

## 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.

Mrs. S. B. Jorgensen and baby Ann, of Victoria Beach, are spending some time in the City, guests of Misses Mary and Anne Terry, Greenwood Place.

Mrs. Helen Dallas and her daughter Joan are enjoying a holiday at the Beach, and occupying cottage "Toureen" on Fifth Avenue.

Mr. and Mrs. Ashley Stuart and daughter Lorna, and Mrs. Fyfe are occupying their cottage, 215 Fifth Avenue for the season and have as their guest Mrs. Stuart's brother from Calgary, for two weeks.

Mr. and Mrs. Jerry Hunkin and family are occupying a cottage on Sixth Avenue for the month of July.

Mr. and Mrs. John Fraser are occupying 205 First Avenue for the month of July and have as their guests over the week-end their daughters Jessie and Kay and son Ken., Margaret and Mary East, Marjory George and Bryan Angus.

Mr. and Mrs. David Mackay and family and maid are occupying 210 Fourth Avenue for the month of July and

## 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

have as their guests for the week-end Mrs. MacKay's two sisters Edna and Wilma Leich.

The service held in the Legion Church Hall last Sunday evening was filled to capacity, the service being taken by the Rev. Mr. Totten from St. John's College, the choir leading the singing. Mrs. Wood, soloist, sang "Abide With Me" with great feeling which every one enjoyed.

The flowers used in the church service were white peonies and white snaps to the memory of Mr. Anderson, Jr. who lost his life through drowning last week. Great sympathy is felt for the family. The flowers being placed by Mrs. Alex. Jonsson.

Capt. Walter Thomas reports business with his sail boats has picked up this month, and rides out on the lake on the "Voltannis" are as popular as ever. The trip to Grand Beach each week is also popular. Arrangements may be made to take parties to other parts of this locality, even as far as Pine Falls.

Mr. and Mrs. B. A. Restick called in at Victoria Beach Tuesday, in the course of a cruise of Lake Winnipeg. They picked up Mr. G. B. Barager and his stores staff, Mrs. Olga Irwin, Mrs. Herb. Roberts and Jack Beech and all went for a sail on the lake. "The government dock at Victoria Beach is the finest I have visited on Lake Winnipeg," Mr. Restick said, "and your beach is a delight."

The presence of Andy Foster at Victoria Beach is like an oasis in a dry and weary land. Mr. Foster represents Campbell Bros. and Wilson, one of the pioneer wholesale firms of Winnipeg, and those who attended the concert last season at which Mr. Foster had a leading part, will never forget the entertainment he added to the program. Mr. Foster's name on any concert list of singers means added zest to its enjoyment; so why wait any longer—let's hear again the "Harry Lauder of Winnipeg."

### 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.

*Quality Florists*  
AT LOWEST PRICES  
*The Orchid*

Victor Scott                      311 DONALD ST.

# Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, AUGUST 3, 1940

No. 8

## Water Sports Day

SATURDAY AT GOVERNMENT PIER

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 Swlm—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.

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

### OFFICIALS

**Chairman of Sports Days Committee:** Lt. Col. N. R. Nagle  
**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.

Twenty-one samples of water from the wells at Victoria Beach were sent into the Provincial Government a few days ago, and the report received was 100 percent pure. Another 21 samples have been forwarded to the Department for a further test. This municipality is guarding very carefully its water supply against sickness.

Mr. Hugh Johnstone, program director at the clubhouse, has been called to his regiment for active service, and he will close his duties at the clubhouse Saturday night.

## SING-SONG AND SHOWING OF FILMS SUNDAY EVENING

The Victoria Beach Club is holding another movie show and sing-song this Sunday evening at 8:45 in the Clubhouse. Henry Sedziak will show the following films: Gibraltar, a short travelogue on a most timely topic; Victoria Beach, colored and black and white, taken by Frank E. Sprague; an Our Gang Comedy, "Summertime"; a Victoria Beach Pot-Pourri and "Gone to the Beach", repeated by special request.

