

## PEONIES

Those who know well the habits and qualities of this lovely Queen of Manitoba gardens, may pass this little article by. It is those who so often say after enjoying a view of some lonely garden laden with the fragrance and beauty of these hardy perennials, "Well, I must buy some new peonies," that it is written.

Peonies are of three main colors, crimson, pink and white, but these may run the gamut of so many varying tints and shades with so much blending of colors, that it is well to be intelligent when purchasing a new one. They also have varying degrees of earliness of bloom, fragrance, habit of growth in the garden, and of staying qualities when picked.

All these qualities may be learned from a good catalogue of a reputable dealer, or from an ardent peony "fan". An international peony society has given the best of marketable varieties a rating which runs from about 7.3 up to 9.9 points, the latter representing the epoch of peony achievement, the pure white, perfection of Le Cygne (the swan).

This is still a very expensive variety, but there are many others almost as perfect, and costing only a modest fraction of that variety, to quote a very few, Festiva Maxima, white, M. Jules Elie or Larab Bernhardt, pink, and Felic Cronse or Karl Rosenfell, crimson.

Peonies have been found to do splendidly at Victoria Beach, if given a good sunny spot, some rich earth, and proper planting, the "eyes" about two inches below the surface.

## 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

## COMMUNITY TEA

The Red Cross Tea on Tuesday afternoon arranged by a group of ladies at the cottage of Mrs. Wm. Gray, Third and Alexander was a pleasing success. Most of the 240 ladies who attended found it a delightful opportunity to renew old acquaintances and form new ones. Mrs. Irving, Mrs. Head, Mrs. Borrowman and Mrs. Little presided over the tea pots. In the garden, the tea cup reading of Mrs. Kinread and Miss Roth was much appreciated, and throughout the afternoon there was a steady stream of customers for their talents. Their receipts helped to swell the funds which totalled \$90.40. Mrs. Gray and the ladies associated with her are grateful to all who supported this venture. The money has been turned over to the Victoria Beach Club to be forwarded to the Red Cross as a community contribution. The Club will be pleased to have other groups follow this fine example.

There is a remarkable lady, Mrs. T. Cave, of London, England, who is a guest at Victoria Beach Inn. Although 82 years of age Mrs. Cave has the vivacity, the spirit and the energy of youth. She is an Alpine climber, a hiker and a war worker, having spent four years in France and Belgium in the last Great War. In her home district she is associated with religious work and it was as a church worker she adapted herself to army work in France. Wednesday morning of this week Mrs. Cave walked to the milk farm district and observed keenly all the lovely features of Victoria Beach, going and coming. Mrs. Cave is the mother of Mrs. R. H. Griffith of Winnipeg, who also is a guest at the Inn, and they plan to remain for another three weeks as guests at this pleasant spot. Mrs. Cave will spend six months in Canada on her present visit.

## CATS DESTROY BIRD LIFE

It has always been understood that Victoria Beach is a flora and fauna sanctuary. A cottager came down with several cats which destroyed the nest and young birds in a neighbour's yard. This was reported, but it was stated that nothing could be done as this is not a bird sanctuary. If this is the case the Club should take the matter up with the proper department. It is a pity that where such a variety of birds nest in such large numbers protection should not be provided. Fifty-two different specimens were counted last year, from the Great Blue Heron to a Humming bird on its nest in a birch tree on Sixth Avenue.

## 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!

Summer cottagers are pleased with the way in which the permanent residents are co-operating in keeping the foot paths pleasant and the care taken in driving trucks etc. Every newcomer exclaims over the beauty and peace of Victoria Beach.

# Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, JULY 20, 1940

No. 6

## Make Long Week-end a Beach Family Re-union



LET us make the next long week-end, August 3, 4, and 5, a big holiday gathering at Victoria Beach. Invite down your sons and daughters, their wives and husbands and their children; other relatives, friends and business associates. By so doing the railway and the stores will be benefitted; throngs will sun themselves on the beaches, bathing parties will be formed, the clubhouse will be crowded and a good time will be had by all.

This year Victoria Beach is looking its best. Showers bring out the foliage on the trees, brighten the gloom in the gardens, and settle the dust, and there have been many showers this summer.

Victoria Beach is worthy of one big holiday festival once in the heated term, and one thing, everyone will return to the city sounding the praises of this beach's natural beauty, its safety and comfort, its friendly people, its restful surroundings.

