost of living for each household. The Canadian government has set a worthy example by controlling the price of all foodstuffs and other necessities that enter into the family life. Everyone in business at Victoria Beach is doing his or her bit to keep down the cost to consumers. By so doing the merchants and others are laboring, in the Herald's opinion, under a severe handicap. The system by which the Victoria Beach Co. imposes rentals on all doing business at Victoria Beach is too severe considering the difficulties of the times. Business premises are forced to give up too much to the company in the way of rentals. It is a marvel how they can pay these penalties and exists as a paying concern having to pay a heavy percentage of their gross business to the company in place of a straight rental.

When it is realized that some of the business men at Victoria Beach are each year, paying in rentals three or four times the value of the premises in which they are carrying on their trade, one can easily see that as these exorbitant rentals are passed on to customers the cost of living here is unusually high and that merchants and others could reduce the cost of their services if rentals were lowered.

The Herald is drawing attention to the situation because of the abnormal times in which the country is now passing and which undoubtedly will get worse as the months go on. Why should the dairies from Winnipeg which distribute milk and cream to the public be taxed \$900 a year by the Company for the privilege of doing business at Victoria Beach. That extra cost is passed on to milk users. The company does not now own the streets and lanes of Victoria Beach, hence there is no reason why such a tax should be imposed. The reading of the annual report to shareholders of the Victoria Beach company brings many facts to light which do not seem to conform to present day business principles.

The Victoria Beach Company has rendered in the past a wonderful service to Victoria Beach, but newer boards of directors have lost sight of the fact a service should be given to this Beach and its residents; and it should not take everything out of the Beach and give so little in return.

Prime Minister Churchill in his speech in the British House of Commons Thursday afternoon of this week, called on everyone in the Empire to do his or her utmost to support

the cause of Great Britain in its present sore circumstances, awaiting a terrific invasion from the Germans.

How can the residents of Victoria Beach do their utmost handicapped as they are by the present policy of the Victoria Beach Company? A shareholder in the company points out to the Herald, that while the company broke faith with small shareholders who subscribed \$5,000 to help the Company in a critical period, ten years ago, the company is also compelled to pay mortgage companies very high rates of interest, altogether foreign to the spirit of the times.

The Company before it can do anything to give some of the money they are taking out of this community must make arrangements to have this very high rate of interest reduced. A company like the Victoria Beach Company cannot continue to pay eight and ten per cent interest and exist under present heavy taxes. The interest rate charged by mortgage companies bearing down so heavily on Victoria Beach must be radically reduced otherwise the company may have to make radical changes in its set-up.

The situation is no doubt complicated but something must be done: and the company must act first. In order that Victoria Beach should do its utmost in the great war effort and meet the government taxes; rentals of all persons doing business at Victoria Beach should be reduced and placed on a more reasonable basis; and mortgage rates affecting the company's welfare should be reduced, cut in half, in order that the company can carry out a rental readjustment on a wide scale.

The one great cause to be served is support for the British and Canadian army, navy and air force.

Chief Constable McLachlan evidently has everything well in hand at the Beach this summer. He is receiving splendid co-operation from every resident, he states.

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.

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"

Victoria Beach P. O.

ARRIVAL AND DEPARTURE OF MAIL

ARRIVAL—11:55 a.m.—Daily except Sunday.

DEPARTURE—7 p.m.—Daily except Friday & Sunday
6:10 a.m.—Mondays only.

- Letters may be mailed on train in box up to departure of trains.
- Closing Hours at Post Office 15 minutes before departure of trains. Office closes at 8 p.m.

COMMUNITY CONCERT

A Community Concert will be held in the Clubhouse on Sunday, July 7th, at 8:30 p.m. sharp.

Mr. W. Bennett will lead the community singing. The local choir will take part under the direction of Mr. Mattison.

Everyone welcome.

SORORITY AT THE INN

Manitoba Chapters of Beta Sigma Phi Sorority held their second annual House Party at Victoria Beach Inn on the last long week-end, June 29 to July 1.

Out-of-town guests included Miss Hazel Wilson of Kansas City, international field organizer for Beta Sigma Phi; as well as representatives from the Delta Chapter in Brandon. Apart from an interesting programme of entertainment provided for the week-end a short regional conference took place on Sunday morning at the Inn. General Convenor for the week-end was Miss Peggy Bouttell.

