

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

WHAT SHALL I BE?

YOUNG MEN AND YOUNG WOMEN

should consider the opportunities available through a course of studies at

Russell Business Institute.

INDIVIDUAL TUITION

SECRETARIAL and CIVIL SERVICE SUBJECTS

RADIOTELEGRAPHY for WIRELESS OPERATORS

Special courses for young men who wish to serve their country as wireless operators.
The Rates for All Courses are Attractively Low.

The teaching staff includes:

Emmie Swaine, B.A.
Louise Templeton, B.A.
Audrey Hillier, R.B.I.
Clarke Stewart, M.C.S.R.
H. J. Russell, A.C.I.S., M.R.S.T.

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RUSSELL BUSINESS INSTITUTE

Great West Permanent Offices
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.

SAD ACCIDENT TO JIMMY HENDERSON

The community was shocked by the very sad tragedy which came into the life of the family of Mr. and Mrs. Clarence Henderson, who have been occupying a cottage this summer at 302 Third Avenue, in the drowning of their six-and-a-half year old son, Jimmy.

The accident occurred at Patricia Beach, Tuesday, at 1:00 o'clock in the afternoon and appeared to be one of those tragic events which are unavoidable. The little fellow, unnoticed by his brothers and sisters, or others in bathing, stumbled over a stone, was stunned and fell into a few inches of water. On the way home, the children missed him but thought he was ahead of them. When the father found Jimmy was not with the others he hurried to the beach and discovered what had happened. Constable Hugh MacLachlan and Dr. Galambos were quickly on the scene and the latter worked on resuscitation for over an hour without success. The family accompanied the remains into the city Tuesday night.

NEWSPAPER DELIVERY BOYS COMMENDED

David Banks wandered away from his mother Monday afternoon while returning from bathing in King Edward beach. The family reside at 207 Sixth Avenue. Search was made in vacant lots and along the avenues without result. Chief Constable MacLachlan was notified and he asked the newspaper carrier boys to keep a look-out for the lad while on their rounds; which they all cheerfully did. Bill McBain agent of the Free Press, was successful, finding the youngster on First Avenue a few hours later, quite contented, but some distance from his home.

Mr. Fletcher Campbell spent the last week-end with his family.

Miss Ailsa Kerr was the guest of Miss Jessie Kerr over the long week-end.

Mr. B. T. Chappell, general superintendent of the Canadian National Railways, with the assistant superintendent

Sleepy Valley Mink Ranch

Excellent Breeding Strain.
High Quality Stock
Reasonable Prices.

9 Years Fur Farming Experience

Ranch Foreman:

B. MUNRO

Proprietor:

S. ATEAH

of the Manitoba division, C. J. Dunn, spent a short time at the Beach last Thursday afternoon.

Mr. and Mrs. Bolton, who with their children have been occupying the Ann Hathaway cottage on First Avenue for the season, returned to Winnipeg last week-end.

Last week-end was the heaviest in passenger traffic this season, 1,227 persons being on the trains to come to this resort, the Friday evening through train having 226; the 3:10 Saturday afternoon through train carrying 390 and the other Saturday trains 285, a total for the day of 675. Sunday's trains total was 166 and Monday's, 142. The passenger total is now 500 ahead of this date last season.

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

WHAT SHALL I BE?

YOUNG MEN AND YOUNG WOMEN

should consider the opportunities
available through a course of
studies at
Russell Business Institute.

INDIVIDUAL TUITION

SECRETARIAL and CIVIL SERVICE

SUBJECTS

RADIOTELEGRAPHY for WIRELESS
OPERATORS

Special courses for young men who wish to serve
their country as wireless operators.

The Rates for All Courses are Attractively Low.

The teaching staff includes:

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Great West Permanent Offices
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BADMINTON TOURNAMENT

The second Tournament in the schedule of the Young People's Sports Club (ages 10-17) was held at 113 sunset Wednesday afternoon, when a Badminton Tournament took place. The day was hot but the contest attracted a large number of entries.

Prizes, which were generously donated by Mrs. W. J. T. Kerr, were awarded to the champions of three classes: Junior Beginners, Senior Beginners and Experienced. These champions are John Hill, Allison Dryden and Gordon Roberts. The final in the Experienced Class was a particularly hard-fought battle between Roberts and Jack Beech.

Murray Howes, instructor, acted as court referee for the series.

Badminton will be held next week on Monday at 2 p.m., weather permitting, at 113 Sunset (J. W. Beech's cottage).

