

Mr. Shirley Brooks, secretary of the Manitoba Museum society, with head quarters in the Auditorium, was at his cottage this week for a few days, and was joined later by Mrs. Brooks. Mr. Brooks has planned a visit to northern Manitoba to collect specimens for his valuable collection.

Mr. and Mrs. T. H. Welch, Centre Avenue, announce the marriage of their daughter, Betty, to Mr. James Halliday of Fort William, Ont. The event was solemnized in West United church, Fort William, on May 9. Mr. Halliday is an auditor in the federal government service. Congratulations!

Mrs. L. M. Hovey and her sister, Miss Mary Moncrieff, are guests at Victoria Beach Inn.

Dr. F. Glover, pioneer cottage owner at Victoria Beach, rector of St. Margaret's Anglican Church, Winnipeg, was the guest speaker at the service in the pro-cathedral, Kenora, Ont., Sunday morning, when Rev. Charles Harbord was ordained. Dr. Glover took the evening service at St. James' Anglican church at Keewatin. He also attended the Anglican clergy convention and the opening of their church camp on the Lake of the Woods; he returned to Winnipeg this Saturday.

Any resident wanting the chemical which destroys poison ivy may secure a small quantity at the municipal office near the railway station.

Mr. J. T. Irving and Mr. Angus More worked within the clubhouse this week, placing flags and bunting in readiness for the gala opening of the clubhouse Saturday night, June 27.

**SOUND AND PROFITABLE INVESTMENT
FOR VICTORIA BEACH RESIDENTS.**

Sleepy Valley Mink Ranch

Excellent Breeding Strain,
High Quality Stock.
Reasonable Prices.



11 Years Fur Farming Experience.

Ranch Foreman:
B. MUNRO

Proprietor:
S. ATEAH

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

For Sale: Lovely located Sunset Boulevard Cottage at a sacrifice, \$1,650. Beautiful flower gardens, front and at rear. Apply, agent, The Herald, 50½ Princess Street, Winnipeg.

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

Open: 8 a.m. to 10 p.m. SOFT WATER SHAMPOO

THIRTY-FIVE CENTS will send a copy of the Victoria Beach Herald to any desired address. Apply "The Herald", 50½ Princess Street, Winnipeg.

Please place **ITEMS OF INTEREST** to the Victoria Beach community in the **HERALD BOXES** in the stores, for insertion in the Herald. Last collection, Thursday evening at 6 o'clock.

J. H. FALLS

VICTORIA BEACH, MAN.

GROCERIES, CONFECTIONERY,
GENERAL MERCHANDISE
FRESH FRUIT and VEGETABLES

(Daily During Season)

Latest Fashion in Bathing Supplies Circulating Library, Souvenirs

LONG DISTANCE TELEPHONE

All Your Needs Supplied by the Pioneer
Storekeeper — We Deliver.

Cruise on the Lake

Enjoy the cool breezes of the lake by a sail on the "Valtannis". Sail boats are available at the Government Pier at all hours of the day and night. Walter Thomas in charge.

Season will Open During
Coming Week.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XVII.

VICTORIA BEACH, JULY 4, 1942

No. 8

Canada's War is Your War and You Must Support It —



It is important that residents of Victoria Beach—cottage owners, summer visitors, permanent home-dwellers, every one, should, from week to week, contribute generously, to Canada's war effort. The necessity that all should deny themselves what is non-essential in a greater war effort, has not had any response from a number of Victoria Beach people, in common with other places. They cannot see how denying and saving can contribute to a better war effort; but the government has asked for it; has outlined a plan for the people to follow; so let us do better.

Let us all think it over again, and be more serious in self-denial. No contribution is too small; all is needed.

Many men and women, well meaning in their attitude towards the war, if they thought for a minute that their inaction was hindering the war effort, would be the first to deny themselves.

All the contributions of Canadians, in taxes, loans and savings, only pays for one half the cost of the war this year. So the government has to borrow to meet the high cost of this second world's war. Too heavy borrowing on the part of the government will lead to inflation, a situation in which only those with plenty of money could buy even the bare necessities of life. Under inflation savings would be soon swept away in the mad rush to secure what will merely sustain life. Only the hoarders would survive. So let us help the government to avoid that abyss by denying ourselves many things and giving the government our savings.

There are opportunities and there will be many more, where each one can do something to make for better security in the future; and give comfort to those of our men and women who are serving overseas, fighting our battles. War savings certificates and war saving stamps, all bearing good interest, are on sale in the Victoria Beach post-office, and the sale may be extended to all the stores. The Victoria Beach Club, which has always given its surplus to the buying of bonds and assisting the funds of many military auxiliaries, will have entertainments in aid of these good causes. They did it last year and they have decided to do it again.

The long hours of daylight in July may curtail, however, moving picture programmes. The ladies will no doubt plan some form of social entertainment also.