Mrs. A. J. Hemmeon, Sixth Avenue, entertained at dinner during the week-end. The party gathered for coffee at Mrs. J. W. Rooke's cottage and later attended the excellent cinema at the Community club.

Community Church Service

in the
CLUBHOUSE, VICTORIA BEACH
SUNDAY MORNING, JULY 7 at 11 a.m.

Minister:

REV. SAMUEL J. TOTTON
of St. John's College

SOLOIST — OLGA IRWIN

Accompanist — Mrs. Walter Thomas

CHARLES H. BALL, President
Residence: Sixth Avenue

GUESTS AT VICTORIA BEACH INN

Guests at Victoria Beach Inn over the week-end included: Mrs. T. Cave, London, England; Mr. and Mrs. S. A. Levack, Mr. and Mrs. R. H. Griffith, Mr. and Mrs. G. Garnett, Mr. and Mrs. Harry Smith, Mr. and Mrs. T. Jackson, Mr. and Mrs. John Morton and Kathryn; Misses Louis Tolly, Doris Watkins, Betty Laird, Margaret McLuckie, Margaret McIvor, Flo Gibb, Mary Tagg, Elizabeth H. Gibb, Alice Holland, Gwen Law, Muriel Hansen, Doris Blennerhasset, Irene Walters, Ruth Johnson, Jean Tod, Margaret Emby, Kae McCallum, Lucy Tebb, Floris M. Perkins, Florence M. Cady, Margaret Kerr, Frances Dahlgren, Edna Morgan, Mildred Beatty, Hazel Wilson, Kansas City; Peggy Bouttell; Messrs. S. Jackson, P. M. Overton, D. O. Davis, Calgary; B. Kelly and A. G. Halstead.

Mr. and Mrs. A. J. Hemmeon have opened their cottage for the season, and had their daughter as a guest last week-end.

Mr. and Mrs. Julius have opened their cottage on Bay View and report their flowers are growing well.

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, Patricia and First Avenue.

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

Quality Florists
AT LOWEST PRICES

The Orchid

Victor Scott 311 DONALD ST.

Beach People

In the "Twenty Years Ago" which appeared in the Herald last week, the name of H. D. Laird, barrister, was mentioned as a visitor to the Beach. A coincidence is that Mr. Laird was at the Beach last week-end, observing the 20th anniversary of a visit to Victoria Beach.

Miss Nancy Mathers will be the guest of Miss Shirley Edmond for a few days.

Mr. R. W. Stuart, secretary-treasurer of the Western Packing Co., spent the week-end with his family at their Seventh Avenue cottage.

Mr. and Mrs. Norman White are occupying a cottage on Sunset.

Mrs. Johnstone and her son, Hugh, are in their cottage on Sixth Avenue.

Mr. and Mrs. Stanley Ball were visitors at Mr. and Mrs. Charles H. Ball's cottage, Sixth Avenue, last week-end. They were accompanied by their three children, Kathrin, Charles and Frank.

Mrs. Roline MacKidd and family are occupying the Walker cottage for the summer.

Mr. and Mrs. John McLeod are spending the month of July at the Beach.

Mr. W. Smith, of Ashdown's wholesale staff, Mrs. Smith and family are occupying a cottage at 417 Fifth Avenue. They have as their guest Miss Nita Smith, their daughter.

Mr. and Mrs. J. J. Conklin arrived at the Beach Thursday to spend their twentieth season. Mr. Jack Conklin will spend the week-end with them.

Mrs. John Cooper is visiting her parents Mr. and Mrs. Harry England with her son Melvyn.

Mr. and Mrs. Cameron are in their cottage at 316 Second Avenue.

Dr. and Mrs. Boyd are occupying a cottage for July at this Beach.

Cruise on the Lake

Enjoy the cool breezes of the lake by a sail on the "Valtannis." Sail boats are available at the Government Pier at all hours of the day and night. Walter Thomas in charge.

Arrangement for visits to —
**Black River, Pine Falls, Elk Island
or Grand Beach**
Half hours sails on the Lake

"Canada Bread"

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

**BUTTERNUT BAMBY
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
--------------------------------------	--	-------------------------

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
½ Cord cut and split 4.50	½ Cord cut and split 3.75
¼ Cord cut and split 2.50	¼ Cord cut and split 2.00

— SLABS CUT —

Just what you want for summer use.
BIRCH SLABS, cut, per cord ---- \$6.50
JACK PINE, Cut and Split:
1 cord \$7.75 ½ cord \$4.00 ¼ cord \$2.25

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

"DOWN AT VICTORIA BEACH"

(To the tune of "Jingle Bells")

Dashing thru' the waves, dancing thru' the spray,
In the lake we go, laughing all the way.
Merry voices ring, happy are we each.
Oh, what fun to swim and sing
Down at Victoria Beach!

