

BEACH PEOPLE (Cont. from Page 6)

Mr. and Mrs. Bill Simpson and daughter, Mae, are occupying their cottage on Sixth and Alexander for July and August.

Mr. and Mrs. Andy Robertson Jr. and family and Mr. and Mrs. Jimmie Robertson are occupying A More's cottage, 205 First Avenue for the month of July.

Mr. Jack Scott was down for a few days with Mr. and Mrs. W. H. Quinn at 121 Sunset.

Mrs. L. F. Borrowman had as her guest Mrs. Cyril M. Thompson for a few days last week.

Mrs. R. J. Spence, wife of Rev. R. J. Spence, Winnipeg, with her daughter, Miss Jean, are occupying Miss Simpson's cottage on First Avenue for the month of July and has as her guests her sister Mrs. Ross and her daughter Miss Peggy Ross from Regina.

Mr. Charles Dickens and Mr. Douglas Kent were week-end guests at the Spence cottage on First Avenue.

Dr. and Mrs. R. K. McClung are occupying their cottage for the summer. Their daughter, Miss Eleanor McClung spent the week-end at the cottage.

Mr. and Mrs. S. C. Hale, 321 Sunset Blvd., have opened their cottage for the season.

Mr. and Mrs. T. L. Munro of Winnipeg are spending their vacation at Victoria Beach, the guests of their son, Mr. K. Munro, Elk Island, God's Lake. Week-end guests were Miss M. Munro and Miss V. Montgomery of Winnipeg.

Mrs. J. Kerr, Rosemary and June, Miss Bartlett and Miss Sproule are spending two weeks at Victoria Beach.

Mrs. M. Robertson, Mrs. Howard Wood and Miss Estelle Kennedy have spent the past week guests of Mrs. Sam Hale.

Miss Jean Plewes of Streetsville, Ontario, and Master Archie and James Courtnall of Winnipeg are the guests of

Mrs. W. R. Stuart, 303 Sixth Ave. Mr. H. J. Courtnall and Mrs. W. H. Plewes visited Mrs. Stuart over the week-end.

Miss Ruth Ellis was the guest of Mr. and Mrs. Harry England for the past two weeks.

Master John Whenray and Clifford Bates, war guests from England are spending their summer holidays with Mr. and Mrs. S. C. Hale.

Rev. J. S. Watson and Mrs. Watson are in their cottage on Arthur Road. They had as a recent guest their daughter, Miss Grace Watson, of Toronto. Mr. Watson leaves Saturday for Morden, Man., where he will take Sunday services.

Mrs. Robert Aird, formerly Mildred Matley, and her mother Mrs. Matley, have taken a cottage for the summer at this beach, which for many years was their summer home.

Mr. David Riach, of New York City, former municipal councillor, will arrive August 1st to join his family here on a vacation.

Miss Carroll Borrowman arrived Thursday from Toronto to spend the remainder of the summer with her mother, Mrs. L. F. Borrowman.

Mr. James Bach of Dundas, Ont., is the guest of his sister, Mrs. Victor Scott, on a vacation.

Mr. E. P. Withrow, cottage owner at Victoria Beach, has been elected president of the Canadian Underwriter's Association.

By reading over the list of players on the golf course each week, one can get a good idea of the prominent people who are vacationing at Victoria Beach this summer.

PENINSULA MINK

The finest mink blood in the world is incorporated in the mink production industry of Victoria Beach. Peninsula offers peerless selections from a strain bred from the choicest origins.

Peninsula Mink Ranch
(Edward Ateah)

Victoria Beach — Manitoba

City Dairy

ALWAYS GOOD

The same health protection you enjoyed in the City is also available to you at the Beach . . . CITY DAIRY MILK and CREAM, laboratory controlled at every stage of production from the dairy herd to your door, may be obtained, delivered fresh daily through our local delivery service.

Service may be arranged by phoning City Dairy Office 87 647, or stopping our Salesman at the Beach.

YOU MAY ALSO ENJOY YOUR FAVORITE

Purity

ICE CREAM
AT THE MOONLIGHT INN

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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XVI.

VICTORIA BEACH, JULY 26th, 1941

No. 6

Sports Days . . . Happy Days . . . Start Saturday

JULY 26th will see the opening of the annual Sports Days, with the second one next Saturday, the Water Sports. This Saturday's Children's Sports programme is in two parts: 10:00 a.m. at Patricia Beach Mr. T. E. Babb



and associates will conduct sand castle, coat of tan and swimming competitions and at 2:00 p.m. at the former airfield they will hold the foot and novelty races. Other interesting features will be prize for the largest family at the Patricia Beach sports, donated by Mayor Victor Scott and the very popular climax to the day's fun, the annual ice cream feast.

The Sports Days are financed by voluntary subscriptions of the cottagers and the Finance Committee will welcome donations. Mr. W. J. T. Kerr is chairman of the Finance committee and Mr. W. D. Davis, treasurer.

Elsewhere in this issue will be found the names of the various officials, and each will be pleased to accept contributions. Please support the fine work they are doing.

