

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
¼ cord, split	1.50	¼ 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

VOL. XVII.

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

VICTORIA BEACH HERALD

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

some entertainment which both children and grown-ups will enjoy.

The doors open at 7:15, and the grand march begins at 7:30 sharp. The masquerade will close at 8:45. Be sure to be there in good time, so as not to miss any of the fun.

The Country Fair

The day of the big Country Fair is here at last. Everyone at the Beach will be there to join in the fun, and to do their bit for the war effort of the children of Victoria Beach.

The children have been assisted by many generous campers and residents, who have contributed articles for sale, and donations of money to buy prizes and other supplies. Cox's Bakery is putting in a whole booth of pies, big and little pies of all varieties. The Ladies' Auxiliary of the permanent residents are putting in a booth of homemade bread, buns, cinnamon rolls and various kinds of muffins and quick breads. Some fish, contributed by Mrs. Hampton will also be sold. With this selection, you will be able to stock up for the week-end. You will also be able to purchase fanciwork and all sorts of novelties. One of the big attractions of the afternoon will be the auction sale.

There are also many games, including a coconut shy. From 2:30 to 3:00, a dog show, supervised by Mr. F. L. Anderson, will be held outside the clubhouse. Anyone at the Beach, who has a dog, can enter it in this novel contest, in which mongrels and thoroughbreds will have equal chances. The entrance fee is only five cents; each person will be in charge of their own dog, and lead it out into the ring. There are many other intriguing contests, for which there are good prizes.

All the stores have contributed generously with prizes and merchandise for the fair.

When you get tired and thirsty from so much fun and merriment, you can rest and refresh yourself at the tea shop, where cold drinks will be served. And, of course, there will be the popular popcorn and lemonade.

You must not miss this big event. Come and meet all your friends and neighbors.

PLAN TO RAISE LAKE LEVEL

It is of great interest to Victoria Beach the movement taken for the diversion of part of the Saskatchewan river outflow and construction of a dam on the Nelson river to stabilize levels of Manitoba's lake and river system. These are proposed in a report issued by the Association for Restoration of Water Levels.

A dam across the Nelson river is recommended as the method of stabilizing water levels in Lake Winnipeg. No suggestion is made as to location. Engineers could decide the most suitable place.

An early start on some scheme for improving water levels is urged as a protection for such industries as fishing, lumbering, trapping, mining and transportation. Even air

transportation companies, says the report, are seriously concerned over the low water levels of Lake Winnipeg.

The report, published in a printed 36-page booklet, has assembled a mass of data on the decline of water levels and the causes for it.

KEEP DOING YOUR PART — INVEST IN WAR SAVINGS.

Community Church Service

CLUBHOUSE, VICTORIA BEACH

SUNDAY, JULY 12, at 11 a.m.

Preacher: REV. W. G. ONIONS

Accompanist: MRS. A. ATEAH

Would appreciate Soloists getting in touch with Mr. Ball or Mr. England.

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
WEEK NIGHT

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

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

FIRST SUNDAY CONCERT ENJOYED

A large crowd attended the Victoria Beach Club's first Sunday evening entertainment, July 5. The artists were Mrs. Olga Irwin and Mayor Victor Scott, who repeated the program of solos and duets that brought to a close in a fine manner the July 1st citizen and army events at Assiniboine Park. Mayor Scott also lead community singing in his usual rousing style.

The people of Victoria Beach appreciate very much the kindness of such an outstanding soprano as Mrs. Irwin. We also thank Mayor Scott for another fine contribution. We always enjoy his fine tenor voice, and he really makes us sing! We are grateful to Mrs. Victor Scott, who was the delightful accompanist.

J. W. Beech is chairman of the committee in charge of clubhouse entertainments. The extra hour of daylight is preventing the showing of moving pictures, but Mr. Beech hopes to have some good movie shows in August. Any other programs he is able to arrange will be announced as quickly and as widely as possible.

Rev. Arthur Smith and Mrs. Smith, who for a number of summers have occupied a cottage on Sunset, celebrated their 60th wedding anniversary Saturday at the home of their son, Mr. A. G. Smith, Indian agent at Birtle, Man.