Refrain:

Ha! Ha! Ha! Ha! Ha! Ha!
Laughing all the day!
Oh, what fun it is to be
Down Victoria way!
Ha! Ha! Ha! Ha! Ha! Ha!
Happy are we each.
Oh, what fun it is to play
Down at Victoria Beach!

To the tune of this theme song, happy groups of boys and girls are gathering on the beaches to join in the activities now being organized under the direction of the Victoria Beach Club.

For children between the ages of five and eight, there are merry sing songs, games, stories, sand-castle building, and other activities in the mornings from ten to eleven o'clock at Patricia Beach. For those from nine to twelve or thirteen years, there are hikes, picnics and games, as well as plans for stunts, dramatics and special events to take place in the near future. A children's circus is being planned this month, the proceeds to go to the Red Cross.

In the mornings and afternoons, Shirley Nicholson will be at the beaches to organize groups.

A new cottage was erected on Centre Street this summer for Mr. and Mrs. Brent, of the Winnipeg post office letter carriers' department. Albert Larson was the contractor.

Mr. and Mrs. Frank Toone rented Mr. Ayre's cottage on Seventh Avenue for the last two weeks in June and had as their guest Miss C. Steven for the week-end.

Mr. and Mrs. Frank J. McKinney and Miss Aldyne McKinney were in Toronto last week-end and are at present on a short tour of the United States. They will be back in Winnipeg about July 5.

Mr. and Mrs. Jack Rice have opened their cottage on Fifth Avenue and Alexandra for the season. Mr. Rice and Jack Rice Jr., returned to the city Sunday night. Mrs. Rice has as her guest Bob McKinney.

Mr. and Mrs. J. E. Yarnell, with their children are occupying the Teakles' cottage on Sunset.

Col. N. R. Nagle joined his family at their cottage on First Avenue last week-end.

Mr. and Mrs. H. A. Baker and family are occupying the cottage of Mr. Thomas French, on Sunset for the summer.

Mr. and Mrs. Allden are occupying a cottage at 331 Third Avenue.

Mr. Herb. Roberts (CKY) and Mrs. Roberts and children are down for the summer at the "Bow and Arrow" cottage.

Mr. and Mrs. C. Rice-Jones have opened their cottage for the season. Mr. Rice-Jones returned to the city Monday night. Mrs. Rice-Jones and Miss Isabel are remaining down for the season and will be joined this week-end by Miss Beth Rice-Jones, of the General hospital nursing staff, who will remain for a month. Miss Mae Rice-Jones, graduate nurse, is in a military hospital near Toronto, and she has enlisted for military service.

Mr. Ted Freeman has been occupying his cottage on Arthur and Eighth Avenue since early in the summer.

PUBLIC NOTICE

Rural Municipality of Victoria Beach

NOTICE IS HEREBY GIVEN that a meeting of the Council of the Rural Municipality of Victoria Beach will be held at Victoria Beach, in Manitoba, on Saturday, the 20th day of July, 1940 at four o'clock in the afternoon, at which time the passing of a By-law dealing with the opening of a new road and the closing of a road allowance will be considered.

The said By-law shall provide:

Firstly, for the opening and establishing of a municipal road or street 66 feet in width extending Arthur Road as shewn on a plan of survey of Victoria Beach, registered in the Winnipeg Land Titles Office as No. 2483, easterly from Eighth Street across Section 10 and 11—20—7 E.P.M. to the shores of Lake Winnipeg.

Secondly, for the opening and establishing of public lanes, 20 feet in width (1) over the westerly 20 feet in depth of Lot 22, in Block 30, (2) over the westerly 20 feet in depth of lot 12, in Block 31 and (3) over the easterly 20 feet in depth of Lot 24, in Block 31, all as shewn on a plan of survey of Victoria Beach, registered in the Winnipeg Land Titles Office as No. 2483.

Thirdly, for the opening and establishing of a public lane over the southerly 10 feet in width of Lot 12, and over the northerly 10 feet in width of Lot 13, all in Block 5, as shewn on a plan of survey of Victoria Beach, registered in the Winnipeg Land Titles Office as No. 1755.