When the time comes, do not forget to patronize these events and show that we are always thinking of those who are in perilous places in the defence of our homeland.

BOYS' AND GIRLS' GROUPS

The activities of the boys and girls are once more getting into full swing. Children from six to nine years of age are meeting every morning on the beaches at 10 o'clock. Every Monday and Thursday the meetings will be held at Alexandra Beach; every Tuesday and Friday at Patricia Beach; and on Saturday at Pine Beach, behind the clubhouse. Wednesday is to be picnic day for the children from all the beaches; the meeting places will be announced later. All the meetings, with the exception of the picnics on Wednesdays will commence at 10 o'clock.

The boys and girls ten years of age and over are organizing a club which is to undertake useful projects as well as to have good times at hikes and numerous special events. Their meetings are to be Monday and Friday afternoons, with a special novelty event on Wednesdays. Many of the boys and girls are working to prepare for the Country Fair to be held next Saturday.

\$53.00 FOR THE RED CROSS

The Victoria Beach North Side Ladies Club for the Red Cross wish to express their appreciation and thanks to the Beach ladies and all Beach visitors for their help and co-operation in our sale at the Legion Hall on June 25th. With every one working in unison we had a grand sale. We cleared \$53.45. Again Many thanks.

(Signed) Mrs. G. J. Olafson,
Convenor for the Red Cross;
Dorothy Olafson, Secretary.

HEIGH-HO! COME TO THE FAIR!

The Country Fair, to be held by the children on Saturday, July 11th, is shaping up into something really big. It will be well worth the while of every person at Victoria Beach to attend this lively event. This patriotic effort of the children is being supervised by some of the members of the Victoria Beach Club and some of the permanent residents.

There are to be many stalls, selling articles both gay and useful, booths where you can try your luck and win a prize, and some colorful entertainment.

Throughout will be an old-world atmosphere, as this is to be a 1942 interpretation of an old village fair; and to make your attendance at this function doubly worth while,

VICTORIA BEACH HERALD

Published every Saturday throughout the summer season, June 1st to the end of August. Under the rights and privileges contained in the Newspaper Act of Canada. Printed by the Albion Press, 50½ Princess Street, Winnipeg, Man., J. S. Smith, Manager.

Advertisements to be sent to the Business Manager, Albion Press, 50½ Princess Street, Winnipeg or left in boxes in Victoria Beach Stores.

the proceeds are to be added to the Victoria Beach war fund.

There is still room for youngsters who wish to take part. They can come to the clubhouse at two o'clock on Monday, July 6th, where Miss Shirley Nicholson will assign them their parts in this fair.

It will be greatly appreciated if campers will look about their cottages for unwanted articles, such as handkerchiefs, toys, costume jewellery, toiletries, ornaments, fancywork or any trinkets which could be sold, used as prizes or put in the fish pond. If you have any contributions of this sort, they will be collected by the children, who will call next week. Donations of garden flowers will also be appreciated, and can be collected on Friday, July 10th or on Saturday morning.

So, till next Saturday, July 11, it's "Heigh-Ho, come to the Fair."

WARNING AGAINST FIRE

The supervisor, Mr. Angus More, calls the attention of all cottage occupants to the danger of fire and asks everyone not to place hot ashes from their stoves on dried leaves or dry twigs. Also smokers of cigarettes are asked not to throw burning "fags" into the woods but to put them out before throwing them away. Fire warning notices have been placed at homes and tacked up on trees for all to see and to read carefully. The fire engine has been over-hauled and taken from its winter quarters to the engine-house on Fourth Avenue but the Beach firemen do not want to use it this summer unless it is necessary. Its in good condition, however.

There was the makings of a serious fire early in June near the schoolhouse. It started in the scrubby tree bush nearby and was burning vigorously when the fire fighters arrived with shovels. They went to work with vigor, and how those men worked! Finally it was smothered. But it looked bad for a time and goes to show that everyone must be on guard at all times against incipient blazes.

HAVE YOU A CAMERA?

Any camera will do, so long as it takes pictures.

This summer the Victoria Beach Club is sponsoring a photograph competition. Any number of prints will be accepted under the following classes: (a) Scenic; (b) Children; (c) Sports; (d) Portraits.

No transparencies, toned or colored prints will be accepted.

The closing date will be August 15, and the winners will be announced on the Frolic Night.

Further details will appear in the "Herald" at a later date. In the meantime get out and take some pictures.

The opening church service was well attended last Sunday morning at the clubhouse. The speaker, Mr. Reginald Williams, spoke on "Preparedness", and the appeal was clear and vigorous, for the coming of the Great Day. Mrs. Mary

Wood gave a fine interpretation of the beautiful hymn, "Abide With Me". Mrs. Wm. Steenson, accompanist to the music service, did splendid work. Mr. Harry England asked all cottage owners to keep Mr. Ball or himself informed of any visiting preachers who may be visiting at the Beach and who might be available for a service. Also any soloist for the offertory music.