Miss Jocelyn Saul has been a recent guest of Mrs. L. J. F. Van Riemsdyk, at her summer cottage on Sunset.

Mr. E. P. Withrow, cottage owner at Victoria Beach, was elected president of the Western Canada Insurance Underwriters Association at their recent annual meeting.

On Wednesday, July 1st, a group of young people went to Government Pier. The afternoon was happily spent except for a slight accident, when Margery Jackson fell of the pier with her bicycle and hit her head on a stone. She suffered a skinned arm and leg and a few bruises on her back as well as the bump on her head.

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 — MANITOBA

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 Bottell'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

Breakfast	50c	Luncheon	50c
Afternoon Tea	50c	Evening Dinner	75c & \$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
¾ cord, split	5.25	¾ cord, split	4.25
½ cord, split	2.75	½ 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 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. A double quantity will be delivered at each time.

Golf Course Notes

NEW FACES

Due to gas, rubber and oil restrictions, a vast number of car owners have found it impossible to use their cars for a long distance jaunt to their favourite holiday spot, consequently resorts in close proximity to Winnipeg are reaping the benefit, none-the-less Victoria Beach.

Newcomers, of the golfing fraternity we welcome you and sincerely trust you will be favoured with the best of weather during your stay. To those who do not golf we want you to know you are quite welcome at the Course if only to sit around and see how golfers perform their "daily dozen".

Here are a few who have been on the war-path during the last seven days:—Messrs. Jamieson and Wallace; Mr. J. C. Wherrett with Audrey; D. Young with Bruce; the John Hays with Douglas and Janet; the J.J. Milne's with J. R. Colwell (Portage la Prairie); the Don Stuarts-A. H. Robinson foursome; the Alan Montizamberts; the G. R. Hughes family; the Al. Boulton family with daughter Mrs. K. Hodgson (Dropmore, Man.); the Nellie Elsey-Audrey MacLeod twosome; the Peter Chalmers-Geo. MacLeod twosome; the Douglas Edmonds with Mrs. McEachern and Alice Morphy; Mrs. Percy Wilson with the C. P. Wilsons; the W. G. Thomsons; the B. P. Fullers; the Geo. Bentleys with June; Mr. and Mrs. S. Mathias; the Misses Goulden; the MacDougall-Smith-Magnusson threesome; the Misses Steen-McKinnon-Moffatt-Spencely foursome; the Kay Porter-Norm. Elsey-Don Scott threesome; the Frank Greaves with guest W. Irwin; the Spencer Guests; the Hib. McKelvie's; the Pat O'Brien's; the Graham Jacksons; the Syd Milne-Teddie Boulton twosome; the John Yarnells; the Sparling-Moore-Cochrane threesome; the Lockie McNeill's; the Pope brothers; the L. A. Fongers with Norma; J. S. Little with Mary and guest Alex Noble; Col. Harold and Mrs. Hanson; the Jack Rice's; the Percy Rich's; the E. Pascoe's; the C. L. Andersons with Gloria and Glen; Miss Ethel Tagg; the Olive Gibson-Mary Jenkins-Betty Walton threesome; the Drs. Geo. Camsell-W. G. Nicholson twosome; Mr. and Mrs. Rose; the Geo. MacLeods; Mr. and Mrs. J. A. Woods with guests, Mr. and Mrs. C. R. Medland; the Grills-Young twosome; the Hepburn-Gabriel twosome; the Eddie Kelly's; the Misses Goodwin-E. Dewar-R. Scott-F. McLay split fivesome; the Munro-Sprague twosome; the Hugh Fairfield-I. Fairfields foursome; the Fred French's; the Kansas sisters; the Rupert Reece's with Mrs. Read; the Ashley Stewarts; the R. R. Walkdens; the J. G. Cowan - J. S. McPherson twosome; the Berg-Barkwell-McIntyre threesome; the McDowell-Hall-Duff threesome; the Dutton-McKinnon twosome; the Jas. McKeags; the Fred Porters; the E. A. Hunnisetts; the Jack Simms-D. H. McGregor's foursome; Mr. Jack Life.

