

Beach Notes

There were 30 entries in the fishing competition held Monday morning for the children at the Government dock, from 9 to 12 noon. The winner caught 14 fish; the second largest was 13 and there were a number of 12 in other catches. Altogether 64 fish were taken out of the water during the three hours.

The old time dance at the clubhouse Wednesday night was so largely attended that the floor was crowded and there was plenty of fun but a scarcity of young men. A goodly sum was realized for the war fund.

The community sing song at the clubhouse Sunday night was enjoyable and those who greatly assisted in its success were Mrs. Olga Irwin, Mrs. Eleanor Edmonds and Mr. Fraser who did nobly at the piano. The solos and duets by the ladies were bright features.

The children of the Victoria Beach Inn held a Red Cross tea on the grounds of the Inn on a recent afternoon, which was liberally patronized and a tidy sum realized. Mrs. Bouttell, the hostess at the Inn, contributed largely to its success.

Mrs. J. H. Falls will accept gifts of flowers each Saturday morning for sale at her counter in aid of Victoria Beach war fund. Some roses grown at Victoria Beach will be in this Saturday's bouquets.

The crochet doilies raffled at the War Service Tea were won by Mrs. F. Klok, 98 Hespeler Ave., Elmwood.

Flying Officer Gordon Willis, son of Capt. F. W. Willis, and a former member of the young-men's golf executive, is

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.

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

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

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

with the Canadian Atlantic patrol operating from Nova Scotia. He recently piloted a plane carrying a number of officers from Nova Scotia to Saskatoon and then to Winnipeg, and was designated as a "good pilot" by the officer in charge of the party.

Mr. Alex. Jonsson, builder, who has been working for the past two years on hangars and air training schools at Rivers, Carberry, Souris and Hartney, returned to Victoria Beach a few days ago for a short holiday.

When the bomber school is erected at Gimli this year, Victoria Beach will see many more planes flying overhead, as Gimli is across the lake a little to the south from Victoria Beach and the lake will be largely used for training in bombing. A relief hangar will also be erected at Petersfield, as an auxiliary to the Gimli school. Directly opposite Victoria Beach is Riverton, according to fishermen at this Beach who have often made the trip across in the winter time.

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.

FOR SALE — OUTBOARD MOTOR, 22 horse power, late model; can be seen at government pier. Apply to Sam Ateah.

J. MARSHALL PAINTER

Estimates Free Good Workmanship
"SATISFACTION GUARANTEED"

205 SIXTH AVENUE Victoria Beach

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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XVII.

VICTORIA BEACH, AUGUST 8, 1942

No. 8

Stores Inspected By Wartime Price Board's Official

ON an inspection trip to the summer resorts along Lake Winnipeg, Mr. Bert Boyd, of the Wartime Prices and Trade Board staff, spent Tuesday and Wednesday of this week here and found that all the places of business at Victoria Beach were living up to the Board's regulations, that is there is no advance over last year's quotations to an extent that calls for even a reprimand.

There were some discrepancies of a minor character due chiefly to fluctuations in the seasonal figures charged for goods. Mr. Boyd said there was a new ceiling placed on meats on August 1, and merchants are given ten days to readjust stocks, but on August 10 there should be lower quotations by retailers on meats. However, prices for the best grade of beef and pork all over Canada is high and that is the class of stock he finds handled at Victoria Beach.

Mr. Boyd states that the Wartime Prices and Trade Board offices will welcome any complaints or suggestions. That is the only way by which all purchasers' difficulties can be adjusted to present difficult times. Mr. Boyd will return again to make a final check-up, but it is gratifying that only minor changes were found to be necessary in places of business at Victoria Beach to bring prices within the ceiling price of last year.

Children's Masquerade

The second children's masquerade of the season is being held next Saturday—August 15th. There'll be a gay parade of costumes, some enjoyable entertainment and plenty of suspense as the costumes are judged.

All boys and girls are urged to dress up and try for a prize. Ingenuity in making up a costume is a factor in the judging, so no one need miss the fun simply because of having brought no ready-made costume from town. Prizes will be awarded in the following classes:

Girls 8 and under—Fancy, 1st and 2nd; Comic, 1st and 2nd; Original, 1st and 2nd. Boys—Fancy, 1st and 2nd; Comic, 1st and 2nd; Original, 1st and 2nd. Girls 9 to 16—the same. Boys 9 to 16—the same.

There are thus 24 prizes for costumes, giving you a good chance of being rewarded for your efforts.