Mayor Victor Scott will again be in charge of the sing-song. He is hoping that some of Winnipeg's outstanding vocalists will be at the Beach for the week-end and will sing solos with the audience joining in the choruses. Five hundred brand new song sheets have been secured, with timely numbers.

## VICTORIA BEACH CLUB LADIES TO HOLD TEA IN AID OF WAR WORK

Ladies of the Victoria Beach Club will hold a tea for the Club's war work funds, Friday afternoon, August 9, from 3:00 to 6:00 p.m., at the cottage of Mrs. Neville Smith, Fifth and Patricia. A cordial invitation is extended to all ladies to attend, and golfers are invited to drop in after their game. The following ladies are in charge: Mrs. E. R. Hawes, Mrs. N. R. Nagle, Mrs. J. W. Beech, Mrs. George McLeod, Mrs. R. H. Riddell, Mrs. Angus More, Mrs. E. H. Pascoe, Mrs. Harry Little, Mrs. G. Humphries, Mrs. A. McFayden, Mrs. A. H. Petrin, Mrs. W. J. T. Kerr, Mrs. D. McGregor and Mrs. Neville Smith.

## CHILDREN'S MASQUERADE

Another chance for the children to give their parents a happy evening will be afforded by a second masquerade and concert to be held at the clubhouse on Saturday, August 10th. The entertainment will begin at 7 o'clock and the judging and prize-giving will be completed by 9 o'clock.

Prizes will be awarded for the best costumes worn by boys and girls up to fourteen years of age in each of the following classes: Fancy, Comic, Spirit of the Beach and Originality. Costumes which won prizes in the masquerade of July 20th will not be eligible for prizes this time.

Boys and girls in costume will be admitted free. For spectators, an admission charge of 10c for adults, 5c for children will be made.

Some fine entertainment by talented girls and boys will complete an enjoyable evening. All boys and girls are invited to put on their thinking caps and turn out for this event in an array of gay costumes.

Sam Ateah has been appointed special constable by the municipal council. All cars entering the Beach have to pass his home and he has generously offered to keep a check on traffic and assist Chief Constable Hugh McLachlan in every way possible without salary.

### 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.

### FLOWER, VEGETABLE, HOME-COOKING AND PRESERVING DISPLAY

The Victoria Beach permanent residents flower, vegetable and home-cooking and preserving display will be held this year in the Victoria Beach clubhouse on the afternoon of August 23. Admission will be ten cents in aid of the association's funds. A committee has been appointed to further the objects of the event, consisting of Alex. Jonsson, president, and Mrs. Jonsson, Bert Martin secretary; Mrs. C. David, Mrs. Hugh Stewart, Mrs. W. R. Stuart, Mr. F. de Courcy Davies, Mrs. C. Thomas, Mrs. Walter Thomas, W. Martin, Mr. and Mrs. Rex. Lester. Anyone desiring to subscribe to the funds or able to send in prizes will receive the appreciation of the committee. Exhibits asked for consist of the following: Flowers, vegetables, tame and wild fruit preserves, pickles, bread, covered pies, wild and general fruits; pies uncovered, buns, white cakes, chocolate cakes and candy. Judges will be announced later and Mayor Victor Scott has promised to bring a judge from the city to judge the vegetables and flowers. The fair is being held under the auspices of the Victoria Beach Legion and Community Association and donations will be accepted by Alex. Jonsson and Bert Martin. The cause is a worthy one, as the funds go to the aid of the Sunday school and the annual Christmas festivity held for the children.

### YOUNG PEOPLES' SPORTS CLUB (Ages 10-17)

Club activities will continue next week, weather permitting. Here is the schedule:

**Monday: 1:30 p.m.**—Badminton, 113 Sunset.

**Tuesday: 1 p.m.**—Golf. Howes and Grant in charge. Hidden-Hole Competition.

**Wednesday: 2:30 p.m.**—Swimming, Diving at pier.

**Thursday: 10 a.m.**—Sailing instruction.

**2:00 p.m.**—Tennis.

**Friday: 2 p.m.**—Canoeing at pier.

Everybody is welcome. Come and join the fun.

