

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE
Open: 8 a.m. to 10 p.m. SOFT WATER SHAMPOO

High schools in Winnipeg will not reopen until September 15th.

R. F. Downie has a number of the finest cottages on the Beach to rent for the remaining weeks of August and September. Mr. Downie reports rentals very good for August.

Flight Lieut. Gordon Willis writes to his family that his bomber was forced down on the Atlantic while on patrol duty, but all members of the patrol were picked up and landed safely.

A youth has been engaged by the Mounted Police to see that all cattle and horses are kept out of the cottage area, where these animals have been annoying residents this summer.

A special train will leave the station at 5.45 p.m. Saturday to accommodate those leaving for the city.

Robert Bramwell, who was chief of police at Victoria Beach last summer, has been appointed chief of the police service in Tuxedo, Winnipeg suburb.

Rev. Thomas Neville, who will be a guest of the Community church this week-end, was for several years chaplain of the Manitoba Curling Association, and a noted curler himself.

KEEP DOING YOUR PART — INVEST IN WAR SAVINGS.

Why Not Buy the Lot Next to You

... or purchase another desirable property
at VICTORIA BEACH?

The Municipality is selling 177 lots at 50% of assessed value plus 10%. Sales must be made before September 15.



FOR FULL PARTICULARS SEE

The Authorized Agents at Victoria Beach:

FRANK E. SPRAGUE,

R. F. DOWNIE

or W. D. DAVIS, Secretary-Treasurer of the Municipality,
311 Paris Building, Winnipeg.

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

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

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, AUGUST 22, 1942

No. 10

Keep Up the Good Work

If the Municipal Council continues to keep a watchful eye on this summer resort as has been done this season, a decided improvement would be noticed in the appearance of Victoria Beach next season. The water system has been made more satisfactory; the pumps and the pump house have been painted and the force has made the supply ample.

Mr. More, the supervisor has accepted many suggestions of cottage owners in a fine spirit of co-operation and the shore line has shown a more pleasing effect to the eye and to all who go in bathing conditions have improved. Mr. Cook, the engineer, and Mr. More have exemplified the good effects of team work.

Councillor John Anderson has pointed out there is a mis-apprehension as to the cost of Victoria Beach Schools. The up-keep costs \$2,500 but of this sum the taxpayers pay only \$2,100 as the government grant is \$400. To this may be added the unpaid balance of the original expense of the school addition, completed five years ago. One of the teachers salaries had to be increased in order that the services of a competent instructor could be retained. The Annual Meeting of the school district will be held Tuesday when the affairs of the school will be reviewed by the trustee, Mr. W. Campbell Grant.

The Municipal Council has made application to the Victoria Beach Company to have the piece of property on the heights beyond Patricia Beach transferred to the Municipality for park purposes. While in the assets of the Company this land is shown to have four building lots no effort has been made by the Company to dispose of the area to any person, and on their part the Municipality has never taxed the property, so Company and Municipality are not far apart. It would be a gratifying asset to the Beach to have the brush cleared away and a less wild appearance replace the present vista. A beautiful view of the northern expanse of the lake may be seen from the path which skirts the outer rim of the heights.

The traffic act of Victoria Beach is being upheld by the courts. A few days ago a youth was summoned before Magistrate Roy Brown, J.P., at the Beach and fined \$10.00 and costs and given a severe reprimand for running an auto after 10:30 p.m. This is the second offence sustained by a magistrate.

Taxes have not been increased by the Municipality at Victoria Beach in four years and the finances of the resort are in sound condition, with expenses being met by the taxation. This is a feather in the cap of the council, with requests for greater expenditure always a temptation to ratepayers and councillors alike.

The Victoria Beach Club has been a contributing factor in keeping the Beach well to the fore as a pleasant place. The war funds have also been well sustained and the ladies deserve great credit for the flourishing condition. The Club Ladies' Committee have been untiring in their efforts and have been awarded with success.

Do not forget the train that will run to the Beach on

Thanksgiving Day, October 12th; and the winter excursion at the end of February. The two trains which will follow Labor Day on week-ends will not leave the Beach until 8 p.m. Sunday.

The Canadian National Railways has done its best to meet the wishes of the residents and stay within its obligations imposed in war time regulations and their endeavours are appreciated at Victoria Beach.

VICTORIA BEACH CLUB WARTIME STATEMENT, WELL DONE!

War Fund Statement as at August 17, 1942

July 5 Sunday Concert	\$ 10.30	
July 11 Children's Fair	110.86	
July 22 Tea at Mrs. Van Reimsdyk's	100.00	
July 29 Old Time Dance	\$78.05	
Expenses	1.00	77.05
July 30 Children's Tea at Inn	9.13	
Aug. 2 Sunday Concert	20.66	
July 26 Sunday Concert	18.48	
Aug. 9 Sunday Concert	7.50	
Aug. 12 Tea at Mrs. Pope's	120.85	
Aug. 14 Old Time Dance	\$37.30	
Expenses	2.00	35.20
		\$510.13
Paid to "Chin's Up" Scouts		\$ 5.00
Earmarked for:		
Red Cross Pledge	50.00	
Inn Children Red Cross	9.13	
Milk for British Children (Children's Fair)	45.00	
		\$109.13
Balance		\$401.00