In addition a poster contest is being held. All boys and girls not over 14 are eligible. The posters are to advertise the Children's Masquerade, and must give the information to be found on the sign at the station platform. All posters must be in by Monday, August 10th at 4:30 at the clubhouse. The winners will be announced at the masquerade.

There is still room for entertainers on the program. All who wish to volunteer their services to make this a jolly

evening, kindly come to the clubhouse on Monday at 5 p.m. There is no age limit for entertainers; any adult or child who can entertain in any way is welcome.

All boys and girls in costume will be admitted free to the masquerade. Adults and all children not in costume will be charged 10c admission.

The doors will open at 7:15 and the Grand March will begin at 7:30 sharp.

The July masquerade was enjoyed by a large crowd of contestants and spectators. With the same fine support, this masquerade can be made an even greater success than the last.

Water Sports Day Results

WHILE the water sports held last Saturday were not as successful as usual they did prove interesting to a good crowd of people. The afternoon was far from warm, with a high wind shooting a spray over the pier. This cut down the entries and some who would have competed had gone into town the previous day, which was the end of the month.

Some of the committee members feel that in order to have a good swimming meet it is necessary to have competent swimming instruction given to the young people during July. Expert instructors might be secured at little expense and the suggestion will be passed on to the Victoria Beach Club and the Water Sports Committee.

The Victoria Beach Company's grand aggregate cup was won by Kay Porter, whose progress in swimming has been noted in meets at the Beach for the last four or five years.

Ella McGregor won the ladies' mile and the Rumford trophy. The Orchid Florist trophy for the men's one mile was won by Kel Buckboro.

The canoe tilting competition gave the audience some thrills and fun; Johnny Ateah maintaining the family's reputation, aided by Bob Jonsson.

Canoe events in the morning were well contested and the feature event, the McKinney cup for the men's four blade was won by Dave Grant, Paul and Dick Quinton and Bill Johnston.

The officials handled the races very well, losing no time in starting the events and Col. Nagle was an excellent announcer. Mrs. W. J. T. Kerr presented prizes to the winners at the clubhouse dance in the evening. Angus More was chairman and a fine crowd attended.

A pleasing and interesting demonstration of swimming, life saving and diving was given by six girls of the C.A.S.A. (Manitoba Section), who were in charge of S. C. Lloyd, vice-president of the section.

Mr. and Mrs. Lloyd, Miss Dorothy Lloyd and the visiting swimmers were guests at a dinner at the Victoria Beach

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.

Inn, which was attended by Mr. More and several other members of the committee.

Complete results and list of officials are as follows:

Canoe Races—Men's Doubles: Dave Grant-Paul Quinton; Bert Trainor-Johnny Ateah; Fred David-Bob Jonsson.

Ladies' Doubles: Mrs. Alex. Jonsson-Kay Porter; Carroll Borrowman-Verna Trainor; Marcia Hale-Mrs. Charlie Hampton.

Mixed Doubles: Verna Trainor-Bert Trainor; Mrs. Alex. Jonsson-Bob Jonsson; Dave Grant-Carroll Borrowman.

Four-Man Canoe Race (McKinney Trophy): Dave Grant, Paul Quinton, Dick Quinton, Bill Johnston; Johnny Ateah, Bert Trainor, Fred David, Bob Jonsson; Art Harvey, Hi Harvey, John McAllister, Doug. Irving.

Swimming, 30 yards—Boys under 13: Jimmie Kilpatrick; Wesley Smith. **Girls:** Margaret Stevenson; Gloria Anderson; Phyllis Henderson.

50 yards—Boys 13 and 14: Glenn Anderson; Reginald Thomas; Bill Rose. **Girls:** Marguerite Porter; Billie Baker. **Boys 15 and 16:** Adrian Beggs; Jim Muldrew; Ken Booth. **Girls:** Kay Porter; Mary Hill; Connie Roberts and Barbara MacArthur (tie). **Boys over 16:** Kel Buckboro; Art Harvey; Dave Queen.

Quarter-Mile—Boys under 16: Allan Dack; Glenn Anderson; Tom Scott. **Girls:** Kay Porter; Marguerite Porter; Gloria Anderson.

1 Mile — Orchid Trophy — Men: Kel Buckboro; Dave Grant. **Ladies' — Rumford Trophy:** Ella McGregor; Kay Porter.

Canoe Tilting: Johnny Ateah-Bob Jonsson.