### YOUNG PEOPLE'S OPEN GOLF TOURNAMENT

The Young People's Sports Club conducted a golf tournament on Tuesday afternoon, July 30. Favored with ideal weather the contest attracted a large number of entries.

Jack Howes and Dave Grant the instructors again report that the calibre of golf among the young people has considerably improved. This is corroborated by the many fine scores entered in the competition. The prizes of golf balls were generously donated by Mr. Caldwell. Winners were as follows: Ages 10-13—Dick Quinton, 303 Second Avenue, aged twelve who combined scores of 44 and 39 for an excellent 83. Ages 14-16—Barrie Kinsman, 326 Seventh Avenue, aged fifteen, who gave his opponents a fine exhibition and turned in scores of 42 and 39 for a sparkling 81. Jack Beech was a close second in this class with an 83.

### A GRUDGE GAME — FOLKS!

Resulting from a dispute of many years standing as to just who is the worst golfer, three Beach pioneers, Jimmie Grant, Jimmie Irving and Eddie Dack, will shortly meet in mortal conflict at the golf course, no quarter asked and none given. This game incidentally will be staged in privacy with only "seconds" permitted as a gallery. Jimmie G., not having put in an appearance at the Beach last week-end rumour has it he spent a portion of the period at Kirkfield Park Golf Course trying to perfect a system whereby he can—for at least three holes—remain on the fairway, the other portion of the week-end period was devoted to roadwork up and down Assiniboine River. Jimmie Irving, not to be caught napping has been conditioning this week at his Beach home, chasing fish flies and sawing wood, while Eddie Dack is endeavouring to ready himself worrying over business matters. Taken all-in-all this should be the most outstanding "knock-down-drag-to-the-bone-yard" threesome in Victoria Beach Golf Course Club history, and it is regrettable that an account of the game will not be available for publication. As I finally remember, Ed. Dack intends wearing two shirts for this game as he is sure he will lose one before the finish.

Rumfords Limited has donated to Miss Dorothy Lloyd a beautiful trophy, this young swimmer having won the Rumford trophy given for the ladies' mile event six times in succession at Victoria Beach sports.

The medical health officer and the chief constable have made a thorough inspection of sanitation at Victoria Beach and have checked up any cottages where deficiency was found.

### 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"

### FIRE IN BEACH COTTAGE

A fire in Dr. Nicholson's cottage on Fourth Avenue was discovered by neighbors at 1 o'clock Tuesday morning. The building was securely locked, no screening was disturbed and although incendiarism is suspected there is no clue except residents saw a boy running away from the direction of the cottage, so fast he fell down and refused the call of passer-by to come back. The fire was in a mattress in a bedroom and was blazing threateningly. Mr. F. E. Sprague was awakened by a near-by resident and got Mr. Mattison, the beach superintendent, to come over, and after breaking into the house, a few pails of water doused the blaze. But looking into an adjoining bedroom it was discovered that a mattress and pillow had been burned almost completely, probably one week ago, as the remnants, which had been scorched were cold. The fire commissioner in Winnipeg has been notified by the chief constable.

### BEACH CATS PRAY ON BIRD LIFE

Every cat in the cottage area should be sent back to the city or destroyed. What is the use in proclaiming this spot a bird sanctuary when the bird's deadliest enemy, the household cat or Tom cat is allowed to roam through the trees. Every cat brought into Victoria Beach becomes wild in a day and spends its days and nights destroying birds nests and eating the old and the young bird life. But some people are indifferent to all this. A family moved into a cottage on Sunset or Victoria Boulevard and along came the family pet, a huge cat. When it looked up into the trees and saw the song birds fluttering at the sight of this branch of the tiger family, it looked, licked its chops and prepared for slaughter. The woman in the cottage was appealed to and asked to put a bell around its neck. But she was quite indifferent and preferred to have the family cat even if its presence meant death to many birds. Can one wonder why it is an impossibility to have unity of purpose in a community? The council should give the chief constable power to deal with such complaints and to deal severely with such families. Thank goodness, there are not many of the like at Victoria Beach.