Community Church Service

CLUBHOUSE, VICTORIA BEACH
SUNDAY, JULY 5, at 11 a.m.

Preacher: PROF. FLETCHER ARGUE

Soloist—MRS. F. C. NIEMMEIER

Accompanist—MRS. VICTOR SCOTT

CHARLES BALL, President; Residence, Sixth Avenue
Secretary, HARRY ENGLAND

VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

Hon. President: MRS. W. J. T. KERR

Immediate Past-President: J. T. IRVING

President: ANGUS MORE

Vice-President: W. POPE

Secretary-Treasurer: MISS M. F. PRATT

DANCING AT CLUB HOUSE EVERY
EVENING, Beginning Sat., June 27th.

COMING EVENTS

OLDTIME FAIR, JULY 11th

CHILDREN'S MASQUERADE, JULY 18th

FAMILY MEMBERSHIP FEES:

SEASON.....\$4.00 ONE MONTH.....\$3.00
TWO WEEKS.....\$2.00

VOTING MEMBERSHIP,
without clubhouse privileges.....\$1.00

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

Police Service:

Royal Canadian Mounted Police —

Constable E. STANLEY, and Assistant

Engineer — A. S. COOKE

Supervisor: ANGUS MORE

Health Officer: DR. G. CAMSELL

EXCELLENT WORK BY THE R.C.M.P.
CONSTABLE

Constable E. Stanley, Mounted Policeman at Victoria Beach, has done good work since his arrival six weeks ago. Here are a few of his accomplishments, from reports submitted to the Municipal Council: The guilty person who last year three times stole the "stop" sign has been located, but he is now in Canada's armed forces, so the authorities decided to let him stay there; twenty soft water tanks at cottages were punctured by shots from a .22 rifle. The boys who did this have been apprehended. Several small buildings were over-turned Halloween Night and the whistle of the C.N.R. locomotive blown at unseemly times; the guilty ones were rounded up; a few residents who were bringing in bootleg liquor have been visited at their homes and warned of the consequences, that a continuation of the practice would bring a jail term. Taxis and trucks are operating within the law and none are defying the regulations as was the case last season on the part of a few drivers; pleasure driving within the Beach cottage area is prohibited and the R.C.M.P. are watching operations of cars closely, so that the streets of Victoria Beach can be made safe for even the smallest child against car dangers at all times. Cattle and horses are confined to appointed areas. Any complaints of untoward incidents should be at once brought to the municipal office near the railway station. Notes for Dr. Camsell will also be received there or at the doctor's cottage, on Birch Avenue.

The staff at the station is now complete: Agent, J. McDonald; assistant, Geo. Masonchon from Russell, Man.; and lately Belmont, Man.

The transformation which can be done with the dense brushland lying along the lake shore is strikingly shown in the pretty landscape garden of Mr. and Mrs. Jack Beech, on Sunset, where in the matter of eight years 500 trees were removed from the property and still there are many left to give freshness and beauty to the lawns and flower beds.

The railway shrub and flower garden is looking well and gives promise of a pretty sight later on.

R. F. Downie

REAL ESTATE AND RENTAL AGENT
ONLY AUTHORIZED AGENT AT
VICTORIA BEACH

Cottages to rent and for sale. Central cottage sites and acreage property. Personal attention given all inquirers. Drop in and let's talk over what you may desire in a cottage or a lot at Victoria Beach. Exclusive agent for Victoria Beach Company's and the National Trust Company's properties at Victoria Beach.

OFFICE: OPPOSITE FALL'S STORE

My twenty years experience as an agent at Victoria Beach should be of value to you.

VICTORIA BEACH INN

VICTORIA BEACH — MANTOBA

An attractive 34-room resort located on the point over-looking 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.

RATES		Per week
		per person
COTTAGES:		
Single Room	\$20.00
Double Room, each person	18.00
MAIN BUILDING:		
Single Room	22.00
Double Room, each person	20.00
LOUNGE:		
Double Room, two persons each	24.00
Children under 10 years	10.00
Daily Rates	4.00

These Rates include all meals and baggage transfer from train and return.

Special Discount for Month or over.

Transient Meals

Breakfast50c	Luncheon50c
Afternoon Tea50c	Evening Lunch75c & \$1.00
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.

Anderson's Transfer

VICTORIA BEACH, MAN.

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

PRICES OF WOOD

BIRCH		POPLAR	
1 cord, split\$10.00	1 cord, split\$ 8.00
¼ cord, split 5.25	¼ cord, split 4.25
¾ cord, split 2.75	¾ cord, split 2.25
¼ cord, split 1.50	¼ cord, split 1.25
No amount of wood will be delivered under \$1.00.			

