

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

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

Signature of Registrant _____

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

THIS IS TO CERTIFY THAT
residing at _____
Regulations this _____ was duly registered under the above-mentioned _____ 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

Martin; Victor Snow has been at Victoria Beach representing F. W. Lange, the chief registrar for Springfield constituency, instructing the district registrars in their duties. W. T. Low is secretary of the local committee, and applications to assist as deputies will be received by the storekeepers.

DR. WOODSIDE TO PREACH

A scholarly discourse was delivered in the clubhouse last Sunday morning by Dr. Hugh Robertson, filled with power and courageous suggestions to aid in surmounting present day difficulties. Mr. Cecil Pratt was the soloist and gave to the composition excellent interpretative quality.

Dr. George Woodside will be this coming Sunday morning's minister and the Doctor always gives a congregation something to carry away. Miss Margaret McFayden will be the soloist, a young lady who is a Victoria Beach girl, member of a musical family. The Legion Hall Choir will assist in the musical portion of the service.

ANOTHER BUMPER TEA

The Campers' Tea, held under the auspices of the Ladies' Committee of the Victoria Beach Club on Friday, August 9, at the Neville Smith cottage, proved to be another highly successful effort and realized the sum of \$90.00 which goes to swell the fund in aid of war work.

The Committee in charge are most grateful to all who helped make the Tea such a wonderful success by attending, and especially to the large number of gentlemen friends who came and supported the Tea. Heartly thanks are also extended for donations received, and to the ladies who presided at the tea table — Mrs. Glover, Mrs. Irving, Mrs. Conklin, Mrs. Victor Scott, Mrs. Wm. Gray, Mrs. Grant, Mrs. Walter Thomas and Mrs. Ateah.

A word of extra special thanks is due to the young ladies who so cheerfully served the refreshments, they included: Elinor Petrin, Aileen Howes, Audrey Macleod, Margaret

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

Sleepy Valley Mink Ranch

Excellent Breeding Strain.
High Quality Stock
Reasonable Prices.

9 Years Fur Farming Experience

Ranch Foreman:

B. MUNRO

Proprietor:

S. ATEAH

Pascoe, Peggy McTavish, June Little, Carol Borrowman, Margaret McFayden, Alison Dryden, Pat Barkwell, Ella McGregor and Donna Smith. During the course of a very warm afternoon they looked after the comfort of close to 350 guests and carried over 25 gallons of tea to various corners of the grounds and to quote the words of one of the visitors "looked just as fresh and sweet at the end of the function as when they started."

All patent medicines or family remedies may be secured at Falls or Barager's stores, the Herald replies in answer to a number of inquiries.

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

in SECRETARIAL and CIVIL SERVICE

SUBJECTS

and in 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.

Telephone:
92 361

RUSSELL BUSINESS INSTITUTE

Great West Permanent Offices
Main and Portage Winnipeg, Man.

CHILDREN'S MASQUERADE

The Victoria Beach Club held its second children's carnival of the season on Saturday, August 10. A large number of children were present in costume and many adults came to watch the activities. The program commenced with a concert under the direction of Miss Nicholson. The following took part:

Marion Rose in a piano novelty "Two Little Frogs"; Gloria Anderson, tap dance; Audrey McLeod, two songs; Mrs. A. G. Arnason gave a story about "The Magic Ring."

Mesdames McLeod, Neville Smith, H. M. Smith and Messrs. Florence and Low were the judges.

The prizes were presented by Mrs. Irving to the following:

Girls, 7 years and younger—Comic, Irene Pratt; Fancy Dress, Joan Darby, Norma Falls; Originality, Winona McCullough; Spirit of the Beach, Marilyn Boyd. Boys—Comic, Barry Arnason; Fancy, Stuart Kirby, John Diamond; Originality, Ronald Pratt, Paul Diamond.