Grand Aggregate: Kay Porter, 12½ points.

Committee: T. E. Babb, chairman, G. P. MacLeod, Aidan Conklin, G. Florence, I. G. Arnason, Col. N. R. Nagle, J. J. Conklin, W. J. T. Kerr, W. D. Davis, W. Pope, C. Rice-Jones, A. More, J. T. Irving.

Officials in Charge: Canoe races—Director, Col. N. R. Nagle; Starters, G. J. Reeve, J. C. Wherrett; Recorder, C. S. Gow; Judges, T. E. Babb, W. Gray, A. More; Safety, Walter Thomas, Miss Pratt.

Swimming and canoe tilting—Directors, Aidan Conklin, F. W. Watkins; Announcer, Col. N. R. Nagle; Recorder, H. C. Knox; Judges, J. C. Wherrett, John Morphy, Carroll Borrowman, C. Rice-Jones, Mrs. S. C. Lloyd, J. W. Beech, W. Pope; Safety, Walter Thomas, Marcia Hale, Sydney Milne, John Morphy, Tom Scott, Teddy Taylor; Prizes, Mrs. W. J. T. Kerr, Mrs. J. W. Beech; Stewards, Dave Grant, John McAllister, Alex. McKean,

WANTED — A BOWLING GREEN

What one hears this summer on every hand is that Victoria Beach as a summer resort and a place of entertainment needs a bowling green, either at Victoria Beach Inn or at some central spot. It would attract a very desirable class of Winnipeg citizens to the Beach and would help to while away the hours amid pleasant surroundings, both for men and women. In Winnipeg, lawn bowling has reached a

high standard and the number of clubs is many. It is probably up to the Victoria Beach Company or the Victoria Beach Club to take the first step.

The Company has provided two excellent features at the Beach—a nine-hole golf course and a tennis court, both of which are highly appreciated.

Community Church Service

CLUBHOUSE, VICTORIA BEACH
SUNDAY, AUGUST 9th, at 11 a.m.

Preacher—REV. F. GLOVER
of St. Margaret's Church
Soloist—MISS MURIEL CHAPMAN
CHARLES BALL, President; Residence, Sixth Avenue
Secretary, HARRY ENGLAND

KEEP DOING YOUR PART — INVEST IN WAR SAVINGS.

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

CHILDREN'S MASQUERADE,
SATURDAY, AUGUST 15

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

HAVE YOU A CAMERA?

This 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.

Please send the pictures to Miss M. Pratt, 222 Fourth Avenue, Victoria Beach, Man.

A "SANCTUARY FOR HUMAN BEINGS"

A decision unique in Manitoba courts, and one of considerable importance to the people of Victoria Beach was handed down by Magistrate A. C. Campbell in Provincial Police Court, Wednesday. A car owner was fined \$10.00 and costs, with option of ten days in jail for driving his car into this municipality. The R.C.M.P. charged the driver with breaking a by-law prohibiting the use of automobiles within the boundaries of Victoria Beach to anyone except licensed permanent residents.

Through the efforts of the local council and the Victoria Beach Club, an act was passed by the legislature giving council control of the roads in this municipality. The council has created by-laws regulating motor traffic, including rate of speed, hours that cars can be operated and other rules intended to help keep Victoria Beach as a "sanctuary for human beings."

The R.C.M.P. constables on duty at the Beach are enforcing the traffic by-laws and many people have remarked on the success of their efforts. With the exception of around train times, pedestrians seldom meet cars at this Beach. The permanent residents and merchants are co-operating with the law very creditably.

CARELESS FIRE STARTERS

The danger from fires started in the bush has again been brought to the attention of the Herald. Two fires, the acts of careless, thoughtless people were started, one in the rear of a cottage on a thickly wooded lot on Arthur Road, and the other on Second Avenue, near the Roadway. A woman, a cottage resident, on Arthur Road had raked up a lot of loose grass and twigs at the rear of the cottage and set fire to the pile. The flames were soon pouring up close to the trees. A neighbour remonstrated and pointed out the danger and that such fires when started by cottage tenants are illegal, and the fire was then subdued. Dr. Fred Jackson put out a blaze on Second Avenue Tuesday which was making good progress among the dry brush, evidently the result of a carelessly thrown cigarette. The entire area of Victoria Beach is unusually dry.

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.

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 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

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
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.

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. A double quantity will be delivered at each time.

ANNUAL GARDEN COMPETITION

The annual garden and grounds competition will be held at Victoria Beach this Saturday. The winner will receive the Orchid Florist trophy, donated by Mayor Victor Scott.