Fourthly, for the opening and establishing of public lanes, each 10 feet in width extending (1) over the westerly 5 feet in width of Lot 10, and the easterly 5 feet in width of Lot 11, in Block 11, and (2) over the westerly 10 feet in width of Lot 7, in Block 12, which lots and blocks are shewn on a plan of survey of Victoria Beach registered in the Winnipeg Land Titles Offices as No. 1755.

Fifthly, for the opening and establishing of a lane 20 feet in width extending over the southerly 20 feet in width of Lot 32, in Block 7, Lots 11 and 34, in Block 18, Lots 11 and 34, in Block 21, Lots 11 and 34, in Block 24, Lots 11 and 34, in Block 27, Lot 34, in Block 30, and over the northerly 20 feet in width of Lot 3, in Block 6, Lot 10, in Block 7, and Lot 12, in Block 30, all as shewn on a plan of survey of Victoria Beach, registered in the Winnipeg Land Titles Office as No. 2483.

Sixthly, for the closing of that portion of the Dominion Government Road Allowance lying between Sections 10 and 15, in Township 20, Range 7, East of the Principal Meridian in Manitoba.

ALL PARTIES INTERESTED IN THE SUBJECT MATTER OF THE SAID PROPOSED BY-LAW ARE HEREBY NOTIFIED OF THE SAID MEETING, AND TO GOVERN THEMSELVES ACCORDINGLY.

Dated at Winnipeg, in Manitoba, this 10th day of June, A.D. 1940.

"F. C. O'BRIEN"
Secretary-Treasurer,
RURAL MUNICIPALITY OF VICTORIA BEACH.

VICTORIA BEACH SPORTS DAY DONATORS

Receipts and expenditures in connection with the holding of last season's Sports Days at Victoria Beach, under the auspices of the Victoria Beach Club:

Balance on hand	\$26.87	G. Barager	\$ 5.00
J. H. Falls	5.00	W. J. T. Kerr	10.00
Cox Bakery	5.00	H. A. H. Baker	5.00
J. J. Conklin	5.00	L. R. Borrowman	5.00
Moonlight Inn	2.00	George Smith	2.00
F. E. Sprague	2.00	Dr. Maclean	5.00
Mrs. H. Little	5.00	Rumford Laundry	5.00
D. H. McGregor	2.00	J. M. Turner	5.00
Victoria Beach Co.	10.00	Louise Straith	1.00
W. G. Campbell	2.00	John Anderson	2.00
Dr. McClung	1.00	S. Hale	2.00
Mrs. A. W. Bouttell	2.00	McWillows	1.00
H. C. Grant	2.00	W. H. Pratt50
C. Rice Jones	2.00	Ross Mitchell	5.00
H. J. Russell	3.00	Victor Scott	5.00
Modern Dairies	5.00	Hudson's Bay	7.50
A. E. Parker	2.00	City Dairy	5.00
Crescent Creamery	5.00	J. Kilpatrick	13.35
Mrs. J. S. Little	1.00	C. A. Brill	2.00
Ashley Stuart50	P. J. Rich	5.00
J. W. Beech	2.00		
W. Gray	5.00	Total	\$186.72

The expenses were \$179.49, leaving a balance on hand of \$12.23. Mr. F. C. O'Brien acted as treasurer.

CITY BAKERIES MEET BREAD DEMAND

The value of having in a central position at Victoria Beach the products of the two large bakeries in Winnipeg shows the foresight of merchants in doing all they can to meet the desires of their customers.

Canada Bread and Spiers-Parnell bread is to be had at the two leading stores, fresh every day from the city and in abundance. Cakes and other confections are also on hand and add to the pleasures of a stay at Victoria Beach in the summer months.

Those who have a regular baker in Winnipeg may transfer their order to the driver and each order will be looked after at Victoria Beach, and when ordering your groceries secure a bread supply and have it delivered to your cottage door as in Winnipeg. In fact there is no necessity having a local bread store so well are the people served by the Canada Bread and Spiers-Parnell companies with their excellent products. Of course the bake shop at Victoria Beach is handicapped by high rentals. How can anyone in the local bakery succeed, under the present rental system? They work night and day under trying surroundings; small profits are made on each sale; everything is done to meet the desires of the residents; but the operator of a bakery here has to pay to the company on his own admission, three times what he makes for the entire season. The company should do some readjustment at the bakery.

However, the bakeries of Winnipeg will not let the community down when it comes to supplying the products of their ovens.