Mr. Chard, of Edmonton, highway commissioner for Alberta, was invited to spend a holiday at Victoria Beach, and he came and was agreeably surprised. "When I received an invitation to Victoria Beach" he said, "I just thought it came from a lake resort, of which there are hundreds in western Canada, but I was delighted with my first walk along the lakefront and through the everglades. This beach is undoubtedly different to any beach I have ever seen. It has a beauty and loveliness all its own. An invitation to Victoria Beach is one worth accepting."

A former resident of Victoria Beach, who spent many years at her family's cottage home here, but who is now living in Vancouver writes back to say: "I have visited all the resorts around this city and many in the state of Washington, but there is not one which can compare with Victoria Beach."

So let us all join together to make the

beginning of August a gala event down here. It may cost each family a few dollars extra, but look at the joy you are going to give your relatives and friends.

## CHILDREN'S FANCY DRESS CARNIVAL

Tonight (Saturday) from 7 to 9 p.m., the clubhouse is to be the scene of the Children's Fancy Dress Carnival. There will be prizes for the best costume worn by boys and girls up to 14 years of age in the following classes:

Fancy; Comic and Spirit of the Beach.

A variety of entertainment, including singing, dancing, recitations and novelty numbers has been planned for the children. For those who come in costume, admission is free. For spectators without fancy costume, a charge of 10c for adults and 5c for children will be made.

Many attractive and original costumes have been worn in the past, a large number of them improvised from materials to be found in any cottage or in the vicinity. Each year there is a new crop of original ideas.

The Children's Carnival is going to be a fun event. It is hoped that it will be well attended, and that a good variety of costumes will be there to baffle the judges.

At the close Mrs. W. J. T. Kerr will present the prizes.

## SING-SONG AT CLUBHOUSE SUNDAY EVENING

The Victoria Beach Club has been fortunate in securing the services of Herb Roberts, director of programs for CKY to lead a sing-song at the clubhouse this Sunday evening at 8:45 p.m.

It is hoped that another outstanding radio personality will assist in the evening's entertainment. It depends on whether he can spend that extra time at the Beach. Anyway, there will be lots of noise and enthusiasm, with the theme song, "There'll always Be An England!" If you do not know the words to this timely song now, you certainly will before the affair is over.

Everyone at the Beach is welcome to attend the sing-song and Mr. Roberts says if you cannot sing, bring your mouth organ, Kazoo or whistle.

Mr. and Mrs. Bouttell deserve the appreciation of residents for the very attractive way in which they have brought the grounds and flower beds around Victoria Beach Inn to a state of perfection. Residents will find afternoon teas at the Inn or on the grounds a pleasant diversion. No one ever leased the Inn that has given such satisfaction in the quality of meals. Every guest sounds the praises of the cuisine.

**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

**Company Threatens Action**

The Victoria Beach Herald has been threatened with an action for libel by the solicitors representing the Victoria Beach Company.

Read this:

From Clark and Robertson, Barristers and Solicitors,  
Winnipeg, July 16, 1940

The Editor, Victoria Beach Herald,  
Victoria Beach, Man.

Dear Sir: Without prejudice. The president of the Victoria Beach Company, Ltd. (Dr. R. K. McClung), has brought to our office copies of the Victoria Beach Herald, dated July 6 and July 13; containing articles under the following headings: "Lower the Cost of Living and Help on the War" and "Clear Away a Bad Condition."

We have carefully read and considered these articles, which in our opinion contain some statements which are false and libellous; and maliciously made, tending to injure the company's reputation in its business dealings.

There is not the slightest question you have laid yourself open for an action for libel. As you are a director of the company, and until this year appeared to be very friendly to the company, and of great assistance to the board, we would like to avoid if possible any controversy. We are therefore asking you to give us an opportunity to reply in your paper correcting the false statements made; if you are unwilling to afford us this opportunity, whatever proceedings are deemed necessary will be taken.

Yours truly,

CLARK and ROBERTSON.

\* \* \*

EDITOR'S NOTE—The Herald is quite willing to open its columns to a statement from the Company as long as the statement drops such words as "malicious libel," "falsehood" and "libel." Everything that has been written about the Company in a general way is true. There may be some slight changes in the figures, but not much. There was no malicious libel or falsehood in the articles. Wednesday the two issues complained of by the Company were shown to one of the best posted men on Victoria Beach and Victoria Beach Company's affairs, now living; he said after reading the articles: "There is nothing but truth in those statements."