John De Jong, of the University of Manitoba Horticultural Dept., will again be the judge.

Last year the trophy was won by Fred M. Gee, and from the appearance of the many beautiful cottage grounds at the Beach, Mr. Gee will have very keen competition this year.

IMPRESSIVE SUNDAY SERVICE

Rev. J. S. Watson had charge of the Sunday morning service in the clubhouse last Sunday, speaking impressively on the value to the human mind and body of periods of rest and quiet, such as are obtained at Victoria Beach in the summer time, and especially on the Sabbath, the root meaning of which is "stop".

Mrs. Helen Dallas was the offertory soloist, singing the composition, "I Will Give You Rest". Her interpretation of the number was given with sincerity and warmth.

Golf Course Notes

We have now entered the month when Victoria Beach may be seen at the zenith of its grandeur, beautiful flowers, abundant berries, magnificent foliage. To newcomers this will present an awe-inspiring sight; they will wander far afield delighting in their beauty. To those who have come to us for rest and pleasure we sincerely welcome you and trust your every day shall be a pleasant one while in our midst. We want you to know you are also quite welcome at the course whether golfers or not. If non-golfers, just sit around and observe how golf should and should not be played.

The following are a few who have played during the past week; the majority of whom have now returned to their town homes: The E. G. Standing family; Mr. and Mrs. Geo. Martin; the W. G. Chapman family; the E. A. Lund family; the Chas. L. Campbells; the H. A. Booth family; Mr. and Mrs. Bloomquist; the Fred Hughes; the G. R. Rothwells; the N. G. Wallaces; the H. E. Ways; Mr. Justice Dysart with daughter; Mrs. Halpenny; Mrs. E. Hughes with Bill; the D. H. McGregors; H. E. Christmas; Miss M. Tagg; the H. McKean family; the Jack Munro family; the Douglas Edmonds; the W. A. Mathews; W. E. and Mrs. Le Van; the J. Blyth family; Mrs. T. Roberts with B. McArthur and C. Robets; the Audrey Munro-Jean McEachern-Nancy Le Van-Beth McEachern foursome; the Lincoln Johnstons; the Don Pope-Bill Head-Dan McNicol threesome; the Quinton, David and Douglas McKay with Dorothy Glass foursome; the H. Wookey family; the John Donovans with Kay; the Geo. Macleods with Mrs. Nan and Audrey Macleod; the J. M. Dales; the H. B. Brehaults; the J. McKeags; the W. G. Thomsons; the J. A. Woods with Miss M. Benson; the Ken Watson-Shirley Hutchinson twosome; the N. Galston family; the E. J. Rigbys; the R. E. Taylors; F. B. Thompson with Ruth; the Dr. F. E. Jackson family; the Phyllis and Muriel Curry twosome; the Don MacDonalds; the Hugh Robsons; the Shirley Edmonds-Norma Fonger twosome; Mr. and Mrs. E. P. Withrow; the Hillside Lodge split fivesome, P. E. Robinson-Freda Malzan-Mrs. Geo. Williams-Audrey Reahill and May McMillan; the C. H. Briggs; the Janet Blackie-Alex Morphy twosome; the W. V. Taggs with Dorothy; the Henry Bakers; the L. C. Makersys; the Betty Neill-Fay

Manson twosome; Mr. and Mrs. A. Hunt; the W. B. Johnstons; Mrs. A. Boulton with Mrs. B. Hemphill (Vancouver); the F. W. Watkins; the F. Hands; the J. Crossleys; Mrs. H. Bouttell-A. W. Rose twosome; the Edna and Georgie Spencer-Lela Smith threesome; the J. K. Mays; the J. I. Roses; Mr. and Mrs. Frank Rose; the Jack Beech-John Donovan-Douglas Irving threesome; the Kay Porter-Jean Livingstone twosome; the W. R. Finlay-Mrs. F. Joplin twosome; the Miss Jessie Kerr-Mrs. F. Milne twosome; Mr. and Mrs. C. R. Medland; Mr. and Mrs. A. P. Milchener; the Misses Mary and Ann Hall; Dr. and Mrs. I. O. Fryer; the Miss McDowell-M. Spurgeon-A. and G. Hall foursome; the Rodney Camerons; the C. S. Gows; Mr. and Mrs. H. V. Christmas, the Thomas Harpleys; the Pat Adamson-Grant McPhail-Andy Hall-N. Cleveland foursome; the Audrey Johnston- Bob Jeske-Frank Swartzland foursome; the E. B. Archers; the Sydney Quintons with Dick, Paul and Mary; the L-AC Harry Ricketts-L-AC Watson Loftus, Royal Australian Air Force and L-AC Ernest Westage, R.A.F. Great Yarmouth, England, threesome; the Roy, Bernice and Lorna MacDonald-Ken Pritchard foursome, the Bethia Henry-Anna Taylor twosome; the Tom Horne-P. Bibaud-Carrille threesome; Mr. and Mrs. Pearson; the Peter Chalmers; the W. W. Wrights; the Mary Quinton-Bobbie Macleod twosome; the Pat O'Brien-Hib McKelvie-Lockie McNeill threesome and many others.