PRICE OF COCA-COLA REDUCED

Frank Bubbs, special salesman of the Coca-Cola company came to the Beach Thursday with a truckload of the famous soft drink. He made this long trip to enable the storekeepers of Victoria Beach to sell Coca-Cola at five cents, with a deposit of two cents on the bottle. Mr. Bubbs reports the road quite good to Albert and they managed the rest of the journey without much difficulty.

A very fine service, conducted by Rev. William Conly, minister of Atlantic Avenue United Church, was held in the clubhouse Sunday morning, the select army of Gideon being used as a background for a presentation of the war's problems for this generation to grapple with.

The sermon was filled with comforting thoughts for the success of British Arms in the present great struggle. Mrs.

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.

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 11, at 11 a.m.

MINISTER—REV. HUGH ROBERTSON, D.D.

SOLOIST—MR. CECIL PRATT

Accompanist — Mrs. Walter Thomas

CHARLES H. BALL, President
Residence: Sixth Avenue

Helen Dallas sang as the offertory solo a beautiful setting of "The Lord is my Shepherd," and she gave the composition a refined and expressive interpretation. Mrs. Walter Thomas, after an absence of two weeks, was in her place at the piano. Mrs. Borrowman sent a lovely basket of Victoria Beach grown flowers to grace the platform. The attendance was 250 and the collection \$20.

The largest British flag to float from a flag pole at Victoria Beach was dedicated Monday afternoon at the cottage grounds of Mr. and Mrs. J. J. Conklin by Mayor Victor Scott and his official staff. Little Elizabeth Conklin gave a tug at the rope as the ensign was sent upward to float with the breeze, and the patriotic words sent it even higher with the reading of Kipling's "Dirty Old Rag Over 'Ead".

Chief Constable George Smith, of the Winnipeg Police force, joined his family at their cottage last week-end, starting his annual two weeks vacation.

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

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.

GOLF COURSE NOTES

A few of those noticed from a starting window:

The Phillip Gibson's with Mrs. B. V. English; the Gillson and daughters, the Geo. Martin's, the D. J. Fisher's, the Harry Hunter's, the John Hay's, the Misses Peggy Duffy and Gertrude Thompson, the Rumfitt-Marshall foursome, the H. E. Ways, Mr. and Mrs. M. Long, the Mrs. Frost-Carylle twosome, the Misses Knapp, Houston, Gynane threesome, the Eylofson, Clapham, Chalmers threesome, the Mark Lancaster, the Sydney Quinton's the J. S. Watson's, Mr. T. G. Hall with June; the C. P. Old's, the Daley-Douglas youngsters, the Ashley Stuart's, the Lawson-McTavish, Pincock threesome, the J. F. Campbells, the B. Woodcocks with the Misses Crombie and Campbell; the L. G. Burtons, Pat McConnell, the Ted Cox's, the Misses Nicol Featherston, Marshall; the Pat O'Brien's, the Fred Porters with Kay, the W. W. McLeod's, the D. C. Henderson, Mrs. Campling with guest Mrs. B. Towell, Col. and Mrs. Baxter, Dr's. Stewart and Brock, the Misses Howes, the W. H. Fyfes, the Tucker-Spafford twosome, the Rodney Camerons with guests Mr. and Mrs. J. Acheson, the Granger family, the Russel Simonites, the J. Quinton McKay's, the Osborn Scotts, the Victor Scott's, the A. M. Barkwell's, Mr. and Mrs. Fred Barkwell, the G. C. Sharps, the R. F. Cunningham's, the Harry Englands, the Misses Lightfoot, Rankin and Crawford; the R. A. Roberts, the H. W. Fords with Pat; Misses McLachlan, McDowell and Hall, the Aynsley Watsons with Frances Durden, the John Hay's, Mr. and Mrs. H. E. Christmas, the Misses Tagg and Neithercut, the Frank Sprague foursome, the James Munro's, the Grant, Dack, Irving threesome, Messrs. G. Lyman Van Vliet and Norman White, the Kinsman family, the Misses Haddock with the Shelliday's the R. H. Mairs, the Rev. Hughes family, the Frank Lloyds, the Swanlund, Hughes, Walker, Wright foursome, the D. H. McGregors, the E. C. Marshall, R. L. Rumfitt foursome and many others.

Fourteen boys and girls took their supper with them to the pumphouse on Eighth Avenue on Tuesday afternoon and looked for corals under the direction of Miss M. Pratt and Miss S. Nicholson. Everyone found at least one, and some of the children took home a large number of souvenirs. Mrs. A. Simpson, who is staying at the Natural History Society cottage, assisted with her knowledge of corals and rock formations.