Let us talk plainly to the Company. The Company is through at Victoria Beach. There is no room for two authorities taxing people at this resort. The Company is out of tune with conditions here; it is out of line with world con-

ditions, with the people's views; with the community's best interests.

Exorbitant rentals at this Beach must cease; taxing of dairies by a private company, must end; the high cost of living must be reduced by a drastic revision of business rentals. There is no necessity for the Victoria Beach Company operating here at all. A rental agent would be sufficient. Shareholders in the company get no dividend from the large returns that come to the Company's treasury. The Herald speaks for the entire community and the entire community is behind the Herald on this matter. Victoria Beach must get on with the war; we must assist until it hurts; all obstacles, like the Victoria Beach Company, must be swept aside, if it does not meet community ideas.

The Victoria Beach Club should look into its lease of the property on which the Clubhouse stands. This site was negotiated by Dr. N. J. MacLean when he was the club president, with the company, 13 years ago. Since the document was signed by the club executive its location appears to be somewhat of a mystery. When presented to the directors of the company two years ago, the director representing the mortgage company, refused to allow the document to be signed. "We are not signing any of our property away," was his command, and like servile men, the directors no doubt replied: "Yes, milord," and let it go at that. If the mortgage of \$13,000 against the company's property is foreclosed into the net will fall the club's site and building. The club may have negotiated the 99 years lease of the site, but there is still some doubt in the matter.

**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"

**Boys' and Girls' Circus**

The young people of Victoria Beach are doing their part, too, in helping the war effort. They held a circus in the clubhouse last Friday. A large group of boys and girls were enabled to give \$36.51 to the Victoria Beach Club to be donated to the Red Cross. This is the largest amount made at any children's circus in Manitoba during this war to date.

A large number of boys and girls took part, looking after the various side-shows, midway attractions, draws and sales in very capable fashion.

A performance by trained dogs proved to be the highlight of the circus. Mrs. Victor Scott ran boat rides in the bay. Miss Cox donated the elephant game, which she made. Miss Verna Trainer gave horseback rides. The young folk who took part in the circus would like to thank the above-mentioned, as well as the storekeepers and other generous individuals who donated prizes, properties and things to sell. Also, the many who attended the circus, making their contribution to a worthy cause, deserve thanks.

The circus was directed by Miss Shirley Nicholson, with the kind assistance of Mrs. Gordon Donaldson and Miss Margaret Pascoe.

Those taking part were: Marguerite Porter, David Scott, Kay Porter, Norman Nagle, Gloria Anderson, Brian Watson, Joyce Yarnell, David Gee, Billie Baker, Bob Donaldson, Shirley Thomas, Freddie Donaldson, Gloria Can, Alen Murphy, June Can, Tom Scott, Sue Thurston, Glenn Anderson, Marion Thurston, Harold Can, Frances Thurston, Norman Shenton, Doreen Sanders, Allan Stuart, Audrey McPhail, Ian Stuart, Shirley Schumacher, Dennie Harris, Doreen Stephenson, Barry Best, Audrey and Irene Caughey.

Visit the Government pier and see the improvements made during the past winter.

**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.

**Community Church Service**

in the

CLUBHOUSE, VICTORIA BEACH  
SUNDAY MORNING, JULY 21, at 11 a.m.

Preacher: REV. W. A. McKIM YOUNG

Soloist: MISS GERTRUDE NEWTON

Accompanist — Mrs. Walter Thomas

CHARLES H. BALL, President

Residence: Sixth Avenue

**COMING EVENTS**

The Ladies' committee of the Victoria Beach Club have made arrangements for the following events for the benefit of war and Red Cross funds.

August 9—A Tea with added attractions at the home of Mrs. Neville Smith on Fifth Avenue.

August 20—A Social Bridge to be held at the Clubhouse in the afternoon.

Further particulars of these events will be given in next week's issue.

**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.

**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**  
ICE CREAM

AT THE MOONLIGHT INN

Two Big Sports Days, July 27, Aug. 3

CANADA BREAD and SPEIRS-PARNELL at FALLS' and BARAGER'S

*Quality Florists*  
AT LOWEST PRICES  
*The Orchid*

Victor Scott      311 DONALD ST.