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

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 **BARAGER'S**

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

SPEIRS PARNELL

BAKING COMPANY, LIMITED

Beach People

Mr. and Mrs. George W. Swan of Winnipeg, are guests at Victoria Beach Inn. Mr. Swan is a recent chairman of the Manitoba branch of the Canadian Manufacturers association; and Mrs. Swan is active in religious and war work in many circles in the city.

Miss Ann Doubrough was the guest of Mrs. G. Pratt for the long week-end.

Mr. and Mrs. E. Burros and their two children Ruth and Vernon have returned to Winnipeg after holidaying at "Wild Rose Cottage".

Miss L. J. U. Yates is holidaying with Miss E. G. Muma at her cottage, 149 Victoria Boulevard.

Mr. and Mrs. Horace Small and daughter, Barbara, are spending several weeks at Victoria Beach. They have taken a cottage on Seventh Avenue.

Mr. and Mrs. Jas. Ebin who have been guests of Mr. and Mrs. H. Small, returned Monday evening to Winnipeg.

Mr. and Mrs. G. B. Niven and daughter, Mary, have returned to the city, after a two week's vacation at "Twi-Lite" cottage.

Mrs. E. W. Carter, Miss Beatrice Carter and Miss Beth Bragg were the guests of Mr. J. D. Life at "Devonia" for the long week-end.

"Billikin Inn", one of the prettiest cottages at the Beach, has again opened its arms to its rightful owners, the Kinsman family. Son Jerry is enjoying all the good things of Victoria Beach, but son Barrie is hard at work in Winnipeg and misses the Beach very much.

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

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.

Mrs. J. H. Cameron of 17 Monterey Apts., Winnipeg and Miss Lila Webb of Grandview, Man., are the guests of Mrs. Robert Hoy and her daughter, Roberta, at 117 Sunset.

L.A.C. H. C. Ricketts of Melbourne and L.A.C. W. T. Loftus of Sydney spent their 48-hour leave with Mr. W. H. Pratt, Mrs. G. Pratt and Muriel Pratt at San Fairy Inn. They had only been ten weeks in Canada and are stationed at Stevenson Field. They were much struck with the beauty of the Beach which they had seen from the air previous to coming down. Unfortunately their time was so short they could only play golf and tennis and get in a little swim. There is an invitation awaiting their next visit to spend an hour at Mrs. David's mink ranch.

Gerald Caldwell with his companion, Cecil Cattermole, spent the long week-end with his father at the golf course clubhouse.

Mr. J. W. Beech, one of the municipal councillors, came down to the Beach on Saturday to spend a three weeks' vacation.

Miss Helen Sinclair, of the Hudson's Bay Company's accounting department, returned to Winnipeg Monday after a two weeks vacation enjoyed at the Beach.

The Misses Kathleen and Mary Fraser, were the guests of their sister and brother-in-law, Dr. and Mrs. Frans C. Niermeier, of 426 Seventh Avenue.

Mr. and Mrs. K. G. McKay were guests of Mr. and Mrs. J. W. Clark, over the week-end of August 1.

Mrs. A. P. Crossin and her daughters Elizabeth and Diana are spending a few days guests of Mrs. A. L. Crossin, 331 Second Avenue.

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

DRINK ONLY PASTEURIZED MILK IN INTEREST OF YOUR HEALTH

Sunday Evening Service

LEGION AND COMMUNITY HALL
(Pine Street)

SUNDAY, AUGUST 9th, 8:45 p.m.

REV. MR. GLOVER FROM ST. MARGARET'S

Everybody Welcome.