The I.O.D.E. ladies, who held a sale of home-cooking in Falls' Pioneer store, two weeks ago, realized \$60; just before closing time came Albert Larson walked in and handed in \$10 as his contribution to the bomber cause. Mrs. John Falls was generous in donating the many supplies of home cooking placed at the disposal of the committee to sell.

PENINSULA MINK

The finest mink blood in the world is incorporated in the mink production industry of Victoria Beach.

Peninsula offers peerless selections from a strain bred from the choicest origins.

Peninsula Mink Ranch
(Edward Ateah)
Victoria Beach - Manitoba

Mr. and Mrs. John Walley are occupying a cottage on Fourth Avenue.

Mr. and Mrs. Saunders are occupying a cottage at 111 Sunset for the season.

Mrs. W. B. K. MacRury has returned to Winnipeg from the Pacific coast, where she has spent the last few months, and was accompanied by her daughter-in-law, Mrs. C. A. B. MacRury and her small daughter, Joan King.

Mrs. Rcy Borrowman, who has spent the last few days in Winnipeg, returned Wednesday to her summer home, "Edwell," on Sunset.

Eighteen members of St. George's W.A. visited the Beach on June 25, spending the day at "San Fairy Inn" with the Pratts. The day was spent in bathing and pleasant walks. Those present were Mrs. G. H. Dowker and son, John; Mesdames Wilson, Barton, Brown, Delves, Simister, Burrage, Page, Ferguson, Surman, Corbould, Allbutt, Brereton, Hayward, Phenix, Allison; Misses Scott and Ferguson.

Four members of St. Georges' choir visited the Beach on Saturday. The day was spent at "San Fairy Inn."

Miss Ann Doubrough spent the week-end as guest of Mrs. L. W. Pratt.

Several members of the Natural History Society spent July 1 at their cottage.

Mrs. Jessie Fraser, Baron Angus, Margaret Marshall and Jimmie Whellems occupied A. Mores' cottage, 205 First Avenue for the last week in June.

Mr. Frank Patterson was the guest of Miss Innies on Sunset Boulevard for the week-end.

HACKS NURSERIES

See our display of Bedding Plants, Shrubs, Ornamental Trees, Peonies in great variety, Hardy Roses, New Manitoba Rose is popular. Anything you need.

We make a specialty of Plants most suitable for Victoria Beach growth. Plenty of time for blooming if planted soon. We know your needs.

HACKS STORES

Ellice Avenue, Opposite Grace Church

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

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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

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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. James Irving and son, have opened their cottage on Sunset for the season.

Mr. and Mrs. Potter, Third Avenue were down for the week-end and had as their guest Mrs. McDermid and son.

Mr. and Mrs. Harry Smith were guests at the Victoria Beach Inn for a few days.

Mrs. A. M. Barkwell and family arrived this week to open their summer home, Fifth and Arthur.

Mrs. T. Cave, of London, Eng., was a week-end guest at the Victoria Beach Inn.

Mrs. Richard McGinn returned Tuesday to Winnipeg after spending a vacation at this resort.

Mr. and Mrs. Donald Campbell occupied a cottage on Seventh and Patricia for the last two weeks in June.

Mr. Archer has opened his cottage on Sunset for the season.

Mr. and Mrs. Ted Brown have opened their cottage for the season on Sixth Avenue.

Mr. and Mrs. Ernie Pascoe and daughters are down for the season.

Mr. W. Carmichael was down for the last week-end. Mr. Carmichael has been "under the weather" for the last two months but we are glad to see he is coming along all right now.

Mr. and Mrs. Johnston on Fourth Avenue spent the last week-end at their cottage.

Mr. and Mrs. Ashley Stuart held a wedding anniversary party at their cottage on Fifth Avenue on Saturday night,

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.

the invited guests were: Mr. and Mrs. Walter Fox, Mr. and Mrs. Harry England, Mrs. Farmer, Mr. Alward, Mrs. Angus More. Refreshments were served by Mrs. Fyfe and Mrs. A. Stuart and finished up with a musical program by Harry England.

Dr. Frank Sedziak was in his cottage on Bay View last week-end, and had as his guest Mr. R. Pattison.

Mr. and Mrs. James I. Munro were down last week-end and Mrs. Munro and daughters are down for the season. They had as their guests last week-end Mr. and Mrs. Aubrey Fisher.

Mr. Metcalfe, of the Metcalfe Grain Co., Grain Exchange and Mrs. Metcalfe were visitors at their cottage last week-end.