DONATIONS FOR SPORT'S DAY

The Annual Sports Committee gratefully acknowledges receipt of donations from the following: John Anderson, H. H. Arundel, S. Ateah, H. A. H. Baker, J. W. Beech, J. J. Conklin, Crescent Creamery, Hellen M. Dallas, T. Eaton Co., Ltd., J. T. Irving, W. J. T. Kerr, Lucy Little, Ross Mitchell, W. H. Pratt, C. Rice-Jones, Osborne Scott, Victor Scott, George Smith, F. Sprague, Miss Straith, C. Thom, L. J. F. Van Riemsdyk, C. C. Head, Victoria Beach Co. Further donations will be most welcome.

EXECUTIVE MEETING

A meeting of the Executive of the Victoria Beach Club will be held at the Club House on Saturday, July 26th, at 5:00 p.m.

All members are requested to attend.

MUNICIPAL OFFICE

The new municipal office, placed in an easy access location in the "village" has assumed more importance, being resplendent with a bright sign "Municipal Office" with

details of value to every resident, including office hours of the beach doctor and information as to how complaints may be brought to the attention of the proper authorities. Dr. Camsell has been a busy man, patients calling from all the districts around, since he has had office hours in the building. It has been improved as a surgery, and also has Chief Bramwell's first aid kit on a convenient shelf.

BICYCLE MARAUDER NABBED

Reports of bicycles being taken from in front of the club house and stores were looked into by Chief Constable Bramwell and Special Constable Sam Ateah on Tuesday night. The culprit was caught by Constable Ateah. At first he denied all knowledge and then admitted the thefts; a police report has been made to the municipal council and a recommendation made that the boy, who is 13 years of age, be sent to the Harry Atkinson reform school for the next year. The bicycles were all recovered at places far from where they had been taken. This smart work of our police will be a great relief to boys who nightly have missed their "wheels" for short periods.

Children's Sports Day Programme

Sand Castle Building:

Boys—6 years and under.	Girls—6 years and under.
Boys—7, 8 and 9 years.	Girls—7, 8 and 9 years.
Boys—10, 11 and 12 years.	Girls—10, 11 and 12 years.

Swimming:

Boys—9 and 10 years.	Girls—9 and 10 years.
Boys—11 and 12 years.	Girls—11 and 12 years.

Coat of Tan:

Boys—4 years and under.	Girls—4 years and under.
Boys—5 and 6 years.	Girls—5 and 6 years.
Boys—7 and 8 years.	Girls—7 and 8 years.

Foot Races:

Boys—4 years and under.	Girls—4 years and under.
Boys—5 and 6 years.	Girls—5 and 6 years.
Boys—7 and 8 years.	Girls—7 and 8 years.
Boys—9 and 10 years.	Girls—9 and 10 years.
Boys—11 and 12 years.	Girls—11 and 12 years.

Three-Legged Race:

Boys—12 years and under.	Girls—12 years and under.
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Father and Son Race.

Mother and Daughter Race..

Sack Race:

Boys—12 years and under.	Girls—12 years and under.
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CHILDREN'S LAND AND WATER SPORTS SATURDAY

Morning: Patricia Beach — Afternoon: Former Air Force Grounds.

MASQUERADE PRIZE WINNERS

The Children's Masquerade last Saturday drew the largest crowd in years. From an array of seventy children in costume, the judges had a difficult task to select the winners. Held under the auspices of the Victoria Beach Club, the masquerade was arranged by a committee headed by Miss M. Pratt. Chairman for the evening was Mr. J. T. Irving, president of the Victoria Beach Club.

Before the judging commenced, the audience was entertained with a few numbers by youthful performers under the direction of Miss Shirley Nicholson. Barry Arnason gave an amusing recitation, Sheelagh Riach played a piano solo, Phyllis Henderson and Gloria Anderson did tap dances, and Ila Mills closed the program singing "I'm Proud of Canada". The lucky tickets for the bed-doll and trunks, raffled in connection with the Children's Circus, were drawn from the hat by Mr. J. Grant, and the winners were Miss Viola Broder and Miss Chris Lumsden.

Prizes for costumes were presented by Mrs. W. J. T. Kerr. Mrs. J. Beech, Mrs. J. T. Irving, Miss Shirley Edmond, F. E. Sprague, D. Grant and J. Howes were the judges.

The prize winners were as follows: Girls, eight and under—Fancy; Marilyn Donaldson, Margaret Anne Crump. Comic; Sheila Moore, Susan Thurston. Original; Marilyn Boyd, Leslie Brandon.

Boys, eight and under—Fancy; Barry Arnason, John Phillip Crump. Comic; Curtis Elston, Hugh Garret. Original; Bill Elston, Bruce Jocelyn.

Girls, nine to fourteen—Fancy; Gloria Anderson, and a tie for second—Mary Hunkin, Marion Rose, Joan Witchell, Audrey Munro. Comic; Mary Dawn Sinclair, Margaret Schofield. Original; Jacquelyn Melton, Mary Jean Ray.