Girls 8 years and older—Comic, Mary Betty Turner, Marion Rose; Fancy, Paula Barby, Muriel McCullough; Originality, Margurite Porter, Patricia Beatty; Spirit of the Beach, Irene Gray, Phyllis Henderson. Boys—Comic, Don McCullough, John Florence; Fancy, Glenn Anderson, Norman Shenton; Originality, Brian Wood, Bonnar Lund; Spirit of the Beach, Brant Kirby, Gordon Boyd.

Mr. J. T. Irving assisted by Mr. J. W. Beech acted as Master of Ceremonies and presented the prize to Bert Brown for the balloon blowing contest. Prizes for the hidden hole contest sponsored by the Young People's Sports Club were awarded to Jim Hurst, Bud Smith and Ralph Mitchener.

Mr. Irving on behalf of the Victoria Beach Club Executive expressed a vote of thanks to Miss Shirley Nicholson

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

CLUBHOUSE, VICTORIA BEACH

SUNDAY MORNING, AUGUST 18, at 11 a.m.

MINISTER—DR. GEORGE A. WOODSIDE

SOLOIST—MISS MARGARET McFADYEN

The Legion Hall Choir will assist in the musical service.

Accompanist — Mrs. Walter Thomas

CHARLES H. BALL, President
Residence: Sixth Avenue

for her fine work at the Beach this season.

The Committee wishes to thank those who helped make the Carnivals a success.

The Social Bridge Event sponsored by the Ladies committee of the Victoria Beach Club which was originally arranged for August 20 has been postponed as this date conflicts with the period of National Registration.

In this connection the Club has placed its premises at the disposal of the Government Registrars on August 19, 20 and 21, and will assist these officials in every possible way. To its many members who will be registering at the clubhouse the Club respectfully suggests that they register early in the day, and thereby facilitate the work of the Registrars.

Playing probably the best golf of his rather short golfing career, Roy MacDonald took a 29 for 9 holes last Sunday morning. Then on Monday he bettered this by taking a 28 for the 9 holes. Congratulations, Roy. Why not shoot for the course record of 27?

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 noticed trying to maintain pace with the elusive ball.

Mr. and Mrs. H. E. Christmas and son, Dick; the A. B. Lawford's, Messrs. Brook and Way, the Tuxworth-Life twosome; the Chas. Jones, the Macleod-Frost foursome, Canon Seeley with Messrs. Roberts and Quinton, the Puttee-Farmer-Eyolfson-Clapham foursome, Mrs. A. M. Florence with John and guest Don. McFadden, the Rev. W. W. H. Crump with E. B. Scott, Mr. and Mrs. M. Long (Brandon), the J. Fletcher Campbell with Don., the Mrs. Campling and Towell, Stanley St. G. Stubbs with Miss Wray, the P. Andersons, the Misses McNamara and Lochmer, B. Dugdale with Miss Percy, Mrs. J. N. Pugh with guests the Misses Allan and Woodchase, the W. J. F. Reith's, the C. P. Old's, the A. V. Mitchener's, Chief Geo. Smith, The R. J. Macdonald's with Roy, the J. L. Donovan's with guest J. Moorad, the Cox Aldous twosome, the Frank Lloyds, the Henry Baker's with guests, the E. K. Williams, the Neville Smith's with Donna and Bud, the A. R. Banners, the Mrs. Clutt, Davis, Johnston, the Rev. Hughes family, the Fred Walker's the Charlie Swanlund's, the Horsbrough family, the M. C. Halstead's, the Rose Mary Simpson, John Long, Mabel Simpson threesome, the Russell Simonite's, the Ted Cox's, the Rodney Cameron's with F. Nichols, the Boutell family, the Mark Lancaster's, the Misses Barbara Sheen and Betty Neill, Mrs. J. J. Douglas with Grace and Jack, the H. B. Guests, Lt.-Col. and Mrs. Baxter with Bob, the W. A. Fyles, the Charlie Wrights, the W. B. Johnston's, the Harry Hunter's, the D. C. Henderson's the H. C. Grant's, Mr. and Mrs. Marks, the B. G. Ross's, the A. M. Barkwell's, the Misses Duffy and Thompson, the B. E. Elmores, the Messr. Grant, Dack and Irving threesome, the Herbert Ford's with the Dan Lee's as guests, Geo. Barkwell with guest Ruth Berg, the J. S. Watson's with guests Mr. and Mrs. Ken Watson, the W. K. Hutchinsons, the Messrs. McGregor, McKenzie, Parker, Damon foursome, the Messrs. Pascoe, Anderson, White threesome, the A. P. Jamieson's, the Kenneth Quast's, the L. G. Spalding's, the John Hay's, the Charlie Heath's with the Osborne Scott's Drs. Stewart and Brock, the W. Grangers, the Roy Borrowman's with Carroll, the R. Millar's A. Elder, the C. S. Gows, Major Norman Black with J. L. Lawson, Anne Cunningham with Joan Adamson, the Billy Love's, the Dave Birrell's, Messrs. Kennedy and Enright, the Johnston Massey twosome, the Poulton, Anderson foursome, the J. H. Stafford family, Dr. Neil John MacLean with C. Rice-Jones, Mr. and Mrs. J. Lewis, the Graham, Barton twosome, the W. McLarnin's, the W. G. Nutter's, Miss Freeman.