### 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, AUGUST 4, 11 a.m.

Preacher: **REV. WILLIAM W. ONLY**,  
of Atlantic Ave., United Church

Accompanist — Mrs. Walter Thomas

**CHARLES H. BALL**, President  
Residence: Sixth Avenue

### THOUGHTS OF A FOURTEEN YEAR OLD

The drooping pines o'er us brood,  
Ever in peaceful solitude,

The break of the sun on the sparkling lake  
Brings forth the song of the birds on the wake.

The cottage nestled in the trees,  
Feels the caress of the breeze;

Victoria Beach is peace and rest,  
Where nature is in beauty dressed.

—LAUREEN J. TUCKER.

Miss Helen McGregor, who won the junior ladies mile swim at Winnipeg Beach last Saturday, carrying the Maple Leaf swimming club colors is a Victoria Beach summer resident and has often appeared in our water sports, winning many prizes in swimming and diving.

Mr. William Flood, the oldest conductor in service on the Victoria Beach line, is being welcomed again this season.

**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

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

## Beach People

Mr. Jim Kerr, son of Mr. and Mrs. W. J. T. Kerr, is at present in Glendale, California, taking a course in aviation mechanics.

Lieut. Col. N. R. Nagle, commander of the Winnipeg Light Infantry regiment, spent the week-end at the Beach, going in Monday night. The Colonel now has 600 in his battalion. He is chairman of the Sports Days Committees of the Victoria Beach Club.

Mayor Victor Scott, returned to the city Tuesday night, after a ten day vacation at the Beach with his family.

Mr. James T. Irving, president of the Victoria Beach Club, after a two weeks' vacation spent at the Beach, returned to the City Monday night to resume his duties as assistant secretary of the Winnipeg Grain Exchange.

Mr. and Mrs. G. L. Jackson and family are spending a holiday at the Beach and occupying the new cottage "Mizpah" on Centre Street.

Mr. and Mrs. C. Lavender are enjoying a holiday at the Beach and are occupying the cottage "Brenda" on 5th Avenue.

Miss Doris M. Pascoe had as her guests last week-end, Mr. and Mrs. W. Harvey Argue.

Mrs. N. A. Barry and two of her children, Patrick and Shirley, are occupying their cottage on Sixth Avenue. Miss Edith Insull and Miss Neta Green are visitors there.

Mr. and Mrs. A. R. Cossor are spending their vacation at Bratton Lodge, Fourth Avenue.

Mrs. Ken. Chambers was a week-end visitor with Mr. and Mrs. A. R. Cossor.

Mr. and Mrs. H. J. Russell and daughter, Ruth, are occupying their cottage at 321 Third Avenue. During the season, Mrs. Russell has had as guests, Mrs. S. Grundman and daughter Shirley; Mr. and Mrs. Wm. Boyd, Jr., and baby Barbara; and her sister, Mrs. Jack White, of Victoria, B.C., and son Bob.

Mr. and Mrs. E. J. Heaney and Mr. and Mrs. F. E. Law were guests of Mr. and Mrs. G. P. Macleod for the week-end.

Mr. and Mrs. Geo. Hunt of Moosomin are spending the summer with Mr. and Mrs. A. Hunt at their charming home, 215 Third Avenue. Mr. Hunt has a fine show of pansies this year, but the rabbits have worked havoc with his roses.

Mr. and Mrs. Robert Binkley are guests of Mr. and Mrs. Fred Porter, 211 Seventh Avenue for the next two weeks.

Mrs. Dan Sprague went into the city Thursday morning. Mr. Sprague will be down for the long week-end.

## 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
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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

## Dancing Every Evening

Annual Water Sports Day  
 SATURDAY, AUGUST 3, (Afternoon)  
 Trophy and prize presentations at Club House  
 in the evening.

Children's Masquerade — 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

## DR. GLOVER GIVES INSPIRING SERMON

The church service Sunday morning in the clubhouse was cheered by an inspiring sermon by Dr. F. Glover, rector of St. Margaret's. The present stage of the war as it affects the Empire and the strong hope and comfort as found in the Bible were carefully interwoven so that all listeners were encouraged, looking to greater promise for ultimate victory for British arms and broadening of Christianity. Mrs. Phillip Gibson gave a very sympathetic solo. She was accompanied on the piano by her son, George Gibson, who also played for the hymns.