BAGGAGE PRICES

First trunk50c	First suitcase25c
Second trunk40c	Second suitcase15c
Each additional trunk25c	Each additional suitcase	10c
Baggage not to exceed \$1.50 to one house.			

I C E

Ice for one week70c	Ice for one month\$2.75
Ice for Season, (1st of July to Labor Day)	\$5.50
Ice deliveries to be made four times a week, Mondays, Wednesdays, Fridays, and Saturdays. A double quantity will be delivered at each time.			

DONATIONS TO SPORTS DAYS

The Sports Days Finance Committee of the Victoria Beach Club will soon be asking for contributions to take care of the expenses of the Children's Sports and the Water Sports. The Committee is sure that the friends of Victoria Beach boys and girls will respond with their usual generosity. When last year's books were closed, the result was a total of \$208.10 subscribed for prizes, ice cream and other necessary expenses of the 1941 sports days. The Committee wishes to publicly acknowledge the money given last year. Some were able to give more than others, but each donation was very much appreciated. An alphabetic list is as follows: Messrs: C. L. Anderson, John Anderson, H. Arundel, Sam Ateah, H. A. H. Baker, G. B. Barager, J. W. Beech, L. F. Borrowman, City Dairy, J. J. Conklin, H. A. Cox, Crescent Creamery, H. M. Dallas, T. Eaton Co., J. H. Falls, Fred M. Gee, H. C. Grant, James Grant, William Gray, T. W. Grindley, C. C. Head, J. T. Irving, C. Rice-Jones, S. N. Jones, W. J. T. Kerr, Bob Kilpatrick, Mrs. Harry Little, Miss S. Macmorine, Dr. R. K. McClung, D. H. McGregor, Dr. Neil John Maclean, Dr. Ross Mitchell, Modern Dairies, J. I. Munro, Col. N. R. Nagle, Osborne Scott, Wm. Pope, Mrs. M. Porter, W. H. Pratt, H. W. Quinn, P. J. Rich, Miss Riddell, Victor Scott, George Smith, Miss L. Straith, Ashley Stuart, W. Roy Stuart, F. E. Sprague, Charles Thom, Walter Thomas, J. M. Turner, M.P., L. J. Van Riemsdyk, Victoria Beach Co., F. W. Walkins and J. E. Yarnell.

CAME HERE IN 1906

Mr. G. J. (Jim) Olafson is one of Big Elk Island's earliest settlers. When he came here there were but three houses at what is now known as Victoria Beach. He arrived in 1906 and homesteaded 165 acres and built his home on that land in 1907. Being located on the north side of the Bay, all materials and provisions were brought in by team from Selkirk. He has been a fisherman on Lake Winnipeg for over 40 years. His home is two-and-a-half miles from the C.N.R. Station and is called "Sandy Bay". He has raised eight children and three sons and their families now are living in the neighborhood. One daughter is in the Woman's War Work. He lost his wife in 1928 and in 1937 married a talented woman from Omaha, Neb., who has helped the community in many ways.

Mr. R. J. Donnell has taken the position of assistant to Mr. Barager in the latter's store, for the season.

Phone 29 144

ALBION PRESS
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50½ Princess Street WINNIPEG, Man.

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



QUALITY FLOWERS
AT LOWEST PRICES
The Orchid

Victor Scott 311 DONALD ST.

FORMER VICTORIA BEACH AIR PILOT PROMOTED TO AIR VICE-MARSHAL

Air Commander L. F. Stevenson, who was second in command of the Victoria Beach Air station from 1921 to 1929, when it was the largest of its class in western Canada, has been promoted to the rank of Air Vice-Marshal. Major Basil Hobbs was squadron commander of the station.

The new air vice-marshal is well known to early day summer cottage residents and to many in Winnipeg. He is a veteran airman of the first Great War and is 48 years of age. Air-Vice Marshall Stevenson was in command of the R.A.F. in Great Britain; later he organized the first unit of the British Commonwealth air training at Camp Borden in Ontario; then he was named commander of the R.C.A.F. in western Canada; and since January 1 of this year he has been air commander of the Pacific coast directing the wide sweeps over the Pacific ocean as far north as Alaska and as far south as Seattle, of the Royal Canadian air force, with remarkable success.

Travel to Victoria Beach is greatly ahead of last season. Up to the close of last week-end 840 more passengers had arrived compared to one year ago at that period. On the first Friday through train 93 came in, and on the 1:10 Saturday through train, 257 arrived, while the parlor car was liberally patronized.

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 and Holidays.	

CHILDREN — Beginners —

Tuesday afternoon, 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.