Boys, nine to fourteen—Comic: Bob Hunkin, Peter Oats. Original; John Hill, Doug. Blackwell, Donald James.

During the evening, recorded music was provided by Dave Grant and John Morphy. Altogether this was one of the most successful masquerade ever held at Victoria Beach.

ORDER IN ADVANCE

Order your cakes and fancy bread in advance for the long week-end at Fall's store to ensure delivery.

VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

Hon. President: MRS. W. J. T. KERR
 Immediate Past-President: A. H. PETRIN
 President: MR. JAMES T. IRVING (Wpg. Gr. Ex.)
 Vice-President: MR. ANGUS MORE
 Secretary-Treasurer: MISS M. F. PRATT
 Programme Directors:
 Senior Division, DAVID GRANT
 Junior Division, MISS SHIRLEY NICHOLSON

DANCING AT CLUB HOUSE EVERY EVENING.

JULY 26—CHILDREN'S SPORTS,
 10 a.m. and 2 p.m.
 AUG. 2—WATER SPORTS, 10a.m. and 3:30 p.m.
 AUG. 2—SPECIAL DANCE, CONCERT AND
 PRESENTATION OF PRIZES.

Community Church Service

CLUBHOUSE, VICTORIA BEACH

SUNDAY MORNING, JULY 27th, at 11 a.m.

Preacher: REV. W. H. H. CRUMP
 Rector of St. Aidan's Church, River Heights
 Winnipeg

Accompanist: MRS. WALTER THOMAS

CHARLES H. BALL, President; Residence, Sixth Ave.

JUST IDLE GOSSIP

For some days there have been certain women stating that girls were being subjected to unnecessary attention on the part of youths who live at this beach. These innuendoes came to the ears of the police and Chief Constable Bramwell decided to investigate. He enquired from young ladies whom he met what they knew about such statements, if there was any foundation for them or if it was idle gossip; he also visited the club house after Tuesday night's dance, and asked a group of 50 girls and in every instance all replied to the chief: "We never heard of such a thing. We are free of any annoyances on the part of young men, as we always have been at Victoria Beach in seasons past." Gossip of this nature should not be indulged in by women over a cup of tea or a fountain drink; it is harmful and destructive to the good name Victoria Beach youths have always borne in their associations with the young ladies.

CHURCH SERVICE TUESDAY EVENING

Church Services at Victoria Beach Legion and Community Hall, Tuesday evening, 7:30 p.m. sharp. Rev. C. R. Emerson, B.A., of Winnipeg. Soloist, Mrs. Emerson. All are cordially invited.

FINE CLUB HOUSE ENTERTAINMENT

There was a most interesting programme at the club house Sunday night and the pictures shown by Mr. Gilbert Garnett of scenes around Victoria Beach and southern California were greatly enjoyed. Mrs. Quinton McKay and Mrs. J. Mahood led the community singing which everyone entered into and enjoyed. Mrs. C. Henderson, who has been accompanying much of the singing at club house entertainments, was Sunday night's accompanist.

Victoria Beach Municipality

Mayor:

VICTOR SCOTT, Esq.

Councillors:

JOHN ANDERSON, JOHN W. BEECH,
 JAMES T. IRVING, COL. N. R. NAGLE

Secretary-Treasurer:

WILLIAM D. DAVIS

Beach Superintendent: W. MATTISON

Chief Constable:

ROBERT BRAMWELL

All Year round Constable — SAM ATEAH

Beach Health Officer:

DR. G. CAMSELL

Beach People

Dr. C. H. Goulden, Mrs. Goulden and children are again occupying a cottage at this beach. Mrs. Goulden, known on the concert stage as Flora Matheson, has as her guest her mother, Mrs. Matheson. The latter is among the early day cottage residents. Dr. Goulden is the noted cerealist, head of the government laboratory in Winnipeg.

Mr. and Mrs. Jack Spencer and children, of Flin Flon, Man., are again occupying a cottage at Bay View section this summer. Mr. Spencer was notable in water sports at Victoria Beach some years ago, and was the long distance dive champion.

Mr. J. T. Irving returned to Winnipeg Wednesday night after a short holiday.

Miss Mary Beech is spending her vacation at the family cottage on Sunset.

Mr. and Mrs. Sanders are again occupying the Paulson cottage on Sunset.

Sergeant and Mrs. Bramwell are the guests of Chief Robert Bramwell and Mrs. Bramwell on a week's vacation.

Mayor Victor Scott was a recent visitor to Minneapolis. Major Masson, Fort Osborne barracks, spent one week's holiday the past week with his family, Mrs. Masson and three daughters, who are occupying Mr. Frank E. McKinney's cottage, Fourth Avenue and Alexander Lane, for July.

Flying Officer Gordon Willis, son of Mr. and Mrs. F. W. Willis, Eighth Avenue, is at present with the Atlantic patrol of the R.C.A.F. Gordon who spent many summers at Victoria Beach and was deeply interested in golf and other sports, was recently married, his bride being Gladys Ada, eldest daughter of Mr. Andrew Rhind and the late Mrs. Rhind, of Saskatoon, Sask. The ceremony was performed by Dr. F. Glover, rector in St. Margaret's church, Winnipeg, a reception being held at the home of the bride's aunt, Mrs. George Hawley, Westminster Avenue.