Mr. H. J. Russell, A.C.I.S., M.R.S.T., of 321 Third Avenue, Victoria Beach, reports increasing interest in the activities of Russell Business Institute, Winnipeg. Mr. Russell's talks over Radio Station CJRC are familiar to many listeners.

The students of the Institute come from the leading educational centres of Manitoba—the high schools, St. Mary's Academy, St. Paul's College, Oxford High School, United College, St. John's College, the University of Manitoba and also from American schools and universities.

The registration is limited to seventy-five students, and the plan of individual tuition is followed. The teaching staff consists of university graduates and specialists. Students may select by subject, and special attention is given to secretarial and to Civil Service training.

In the wireless operating section, which provides splendid opportunities for young men, registration is limited to twenty-five. A proud record of service in the signalling corps, air force and navy has already been established.

Graduates are securing high marks in the Dominion examination set by the Department of Transport, Ottawa.

## ON THE GOLF GREENS

An abbreviated list of holiday-seekers taking advantage of the facilities of Victoria Beach Golf Club: The E. W. Glass's, the Teddy Hoopers, Miss E. Tagg, the J. J. Milne foursome, Mr. and Mrs. H. J. Davidson, the Quintons, the John Yarnalls, Messrs. Old and Pincock, the Fonger family with Mrs. McDonald (Hollywood, Cal.) and Mr. and Mrs. A. D. McDonald, Chicago; Jack Conklin with the Mrs. Munro and Annandale, the Misses Ferns and sisters McTavish, Misses Bobbie MacLeod and Donna Smith, the E. C. Marshalls, Mr. and Mrs. Mark Lancaster, the Kenneth Burns family, the Misses Monk and Holmes, the J. Ilsey family, Mrs. C. H. and Miss M. Cotter, Victor Scott with guests Messrs. Jackson, Edmundson and Wright, the William Gray Family, Mr. and Mr. Aidan Conklin, Mrs. E. Hay with Betty and guest Miss F. Robertson, the Jimmie Irving's, the Roy Borrowman's, the H. E. Way's, the D. Bruce Shaw's with the Roy Tilley's the J. Johnstons with guest Vivien Durden, and many others.

## ATTRACTIVE LOT FOR SALE

SIXTH AVENUE  
 SNAP FOR CASH. PHONE 41 067

FOR SALE—Solid single size brass bed, spring and mattress, all in perfect condition, \$3.00. Apply 127 Sunset.

# 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.

# CANADIAN NATIONAL RAILWAYS

W40-580

## 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

**SUCCESSFUL CHILDREN'S SPORTS DAY**

Children's sports day, held last Saturday, was one of the most successful in years, both in attendance, entries and entertainment. The castle building brought out many artistic designs and the largest family prize was won by Mr. and Mrs. A. W. Muldrew and five children. The prize was a beautiful mediaeval lantern donated by Mayor Victor Scott. The sack race required a number of relays before the event was finished. Mr. T. E. Babb directed the programs and did it efficiently, with an assisting staff of 28 Beach residents. The ice cream cone festival at the close sent everyone away happy. Henry Sedziak was in charge of this feature.

The municipality's officers had the grounds where the events were held well roped-off and did good service throughout the day, under the direction of Chief Constable Hugh McLachlan and W. Mattison. Results of events were:

**Sand Castle Building**—6 years and under: Boys, Stuart Kirby, Bryan Buckland, Barry Arnason. Girls, Naomi Henderson, Marlyn Donaldson, Sheila Watson. 7, 8 and 9 years: boys, John Williams, Henry Decuyper, Leslie Murphy. Girls, Marion Thurston, Doreen Stephenson, Gloria Cox. 10, 11 and 12 years: Boys, David Henderson, Douglas Gresham, Bobby Donaldson. Girls: Gloria Anderson, June Cox, Valerie Quinton.