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.



BANKS
SELL
THEM

Buy
**WAR
SAVINGS
STAMPS**

FROM
BANKS • POST OFFICES
DEPARTMENT STORES • DRUGGISTS
GROCERS • TOBACCONISTS
BOOK STORES and other RETAIL STORES

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

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.

Beach People

Mr. Charles O'Connell, of Bay View, will occupy his cottage until the middle of August.

Mr. Lyons has arrived from Saskatoon with his two sons to take a position as trainman on the Beach line for the summer. He is an old-timer on this run.

Mr. and Mrs. H. E. Christmas have opened their cottage for the season, their twelfth at the Beach.

Mr. and Mrs. Charles Bull are occupying a cottage at the Beach for the season.

Mr. and Mrs. C. R. Garland are occupying the cottage of their daughter, Miss Aileen Garland, on First Avenue, and have as their guest Miss Margaret Halstead, of Portage la Prairie.

Mr. and Mrs. J. E. Yarnell and family are spending their tenth season at Victoria Beach, occupying this summer, Mr. P. E. Archer's cottage on Sunset.

Mr. and Mrs. Henry A. H. Baker and family are again occupying Mr. Thomas French's cottage on Sunset, their fourth season at the Beach.

Mr. and Mrs. P. A. Alden and family are again occupying a cottage at the Beach this summer.

Mrs. MacIntosh, of St. Vital, and granddaughter Miss Helen Gray were the guests of Miss G. W. Lumsden, Seventh Avenue, for a few days.

Mrs. James I. Munro and daughters are occupying their cottage on Sunset at Arthur Road for the summer.

Mr. and Mrs. W. G. Nutter and family are occupying a cottage for the month of July at the Beach.

Mr. and Mrs. Alan R. P. Montizambert and family are occupying a cottage for the month of July at the Beach.

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

Patronize the Street Cars

★ Street cars are the most convenient way to reach the trains leaving for Victoria Beach. The safest, most reliable, least expensive and the most comfortable of all available accommodation. Going to the Beach or returning to the City, street cars are at your service.

USE THE STREET CARS AT ALL TIMES.

Mr. and Mrs. Sidney Lloyd and family of expert swimmers will be occupying a cottage at the Beach for August. Their son is in England with the armed forces. Mrs. Lloyd is a director of life-saving and her chief interest in athletics is in the Maple Leaf Swimming Club, from which she has turned out many champions.

Miss Verona Conklin, R.C.A.F., medical-steno., woman's division, arrived Wednesday, to be the guest of her parents, Mr. and Mrs. J. J. Conklin, until July 23rd, when she leaves for the east. Miss Conklin has been in a medical clinic in Vancouver for the past three years.

Mrs. J. J. Conklin arrived Thursday to open her cottage, 127 Sunset, for the summer.

Mrs. Stuart Matson, wife of Brigade Major Matson, of Camp Shilo, and two daughters, are occupying the cottage of Rev. Mr. Stephens, Fifth Avenue and Alexandra Lane for July.

Mrs. Olga Irwin will arrive Saturday to spend a vacation at the Beach.

Mrs. Helen Dallas and family will shortly arrive to spend a vacation at the Beach.

Mr. and Mrs. C. S. Gow, Bruce and Chirstina, and their war guests Lilian and Irene Sargent are spending the summer at their cottage on Fifth Avenue.

Miss Jocelyn Dingman of Windsor, Ont., is visiting her uncle and aunt, Mr. and Mrs. C. S. Gow, for the summer.

Mr. and Mrs. Maurice D. Smith, are spending first two weeks in July at Miss Isabel Edgar's cottage, 214 Sixth Avenue. Mr. Smith is a sports writer with the Winnipeg Free Press.

Mr. and Mrs. D. C. W. Richardson and daughter, Marlyn, from Saskatoon, are spending a month at 416 Sixth Avenue.

On your return
— to the City

Retain that Vacation Pep stored
away by using

City Dairy
ALWAYS GOOD

MILK - CREAM - BUTTER
For delivery, telephone
87 647

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.