For **GOOD SERVICE** and **BREAD** you will enjoy, Shop at **BARAGAR'S**

All our various quality loaves on hand all through the season — **FRESH EACH DAY.**

SPEIRS PARNELL
BAKING COMPANY, LIMITED

Golf Course Notes

ARID JUNE

Although the month of June has been an exceedingly dry one as far as Victoria Beach is concerned and the pesky mosquito has been working his stinger overtime, ardent golfers refuse to be intimidated. A few who have taken advantage of the course during the week of June 21st are: Stuart-Life-Craig-Smith foursome, the Barry-Barry-Friskin-Ross foursome, J. T. Irving, Jack Beech twosome; H. E. Christmas, the McGregor-Anderson twosome, the Studd-Sheffield twosome, the Misses Goulden twosome, the Millar twosome, Mrs. H. Galbraith with daughters Mrs. Murphy (Regina) and Betty and Mrs. Evelyn McDonnell as guest; the Gus Cox family with daughter and son-in-law Mr. and Mrs. Enfield; the Charles Bull's, Mr. and Mrs. E. J. Archer with Mr. and Mrs. Bloomquist and P. E. Archer as guests; the John Hays with Janet and Douglas; C. R. Garland with niece Margaret Halstead, supervisor of Stewardesses on Trans-Canada Airways; the Thomas French family with John Patterson, the Jas. Watson's (Regina), the Jas. McPhee-Eric French foursome, the Geo. MacLeans, the Eyolfson-Clapham twosome, Miss Edna Smith with mother and brother, Mr. and Mrs. Allison, Mrs. Percy Wilson with Mr. and Mrs. C. P. Wilson, Mr. and Mrs. McIntosh, the Hall-Vance-Purdie-Bastick foursome, the youngsters Bayne, the Harry England-Drs. Nicholson-Camsell threesome, Miss K. Gyles with Bill, the Rosemary Simpson-Kay Schioler twosome; the Campbell Grants; the Alan Montizamberts; Mr. and Mrs. G. M. Rhodes; Mr. and Mrs. W. Wress; the Rennie-Millar twosome; Elizabeth Guest; Mrs. J. Kelly with R. M. Sparling and son David; the Stiles-McBeth twosome; the

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 Twentieth Season.

ROBERT KILPATRICK
VICTORIA BEACH, MAN.

Glen Anderson-Don McNicol-Billy Head-Teddie Boulton foursome; the Frank Greaves; the Wherrett family; the Syd Milne - Phil Nutter - Bud Smith threesome; the Swift-French-Patterson-MacRury foursome; the Pat O'Brien- Al Robinson- Dan Stewart threesome; the McKelvie-MacNeill-Watson threesome; the Jack Rice twosome; Mr. and Mrs. Alex Boulton; the Douglas Edmonds; Miss Pat Purdie with her dad and E. Jones; the Mark Lancasters; the Misses Goulden - MacDougall - Magnusson threesome; the Dave Grant-Roy Tomkins twosome; the Geo. P. MacLeods; the Moore-Cochrane twosome.

Due to the shortage of golf balls, players will, this season, be making a special effort to keep their limited supply intact which means that whenever a ball has been propelled into the "rough" they will take extra time in an endeavour to locate it. That would be the natural thing to expect. Whenever this happens will the player or group of players please be courteous enough to wave the next group through. By doing this, progress of play will not be impeded. Also, on the short third green (140 yards), when a group have directed their balls close to the flag, would they signal the group following to tee-off, while they stand facing the tee island. Following completion of shots by the group on the island, group at the flag will then hole-out and move on to No. 4. Thank you.

Children's matinees will, this year, open on Tuesday, July 7th, and continue on successive Tuesdays to September 1st. No increase in registration fee.

During July and through August, positively no two or

TO HELP CANADA WIN THE WAR . . .

at the request of the
WAR-TIME PRICES AND TRADE BOARD
we have consolidated our service with the other leading dairies to provide you with an adequate supply of

PURE PASTEURIZED MILK

and other

Dairy Products

without any waste of manpower or equipment.

When you return from your vacation

Phone 37 101

to ensure resumption of regular deliveries at home or better still, advise our salesman before leaving Winnipeg your approximate return date —

Crescent Creamery Co. Ltd.

Cox's Bakery

- 241 Kelvin St., Winnipeg
- Victoria Beach, Man.

"The Home of Good Things to Eat"

Our Motto: "Service, Cleanliness and Our Goods to be as Good as can be Made."

WE ARE OUT TO SATISFY!

Hovis, Cracked Wheat, White and Brown Bread. Largest variety of Buns, Pastry, Cakes and Pies fresh daily. Money gladly refunded if not Satisfied.

- Wedding and Birthday Cakes made to order.
- Meat Pies, Apple, Mince and Meat Patties—Fresh Daily
- Our Own Roasted Peanuts.