Mr. and Mrs. Leslie Webb and family have been visiting Mrs. Webb's parents, Mr. and Mrs. G. Olson, Eighth Avenue. Leslie Webb is display manager with the Hudson's Bay Co.

Mr. and Mrs. R. E. Deurse were guests of Mr. Deurse's sister, Mrs. Blackie over the week-end.

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

Mrs. W. F. Yeo, Miss Agnes Arbuckle and Mr. Melvin Yeo are the guests of Mrs. B. M. Morphy, 201 Sixth Avenue.

Miss Florence Creighton spent the long week-end with Mrs. C. S. Galusha and Dorothy, 319 Fifth Avenue.

Mrs. T. J. Miller, Mrs. R. F. Gibbs and Miss G. Sicklemore spent the past week at the Beach the guests of Mrs. H. P. McPhail, 401 Sunset Boulevard.

Mr. Don McPhail of Manitou and Mr. Jamie Hutchison of Port Arthur spent the long week-end the guests of Mrs. H. P. McPhail, 401 Sunset Boulevard.

Mrs. Frank Minaker, Miss Mabel Childerhose of Rosser and Miss Nora Blair of Winnipeg are guests of Miss J. Innes this week.

Mr. and Mrs. J. J. Douglas are occupying a cottage at 323 Sunset.

Mrs. Hood is the guest of Mrs. W. T. Low, Sunset. Mrs. Hood is the wife of a pioneer building contractor at Victoria Beach who erected some of the prettiest cottages at the Beach in the early twenties.

Mr. and Mrs. George D. Illffe are occupying a cottage at 227 First Avenue.

Mr. and Mrs. Carson are occupying a cottage at 203 First Avenue.

Mr. and Mrs. G. McGavin are occupying a cottage at 301 Seventh Avenue.

Mr. and Mrs. Harold Arundel and family are occupying Mr. P. J. Rick's cottage on Sunset for August.

Dr. Gill, formerly associated for many years with the active work of St. John's Cathedral, St. John's College and a former president of Victoria Beach Club, arrived this week with Mrs. Gill and daughters to spend the remainder of the summer at his cottage. Dr. Gill recently observed his 80th birthday, an event which was suitably honored by his many friends.

Mr. and Mrs. H. C. McFee have taken a cottage at 309 First Avenue for the month of August.

Col. H. F. Osler and Mrs. Osler are occupying a cottage on Sunset for the month of August. Col. Osler is the president of Osler, Hammond and Nanton.

Col. Harold S. Hanson and Mrs. Hanson have returned to Winnipeg after a month's vacation spent at the Beach.

Col. A. W. Hunt and Mrs. Hunt and family are occupying a cottage at 345 Sunset.

Mr. and Mrs. R. S. Hickson and two sons are occupying Mr. A. Montizambert's cottage on Fifth Avenue for three weeks.

Mr. W. J. T. Kerr returned to the city Wednesday after a ten days vacation at the Beach.

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

Mr. Fred Gee came down Saturday with two members of the Australian Air Force whom he entertained over the week-end.

Miss Norrie Duthie, prominent in dramatic and musical circles in Winnipeg, is spending a two week's vacation at the Beach.

Articles being held by the Lost and Found Department, in the Clubhouse, may be claimed at the hours of 3.30 or 8.30 p.m. daily: 4 pairs of shoes; 2 runners; shovel; toy kit-ten; comb; 3 pairs socks; glass case; 2 flashlights; kimona.

The Valtannis is giving enjoyable trips around the island and to Grand Beach each day and evening, a pleasant diversion during vacation. The Valtannis did good service during the holding of the Water Sports.

A beautiful basket of tastefully arranged white floss graced the piano top Sunday morning at the church service in the clubhouse, the gift from Mrs. Roy Borrowman, who each Sunday sends a similar contribution throughout the summer, taken from her Winnipeg and Victoria Beach gardens.

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.

"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)

BUTTERNUT — 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."

DUTIES WELL PERFORMED BY V. B. LADIES

The Ladies' Auxiliary War Unit (permanent residents) spent a very busy winter knitting, sewing and helping to swell their war fund. They completed six shipments of Red Cross sewing and knitted goods. Made seven patch-work quilts, two of which Mrs. Falls supplied all material and they were sent to the Red Cross. Tickets were sold on one and proceeds sent to "Milk for Britain Fund". Mrs. W. J. T. Kerr very kindly donated a beautiful wool afghan (all hand woven) which was also raffled and proceeds used to purchase cigarettes, candy, etc., for twenty-nine christmas parcels for Victoria Beach soldiers. The Ladies' Auxiliary sent parcels to boys overseas about every five weeks, all of which reached their destination.