Miss Ann Lohr spent the long week-end at Victoria Beach.

The Free Press Carriers spent a very enjoyable day at Black River on Tuesday. Mr. Bill McBain the agent for the Beach was in charge of the boys. This trip has become an annual event for the carriers and they look forward to it each year.

Dr. Ian Maclean, who is now with the Canadian Army Medical Corps, spent two days at the Beach this week with his parents, Dr. and Mrs. Neil John Maclean.

"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

BIRCH **POPLAR**

1 Cord cut and split \$8.50	1 Cord cut and split \$7.50
¼ Cord cut and split 4.50	¼ Cord cut and split 3.75
¾ Cord cut and split 2.50	¾ Cord cut and split 2.00

— SLABS CUT —

Just what you want for summer use.

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

JACK PINE, Cut and Split:

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

VICTORIA BEACH, MAN.

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

Vice-President, MR. ANGUS MORE

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

Programme Director: HUGH JOHNSTONE

Door Manager: DAVID GRANT

Dancing Every 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

DO NOT FAIL . . .

to renew your patronage at

The Capitol and Metropolitan Theatres

when your vacation is over at Victoria Beach and you have returned to your home in Winnipeg. — Where quality and newest pictures are shown.

See the Free Press for current programmes.

Celebrity Concerts

this coming season will give unqualified satisfaction to all music lovers.

Visit our box office and choose your seats for the season without delay. Some very good locations are still available. Read over the list of outstanding attractions and judge for yourself.

Fine Water Sports

The annual water sports were held last Saturday on a glorious day and were enjoyed by the largest crowd in years. Canoe events in the morning were under the direction of Mayor Victor Scott and were carried out very efficiently with keen competition. Aidan Conklin was in charge of the swimming and diving in the afternoon, with Col. N. R. Nagle, chairman of the sports committee, in charge of the judges. Herb. Roberts added to the enjoyment and interest as announcer.

The outstanding feature of the day was the smooth manner in which the numerous events were conducted. William Gray and assistants deserve a great deal of commendation for the way the course was laid out and patrolled both morning and afternoon. It was a considerable load off the minds of those in charge of the swimming events to know that boats were handy to follow any swimmer whom they thought was in difficulty. Mr. Gray's generous action in supplying coffee for the competitors in the distance races was also very much appreciated. The committee is indebted to Walter Thomas for the use of his boat, the "Valtannis," throughout the day.

The only disappointment of the day was the lack of entries, particularly in events for older boys and girls. The efforts of the committees and the prizes offered did deserve better support and it is hoped that the work the Victoria Beach club's young people's sports committee is doing will result in more entries next year. Swimming is the one sport that the young people of Victoria Beach should be interested in, and they should take every opportunity to become more proficient during the summer. The Victoria Beach club should stress swimming in its sports activities among young people.

The Victoria Beach company's grand aggregate cup went to Nancy Wilson. Dorothy Lloyd won the Rumford Laundry cup in the ladies' mile for the seventh consecutive year. Rumford's presented her with a beautiful miniature trophy, which she will keep. The men's mile was won by Allen Dallas, who was presented with Mayor Victor Scott's Orchid Dallas, who was presented with Mayor Victor Scott's Orchid Dallas family made a fine contribution to the week-end.

Judges for the day's events were Mrs. S. C. Lloyd, L. F. Borrowman, James T. Irving, J. W. Beech, C. Rice-Jones, with Col. Nagle in charge. Dr. R. K. McClung was official recorder. Prizes were presented very graciously by Mrs. W. J. T. Kerr at the clubhouse dance, after introductory remarks by President James Irving. Results of the events were:

Swimming Races—Girls under 13: May Brown, Shirley Jackson, Betty Chalmers. Boys under 13: Dick Quinton,

Barry Best, John Florence. Girls 13 and under 15: Kay Porter, Mary Hill, Miriam Atkinson. Boys 13 and under 15: Jack Douglas, Wesley Rupert, Jim Muldrew. Girls 15 and under 17: Nancy Wilson, June Hall, Fanny Martin. Boys 15 and under 17: Jack Caspar, Allen Dallas, Jim Beattie. Ladies 17 and over: Margaret Atkinson, Betty Hall. Men 17 and over: Jack Hall, Harold Warne.