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.

"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

Mrs. J. Holloway, Mrs. G. Cutting and children, of Winnipeg, and Mrs. W. J. Holloway, of Brandon, are at "The Maples," 218 Fourth Avenue, for the first two weeks of July.

Miss Janet Blackie arrived on Saturday from Lake Francis, to spend the holidays with her mother, Mrs. Lavinia Blackie, 124 Birch.

L.A.C. Don Morley and Mrs. Morley have left for the East, after spending a few days, the guests of Mrs. Morley's parents and sister Mr. and Mrs. C. S. Galusha and Dorothy, at their cottage, 319 Fifth Avenue.

Mr. and Mrs. A. L. Crossin and their son Alan are occupying their cottage on Second Avenue for the season.

Miss Gellatly and Mr. Peter Gellatly and Mr. Casmier Carter spent a holiday with Mr. and Mrs. J. J. Hughes, 205 Seventh Avenue.

Mr. and Mrs. Hugh Chambers are occupying "Devondale" cottage, 123 Birch Avenue for a month. Mr. and Mrs. A. D. Brown are their guests for two weeks.

Mrs. Eric R. Gold and son Bill are spending a short holiday at the Beach, guests of Mrs. W. G. Aird, Third Avenue.

Mr. and Mrs. J. Kerr Brown have opened their cottage on Fourth Avenue and had as their guests, the past weekend, their daughter and son-in-law, Mr. and Mrs. G. H. Craig. Mr. and Mrs. Brown have two sons serving in the Forces, Harold at Halifax with the Royal Canadian Navy and Jack, overseas with the R.C.A.F.

NEWS FROM BAYVIEW

Mrs. E. Court, who has been occupying her cottage in Bayview since May 24th, expects to spend two weeks in Winnipeg.

L.A.C. Hugh Spencer and his bride, formerly Miss Hazel

Ross of Chater, Man., have been guests of his mother, Mrs. R. J. Spencer for the past week. Mrs. Spencer has been occupying her cottage in Bayview since Arbor Day.

Mr. and Mrs. Maurice O'Connell are down for the weekend as usual.

Mrs. Angus McDonald, of 12 Kingston Row, St. Vital, and Miss Joan McDonald, will occupy Mrs. A. M. McFadyen's cottage for three weeks, starting July 15th. Miss Margaret McFadyen will accompany them to Bayview.

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

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

THE MUNICIPALITY'S ENGINEER

We are indeed fortunate in having secured the services of Mr. A. S. Cooke, as municipal engineer, as he has had considerable experience with diesel engines. By a happy arrangement we share his services with the St. James School Board, where he is employed in the winter months.

Mr. Cooke is an engineer of the old school and his father owned the business of Cooke and Sons, Engineers, of Melton Mowbray. At the early age of 16 he was apprenticed to the famous firm of Marshall's of Gainsborough. His profession took him to Calcutta, Rangoon, Russia, Canada, Argentina, Patagonia and he has crossed the Andes on a mule. His work was to be on hand when new engines were installed and stay on the job until the engineers in charge were able to carry on.

One of the highlights of his career was a journey from Calgary to Kiev, Russia, at the request of Marshall's to test a 20,000 H.P. engine which that firm had sold to the Russian government. He had to make a report to the Russian and British governments and to his own company. He returned to Canada via Odessa, on the Black Sea, Turkey and Southampton.

The Municipal Council has decided, now that we have a man of Mr. Cooke's qualifications, a very thorough overhaul of our water system will be made and he will devote his entire time to this work. We must remember, however, that we cannot buy everything we want under existing war conditions and some things we should do are beyond us at present.

However, we can extend to Mr. Cooke and his good wife our sincerest wishes for a pleasant stay at Victoria Beach and feel sure that he will do everything possible to improve our water system for the benefit and convenience of us all.