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

Mrs. Douglas Edmund, choir soloist and radio artiste of Winnipeg, who was to have been this Sunday's soloist at the Community church service, sprained her ankle while descending the steps at the club house on a recent night.

Dr. R. K. McClung has been in Winnipeg for several days in connection with summer school work.

Mr. and Mrs. Percy Rich will occupy their summer home at the beginning of August.

Mr. and Mrs. Harold Arundel and family are occupying a cottage on Sunset until the beginning of August.

Mr. Jack Conklin spent the week-end at the family cottage on Sunset, returning from a vacation spent on the Great Lakes.

Mr. and Mrs. Arthur Yates were the guests of Mr. and Mrs. W. J. T. Kerr over the past week-end.

Mr. N. Bogue, of Montreal, who has been taking training for one year with the R.C.A.F. in Winnipeg, has been the guest of Mr. and Mrs. J. W. Beech, Sunset for two weeks, previous to leaving for eastern Canada to take further instruction.

Mr. and Mrs. W. Clifford Wilson have been spending their vacation at this beach.

Mr. and Mrs. W. Bowman and daughter are occupying a cottage on Seventh for the month of July.

Mr. F. A. Lang, chartered accountant, spent the week-end at the beach. (Continued on Page 6)

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

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

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 COMPANY, LIMITED

"Feeding a City since 1882"

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.

SUPPORT WATER SPORT'S DAY, SATURDAY, AUGUST 2

Twenty-five Years of Age

VICTORIA BEACH this month is twenty-five years old as a cottage summer resort. The first train arrived early in 1916. It consisted of three coaches, and it was filled to its capacity with passengers, under the guidance of Mr. Charles W. N. Kennedy, president of the Victoria Beach Company. The first arrivals by train were purchasers of lots earlier in the year and had come down to look over their locations. The only cottages at the beach in 1916 were those of F. C. N. Kennedy and Charles Vokes with Pinhurst Inn, now Victoria Beach Inn, occupied by Charles Kennedy and family; Dr. N. J. McLean and family of one, and Dr. Webster and Mrs. Webster.

The first year's operations of lot sales netted the company \$85,000.

In the three following years after 1915 another \$50,000 worth of lots were disposed of, many being on avenues back of the lake front, the latter located lots having been sold for \$1,000 each. In 1918 four cottages were built, those of Dr. Neil John McLean, on Sunset; Dr. W. G. Campbell, on First Avenue; Mr. Frank Cumming, on Sunset; and Mr. McAllister on First Avenue. In 1919, 20 cottages were erected and in 1921 there was a building boom, over 100 being erected. The Community club was organized in 1921 and first assembled in Paulson's old store, now the present meat shop. Church service was held for the first time in 1921, in a new store occupied for the first time that year by Mr. and Mrs. J. H. Falls, Mr. Paulson having removed his store to the rear of his home on Arthur Row. In 1920 a "bee" was held by residents and a part of the present golf course cleared of underbrush. James Paulson in 1919 and 1920 was the most active person on the beach clearing space for the avenues from Fourth to Eight, Sunset and Arthur Road had been cleared of timbers in 1916, 1917 and 1918. Mr. Kennedy in 1919 laid the cement foundation for an hotel which later became the site of the air force grounds, the untimely death of Mr. Kennedy stopping the project of an hotel, close to the station and facing the lagoon.

In the twenty-five years which have rolled along since the beginning of Victoria Beach, wisdom and clear-headed foresight have guided the destinies of Victoria Beach. The original plan of Mr. Charles Kennedy for Victoria Beach has been carefully adhered to by successive authorities in charge of affairs at this beach. Its loveliness in flowered lanes and sandy beaches with majestic sweep of trees remain. Victoria Beach still retains that charm of environment which makes it unsurpassed by any other lake resort in Canada and probably in all America, which is a wide claim but justified.

Following the death of Mr. Kennedy the security of Victoria Beach fell into the guiding hands of W. E. Macara and Frank E. Sprague and to them more than any other two men goes the credit for its development on somewhat strict lines, but the trust had been committed to them by Mr. Kennedy and they proved worthy of the responsibility. Today Victoria Beach has a municipal council, headed by Mr. Victor Scott; and a Community Club headed by James T. Irving, still adhering to the original conception that Victoria Beach should first be a haven for mothers and children, where rest and comfort may be had in the summer months, and the distractions of public beaches should know no place here. The Community is not aspiring to occupying any other niche in role of fame as a lake

Canada Bread Co. and Speirs-Parnell Bakery products are on sale at Falls' and Barager's stores.

Sleepy Valley Mink Ranch

Excellent Breeding Strain,
High Quality Stock
Reasonable Prices.