FULL LINE OF . . .
SOFT DRINKS, CONFECTIONERY, ICE CREAM

more players with one set of clubs will be allowed to register during the morning rush from eight to twelve o'clock, and the evening period from six to eight. For those who insist on playing, rental clubs are at their disposal.

Beach People

Mr. J. A. Woods, western superintendent of the Bank of Toronto, and Mrs. Woods are occupying Dr. Geddes' cottage on Sunset Boulevard, which they have rented for the month of July.

Mrs. Fred Murphy of Regina has opened her cottage at Fifth and Alexander. She has as here guest her mother and sister, Mrs. Hilda Galbraith and Miss Betty Galbraith also Mrs. Evelyn McDonnell, all of Winnipeg.

Mrs. Smith, with her son, Robert, and her daughter, Edna, have been spending the past two weeks at 213 Sixth Avenue.

Mrs. R. McVicar and small daughter Margarte, spent the week-end with her mother, Mrs. E. Court, Bayview.

Mrs. A. Haak, Mrs. Walter Rickets and daughter Jean, Mrs. J. Haak and daughter Barbara, and Eileen Conway are staying at the Erindale cottage, Seventh and Patricia.

Mrs. C. F. Delve and daughter, Mrs. J. H. Brandy Jr. of Birds' Hill, spent an enjoyable holiday at "The Mushroom", 217 Third Avenue.

Dr. and Mrs. Frans C. Niermeier and small son Stuart are occupying "Thistle Dhu" on Seventh Avenue for the season.

Mr. and Mrs. W. Ross Mackenzie, of Regina, are guests this week of Mrs. Mackenzie's parents, Mr. and Mrs. D'Coursey Davies on Sunset. Mrs. Mackenzie with her daughter, Miss Patricia and her son, will spend the summer at the Beach. Mr. Mackenzie is the manager of the Canada Permanent Mortgage company's business in Saskatchewan.

Mr. and Mrs. W. R. Stuart and children have opened their cottage on Sixth and Patricia for the season.

Mr. Thomas French and his daughter, Miss Margaret French, who have spent the month of June in their cottage on Sunset, returned this week to their home in Vancouver.

Mr. and Mrs. Bernard MacRury who have been holidaying with Mrs. MacRury's father, Mr. Thomas French, and with Mrs. MacRury's sisters, Mrs. John Paterson, and Miss

On your return
— to the City

Retain that Vacation Pep stored
away by using

City Dairy
ALWAYS GOOD

MILK - CREAM - BUTTER
For delivery, telephone
87647

HACKS FLORIST

ARTHUR TILBURY, PROPRIETOR

★ See our display of Bedding Plants, Shrubs Ornamental Trees, Peonies in great variety, Hardy Roses, Small Fruit Bushes. Anything you Need . . . We make a specialty of Plants most suitable for Victoria Beach growth. Plenty of time for blooming if planted soon.

264 Ellice Avenue — Opp. Grace Church

Cottages Built, Altered or Repaired

Additions made to Beach Buildings and Repairs carried out in workmanlike manner.

Beach and see for yourself their usefulness and their Inspect Cottages Built by Albert Larson at Victoria attractive appearance.

Leave Orders at Victoria Beach Co. Lumber Office.

ALBERT LARSON Victoria Beach, Man.

"CANADA BREAD"

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

C. B. 4 (Canada Approved)

BUTERNUT — DR. HALL'S BROWN

also a full line of assorted Cakes, Doughnuts, etc.,

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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"The Quality goes in before the Name goes on."

OPPORTUNITY FOR PROFITABLE
INVESTMENT . . .

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

J. MARSHALL PAINTER

Estimates Free Good Workmanship

"SATISFACTION GUARANTEED"

205 SIXTH AVENUE

Victoria Beach

Margaret French, returned Wednesday to their home in Saskatoon.

Mr. and Mrs. Victor Scott and their three sons, have opened their cottage on Fourth Avenue and Arthur Road for the summer.

Mr. L. L. Porter, chief of the Meter service of the Winnipeg Electric company, spent Sunday with Mr. and Mrs. Longnier on Fifth Avenue.

Mr. Wherritt, of the city school staff, with Mrs. Wherritt and family, are occupying a cottage at 315 Second Avenue.

Mr. and Mrs. Don Stewart are occupying Mrs. E. P. Withrow's cottage on First Avenue for the month of July.

Mr. and Mrs. Jack Donnelly and daughter, Gail, are guests of Mr. Frank Sprague. Mrs. Donnelly will spend the summer with her father, Mr. Sprague. Mr. Donnelly is down for a week's holiday.

Mr. and Mrs. C. S. Galusha are occupying a cottage at 319 Fifth Avenue.

Mr. and Mrs. Wilson are occupying a cottage at 316 Second Avenue for July.

Mr. and Mrs. W. C. Johnston are occupying a cottage at 401 First Avenue.