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
1/2 cord, split 5.25	1/2 cord, split 4.25
1/4 cord, split 2.75	1/4 cord, split 2.25
1/8 cord, split 1.50	1/8 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 trunk...25c	Each additional suitcase 10c

Baggage not to exceed \$1.50 to one house

I C E	
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

Flight-Lieut. F. S. Watson, who spent many summers at Victoria Beach with his parents, Mr. and Mrs. Stanley Watson, was killed in an operational flight over Germany, a few days ago, with the R.C.A.F. He was born in Winnipeg in 1915. He enlisted in November, 1939. His widow, Margaret Rae, and a four year old son, James, survive, besides his parents and two sisters, Doreen, in Winnipeg, and Mrs. R. C. Hallen, Calgary.

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.

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 18, 1942

No. 5

Stones Made the Sandy Beach

MANY thousands of visitors have admired the fine white sand that skirts the shore line at Victoria Beach. But few have ever thought how the sand was brought there or how it has been retained.

The two points, the one lying near Patricia Beach and the other at Victoria Beach Inn are the barriers which form the bay for the beaches. The winds drive the sand on to the waves which carry it to the shore. But it is the rocks along the water's edge which retain the sand and as it accumulates the wind drives it further inward to form the sandy beach. Were it not for the rocks the sand would be carried back into the lake and weeds and mud would be Victoria Beach's portion. It is the rocks which act as a trap for the sand.

These remarks are in reply to a petition sent to the municipal council asking that some of the stones be removed.

If the stones disappear so will the sand, gradually, and weeds and clay would take the place of the stones.

Mr. Fred De' Courcey Davies confirms this prediction. With 25 years experience as a government engineer on Lake Winnipeg, he has learned to appreciate the presence of stones along the lake shore. Across the lake, on the east side, there are a number of summer resorts which have only mud shores. One of the fresh air camps spent thousands of dollars in creating an artificial sandy beach, under Mr. Davies direction. He made the beach after the pattern of Victoria Beach, with the result it is one of the few sandy beaches on the east side of Lake Winnipeg.

Victoria Beach has the finest sand of all the beaches on Lake Winnipeg, and the residents can thank the two jutting out points of land and the stones for this fine sand of great depth and expanse.

When the government was looking for stones to strengthen the piers at Victoria Beach, Mr. Davies, as consulting engineer on the project, would not allow any of the workmen to take any stones from the shore line, because in his opinion it would endanger the sandy shore, but he directed the men to secure the stones at places away from the lake. It would

have been easier for the government to get the stone from the lake and less expensive, but the result would have been a spoilation of the great gift of sand brought in by the waves and retained by the stones.

CHILDREN'S MASQUERADE

As the day of the masquerade approaches, enthusiasm among the younger members of the community is reaching a high peak. The children are agog with secrets concerning costumes being planned for the big night. On Saturday night, many a cat will be out of the bag; there'll be plenty of surprises and lots of fun for everyone.

The doors of the clubhouse will open at 7:15, and the Grand March will commence at 7:30 sharp. There will be some entertainment, and then the judging of the costumes. This year the age limit for contestants has been extended to sixteen years. There are prizes for the best fancy costumes, the best comic costumes and the most original.

Admission is free to all who come in costume up to the age of sixteen. There is a small charge of ten cents (10c) for everyone else. The costumes will be well worth seeing, and there will be some entertaining numbers by some of the young folks. The masquerade will be a happy party for the grown-ups as well as the children.

INVITE AN AIR FORCE BOY

There are numerous Air Force boys from Overseas and Eastern Canada, stationed in or near Winnipeg, who are very anxious to spend one of their periodic 48-hour leaves at a lovely resort such as Victoria Beach, but who have no place to stay.

Many Victoria Beach cottagers are able to accommodate one or two boys over a week-end and the Placement Department of the Airmen's Club, Donalds Block, Winnipeg, Phone 26 284, will be very glad to hear from anyone who would like to do a little kindness to the boys to whom we owe so much. Their courses are very stiff and they need as much relaxation as possible, when they can get it.

Needless to say that there are no finer boys in the world than those of our Air Force; we are proud to have them as guests in our homes. Members of the Victoria Beach Club are reminded that boys of the Armed Forces, cottage guests of members, are admitted to the clubhouse dances without charge.

Children's Masquerade at Clubhouse, Saturday Evening.