They realized ninety dollars (\$90) from the sale last August. It was all sent to the Red Cross. Fifty dollars sent September 8th and forty dollars October 30th to Blanket Fund.

May 2nd the ladies held a sale and tea and raised an-

other fifty dollars for the Red Cross. The local branch of the Canadian Legion donated \$10.00 to be used for soldiers' parcels.

The ladies are now knitting socks for christmas boxes and have completed eighteen pair and have many more pairs to knit.

Two weeks ago Mrs. Falls very kindly offered to sell donations of flowers for the auxiliary war fund, \$5.73 was realized the first week-end. This money will buy more wool for socks. As time goes on we all realize that we must do even better another year and sacrifice time and effort to win this war. The reward of one duty done is the power to do another.

The War Service Fund Committee will hold a Silver Tea at the home of Mrs. W. Pope, 331 Sunset Boulevard, August 12th from 3 to 6 p.m. All are invited. A 15-lb ham, donated by Mr. J. Harris of Canada Packers will be raffled in aid of the war service fund. Tickets can be obtained from any of the committee for 10c or 3 for 25c.

The wool afghan recently raffled by the Victoria Beach Ladies' Auxiliary was won by Mrs. R. Morrow, Suite 10, Lanark Apts., Winnipeg.

The Rainy Afternoon helped the Red Cross Fund. Eleven Boys and Girls decided to serve Tea to the guests at the Inn and gathered in Nine Dollars and Thirteen Cents, (\$9.13), which they handed in to the Victoria Beach Club War Funds. They were Ruth and Charles Simonds, Mary and Ruth Jackson, Robert Bruce Ball, Shirley Booth, Dooly Radcliffe, Marilyn May, Carol Nixon, George Ross, Peggy Jewers.

FOR SALE — OUTBOARD MOTOR, 22 horse power, late model; can be seen at government pier. Apply to Sam Ateah.

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
3/4 cord, split 2.75	3/4 cord, split 2.25
1/4 cord, split 1.50	1/4 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

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.

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.

CANADA BREAD, SPEIRS-PARNELL BREAD AND COX'S AT FALLS AND BARAGER'S STORES; AND OVEN-BAKED SPECIAL BREAD AT COX'S BAKESHOP.

COMMUNITY CHURCH FINANCES

The following is the financial statement for 1941, of the Victoria Beach Community Church, as at August 31.

Receipts	
On hand in bank	\$ 70.21
Bank interest	1.05
Collections, 10 Sundays	155.17
	<hr/>
	\$226.43
Disbursements	
To Preachers, \$5.00 per Sunday	\$ 50.00
Board and Room, Preachers	6.00
Postage, phone, etc.	3.80
Rent, 1940 balance	15.00
300 Church notices	4.05
Church notice in Herald	10.00
Legion Hall Sunday School	10.00
Honorarium Pianist	8.00
Rent of Community Hall, 1941	80.00
	<hr/>
	\$186.85
Cash balance in bank	39.58
	<hr/>
	\$226.43

The statement is submitted by Mr. Harry England, the secretary-treasurer of the church. It may be noted that a new arrangement has been made with the Victoria Beach Club on the rental, and in future the church will pay \$65.00 a year, a considerable reduction from seasons in the past.

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.

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

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

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

GUESTS FILL VICTORIA BEACH INN

This week Victoria Beach Inn is crowded with guests and many arrivals are coming down this week-end to take the place of those who are going in. The grounds are looking their prettiest and the weather is perfect. Among recent guests are the following:

Miss Georgie Moore, Miss Jean Mann, Mr. and Mrs. Hugh Kerr, Brandon; Mrs. C. E. Pollon, Mrs. Shortinghuis, Miss Shortinghuis, Mr. and Mrs. Frost, Mrs. Hugh McNairn, Mrs. William Newton, Mr. and Mrs. G. C. Galbraith and family, Mr. and Mrs. W. Morton, Mrs. D. Robertson and son, Mrs. C. H. Richardson and family, Mrs. Francis Beardsley, Mr. and Mrs. E. L. Campbell and family, Dr. and Mrs. C. H. Goulden and family, Mr. and Mrs. A. Williamson, Mrs. J. W. Anderson, Miss Margaret Anderson, Mr. and Mrs. G. Mitchell, Brandon; Miss Lillian Cook, Mr. Reg. Patton, Mr. Jack Barlow, Toronto, Mr. and Mrs. W. Hopps, Mr. and Mrs. W. G. Despard and Sandra, Mr. A. E. Boyd, Mr. and Mrs. G. W. Swan, Miss Isabelle Bayley, Mrs. M. Bullock and daughter, Mrs. A. A. Moffat and John, Mr. Jamerson, Mr. and Mrs. Charles Jones, Mr. and Mrs. A. E. Brown, Mr. and Mrs. J. G. Protheroe and family, Miss Sallie McDonald, Miss Agnes McDonald, Mr. and Mrs. E. A. Menzies, Mrs. A. W. Myers and daughter, Miss M. and J. Moffatt.