Any resident who can suggest any improvement to the train service from experience of this season would help the railway committee by handing it in to the president of the Victoria Beach Club, Mr. J. T. Irving, Miss M. Pratt, sec-

retary, or Mr. J. J. Conklin, the chairman of the committee. Any suggestions will be carefully considered.

"Canada Bread"

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

BUTTERNUT **BAMBY**
HALF & HALF **DR. HALL'S**

FRESH DAILY AT

J. H. FALLS, GROCERY STORE

SPECIAL CAKES MADE TO ORDER	QUALITY BREAD and ROLLS Shipped in Daily	FRESH CAKES DAILY
--------------------------------------	--	-------------------------

Anderson's Transfer

VICTORIA BEACH, MAN.

Office back of C.N.R. Station. Arrange with my man on train for delivery of your baggage, freight or express. Call at office or give order to drivers for WOOD and ICE.

WOOD

BIRCH	POPLAR
1 Cord cut and split \$8.50	1 Cord cut and split \$7.50
½ Cord cut and split 4.50	½ Cord cut and split 3.75
¼ Cord cut and split 2.50	¼ Cord cut and split 2.00

SLABS CUT

Just what you want for summer use.

BIRCH SLABS, cut, per cord	\$6.50
JACK PINE, Cut and Split:	
1 cord	\$7.75
½ cord	\$4.00
¼ cord	\$2.25

VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

President, MR. JAMES T. IRVING (Wpg. Gr. Ex.)
Vice-President, MR. ANGUS MORE
Secretary-Treasurer, MISS M. PRATT, Fourth Ave.
Programme Director: DAVID GRANT
Door Manager: MURRAY HOWES

Dancing Every Evening

Badminton, Golf, Swimming, Tennis and Canoeing.

We invite the young people to participate in special events sponsored by the Club.

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.

BOX OFFICE, 383 PORTAGE AVE.

LILIES

Those flower lovers who have been struggling down here at Victoria Beach in shaded gardens, should try their hands at growing lilies. These come to a really perfect growth in the semi shade and moist woodland soil.

For the most beautiful sight of all there are the exquisitely perfumed Regal Lillies. These are considered hardy and even if they do not winter, it is worth the price of a few bulbs to have them the first year. They are white, flushed with a faint pink and have a trace of yellow inside the lovely bell.

For absolutely sure fire results, Semerocallis, or Day Lillies cannot be beaten. The older varieties are orange or yellow, but newer ones come in other shades of buff, lemon, peach, coral, etc. These flowers grow from an underground root stem which spreads rapidly as sow thistle.

Lastly there are the 'good old tiger lillies, the most ardent growers of all and a little later here than those above mentioned. Do try a few bulbs next spring.