Springboard Diving — Girls under 17: Barbara Hunt, Sidney Roberts, Nancy Wilson. Boys under 17: Jack Cuthbert, Dick Pratt, John Hill. Men 17 and over: Harold Warne.

Underwater Swim—Ladies: Betty Hall, Margaret Atkinson, Kay Porter. Men: Cyril Anderson, Dick Pratt, Wesley Rupert.

Tower Diving—Ladies: Nancy Wilson. Men: Harold Warne, Dick Pratt, Barry Best and Wesley Rupert, tied.

Quarter Mile Swim—Girls: Kay Porter, Miriam Atkinson, Nancy Wilson. Boys: Frank Oldham, Jim Muldrew, Bob Humphrey.

One Mile Swim—(Rumford Trophy) Ladies: Dorothy Lloyd, Joan Dallas, Margaret Pascoe. Men: (Orchid Florist Trophy): Allen Dallas, Dave Grant.

Ladies' Canoe Doubles: Margaret Atkinson and Betty Hall; Mrs. R. J. Purdy and Mrs. A. Jonsson; Mrs. C. David and Vernon Trainer.

Men's Canoe Doubles: Jim Mitchell and Jack Hall; Bert Trainer and David Anderson; Archie and Ken Gray.

Mixed Doubles: Mary Quinton and Archie Gray; Vernon and Bert Trainer; Margaret Atkinson and Bert Brown.

Four-Man Canoe Race: Jim Mitchell, Jack Hall, Archie and Ken Gray; David Anderson, Lloyd Jonsson, Bert Trainer and Amon Ateah; Dave Grant, Peter Reeve, Walter Beatty and Jack Cuthbert.

CLUBHOUSE ENTERTAINMENT

At the clubhouse last Sunday night, Henry Sedziak showed to an overflow audience some fine films taken by himself and very cleverly arranged. One that was most interesting covered the club's excursion to Victoria Beach last winter. Henry develops his own films, makes the subtitles and deserves great praise for his work. He also showed beautiful color movies of Victoria Beach, taken by Frank E. Sprague.

Mayor Victor Scott led a spirited sing-song, with Mrs. Scott at the piano. An action number was led by Herb. Roberts and Mrs. Helen Dallas sang a solo, with the audience joining in the chorus. Angus More, Vice-President of the Victoria Beach Club, was in the chair.

BEACH PEOPLE

Miss Edna Hunt had as her guests for the long week-end, Miss Irene Daniels, Messrs. Jack Barclay and Laurie Ibbatt.

Dr. H. P. McPhail has purchased a cottage at King Edward and Sunset and is moving in immediately. He is arranging some improvements to the property. Dr. McPhail is a member of the St. James school board and prominent in the Canadian Legion.

The Misses Irene Hutt, Maude Davies and Agnes Fawcett spent an enjoyable time over the week-end at the cottage of Mr. and Mrs. Edward T. Gale, 6 Bay View.

Mr. and Mrs. R. Thompson were the guests of Mrs. Thompson's mother, Mrs. A. Hunt for the long week-end.

Miss Innes is again occupying her cottage on Sunset.

Mrs. Edwin Spooner of Vancouver, whose husband is with the Royal Canadian Navy, who is spending the summer with her brother and sister-in-law, Mr. and Mrs. Thos. D. Poyntz, Winnipeg, is holidaying with Mrs. W. A. Rempel at "Redlands".

Mr. Stanley Windle, Jr., spent last week-end at the Beach the guest of Mr. and Mrs. A. H. Petrin and Miss Eleanor Petrin.

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"

TUESDAY'S HIDDEN HOLE COMPETITION

The golfing section of the Young People's Sports Club has been very active. On Tuesday afternoon a very interesting Hidden Hole Competition was held under the capable guidance of Jack Howes and Dave Grant.

There were 25 cards handed in by the budding young stars and those fortunate to win "hidden holes" were:

Ralph Mitchener with high ball on the 3rd; Jim Hurst with low ball on the 9th; Bud Smith with low ball on the 2nd. The prizes will be presented during the Masquerade on Saturday night.

There will be more competitions run off on future Tuesday afternoons so all young people are very welcome to turn out. Instructors will be there to do what they can to assist those desirous to improve their game.

Don't forget—Tuesdays, 1 p.m. to 4 p.m. at the Golf Course. The Young People's Sport Club is **YOURS** so make the most of it. Next week's program is:

Monday—Badminton, 2 p.m., 113 Sunset.
Tuesday—Golf, 1 p.m. at Golf Course.
Wednesday—Swimming, Diving at Pier, 2:30 p.m.
Thursday—Tennis at Courts, 2 p.m.
Friday—Canoeing at Pier, 2 p.m.