Mr. and Mrs. Thomas Harris have taken a cottage on Third Avenue for the season.

Mr. and Mrs. Gerry Gyles were visiting Mr. Gyles parents, on Seventh Avenue last week-end.

Ted Freeman entertained his daughter last week-end.

Mr. and Mrs. Clapham are in their cottage on Eighth Avenue.

The church committee is very happy to announce that the soloist tomorrow morning will be Olga Irwin, one of Winnipeg's finest singers, who is holidaying at the Beach with her daughter, Audrey.

Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, JULY 13, 1940

No. 5

Let The War Work Go On!



In a practical way all summer residents and all permanent residents are giving proof of their desire to help Canada at War.

The sale of home cooking held at the end of June netted \$60.00; Sunday's concert in the Clubhouse produced \$20.00; the ladies tea at the home of Mr. and Mrs. William Gray early this week added \$90.00 to the total. This makes \$170.00. Splendid, splendid ladies!

The work must be continued. As Col. Ralston said in his Thursday night broadcast: "We are standing in the last ditch, fighting for those things which all free men and free women hold dear."

This is a total war, a lightning war, in which there are no spectators. We are doing well at Victoria Beach but we have not yet reached the maximum effort. But, it is only by continuing that everything we do will prove of value. All must plan, all must sacrifice to supplement the government's stupendous programme.

Victory must be achieved by arms.

So far Victoria Beach has concentrated on assisting the Red Cross and the I.O.D.E.. It would be well to assist other branches of the service from now on, and it will be left to the ladies to arrange the details. The Navy, the Infantry and the Engineers are worthy of help.

It is with satisfaction that one learns that the women of the I.O.D.E. secured the \$100,000 needed for the purchase of a bomber so early in their campaign; and that the money was handed over last Saturday to the Department of Defence. Victoria Beach's generous dollars were included in this fine gift. And all through the trying weeks that lie ahead the gifts from Victoria Beach, will, no doubt, be able to give comfort and aid the war afflicted. There is no doubt that any thought out plan will be warmly supported here. There are many residents of Victoria Beach who served in the last war, and we honor each one of them for their heroic service.

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.

CHILDREN'S MASQUERADE PARTY

July 20 brings a big carnival of entertainment for boys and girls. A masquerade with prizes will be the main feature of the event. Youthful talent is being engaged for a big show which will be a special attraction of the evening.

This event will take place in the Clubhouse under the auspices of the Victoria Beach Club. Entertainment will begin at 7 p.m. and the evening will come to a close at 9 p.m.

Every boy and girl at Victoria Beach is urged to begin now to plan a costume.

IMPORTANT MESSAGE TO ALL YOUNG PEOPLE

Do you play golf, tennis, badminton?

Do you canoe, swim, dive, sail?

Would you like to learn?

This is the first official announcement in the Herald of the Young People's Club, which is being organized under the sponsorship of the Victoria Beach Club primarily for young people between the ages of ten and eighteen.

The aim of the Club is to give instruction in the above mentioned sports so that all people may have access to every beach sporting facility.

Young people will be shown the fundamentals of the sports, and later tournaments and competitions will be held. Prizes are to be given by the Victoria Beach Club.

Activities began last Monday, July 8, and continued throughout the week. Instruction was given in every sport. Many young people have expressed enthusiasm for the new venture and from all present indications the new club should be an outstanding success.

To join the Club all you have to do is attend any of the activities in which you are interested at the time and place mentioned. Instructors will be there to help you in any way possible.

Instructors include: Carroll Borrowman, Walter Thomas, Dave Grant, Jack Howes, Ken Gray, Murray Howard and Harold Cartwright.

Next week activities will begin Monday as usual and continue daily throughout the week except Saturday and Sunday. Here is the schedule:

Monday—1.30 p.m. Badminton, 113 Sunset Avenue.

Tuesday—1 p.m. Golf at the course.

Wednesday—2.30 p.m. Swimming, Diving at the Pier.

Thursday—10 a.m. Sailing at the Pier.

1.30 p.m. Tennis at the Courts.

Friday—1.30 p.m. Canoeing at the Pier. (Bathing suits necessary).

Have more fun at the Beach this year! Learn a new sport. Everyone is welcome! For further information see Jack Howes, local Tribune agent.

The water in the lake, as observed from the beaches, is unusually low this season.

Children's Masquerade Next Saturday Night.