10 Years Fur Farming Experience

Ranch Foreman:
B. MUNRO
Proprietor:
S. ATEAH

resort. We only want to guard and preserve intact what has been largely inherited from Mother Nature.

The blueberries and raspberries, native stocks, are now being picked in abundance and are on the market. The crops are up to the average, and plentiful, pickers state.

Sunday morning service of the Community Church in the Club House was conducted by Mr. F. A. Lang, of Elim Chapel and the Gospel Mission, and was largely attended, the sermon being based on the responsibility of mankind to his Creator for the blessings of this life. Mr. Lang is a fluent and vigorous speaker and his discourse was enjoyed by all. Miss Margaret McFadyen was the offertory soloist, singing an excerpt from one of Handel's oratorios. Miss McFadyen's voice is steadily developing, her tones which are pure and rich in quality, being more matured than one year ago. Her voice gives every promise of excellence in the future. The Victoria Beach choir was heard in two anthems, "They Laugh and Sing" and "One Sweetly Solemn Thought," and their singing also was much enjoyed, under the direction of Mr. W. Mattison. Their future appearances will be looked forward to by the church attendants.

Rev. W. H. H. Crump rector of St. Aidan's, Winnipeg, will conduct the Sunday morning service in the club house, at 11 a.m. He is regarded as one of the foremost Anglican clergymen in Winnipeg.

Rev. Nelson Smith, rector of St. Jude's Winnipeg, who was to have taken last Sunday's service, sustained an affection in one of his eyes, which closed the sight and he was unable to take over the duty.

Mr. Frank Sprague is spending this week at Lake of the Woods beaches to see if he can pick up any new ideas of benefit to Victoria Beach.

Place all social items of visitors or entertainments in Herald boxes in Falls' and Barager's stores.

FAIRWAY CHATTER

It was a grand week for golfing as evidenced by increased registrations and a few, picked at random, who signed on the "dotted line" were: the England, Schroeder, Dr. Camsell threesome; Mr. and Mrs. Don Stewart, Mr. and Mrs. Hib. McKelvie, the Sparling-Guest twosome, Mr. and Mrs. Edwards, Mrs. E. B. Hay with Betty and Miss Bell, the H. E. Christmas family, the Normie Nagle, Bill Mathers, Gordon Hughes threesome; the W. K. S. Wickwares, the Ross-Howes twosome; the Pat O'Briens, the Jamieson-Hand twosome; the W. G. Thomsons with Mr. and Mrs. Ken Harvey; the Hughes-Bruce twosome; the L. G. Fongers with Norma, the Graham Jacksons, the A. S. Boultons, the Jas. Russells, the Dugdales, the Tommy Hodgsons, the Yarnell, Chittick, Cass, O'Brien foursome; the W. W. Walkdens, the John Gladstones, the C. C. Cockrills, the N. H. Blacks, the Hunkin family, the E. W. McCreerys, the Michael Graces (Ottawa); the J. J. Conklins, the Douglas Edmond family, the T. D. Poyntz with Mrs. Spooner and P. H. Letchford; the Mackersy-Chard Sr., Chard Jr., McLean foursome, the Frank Greaves with Pat, the Jean McEvers, Phyllis Parker twosome; the Kay Porter Marj. Shenton, Nancy Wilson threesome, the C. C. Heads with Billy, the W. H. Spaffords (honeymooners to you and you); the H. G. Tuckers with John and Laureen, the Ferris twosome; the Cyril Andersons, the seventy-one young "hopefuls" on Matinee day; the Roy Borrowmans with Carroll and Miss Spence, Dr. and Mrs. McCarthy, the Geo. Wilsons and family, the Maxwell-Sherwood twosome, the Hillside Beach Lodge group of fifteen M.C'd by George and Mrs. Williams. These "forays" to the Course by the way, are jolly affairs and evidently greatly enjoyed by the "Lodgers". Just a few, as space permits were the Misses Nina and Joan Dewey, Margaret Craig, the J. C. Andersons the Geo. Williams, the J. S. Watsons, the Sam Claphams, the Fred Porters, the Eric Plants, the Wm. Leatherdales, the W. G. Mathers, the A. G. Pagets with DeCoursey Davies, the R. R. Rothwell's, the J. E. Yarnells, the Wm. Grays with Bill, Margaret and Miss Thompson, the J. J. Milnes, the J. M. Mahoods, the A. W. Sadlers, the W. Crumps, the J. Mains, the Misses Lillian and Hazel Cook, Mr. and Mrs. W. Smithson, the four H's, the Hetheringtons-Hayward-Handcock foursome; the Dave Grant-Jack Howes-Bill Manson threesome, the Misses Goulden, the John Donovans, Mrs. Dr. Riach with Jeffrey, the E. W. Glass's, the Murray Fishers, the Phil Archers the Reeves-Allison-Starr-Babb foursome; the D. O'Neills, the Jack Rices, Senior and Junior; Mrs. N. R. Nagle with Norm., Miss Ethel Tagg, Mrs. Howe with Don, Gordon; Doris and Frank Boyd with "Tiny" Eden; the D. C. Hendersons, the W. C. Allenbys, the Crump-Smith-Lund threesome, the Ted Coxs with guest R. A. Buckland, Dr. Harold and Mrs. Popham, the D. Youngs, the torrid trio Jimmie Grant, Jimmie Irving and Ed Dack, the Zala-Dyma twosome, Major and Mrs. Masson, the Quinton McKays, the Dave McGregors, the Jack Simms, the Gladys King-Geo. Hicks twosome and many others.