What can be done with the beauty at hand was shown in last Sunday's floral arrangement at the Community service. Graceful sprays of white berries with their foliage, common yellow daisies, orange day lillies, and a few branches of scarlet pincherries, tastefully arranged in a white basket, made a most satisfying picture.

BATHING BEACH NO PLACE FOR DOGS

The question of allowing dogs to continue to run at large on the beaches with their nuisance habits is looming up as a major problem for the municipality to grapple with. It appears to be the newcomer who is more to blame. Cottage residents of long standing realize that dogs should have no place on bathing beaches. If doggie has to be given a bath in the lake, some early morning hour should be the time but even that is regarded as offensive by some people. At Miami Beach, Florida, four and a half miles set apart bathing, not a dog is to be seen. On all the southern California beaches there are no dogs allowed. Even at Winnipeg Beach there is a strict supervision to see that no dogs are taken to the bathing beach. Why at Victoria Beach should

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

not a similar regulation prevail? Health of the children should be our first consideration.

A GEM AMONG JEWELS

I received an invitation late last summer to spend a week-end at Victoria Beach, which I willingly accepted. What a wonderful time I had as I wandered through avenues of birch and pine, in a never ceasing vista of green with now and then glimpses atop the trees of the azure sky and at times a fleeting white cloud! I rambled alone content in this way to refresh my thoughts and exercise the physical. Towards the close of the afternoon I was content. Then I met a friend and he drew me, almost against my will, into a further realm of nature's loveliness, a perfect gem among the jewels. I was not prepared to see this burst of nature adorned and yet it appeared to be still untouched by the hand of the gardener. It all appeared to be a natural growth. The graciousness of the hostess and the pride of the host, which fairly gleamed through the folds of his tartan shirt, seemed to be as natural as the scene around me.

There were noble birch and glistening pines; chipmunks darted here and there around the doorstep picking up peanuts in the shell tossed to them; and if these dainties were not speedily forthcoming these little striped creatures seemed to have free access to the pockets of the chief of the clan and out they came with a pouch-full from the recesses of the trousers.

The flower and vegetable show; the home-cooking and preserving display, will be held in the Victoria Beach clubhouse, Friday afternoon, August 23. This is the first time the show has been held in the clubhouse and it should be a convenient location. Admission will be by a ten cent tag, and the proceeds will go to the improvements at the Legion clubhouse. The Victoria Beach Club donated \$10.00 to the fund at the last executive meeting.

SPLENDID COMMUNITY CO-OPERATION

On behalf of the municipality, Mayor Victor Scott wishes to thank the many people who helped in the search for Mrs. Ball, an 85 year old lady who was missing from her cottage on Third Avenue, Wednesday and discovered by searchers at noon Thursday in the bush near the golf course. Her absence was first reported to Constable Hugh McLachlan Wednesday night. He and municipal officials searched until 2:00 a.m., and the next morning a search on a large scale was organized by Mayor Scott. Thanks are specially due the all-year residents who entered whole-heartedly into the search with their cars and trucks.

The Canadian National Agent has been courteous and obliging to a marked degree and his services have been eminently satisfactory to cottagers. Mr. and Mrs. Hamlen will be welcome back any time the company sends them.

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"

The Municipal Council would be carrying out a duty if a grant of money was given to Captain Walter Thomas for the good work he is doing in rescuing young people from dangerous positions resulting from canoe upsets. Canoes are not built to assist anyone to hang on in a squall. The bottom is too slippery; and only a few days ago two 16 year old youths were taken from the water by Captain Thomas in an exhausted condition. One of the boys had on heavy clothing and while willing to swim to shore, he could never have reached safety. Both admitted that the arrival of the "Valtannis" was timely. This is only one of a number of rescues which the Herald has carefully investigated and found to be true. Captain Thomas is out of pocket in all these acts of mercy. If he received a grant it would be his duty to take note of all parties out in canoes or sail boats and see that they were not in danger from time to time with his experienced eyes.