J. MARSHALL
PAINTER

Estimates Free Good Workmanship
"SATISFACTION GUARANTEED"

205 SIXTH AVENUE Victoria Beach

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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XVII.

VICTORIA BEACH, AUGUST 15, 1942

No. 9

Municipal Affairs Interest All Residents

A new assessment has been made of all properties within the large area comprising the Municipality of Victoria Beach, which stretches from Albert to a part of Elk Island and includes the summer resort of Albert Beach.

Mr. Miller, the assessor, spent six weeks in a very heavy task; you may not have seen him but the assessor was around and checking up on any changes since the last official visit he had made several years ago. It is understood not much change is made in the value of the land but additions to cottages have been noted and added to the former assessed value. Opportunity will be given taxpayers to review his new assessment and if it is not to his liking appeal may be made against it to the Council and to the Court of Revision.

The assessment was not made on any urging by the municipal council but it is a law of the Manitoba legislature that every six years each Municipality in the Province must make up a new assessment. It is compulsory.

Victoria Beach municipality collects \$11,000 in taxes each year and it is promptly paid, with few exceptions. The council has greatly reduced expenses in recent years particularly this year in the amount paid in salaries; and the service appears to be efficient. Some members of the council have been asking if the taxpayers would like to know in greater detail how the taxpayers' money is spent; if there is a wish for such detail, it may be given.

One of the largest expenditures is for the upkeep of the school, which costs \$3,500 yearly. The trustee has found it necessary to increase teachers' salaries, in order that the instruction is to be maintained at a high standard. Grade Eleven is taught at the school and while there are not many pupils, who knows but a Canadian genius may emerge from the Victoria Beach school, just because summer residents have given the boys and girls of Victoria Beach the opportunity to enter on higher education. The department insists that summer campers must pay for the education of local children.

The engineer is most competent and the

water supply this summer has been ample. Mr. More is doing a job never before undertaken by the municipality and doing it well; the Mounted Police have fulfilled our hopes and have arranged for some one to drive stray cows and horses off the beach and into a pound if necessary, where the Mounties will do the rest; and the secretary-treasurer, Mr. Davis, is carrying out inside work in a way that is commendable.

Some of the lots and larger properties have come into the possession of the municipality for non-payment of taxes, covering several years. There are some 70 parcels, a few lots being on Sunset Boulevard; and it has been decided to sell these at half the assessed value plus ten per cent, a bargain price one might say. Mr. Davis, Mr. R. F. Downie and Mr. F. E. Sprague have been made authorized agents for the sale of the lots.

SADIE HAWKINS DANCE
Saturday Night, August 15

This Saturday evening's dance should indeed be one of the very best, and to say the least, the most interesting of the current season.

Something new is going to be added, and in a great big way too, because (yes, you've guessed it) Sadie Hawkins is coming!

Maybe by now many of the Beach residents who have been wondering why Marcia has started to wear paints; why Dave Grant has been going around with his lips a shade redder than usual; why Isabel has been threatening blue murder if Sammy M. doesn't lend her his drapes; maybe they will know what the score is.

Yes, Doug. Irving says Sadie's coming, and he wants you to come too.

Everybody — PLEASE NOTE:

All boys must come wearing girl's dresses (not slacks). Girls must be attired in men's apparel — pants, shirt, tie and coat. Please note that girls will not be allowed, under any circumstances, to wear any make-up. Yes girls, you're really in for it. At last the boys are going to see just what you're really like under that sickly paint with which you do your very best to disguise yourselves.

The evening will feature many new angles (if you know what I mean, and I think you do), with girls asking boys for dances, ladies choices, spot and elimination dances. Prizes will also be given for the best dressed boy and the best dressed girl.

Co-operation will be the keyword this Saturday evening