GUESTS AT VICTORIA BEACH INN

Miss Kate Tupper, Miss R. D. Monk, Mrs. J. W. Miller, Miss H. G. Maulson, Mrs. M. Lamont, Miss M. Lamont, Miss F. Johnston, Mrs. Gosset Jackson, Miss D. M. Cocking, Mr. Lloyd Broad, Mr. John Pettigrew, Mr. K. Munro, Gods Lake, Mr. A. Thorburn, Mrs. R. E. Rowland, Dr. and Mrs. Harold Popham, Miss D. Van Veilt, Mr. and Mrs. Carleton Lynde, Danny Lynde, Miss E. W. Sparling, Mr. and Mrs. R. E. Birchard, Mr. G. Hair, Miss Corinne Smith, Miss Katherine Robinson, Mrs. R. C. Clifford and children, Mr. and Mrs. Connacher and children, Mrs. H. L. Flood, Mrs. J. H. Ken-

nedey and Dianne, Mrs. W. J. Wylie, Mrs. Ward McVey and Janice, Mrs. G. H. Carr and Judith, Miss Ada Roe, Miss Francis Moore, Miss Lillian Cook, Miss L. Tyson, Mrs. G. E. Leach, Thos. G. M. McCarthy and Family, Mrs. A. Muir, Mr. and Mrs. G. D. Brophy and Patricia, K. L. Pratt and bride, Brandon.

Just Dogs

Chief Constable Bramwell is doing effective service in keeping the bathing beaches free of loose dogs. One man who was allowing his dog to run at will among the children, was asked to take the animal home or keep it on a leash. "Well, I suppose I will have to." "Yes," replied our constable, "That's the way the by-law of the municipality reads".

One large dog jumped out of a cottage and knocked over a well known rental agent while he was showing a prospective tenant along Seventh Avenue. The dog was sent back to the city on the next train.

There are more attractive pet and lap dogs on the beach this summer than ever sighted in past seasons. Some are prize poodles.

The well stocked garden of Mrs. Roy Borrowman gave to the church service last Sunday one of the prettiest baskets of flowers that has been received this summer, Hollyhocks and Lillies were tastefully arranged.

The long week-end is a good time to invite down your friends for a short holiday.

Employer (to clerk): If that bore, Smithers, comes in, tell him I'm out. And don't be working or he'll know you're lying.

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Prompt and Courteous Service
See Our Men on Station Platform or at Office
near Barager's Store.

31 Years Residents of Victoria Beach



Victor Scott

Quality Flowers

AT LOWEST PRICES

The Orchid

311 DONALD ST.

BEACH PEOPLE (Cont. from Page 3)

Mr. Arthur Potts has spent the week at his cottage on Seventh Avenue.

Mr. and Mrs. G. Florence and family came down for the season on Sunday and had as their guest Mr. Allison.

Mr. and Mrs. Duncan McLean were the guests of Mr. and Mrs. Babb on Sunset for Sunday.

Mr. and Mrs. Frank Taylor spent the week at their cottage on Fifth Avenue.

Mr. Alex Perkins of the C.N.R. Express and Mrs. Perkins spent Sunday at the beach.

Mr. and Mrs. Gibbert Arnison and son Barrie are spending the summer at their cottage.

Mr. and Mrs. Charles Whyatt have returned to the beach after spending a week with their son Dr. Whyatt in Ottawa, he is in the Army Medical Department there.

Mr. and Mrs. McDonald and family are occupying their cottage on Second Avenue for the season.

Mr. Ernie Phillipson is spending the week-ends at his cottage on Bay View.

Mr. and Mrs. Arthur Bond and family are renting a cottage in Bay View for two weeks.

Mr. and Mrs. F. A. Alden and sons Ted and Richard are occupying "Annfield Cottage" on Third Avenue for the month of July. Mrs. Alden has as her guest her sister Miss Ella Thompson of Toronto.

The Misses Mabel and Laura Benson and Miss Phoebe Williamson are holidaying at "The Maples" for two weeks.

Mr. and Mrs. Ernie Pascoe are enjoying their 20th summer at the beach in their cottage "Norwood" on Sixth Ave., Miss Jay joins the family each week-end and Miss Margaret, who is spending the month of July at Banff will spend August with her mother at the family cottage.

Mrs. A. Hoak, from Winnipeg, and her daughter, Mrs. Ricketts with her daughter, both new arrivals from Nova Scotia are staying at 301 Seventh Avenue until the end of the month.

Miss Mildred Keenan was the guest of Miss Doris M. Pascoe last week-end.