### GOLF COURSE NOTES

The golf course, thanks to the genial green-keeper, Steve Boutellier, now faithfully serving his eighteenth year in that capacity, presents an exotic appearance. All greens are in tip-top shape. Those non-golfers, out for an evening stroll, are welcome to walk around the course after eight o'clock in the evening. Leisurly playing over the Victoria Beach Golf Course on Wednesday, July 17, were the following: Mr. and Mrs. Brewer, Messrs Bodkin and Drake, Mr. and Mrs. C. D. Smith with guest F. G. Young, Mr. and Mrs. Phillip Gibson, Mr. and Mrs. Eaglass, Messrs Muldrew and Babb, Mr. and Mrs. H. G. Tucker, Mr. Geo. Mather and son George Jr., the Misses D. and E. Tagg with their guest Miss Neithercut, Misses Aileen Howes, Eileen Cameron and Jean Cunningham, Mr. and Mrs. Rochwell, a foursome of Messrs Hanson, August, Milne and Norrie, Donna Smith, Mr. and Mrs. J. J. Milne with their guests J. G. Crawford and R. Colwill, Mr. and Mrs. John Mahood, Mrs. A. Dangerfield with Miss Berry, Mrs. Roy Borrowman with Carroll, Mr. and Mrs. Ed. Brown, Mr. Harry England with Miss Court-rall, Mr. and Mrs. Hossack; a twosome of Messrs McLean and Plant; a foursome of the Neville and Watson family; Dr. W. S. Peters, Miss L. Cook, Mrs. G. Reid with Betty, a threesome of old timers, Messrs Davies, MacRury and MacKenzie, Mrs. Boulton with her daughter Mrs. Jackson and guest Mrs. Leatherdale, Mr. Wm. Smith with his two daughters Margaret and Nita and son-in-law Ian MacLeod, Mr. and Mrs. Amandale with Mr. O'Grady, a nifty threesome of Messrs O'Brien, Stewart and Poyntz, Mr. and Mrs. R. T. Tilley, Mr. and Mrs. D. Bruce Shaw with Mrs. J. M. Jackson, Mr. and Mrs. John Hay with guests Mr. and Mrs. Hemrich, a threesome of Messrs Bodkin, French and Drake, Miss Barbara Smith, Mr. Fred French with daughter Mrs. Morrison, Mr. J. and Miss B. Wilson, J. H. Burgoyne with the Misses Besant and Cudmore, Mr. and Mrs. A. Hant, Mr. and Mrs. Parsons, Miss R. M. Connelly and many others too numerous to mention.

## 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 . . .

**BUTERNUT      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
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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

<b>BIRCH</b>	<b>POPLAR</b>
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 Each Saturday

(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

## Beach People

The popular Thursday morning train was well patronized this week. Among those who were on the train were: Mrs. F. Cummings, Mrs. J. I. Munro, Mrs. Van Reimsdyke, Mr. Osborne Scott, Mr. and Mrs. J. J. Conklin, Mr. and Mrs. Knox, and daughter, just recovered from a fractured leg; Mr. S. MacRury, Mr. Roy Caldwell, Portage la Prairie.

Mr. and Mrs. Roy Caldwell and children of Portage la Prairie, Man. are occupying Mr. F. J. McKinney's cottage on Fifth Avenue.

Mr. and Mrs. Frank J. McKinney and Miss Aldyne McKinney returned to Winnipeg Monday after a month's travel through eastern Canada and as far south in the United States as the State of Tennessee. The family will spend two weeks at Victoria Beach in August.

The boys and girls fishing competition will take place at the Government pier, Friday morning, July 26. Prizes for biggest fish, largest catch and most novel catch.

The letters will go out this coming week asking for donations to Victoria Beach sports. The community should consider liberally these requests. These two sports days give great pleasure to the children and the young people, but funds are needed to finance the programmes; so be

liberal as the prize committee has been told to spend more money on the children's sports this season.

Mr. and Mrs. William McKean and daughter are occupying "Deer Lodge" cottage on Seventh Avenue for July.

Mr. and Mrs. Watson are occupying a cottage on Sixth Avenue. Mr. Watson is connected with the drug inspection department of the Dominion government.

Mr. and Mrs. Cameron and daughters are occupying "Cozy Cot" cottage on Seventh Avenue.

Mr. and Mrs. Percy White and family are in a cottage, 305 Sunset. Mr. White is connected with the purchasing department of the Hudson's Bay Company's stores, and is warden of St. John's Cathedral.

There is perfect weather for bathing at the beaches, and the bathers here are many.

Mr. G. B. Barager returned to the Beach on Monday.