**Swimming**—9 and 10 years: Boys, Tom Scott, Bob Donaldson, Fraser Muldrew. Girls, Gloria Anderson, Alva Booth, Shirley Schumacher. 11 and 12 years: Boys, Allan Dack, Bill Rose, Glen Anderson. Girls, Marguerite Porter, Doreen Sanders, Joan Reeve.

**Coat of Tan**—4 years and under: Boys, Leslie Thomas, Garth Hand, Brian Grover. Girls, Florence Hewitt, Patricia Wright, Pamela Best. 5 and 6 years: Boys, Edward Galamber, Charles Stuart, Barry Arnason. Girls, Heather Munroe, Geraldine Harris, Susan Thurston. 7 and 8 years: Boys, Bobby McLean, Leslie Murphy, George Dangerfield. Girls, Pat Gaston, Doreen Stephenson, Marian Rose.

**Foot Races**—4 years and under: Boys, Cariburt Hanson, Stuart Kerby, Bruce Gow. Girls, Naomi Henderson, Patsy Wright, Francis Donnelly. 5 and 6 years: Boys, Jimmy Henderson, Barry Arnason, Michael Gaston. Girls, Dorothy Erskine, Marlyn Donaldson, Shirley Wright. 7 and 8 years: Boys, Charles Hampton, Richard Allden, John Standing. Girls, Joyce Welford, Doreen Stephenson, Audrey Hampton. 9 and 10 years: Boys, Douglas Gresham, Tom Scott, David Bagnall. Girls, Gloria Anderson, Phyllis Henderson, Alva Booth. 11 and 12 years: Boys, Don. Wookey, John Arundel, David Henderson. Girls, Betty Bruce, Betty Robinson, Betty Chalmers.

**Three-Legged Race**—12 years and under: Boys, Ray Schumacher and Ken Booth; Barry Best and George Peach; Larry Rawlinson and Bert Gresham. Girls, Betty Bruce and Marjorie Jackson; Marguerite Porter and Doreen Sanderson; Monica Hardyman and Mary Simister.

**Father and Son Race**—C. Anderson, and Glen, W. J. Gresham and Bert.



**Quality Flowers**  
AT LOWEST PRICES  
*The Orchid*

Victor Scott      311 DONALD ST.

**Mother and Daughter Race**—Mrs. F. Olson and Lorraine; Mrs. C. Anderson and Gloria.

**Sack Race**—12 years and under: Boys, Fred David, Roy Rupert Don McLeod. Girls, Eileen Craig, Gloria Anderson, Shirley Schumacher.

Committee (Sack Race)—C. S. Gow, Herb. Roberts.

**Officials**—Director, T. E. Babb; Recorder, F. A. Allden; Announcers, Lt. Col. N. R. Nagle and Herb. Roberts; Starter, A. W. Muldrew; Prizes, Mrs. Victor Scott, Miss M. Pratt. Sand Castle Building, A. More, Miss S. Nicholson, Mrs. H. Roberts, Mrs. O. Irwin. Swimming, W. J. Gresham, J. Reeve, M. Howes, J. Howes, E. C. Marshall, N. R. Nagle, J. Muldrew, K. Babb, H. C. Knox, I. G. Arnason, C. S. Gow, H. A. Watson. Coat of Tan, Dr. N. R. Galambos, Mrs. J. T. Irving, Mrs. J. W. Beech. Foot Races, W. J. Gresham, A. G. S. Williams, G. E. Whitlaw, I. G. Arnason, H. C. Knox, C. S. Gow, A. More, J. T. Irving, J. W. Beech, Victor Scott, J. C. Wherrett.

**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.

Mr. Fred Gee entertained a crowded house of Beach residents Sunday night in the clubhouse with a series of very fine moving pictures taken by himself in California and at Victoria Beach. The films showed scenes of Sports Day one year ago, and there were some very beautiful views of flowers in beach gardens. Mayor Victor Scott led the community singing, which was whole-hearted. The collection in aid of Victoria Beach's war fund amounted to \$25.00.

This entertainment is another evidence of the value of the light supplied from the station electric plant by the Canadian National Railways throughout the season, free of cost, to the Victoria Beach club, which generous gesture is greatly appreciated by the community. Thanks, Mr. Chappell.