Mr. and Mrs. Douglas Edmund are occupying Dr. A. Davidson's cottage on Fourth Avenue for July.

Mr. and Mrs. H. V. Dingle are occupying a cottage at 432 Seventh Avenue.

Mr. and Mrs. L. A. Fonger and family are occupying a cottage at the Beach for the summer. Mr. Fonger is assistant general agent of the freight department, C.N.R.

Mr. and Mrs. W. C. Parnell and family have taken a cottage at 333 Third Avenue for the next six weeks.

SOUND AND PROFITABLE INVESTMENT
FOR VICTORIA BEACH RESIDENTS.

Sleepy Valley Mink Ranch

Excellent Breeding Strain,
High Quality Stock.
Reasonable Prices.



11 Years Fur Farming Experience.

Ranch Foreman:
B. MUNRO

Proprietor:
S. ATEAH

Mr. and Mrs. Arnason and son, Barrie, and Mrs. Arnason's parents, Mr. and Mrs. Charles Whyte are occupying their cottage on Fifth and Patricia for the week-end and for the month of August.

Mr. and Mrs. W. G. Thompson and family are occupying a cottage at 229 Third Avenue for the season. Mr. Thompson is a department manager of the T. Eaton company.

KEEP DOING YOUR PART — INVEST IN WAR SAVINGS.

Barager's General Store and Post Office

You will find every department well stocked,
at reasonable prices.

Confectionery, Soft Drinks, Ice Cream, Groceries,
Hardware, Crockery, Shoes, Dry Goods, Souvenirs.

Everything you need at this summer resort.

Try us with your opening order.

● The management and staff invite you to visit our store, we want you to feel at home and enjoy trading with us.

Agent: WINNIPEG LAUNDRY & DRY CLEANING
City prices plus small transportation. Sent in weekly

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

RUMFORD LIMITED

Agent: WALTER THOMAS PROMPT SERVICE

MODERN DAIRIES

Complying with the regulations of the Wartime Price Control Board we will not operate at Victoria Beach this summer. We want to see all our customers when they return to the city in the autumn.

Phone 201 101

for your Butter, Milk, Cream and Ice Cream. We are ready to serve you promptly and efficiently as in the past.

★

MODERN DAIRIES

Mr. D. O. Owens, K.C., assistant regional counsel for the C.N.R. has been spending two weeks at Mrs. Cotter's cottage, 333 Third Avenue.

Mr. and Mrs. Jack Rice have opened their cottage on Fourth Avenue, their 16th season at Victoria Beach.

Mr. and Mrs. Fred Porter spent the week-end at their cottage.

Mr. Ernie Phillipson spent all the week-ends in June at his cottage on Bay View.

Miss Muna is occupying her cottage for the season at Bay View.

Mr. and Mrs. George Moore are spending the week at their cottage on Seventh and Patricia.

Mr. and Mrs. William Simpson and daughter, Mary, were down for the week-end.

Mr. and Mrs. Mark Lancaster are occupying their cottage on Third for the season.

Mr. and Mrs. Dave Mackay and daughter, Margaret, and their two sons, Donald and George, are occupying 205 First Avenue for the month of July and have as their guests Mrs. Leitch and her daughter Edith.

Dr. Nicholson and Mrs. Nicholson are spending the month of July at their cottage, 216 Fourth Avenue.

Miss Macmorine is occupying her cottage on Third Avenue for the season.

Mrs. B. H. Darwin, wife of Col. Darwin who is now in England arrived Friday evening from Vancouver with her daughter Judy to spend the summer with her father Mr. Frank Sprague.

It rained last Saturday night just as all preparations had been made for an evening of pleasure at the clubhouse, but there was a fair attendance, and the Secretary, Miss Pratt, reports 21 new members were accepted. "It will make this Saturday's dance and good time welcome evening all the

better," stated the optimistic Mr. J. T. Irving, the former president of the club, who is again taking a real interest in club affairs this season. So drop in at the clubhouse this Saturday evening and enjoy the festivities. New records for the music are on hand, and bring along a favorite one you may have.

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

Open: 8 a.m. to 10 p.m. SOFT WATER SHAMPOO

Please place ITEMS OF INTEREST to the Victoria Beach community in the HERALD BOXES in the stores, for insertion in the Herald. Last collection, Thursday evening at 6 o'clock.

THIRTY-FIVE CENTS will send a copy of the Victoria Beach Herald to any desired address. Apply "The Herald", 50½ Princess Street, Winnipeg.

J. H. FALLS

VICTORIA BEACH, MAN.

GROCERIES, CONFECTIONERY,
GENERAL MERCHANDISE
FRESH FRUIT and VEGETABLES

(Daily During Season)

Latest Fashion in Bathing Supplies
Circulating Library, Souvenirs

LONG DISTANCE TELEPHONE

All Your Needs Supplied by the Pioneer Storekeeper — We Deliver.