Capt. F. W. Willis and son, John, are occupying the family cottage on Eighth Avenue, the captain recently returned from Rochester, Minn., where he had been undergoing treatment for war injuries. Mrs. Willis is in Winnipeg where two daughter are receiving hospital attention.

The wild roses have not only made the lanes and pathways of Victoria Beach a lovely sight the past few days but their perfume has filled the air with fragrance.

# VACATION SUGGESTIONS

### 30-DAY VACATION FARES

to

### JASPER, VANCOUVER and VICTORIA

On sale every Friday, Saturday and  
Sunday, to September 29th.

### JASPER GOLF WEEK

September 1st to 7th

### 15th Annual Totem Pole Tournament

All-inclusive rate from Winnipeg, \$117.00, which covers return rail fare, lower berth both ways, room and meals at Jasper Park Lodge, bus transfer from Jasper station to the Lodge and return, and seven full days of golf including green fees.

Enquiry Phones — 902 262; 902 263; 902 442 or your nearest agent.

### EASTERN CANADA

A choice of routes—Via Lake and Rail, with two glorious days on the Great Lakes, or All Rail in both directions. Either way, plan to stop off for a few days at Minaki Lodge, where every summer sport awaits you.

### CHURCHILL

### ON HUDSON BAY

### 8th Annual Tour via FLIN FLON

All-Expense Fare from Winnipeg, \$69.65, including rail fare, lower tourist berth and dining car meals for the entire 2,200-mile trip.

Leave Winnipeg ..... 9.30 a.m., August 9th

Arrive Winnipeg ..... August 15th

# CANADIAN NATIONAL RAILWAYS

Mrs. Bascom Darwin, with her little daughter, Judy, is visiting her father, Mr. Frank E. Sprague, to remain until the end of September.

Mr. J. T. Irving is spending two weeks at his cottage.

Councillor Beech is enjoying a two week vacation at the Beach.

Mrs. Dan. Sprague and son are occupying Dr. N. J. McLean's cottage. Mr. Sprague spent the week-end with his family.

Miss Kathleen Ball entertained the staff of the investment department of the Great-West Life company at the home of her parents, Mr. and Mrs. Charles Ball, Sixth Avenue, on Sunday.

After a short cruise on Lake Winnipeg Miss Jean Cunningham arrived at Victoria Beach to stay a short time with Miss Aileen Howes at "Gleneagles" on Fifth Avenue.

The Kinsmans of "Billiker Inn" have again opened their cottage for the summer and intend to have the usual good time.

Miss Doris M. Pascoe had as her guest last week-end Miss Naomi McDiarmid.

Mrs. J. T. Peer and daughter, Miss Catherine Peer, are occupying the Clarke cottage on Sixth Avenue.

Mrs. T. R. Bach is visiting her daughter, Mrs. Victor Scott, for the summer.

Mr. and Mrs. Harry Scott arrived this week to be the guests of their son and daughter-in-law Mr. and Mrs. Victor Scott.

Mr. and Mrs. Vyv. May and daughter Barbara were visitors at the Beach last week-end as guests of Mr. and Mrs. Kenneth Harvey.

Miss Dorothy Still is the guest of Miss June Steiland of Fifth Avenue.

Miss Grace Jenner of Windsor, Ont., spent the week-end with her uncle and aunt, Mr. and Mrs. Mark Lancaster, 318 Second Avenue; also Miss Marion Jenner of St. Paul Hospital, St. Paul, Minn.

Rev. Arthur Smith and Mrs. Smith and Miss Margaret Smith are residing at "Pioneer Lodge", Sunset Avenue during July.

Mrs. Kenneth Harvey and her twin daughters, Marilyn and Diane, are spending the month of July at the Beach. Mr. Harvey joins his family for the week-ends.

Mr. and Mrs. F. G. Harvey, with their sons, Arthur and Herbert, are at present holidaying at Victoria Beach.

Miss Audrey McPhail, daughter of Dr. H. P. McPhail, is staying with her aunt, Mrs. Stuart, 303 Sixth Avenue.

Mrs. H. J. Courtrall and Miss Margaret Courtrall are guests of Mrs. Stuart, 303 Sixth Avenue. Master Archie and Jimmy Courtrall, who are staying a few days with Mrs. Stuart, think Victoria Beach a wonderful place. What with big trains, circuses and the lovely white sands on Patricia Beach, they say it is "tops".