Mr. and Mrs. J. Livesey of Swan River are holidaying with Miss Muma at her cottage, 149 Victoria Boulevard.

Mrs. R. DeCuijpere and her four children are staying at the Natural History Society cottage until the end of the month.

Mrs. A. M. Gardiner and Miss Helen Gardiner are guests of the Ashley Stuarts, 215 Fifth Avenue.

Mrs. J. Fyfe, who has been at the beach since the middle of May, went into the city Sunday evening on business. She will return on Friday.

TENNIS COURTS SCHEDULE

NEW REDUCED RATE
For Short Term Play 10c an Hour.

REGULAR RATES

One Day	35c	Two Weeks	\$1.50
Week-end	50c	One Month	\$2.50
One Week	\$1.00	Season	\$5.00

Mr. and Mrs. Russell E. Standing and family are visitors to the beach again this summer. With them is Miss Helen Williamson. Over the recent week-end they had as guests, Mrs. Howard Standing and her mother, Mrs. Emily Austin of Hollywood, California. (Continued on Page 8)

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.** We carry only the best. — Our Nineteenth Season

JAMES KILPATRICK
VICTORIA BEACH, MAN.

"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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Golf Course Schedule**ADULTS —**

One Game	25c
Two Consecutive Games	40c
Book of 20 Tickets	\$4.50

(The above are good at all times)

CHILDREN (under 17 years)—

One Game	15c
Two Consecutive Games	30c
Book of 20 Tickets	\$2.50

Children's rates apply on days other than Saturdays, Sundays, Holidays.

CHILDREN — Beginners —

Tuesday afternoons, per game	10c
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SEASON TICKETS —

Available on Application.

CLUBS may be hired at 25c per game.

LOCKERS are for rent for any period desired at moderate rates.

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	\$20.00
2 Persons in Double Room, each	18.00
Single Room in Annex	21.00
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.

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

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.

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.

Please Leave Your Orders for

Laundry, Dry Cleaning

at **Falls' Store**

VICTORIA BEACH, MAN.

Calls are made each **MONDAY and THURSDAY**

NO CHARGE FOR PICKING UP OR DELIVERING PARCELS

Agent: **WALTER THOMAS** PROMPT SERVICE

RUMFORD LIMITED

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**

1 Cord cut and split	\$8.50
½ Cord cut and split	4.50
¼ Cord cut and split	2.50

POPLAR

1 Cord cut and split	\$7.50
½ Cord cut and split	3.75
¼ Cord cut and split	2.00

SLABS CUT

Just what you want for summer use.

MIXED SLABS, cut, per cord

JACK PINE, cut and split:

1 cord	\$7.75	½ cord	\$4.00	¼ cord	\$2.25
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PATRONIZE VICTORIA BEACH STORES FOR QUALITY GOODS.

BEACH PEOPLE (Cont. from Page 6)

Mrs. George Esplen of Winnipeg and her nephew, Stewart Cassels of Glasgow, Scotland have returned to the city after spending three weeks at "Lansdown" Fourth Avenue with Mr. and Mrs. W. M. Manson, who have taken the above cottage for the month of July.

Mr. and Mrs. G. Florence, their daughter, Nan, and Miss Eileen McFadden, have arrived to spend a few weeks at their cottage 221 First Avenue.

Mr. and Mrs. Harley and grand-daughter Jean of Minneapolis, are spending the week-end at Mr. and Mrs. G. Moore's cottage on Seventh Avenue.

Mrs. Alex Flett is spending a few weeks as a guest at the home of Mr. and Mrs. J. G. Anderson. Mr. Flett spent the week-end of the 19th at the beach.

Misses Edna Hunt and Roonie Paulson arrived from Toronto to spend a few weeks holiday at the beach.

Miss Beatrice Cork of Terrance, Man., a student of Brandon Collegiate arrived to spend a few weeks at the beach.

Bill Solemn spent the week-end of the 19th at Victoria Beach after returning from a fishing trip at the northern end of Lake Winnipeg. He has now returned to his home at Gimli.

Miss Viola Carefoot, a former teacher at Victoria Beach School spent the week-end at "Pine Haven" on Arthur Road.

In honor of Miss Margaret Rupert, a bride elect of August 2nd, the Girls' Club of Victoria Beach entertained at a shower Wednesday evening. The guests number 30 young girls.

Mr. W. L. Alexander of Winnipeg spent the week-end as guest of Mr. and Mrs. W. Pope at their cottage on Sunset.

Recent arrivals at Victoria Beach Inn: Mrs. R. E. Birchard, Patricia and Peter, Mrs. Crawford Thomson and Jimmy, Mrs. A. Muir, Betty and Jimmy, Mrs. J. M. Rankin, Mr. C. Hair, Mr. and Mrs. K. W. Hall and Miss D. Hall, Toronto; Mr. and Mrs. G. D. Brophy and Patricia, Mr. R. Birchard, Mr. J. Morton, Mr. Thos. G. McCarthy and family.