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.

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.

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



Quality Flowers

AT LOWEST PRICES

The Orchid

Victor Scott

311 DONALD ST.

Beach People

Col. Baxter, president of the Canadian Legion in western Canada, with Mrs. Baxter and children are occupying the Paulson cottage on Sunset for the month of August. This is Col. Baxter's third season here.

Mr. C. O. Bell, manager of the Dominion Bank branch on Portage Avenue, with Mrs. Bell and family are guests at Victoria Beach Inn.

Mr. Thomas French arrived in Winnipeg Monday from his home in Vancouver, B.C., to see his son, Bill French, a well known Victoria Beach boy, who left Tuesday for Camp Shilo for training with the C.A.S.F.

Mrs. C. L. Johnston and her daughter, Eleanor are enjoying a holiday at the Beach occupying cottage "Brenda" on Fifth Avenue.

Mr. and Mrs. V. Farmer, the two children and Miss Jean Challimor, who have been guests at Victoria Beach Inn left during the week-end for the Pacific coast to return to Shanghai.

Rev. William Conly, minister of Atlantic Avenue United Church, remained over until Monday night, following his conducting of the service in the Clubhouse Sunday morning. He was a guest of Mrs. Briggs, Third Avenue.

Mrs. Aidan Conklin and daughter, Elizabeth, returned to Winnipeg Monday night, after a vacation of two weeks, guests of Mr. and Mrs. J. J. Conklin, Sunset.

Dr. Grindley, secretary of the Canadian Wheat Board, with Mrs. Grindley returned to Winnipeg Saturday night, after a month's vacation here.

Miss Jane Young, of the Great West Life Assurance company's staff was the guest of Miss Kathleen Ball over the long week-end. Miss Young is leaving shortly for London, England, where she will join the Canadian Red Cross.

Dr. and Mrs. Roy Bier and Miss Margaret Bier are spending the month of August at Victoria Beach.

Dr. and Mrs. George Brock and young daughter are guests of Mr. Fred Gee and family at their cottage.

Mr. Fred Gee, who has charge of the seat sale for the Gracie Field's entertainments at the Amphitheatre, August 19 and 20, in aid of the British Navy benevolent fund has gone into the city to superintend the event in its preliminary stages.

Miss Marion Gresham who has been the guest of Mrs. W. A. Rempel has returned to Winnipeg.

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
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.

Mr. and Mrs. J. V. Nutter are spending the month of August at Victoria Beach.

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

WHEN YOU REGISTER YOU GET THIS CERTIFICATE



National Registration is a plan to mobilize and direct our human resources—to assist Canada in the present crisis. When you register you will receive a certificate, convenient for card case or pocket—tangible evidence that you have complied with government regulations. It is not only a record for the Government, it is also for your protection. As such, you will be required to carry this card with you at all times. Its presentation can be demanded at any time by the proper authorities.

EVERYONE CAN HELP—To keep the cost of this registration at a minimum the Government is asking the co-operation of all public-minded citizens in the work of registration. You can help by getting in touch with your local registration officials and offering your services.

WHERE TO REGISTER

Registration offices are being set up by electoral districts in the same manner as in the last Dominion election. Registrants are required to register in the regular polling subdivisions of their own constituencies. But should a registrant be in some other province or district out of the regular polling subdivision on Registration Days, he or she may register at any registration office convenient, upon satisfactory explanation to the local deputy registrar.

Penalty for Non-Registration—Failure to register will make any male or female, married or single, over the age of 16 years, liable to a fine not exceeding Two hundred dollars, or to imprisonment for a term not exceeding Three months, or to both such fine and imprisonment, and moreover to a further penalty not exceeding Ten dollars for each day, after the day upon which he should have registered, during which he shall continue to be unregistered.

Published under the authority of **HON. JAMES G. GARDINER**
Minister of National War Services

N-340

DOMINION OF CANADA
NATIONAL REGISTRATION REGULATIONS, 1940
REGISTRATION CERTIFICATE

Signature of Registrant _____
This certificate must always be carried upon the person of the registrant.

Electoral District No.	(Name)
Polling Division No.	(Name if any)

residing at _____

Regulations this _____ was duly registered under the above-mentioned _____ day of _____ 1940.

Deputy Registrar.

Registration Dates
August 19th 20th 21st

Victoria Beach Herald

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

VOL. XV.