Mr. James I. Munro and Mr. Jack Conklin, having been called into Winnipeg on business, sailed across the lake Sunday morning to Winnipeg Beach, making the trip in four hours in Captain Walter Thomas's boat, "Valtannis" which returned to the beach early Sunday afternoon. They were able to cross the lake by canvas, without having to use the engine.

Mr. Edward Gee, son of Mr. and Mrs. Fred Gee, and a Victoria Beach summer resident for many years, is now a sergeant-major in the Winnipeg garrison.

**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      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.

Do not fail to donate some money to the Sports' Day funds.

**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**; 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

## 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.

### BEACH PEOPLE (Cont.)

Mrs. W. L. Nass and Mrs. G. A. Langtry spent Wednesday at the Beach guests of Mr. and Mrs. J. T. Hamlen, at the Canadian National Railways station.

Mr. and Mrs. W. T. Cooper and their children are spending a holiday at the Beach, guests of Mr. and Mrs. J. T. Hamlen, at the Canadian National Railways station. Mr. Cooper is a brother of Mrs. Hamlen.

J. J. Milne, barrister, with Mrs. Milne and children, who have been cottage residents at the Beach since June 26, returned to their home in Winnipeg, Wednesday night.

Mrs. Kate Shannon and Miss Kathleen Shannon spent the past week guests of Mrs. J. Kerr Brown at her cottage on Fourth Avenue.

Miss Margaret Brown spent the week-end the guest of her mother, Mrs. J. Kerr Brown, at the family cottage on Fourth Avenue.

Mrs. Cathelene Anderson and her daughter, Shirley, have returned to Winnipeg after a holiday at Victoria Beach.

Mr. and Mrs. Joseph Acheson have arrived at Victoria Beach where they will spend a holiday at the Inn.

Mrs. Joseph Redmond and her twin sons, Stephen and Clarke, have arrived to spend a holiday at Victoria Beach Inn.

Dr. and Mrs. N. J. MacLean expect to spend the month of August at Victoria Beach. They have been summer visitors at this resort since 1912.

Victoria Beach Inn will be a centre of interest during the long week-end. It is a beauty spot.

Mr. Wilbur Little came down Thursday evening to spend the long week-end.

### Why Not Rent your Cottage by

placing an Advertisement in Victoria Beach Herald, 25 cents an insertion. Our large free circulation in Winnipeg and Victoria Beach ensures results. Leave Advertisement at ALBION PRESS, 48 1/2-50 1/2 PRINCESS ST., WINNIPEG.

### 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

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The Rates for All Courses are Attractively Low.

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92 361

## RUSSELL BUSINESS INSTITUTE

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Main and Portage Winnipeg, Man.

### REGISTER AT THE BEACH

Alex. Jonsson, old time resident and great war veteran, has been appointed registrar for Victoria Beach municipality under the Dominion Registration Act. F. W. Lange is the chief registrar for the constituency of Springfield and V. Snow will be Mr. Lange's personal representative during registration week which opens Monday, August 19. All Winnipeg residents who are spending their vacation at Victoria Beach, will register here. It will not be necessary to go into the city to register. Places of registration will be announced in the next issue of The Herald. Voluntary workers will be appreciated to assist in registration.

### LEGION CHURCH HALL SERVICE

The service held in the Legion Church Hall last Sunday evening was most inspiring, the service being taken by a very well-known friend of the Beach, Dr. F. W. Glover, Rector of St. Margaret's, Winnipeg; his text "Does Jesus Care," in these troubled days was a great comfort. Mrs. Gibson was the soloist. The beautiful flowers were arranged by Mrs. Alex. Jonsson, picked out of her lovely garden. It is expected Rev. Mr. Totten will preach on Sunday evening, August 4 and Mr. Pratt Jr., will be the soloist.

Mr. Edwin Spence's garden and extended lawn at his Bay View cottage, is one of the prettiest spots at Victoria Beach.

# Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, MAN., AUGUST 10, 1940

No. 9

## Be Fully Prepared to Register



THE most eventful period ahead for residents of Victoria Beach is the week beginning Monday, August 19, when for three days everyone of the age of 16 years and over must answer important questions, many of these being intimate and personal, all in the interests of the defence of Canada.

F. W. Lange, the electoral registrar for the constituency of Springfield, has appointed two district registrars for Victoria Beach, Alex. Jonsson and Bert Martin, who will appoint voluntary deputy registrars, to be sworn for important duties.

A committee has been named from the business men of the Beach to help in securing voluntary workers and W. T. Low has been named secretary of the committee and he should prove capable as a directing head.

The Victoria Beach clubhouse has been secured for the registration headquarters; and the registrars expect to place at least 10 tables in the clubhouse, at each of which will be seated a deputy to record all the questions and answers. Heavy penalties face anyone who does not answer the questions or who fails to turn up for registration. Those who through illness or accident are unable to attend, will be visited at their cottages and their papers made out for them by a deputy registrar.

The registration days are Monday, Tuesday and Wednesday, from eight o'clock in the morning until ten o'clock at night. It takes on an average 10 to 15 minutes to register each person. Everyone should read the questions, which were printed in the Herald issue of Saturday, August 3, and come prepared to give prompt and accurate answers to the several questions. There are two questions which may take some time to give correctly; these are: The birthplaces of father and mother; and what can you do outside of your regular occupation. It is anticipated that 1,200 will register at Victoria Beach; and any resident of Winnipeg who can be here should register at this resort, as the booths in Winnipeg are expected to be crowded at all times, so many are there to register out of a population of 300,000 in Greater Winnipeg. All Winnipeg residents may register at Victoria Beach, and no member of the family 16 years and over should neglect to register.

Victor Snow, personal representative of the chief registrar, has been at Victoria Beach all this week to help all who will act in an official capacity; to give instructions and to impress on all the regulations which cover registration. Last week's Victoria Beach Herald should be carefully read along all

points pertaining to registration; and so should this week's issue.

### CHILDREN'S MASQUERADE

Tonight's the night for the boys and girls to have grand fun, entertain their parents and perhaps win a prize. It's the night of the children's masquerade.

There will be prizes for the funniest, the prettiest, and the most original costumes, as well as the costumes best representing the Spirit of Victoria Beach. All boys and girls under fifteen years of age, wearing costumes which were not used in the July masquerade this year are eligible for prizes. In addition, there will be a concert which both children and adults will enjoy.

The judges are Mrs. Neville Smith, Mrs. W. Gray, Mrs. H. Smith, Mr. W. Law and Mr. George Florence.

Mrs. J. Irving will present the prizes.

The masquerade is from 7 to 9 o'clock at the clubhouse. Admission is 10c for adults, 5c for children. Children in costumes, however, will be admitted free.

### NEW SPECIAL CONSTABLE

Sam Ateah has been appointed by the Municipal Council as a special constable for night duty during the week-ends until Labour Day. For this duty he receives a remuneration. He has kindly offered to act as a special constable without pay, from Labour Day until the beginning of the 1941 season and the Council has accepted his services and appointed him at the last meeting.

### NATIONAL REGISTRATION

On August 19, 20 and 21 a great army of Canadian people—all those, male or female, over the age of 16—will move out to the points of registration and fill in the cards containing a number of questions.

Why is this registration taking place? This country is at war. It must put forth the utmost possible effort to accomplish its purpose. That purpose is the defeat of the enemy.

In order to do this it must marshal the full forces of the nation—all the human, moral, material and spiritual forces of Canada.

There can be no slacking. We need more planes, tanks, ammunition. To produce them we need more men, women, materials, money. The nation must produce more, spend less, and—to be frank about it—pay more taxes.

Then it is necessary that our young men should be trained for home defence. They will be called up at an early date for a brief period of intensive military training.

Yes, we are at war. Registration means simply, organization for greater effort—for victory. Register early. To answer the questions takes only a few minutes' work if you come prepared to answer. Read the questions in this paper and know the answers you have to make before you go to register. Where so many must give their all you will not hesitate in doing your part.