Cruise on the Lake

Enjoy the cool breezes of the lake by a sail on the "Valtannis". Sail boats are available at the Government Pier at all hours of the day and night. Walter Thomas in charge.

Season will Open During
Coming Week.

Aleah's Baggage Transfer Wood and Ice

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

Prices of Wood

Birch		Poplar	
1 cord, split	\$10.00	1 cord, split	\$ 8.00
½ cord, split	5.25	½ cord, split	4.25
¼ cord, split	2.75	¼ cord, split	2.25
⅓ cord, split	1.50	⅓ cord, split	1.25

No amount of wood will be delivered under \$1.00

Baggage Prices

First trunk	50c	First suitcase	25c
Second trunk	40c	Second suitcase	15c
Each additional trunk	25c	Each additional suitcase	10c

Baggage not to exceed \$1.50 to one house

ICE

Ice for one week	70c	Ice for one month	\$2.75
Ice for Season, (1st of July to Labor Day)			\$5.50

Ice deliveries to be made four times a week, Mondays, Wednesdays, Fridays and Saturdays.

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

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VICTORIA BEACH, JULY 11, 1942

No. 4

Sports Days Delightful Events



THE COMMUNITY of Victoria Beach always looks ahead to the two annual sports days with anticipated pleasure and interest. These land and aquatic events are set aside by the Victoria Beach Club to stimulate swimming, canoeing and fancy diving of great variety, and to arouse greater interest in water competitions. The club feels it is desirable that all children and the young people should be given the necessary experience in water sports to fit them for emergency duties in the years ahead. One never knows when being adept in swimming and canoe paddling may be of the utmost importance; many lives have been saved from watery deaths just because someone in a group nearby excelled in aquatic achievements.

With this end in view the Victoria Beach Club has from year to year carried out a programme of sports, on the last Saturday of July, on the sands of Patricia Beach; and on the former air force grounds for running races and other land competitions, entertaining and athletic. As the years went on improvement was made in the management of the programmes until now a staff of competent officials have taken charge to see that there is harmony and good order in the running off of the events.

The senior water sports are held the first Saturday in August off the government pier and records are kept of the two Saturday events. The close of the day is a night of prize presentation and dancing in the clubhouse culminating a day of great activity.

It is Victoria Beach's long week-end holiday when cottage residents invite their relatives and friends to make merry with them, and to enjoy the beauty and charm of Victoria Beach.

The financing of these events is always a responsibility that is entrusted to competent hands. But the finance committee needs help in the way of financial donations to the two Saturdays of fun and frolic. So send in contributions to members of the club executive or the finance committee as early as possible so that one worry will be lifted off the shoulders of those in charge of this most important duty. Mr. W. J. T. Kerr is chairman of the finance committee and the committee has always had the satisfaction of realizing under Mr. Kerr's direction a treasury has been filled with the necessary funds each season to meet the many obligations incurred

by the sports days' committee. The cost of prizes are the highest expenses and these gifts and trophies from season to season have always been made worth while competing for in the many events arranged by the committee.

At the close of the land sports there is a free distribution of ice cream cones to all present on the grounds.

Your help in making the days a greater success than ever for the children is solicited.

This year children's sports will be held, morning and afternoon, on Saturday, July 25; and the water sports for the older boys and girls, on Saturday, August 1, Civic Holiday in Winnipeg being Monday, August 3, an earlier date than usual. This allows for the holding of the Sports day on Monday should the weather interfere, on Saturday, with the holding of the programme.

MASQUERADE

NEXT Saturday, July 18th, is the day of the Children's masquerade, a yearly event anticipated by both youngsters and older folks. All boys and girls at the Beach should have the fun of coming in costume and the chance of winning a prize.

The age limit this year is being extended to sixteen years, so as to include many young people who would enjoy the opportunity to use their original ideas.

There are to be three classes: Comic, original and fancy. The class for original costumes includes those made to represent the "spirit of the beach," which in the past was classified separately. All entrants are asked to decide in what class they wish to compete, and to wear the name of the class pinned on them.

Admission for anyone up to the age of sixteen who comes in costume is free; for everyone else it is ten cents. There are many good prizes, to be awarded as follows:

Girls eight and under—Comic, 1st, 2nd, 3rd; Original, 1st, 2nd, 3rd; Fancy, 1st, 2nd, 3rd.

Boys eight and under—Comic, 1st, 2nd, 3rd; Original, 1st, 2nd, 3rd. Fancy, 1st, 2nd, 3rd.

Boys over eight — the same.

Girls over eight — the same.

There is a good chance to win one of these many fine prizes; and whether they win or not, all the boys and girls who take part are sure to have a good time. There is to be