VICTORIA BEACH, MAN., AUGUST 17, 1940

No. 10

The Spirit That Wins

THE men and women of Victoria Beach have done well with the opportunities they have had to assist in the war work. They have given generously at teas held for the purpose of helping the Red Cross and other auxiliary funds. They have aided at home cooking sales, at entertainments in the Victoria Beach clubhouse and no doubt will turn out to the registration headquarters and fulfill their duty to the country as demanded by the government of Canada. The Victoria Beach Club has lived up worthily to the responsibilities placed on a community organization and has placed the clubhouse at the disposal of any group aiding in the war work. There are a number of veterans of the last war among the permanent residents and the summer cottage owners and the community honors them for their fine record in their devotion to country and principles. There are also many families whose sons have answered the call of their country and are now serving in various corps throughout the empire. Our hearts go out to these boys who are prepared to so nobly do their share in the defence of the Empire and bring the glory of a great mission to their loved ones left behind.

Those who are left behind have their duty to perform. Taxes, heavy and burdensome, municipal, provincial and federal, have to be met.

The war has to be paid for and the people are facing still heavier taxation in the year that lies ahead. So everyone must prepare for it and not falter.

It is unfortunate that besides having to meet these taxations we have also to support a private company at this Beach. At other resorts on Lake Winnipeg once governmental taxes are paid the public is free. Here we have to support a company that owns all the business sites. At no other beach are the dairies of Winnipeg taxed before they may cater to the wants of the cottage resident. Milk companies deliver to the cottage door unhampered. Here every time a cottage resident buys a quart of milk, a pint of cream and a pound of butter he must give 6½ per cent to a private company.

Look at the shabby run-down-at-the-heels golf clubhouse. An unscreened miserable verandah. Patrons have time and again asked for more seats to be used while they wait to start play. Nothing is given. The women have asked for a mirror to be placed in the clubhouse, but none has been forthcoming. For the thousand's of dollars the company receives from patrons at the golf course so little is given back to patrons in the way of conveniences and comforts at the clubhouse.

REGISTRATION—at Clubhouse, Monday, Tuesday, Wednesday, August 19, 20, 21, from 8 am. to 10 p.m.

When 11 years ago many cottage residents were asked by the Company to buy shares in the Company on promise of a seven per cent dividend yearly, \$5,000 was handed to the Company at a critical period in the financial strain on the Company. This \$5,000 saved the Company from financial embarrassment. Why did not the directors carry out their solemn pledge? Why were the dividends not paid? There was money for eight per cent mortgage. Why then was there not money for the cottage residents who drew money out of savings banks where it was receiving 4 and 4½ per cent interest and gave it to the Company. Where is the honor of a board of directors who did not carry out their promises? One cottage resident, a woman, asked the Company to sell two lots she owned at this Beach. They induced her to accept stock to the amount of \$500 for these lots. She accepted the 7 per cent Victoria Beach Company's stock. The Company that summer sold these lots for \$500; and the woman is left holding apparently worthless stock for this stock has not returned a dividend but once in ten years. Was that an honorable transaction? These matters have been brought to the attention of the directors time and again, but they have turned a deaf ear to the subject.

When Frank Sprague was manager of the Company, he took pride in improving the Beach's appearance. He started rebuilding the Company's properties. He built Moonlight Inn, the Company's log office, the lounge room at the Inn, the golf clubhouse. But in 1934 his hand was stayed. No more new buildings.

This fight for justice and liberty of action at Victoria Beach must go on. Companies must adjust themselves to the rigors of the times; a broader spirit must prevail; stinginess and meanness has no place in the makeup of Victoria Beach; sympathy self-sacrifice and honor must compose the guiding spirit that rules at Victoria Beach.

REGISTRATION

Registration of the man and woman power of Canada starts Monday morning at 8 o'clock in the clubhouse of the Victoria Beach Club. All residents of any part of Canada who may be summering at Victoria Beach should register here. Everyone 16 years and over has to register and there are heavy penalties for those who do not. Employers of labor are equally responsible to see that those who work for them register and receive a certificate of registration. Anyone who is ill and unable to be at the clubhouse will be registered at their cottage by a deputy registrar. Everyone who is able to be at the clubhouse must register there. Read over the questions and be ready with your answers. There will be 12 tables for registering at the clubhouse, and 37 registrars will be at the tables, working in three daily shifts. It may take 15 minutes to register each person applying. The building will be open until 10 o'clock each night. The district registrars are: Alex Jonsson and Bert