Mr. and Mrs. George C. Lancaster and their daughter Joyce of Calgary, were week-end guests of Mr. and Mrs. Mark Lancaster, 318 Second Avenue. Mr. Lancaster is on his way to Ottawa and other eastern cities.

L. A. C. Chas. Mann and L. A. C. Irwin Munchton, Australians at the Tuxedo Wireless School, spent last week-end the guests of Mrs. G. P. Macleod on Fifth Avenue. Two weeks ago Mrs. Macleod had as week-end guests L. A. C. Chas. Mann and L. A. C. Jack Morris also of the Australian Royal Flying Corp.

Miss Mary Quinton was a week-end guest of Miss Bobby Macleod, returning to Winnipeg Monday evening.

Mr. and Mrs. Ralph Borrowman are the guests of Mrs. L. F. Borrowman.

The Community Church is desirous of securing soloists for the church service, and one or two ministers for vacancies in August. Any one who may be in a position to secure soloists or ministers should communicate with Mr. C. N. Ball, Sixth Avenue; or Mr. Harry England, Seventh Avenue, chairman and treasurer, respectively, of the church executive.

PENINSULA MINK

The finest mink blood in the world is incorporated in the mink production industry of Victoria Beach. Peninsula offers peerless selections from a strain bred from the choicest origins.

Peninsula Mink Ranch
(Edward Ateah)

Victoria Beach — Manitoba

City Dairy

ALWAYS GOOD

The same health protection you enjoyed in the City is also available to you at the Beach . . . CITY DAIRY MILK and CREAM, laboratory controlled at every stage of production from the dairy herd to your door, may be obtained, delivered fresh daily through our local delivery service.

Service may be arranged by phoning
City Dairy Office 87 647, or stopping
our Salesman at the Beach.

YOU MAY ALSO ENJOY YOUR FAVORITE

Purity

ICE CREAM
AT THE MOONLIGHT INN

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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XVI.

VICTORIA BEACH, AUGUST 2, 1941

No. 7

Saturday — Water Sports at The Pier

THE 20th annual water sports of Victoria Beach Club will be inaugurated this afternoon on the arrival of the 3:10 through train. These sports are held for the summer residents and the list of events appears on another column. Victoria Beach Club has always been behind any movement to improve the swimming and diving qualities of young residents, and have had remarkable success, some of the best swimmers at Winnipeg tournaments having had their early training at Victoria Beach. By competing in events held on Sports Day at Victoria Beach young swimmers can prove themselves efficient for the later try-outs in Winnipeg. Victoria Beach is a fine training ground for youthful swimmers; it's an ideal place to begin and learn not to fear the water in fair weather or brisk. That is why Victoria Beach Club holds annual events as will take place Saturday, with presentation of prizes to the winners in the clubhouse. Saturday night, at a gala dance.

CAMPERS' TEA

The Ladies' Committee of the Victoria Beach Club have plans underway for another Tea to be held during the week of August 11th. Full particulars of the happy event will be published in the next issue of the Herald.

The Club desires through the medium of such events to foster happy associations and at the same time to raise funds for the numerous war services which the Club has this year undertaken to support.

We hope all members and friends of the Club will keep this event in mind and rally to its support.

HIDDEN-HOLE GOLF CONTEST TUESDAY

On Tuesday afternoon, July 29, a Hidden-Hole Golf competition was held for golfers under 17 years. The contest was held under the auspices of the Victoria Beach Community Club and was directed by Jack Howes.

The winners were: Sylvia Cameron, 316 Second Avenue with the high score on hole number nine; Jim Hurst, 333 Sunset, with the low score on hole number three.

Prizes of golf balls will be awarded to the winners.

Again next week a contest will be held and all young golfers at the beach are urged to play Tuesday afternoon and hand in their entry.

Monday, October 13, is Canada's Thanksgiving Day, this year, and the Canadian National Railways promised the Victoria Beach people a train to Victoria Beach on that day if the weather is favorable for an outing.

Government Pier; Aug. 2

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 14, 50 yards; Boys 13 and 14, 50 yards; Girls 15 and 16, 50 yards; Boys 15 and 16, 50 yards; Ladies 17 and over, 50 yards; Men 17 and over, 50 yards.

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

Underwater Swim—Ladies (any age); Men (any age).
Diving Off Tower—Straight dive and two optional; Ladies and Men.

Victoria Beach Championship Open Water Swim Events:
Quarter-mile: Girls under 16; Boys under 16.
One Mile: Ladies (Rumford trophy); Men (Orchid Florists trophy).

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

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

OFFICIALS

Canoe: Events: Director, Mayor Victor Scott; Judges, Wm. Gray, Angus More, Starter, Bill Gray.

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

Recorder: Dr. R. K. McClung.

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

Treasurer: W. D. Davis

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.

BADMINTON TOURNAMENT

A very successful badminton tournament was held at 113 Sunset on Monday last.

There were many entries and competition was high. Ted Boulton won the beginners singles and Miss Sidney Roberts was the champion among the more experienced class. Ted Boulton and Alan Irving won the doubles.

It is hoped that another tournament may be held this season and will be just as successful.