The response to appeals for funds to cover cost of conducting the Children's sports day and the water sports has this year been very generous. However, not quite enough has been received to cover the heavy expenses necessary to keep the prizes up to the high standard, pay for the free ice cream festival and the essential printing. Anyone who has not yet contributed and would like to be requested to get in touch with Mr. J. T. Irving, president of the Victoria Beach Club; Mr. F. C. O'Brien, treasurer of the sports committee; Mr. W. J. T. Kerr, chairman of the finance committee; or Mr. J. J. Conklin. The following is an alphabetical list of those persons who subscribed this year. Some gave more than others, but all were appreciated, and for this reason the amounts are not shown.

C. L. Anderson, John Anderson, H. A. H. Baker, G. B. Barager, J. W. Beech, L. F. Borrowman, Mrs. A. W. Bouttell, J. J. Conklin, Mrs. J. H. Falls, Fred M. Gee, Wm. Gray, C. C. Head, J. T. Irving, W. J. T. Kerr, James Kilpatrick, Mrs.

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.

Harry Little, W. T. Low, Dr. N. J. Maclean, A. McFadyen, D. H. McGregor, Dr. Ross Mitchell, J. I. Munro, Col. N. R. Nagle, W. Pope, F. Porter, W. H. Pratt, P. J. Rich, C. Rice-Jones, H. J. Russell, Osborne Scott, Victor Scott, Chief George Smith, Neville Smith, F. E. Sprague, Ashley Stuart, C. Thom, John Turner, M.P., J. F. Van Riemsdyk.

Donations are also gratefully acknowledged from the following firms: Ateah Transfer, Canada Bread Co., City Dairy, Crescent Creamery, T. Eaton Co., Hudson's Bay Co., Modern Dairies, Rumpf Laundry, Spiers-Parnell and Victoria Beach Company.

One of the Manitoba rose bushes developed by the Manitoba Agriculture College as a hardy plant of this variety, did well this season on the cottage grounds of Mr. W. J. T. Kerr, having 16 blooms last week-end, which fact will be highly satisfactory to the Horticultural Department of the University. What is more, this triumph in cultivation has been added to Mr. Kerr's walnut tree, which is now quite a size in height and width, for the admiration of the many callers.

Beach People

Mrs. R. Rudd, Mrs. A. Kehoe and Mr. Ed Sutton of Chicago spent a pleasant holiday with Mr. and Mrs. E. E. Judd, Eighth Avenue.

Mr. and Mrs. Jack Lewis and daughters, Florence and Jacqueline Ruth are visiting Mrs. Lewis's parents, Mr. and Mrs. Harry England, "Al-mac" cottage on Seventh Avenue.

Mrs. J. W. Rooke gave a luncheon at Victoria Beach Inn on Tuesday for Mrs. Gordon Russell of Victoria who is a guest of Mrs. C. O. Wood.

Miss Anne Tibbs is visiting at Mrs. Johnston's on Fifth Avenue.

Mrs. Goodman, demonstrator for Clark's products in Barager's store returned home after a successful demonstration.

Miss Cowley and her mother are guests of Mrs. W. J. Pascoe.

Mrs. Alonzo Simpson, Miss Claire Simpson and Miss Margaret Robinson are spending a couple of weeks at the Beach.

Mrs. Robert Gardiner and her daughter, Miss Helen Gardiner have returned home after enjoying a two week's vacation at 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		\$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.

Mrs. Lind and Miss Esther Lind spent Saturday with friends at the 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

REGISTRATION STARTS ON MONDAY August 19th.



Commencing Monday, August 19th, Canada calls on her citizens, 16 years of age and over, regardless of nationality, to register. Because of the magnitude of this task the Government asks those who must register to study the questionnaire care-

fully. Every question must be answered truthfully and without evasion. It is imperative that every one 16 years of age and over register. You will make the whole task easier for yourself and the Government by registering early. Registration will last for three days only.

REGISTRATION DATES August 19th, 20th, 21st

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.

Your Registration Certificate

To every person answering the questionnaire fully and satisfactorily a certificate of registration will be issued by the local deputy registrar. This is a small card which must be carried on the person at all times.

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