### Sunday Evening Church Service

A Church Service and prayers for our boys over-seas will be held in the Legion Church Hall, Pine Road, on Sunday evening at 8:45 p.m. The Rector in charge will be Mr. Totten from St. John's College. The choir being under the direction of Mr. Mattison, choir master. A hearty welcome to all, come and join in prayer for peace.

The flowers used in the church service last Sunday evening were a beautiful low arrangement of white peonies, palest pink snapdragons, roses and marguerites, in a black and green bowl arranged by Mrs. Alex. Johnson, who picked them out of her own garden.

## 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.

### 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.

Dr. Ross Mitchell spent Sunday at the family cottage, First Avenue.

### Barager's General Store and Post Office

17 years experience enables us to enter 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**; Returned **FRIDAY**

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. James Doctor, chief accountant of the Canadian Wheat Pool, spent the week-end at Victoria Beach Inn.

Mr. and Mrs. Don Stewart are occupying a cottage on First Avenue.

Dr. Glover, rector of St. Margaret's will take the morning church service, Sunday, July 28. Dr. Glover will spend the month of August at his cottage on Sunset.

The flags decorating the Clubhouse are from the Winnipeg Grain Exchange, part of the Royal visit decorations, and were given through the courtesy of Mr. J. T. Irving, assistant secretary of the Exchange, and this year the president of the Victoria Beach Club.

Miss Flavia Bourgoyne is spending two weeks vacation at Victoria Beach.

Miss Mary Sprague, after a vacation of two weeks, returned to Winnipeg Sunday night.

Mrs. Bernard Mac Rury, formerly Miss Eleanor French, with her son, are spending the month of July in a cottage

### Ateah's Baggage Transfer Wood and Ice

Prompt and Courteous Service

See Our Men on Station Platform or at Office  
near Barager's Store.

30 Years Residents of Victoria Beach.

### 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

on Sunset. Mr. and Mrs. Bernard MacRury have been residing in Vancouver for two years, but will take up their residence in Saskatoon in the autumn.

Mr. and Mrs. T. E. Babb and son, Kenneth, are staying at 329 Third Avenue for July. Mr. Babb will have charge of the many events included in the Children's Sports Day, Saturday morning and afternoon, July 27.

Service at the Community Church this Sunday will be conducted by Rev. W. A. McKim Young, who has had 35 years in the ministry of the Presbyterian and United Churches in Manitoba and is very well known in the southern part of the province. Miss Gertrude Newton will be the soloist.

#### HIDDEN-HOLE COMPETITION

Something of a novelty took place at the children's golf matinee last Tuesday, July 16, when a hidden hole competition was held. A large number of cards were turned in. Scores ranged from the low forties to the high eighties.

The Hidden Holes were as follows: The high score on the seventh; the low score on the third; the high score on the fourth. Prize winners were respectively: Audrey Munro, 203 Sunset; Burt Gresham, 219 Fourth Avenue; Bill Rose, 402 Sixth Avenue. Congratulations winners!

Prizes of Golf Balls will be presented at the Masquerade, Saturday evening, July 20.

Several similar contests and others of a more competitive nature will be held throughout the summer. Watch for notices.

Jack Howes, Dave Grant and Alan Boulton, the golf instructors who are present every Tuesday afternoon to teach the younger golfers, report that the calibre of golf is improving. With further help many will become proficient young golfers, they believe. This instruction is given voluntarily and is part of the program of the new Young People's Sport Club.

#### PAPER-CHASE AND WEINER ROAST

The first of a series of outdoor gatherings was held on Thursday, July 18 at 3 p.m. The event took the form of a paper-chase and weiner roast. Those who attended the chase were unanimous in proclaiming its success.

Mr. J. T. Irving and Ken Gray had charge of the arrangements.

This event was yet another activity of the lively Young People's Sport Club. Many bigger and better things are to come. Watch the notice boards! Get active!

#### PICNIC GROUNDS IN NEED OF CLEAN-UP

The picnic ground near the Clubhouse, which is owned by the Victoria Beach Co. is in a deplorable state. Two families which were directed there Sunday with their picnic baskets, found the tables covered with cob-webs and dust, and the grounds overgrown with weeds. If the company will not spend a few cents on this spot, it should be handed over to the municipality for care and attention. The president of the company ordered a municipal sign down off a tree on the grounds. It was a simple no parking notice but it offends the company.

# Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, JULY 27, 1940

No. 7

## Bright Week-ends at Victoria Beach

**SPORTS DAYS** at Victoria Beach always inspire and strengthen the hold that this resort has on the minds and the hearts of the community. These festal days are set apart for the children and the young people to encourage healthful activity. The motive behind those who for twenty years have organized sports days at Victoria Beach has always



been to encourage young people to become better acquainted with the water; to learn to swim and dive well; to handle canoes; and in every way show that the water has no fear for them, but is their friend and companion. This community has a great opportunity to become proficient in the water; to add cleanliness and physical exercise as beneficial to body and mind. So, sports days are held to show what the sun and the water have done for the coming generation and they are sights well worth seeing, both on the sands of Patricia Beach, Saturday morning and at the government pier one week away.

The Victoria Beach club has been working to make these days worthy of happy memories. Do not forget to support the club with financial help; just whatever can be spared from the family purse. Heavy expense has been incurred to make the prize list generous, and every little will help. Of course the larger donations will be most welcome. Let us all pull together these two week-ends and make the days a happy time for the youngsters. Ice cream cones will be distributed to all at the close of the land sports on the former air base grounds, after the children's races have been completed, Saturday afternoon, about 4:30. Bring along the little ones to the cone feast.

For the long week-end let us fill up our cottages with our relatives and friends and make it a truly big week-end. It will benefit the railway, the stores and the Inn. And it will be a

grand time for all with the water sports at the pier, the big dance and presentation of prizes at the clubhouse; inspiring church service Sunday morning and a community sing-song at the clubhouse Sunday evening.

#### WATER SPORTS DAY PROGRAM

10:00 a.m.—Canoe Races: Ladies' doubles; Men's doubles; Mixed doubles; four-man canoe race (McKinney trophy).  
3:30 p.m.—Swimming Races: Girls under 13, 30 yards; Boys under 13, 30 yards; Girls 13 and under 15, 50 yards; Boys 13 and under 15, 50 yards; Girls 15 and under 17, 50 yards; Boys 15 and under 17, 50 yards; Ladies 17 and over, 50 yards; Men 17 and over, 50 yards.

Spring Board Diving—Three Dives: Jackknife, Swan and optional. Girls under 17; Boys under 17; Ladies 17 and over; Men 17 and over.

Underwater Swim—Ladies (any age); men (any age).

Diving Off Tower—Straight dive and two optional; Ladies and men.

Victoria Beach Championship Open Water Swim Events:

Quarter-mile: Girls under 16; Boys under 16.

One Mile: Ladies (Rumford trophy); Men (Orchid Florists trophy).

Grand Aggregate Trophy (presented by Victoria Beach Company) awarded on points only.

Children's Fishing Competition at Pier — Largest catch; largest fish, and largest assortment. (See Mr. Frank E. Sprague for details).

Prizes will be distributed Saturday night at the Clubhouse dance commencing at 9:00 p.m.

#### OFFICIALS

Canoe Events: Director, Mayor Victor Scott; Judges, Wm. Gray, Murray Woods; Starter, Herb. Roberts.

Swimming and Diving: Director, Aidan Conklin; Announcer, Herb. Roberts; Stewards, (boys) Bill Gray; (girls) Shirley Nicholson; Judges, Mayor Victor Scott, Mrs. S. C. Lloyd, Roy Borrowman, C. Rice-Jones, J. W. Beech, J. T. Irving.

Presentation of Prizes: Mrs. W. J. T. Kerr.

Treasurer: F. C. O'Brien.

Chairman of Finance Committee: W. J. T. Kerr.

Rules for Water Sports—Children competing at Patricia Beach cannot take part in races at the pier.

Distances for Races—Boys and Girls: 12 years and under (12, 11, 10) 30 yards; 14 years and under (14, 13) 50 yards; 16 years and under (16, 15) 50 yards.

Basis of Points for Grand-Aggregate Trophy: Individual events, first place, 3 points; second, 2 points; third, 1 point. Double canoe events, half of foregoing. Four-man canoe race, one-quarter of the points to each man.

• There will be no canoe races for children under 16 years. In events where there are insufficient competitors the committee retains the right to withhold prizes. The few competitors will be granted marks toward the grand-aggregate total.

**CHILDREN'S SPORTS, PATRICIA BEACH AND AIR FORCE GROUNDS MORNING AND AFTERNOON, SATURDAY, JULY 27 (TODAY!)**