CHILDREN'S MASQUERADE WELL ATTENDED

The August Children's Masquerade was held at 7:15 Saturday, August 15th. There were some very nice costumes worn by the children and a good crowd came to see them. The Judges were Misses Marcia Hale and Kay Porter and Mr. John Morphy. Col. N. R. Nagle was marshal, Mr. A. More, chairman and Mrs. N. R. Nagle presented the prizes. It was Miss Nicholson's last night with us and her work during the season was much appreciated. The winners were:

Boys under eight—Original, Warren Purdy; Fancy, Hugh Garrioch, Peter Spencer. Girls under eight—Original, Dale Ateah, Ann Booth, Dorothy Thurston; Comic, Susan Thurston, Victoria Barkwell; Fancy, Muriel Edmonds, Margurite Donaldson, Nancy Spencer. Boys over nine — Original, Garnet Willard, Earl Treble, Douglas Hickson; Fancy, Donald Muir, Freddie Donald and Marlyn Donaldson; Comic, Angus MacDonald, Jack Vale, Donald Treble. Girls over nine—Original, Mary Booth, Mary Erskine; Fancy Margaret Stenson, Rosemary Garrioch; Comic, Marion Thurston.

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.

About Ourselves . . .

THE Herald has come through a summer which it had been predicted would be a difficult year for the paper in the matter of advertising, but the reverse has been the outcome for the Herald has carried more advertising than at any time in its seventeen years of publication.

We wish to get behind only those who do business at Victoria Beach. The Herald could have contracted with a department store for the back page of the Herald for the sum of \$200.00, but we knew that it would interfere with local business at Victoria Beach, disadvantageously. We are adverse to doing so. We accepted three years ago half a page from a department store, receiving \$100.00 for it, but we limited the class of goods which could be advertised, and at the close of the season it was said not to be satisfactory to the advertiser. Give us freedom to advertise in our own way and we will continue, they said; but the Herald declined. It is not difficult to get advertising for the Herald although it is the only paper published at a summer resort in the Winnipeg district, except for a four page issue at Grand Beach in which beer advertising is conspicuous. But then there are two beer parlors at Grand Beach. There is not one at Victoria Beach, and the Herald hopes there never will be one.

The Herald is behind all movements for the betterment and for a continuation of the policy enunciated by the men who first planned this Beach as a haven for Winnipeg in the summer time. The Herald is behind the young people in all their worthy enterprises for health and entertainment. We hope to help to keep this resort clean in every sense of the word's meaning. To realize the words of Emerson: "The ornaments of a cottage home are the friends who frequent it".

The suggestion that a bowling green be laid out at Victoria Beach has caught the fancy of a good many devotees of the sport and the Herald has been flooded with suggestions to bring the project to a head. Sites have been much to the fore. One near the picnic grounds, one near the tennis court on the railway right of way which property is never used; one in the park fenced off at the side of the railway near the station and a part of the former air force grounds are all stated to be worthy of looking into. There is no doubt that funds could be secured to start off the bowling green; it is only a matter of leadership and preliminary organization that is needed to start the bowls rolling. Both men and women; boys and girls would be eligible to play. Lawn bowling is a good sport, very popular in Winnipeg as it is a means for many to get better acquainted like no other assembly could do. It is also a good exercise, not overstraining but healthful as it is played all out-doors. The laying out of the lawns and the greens would not cost a great deal of money at Victoria Beach, it is pointed out by those who have knowledge of the preliminary work and it is predicted lawn bowling would soon come into high favor. Some move should be made between now and next summer.

The Herald's story for 1942 in ten chapters is ended. Our tale is told. Au Revoir and Happy Memories!

Community Church Service

CLUBHOUSE, VICTORIA BEACH

SUNDAY, AUGUST 23rd, at 11 a.m.

Preacher: MR. H. B. DONNELLY,
Principal Norwood Collegiate
Soloist: DON SCOTT, Cello Solo.
Son of Mr. and Mrs. Victor Scott.
CHARLES BALL, President; Residence, Sixth Avenue
Secretary, HARRY ENGLAND

FRED GEE'S GARDEN WINS

Mayor Victor Scott's lovely Orchid trophy was won again this year by Fred M. Gee. Frank E. Sprague took second place, while W. J. T. Kerr and William Pope tied for third. The judge, Mr. J. de Jong, of the Horticultural department, Manitoba University was very much impressed with the cottage grounds entered in the competition and found there was little to choose from among the first four. Mr. Gee won with an outstanding display of flowers. The people of Victoria Beach should be very proud of these four garden enthusiasts. Their beautiful grounds help a great deal to make this resort a lovely spot.

There are also many other cottage residents who have very nice flower gardens, smaller than those who enter the Orchid competition. Mayor Scott feels there should be a class for them and is willing to donate another trophy. He also feels that the Victoria Beach Club should henceforth take over the cottage grounds and flower garden competitions as one of the club's regular activities. Widespread interest in gardens is evident and the club's backing and promotion should increase the interest. This is a good suggestion and no doubt the club executive will give it consideration.

Seventeen windows were broken in the school house on a recent night. The Mounted Police have apprehended one of the guilty ones.

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

CAROL BORROWMAN WEDDING AUG. 24

The wedding of Miss Carol Borrowman, only daughter of Mr. and Mrs. Leroy Franklin Borrowman, to Rev. William Gerald Burch of St. Crispin's church, Scarborough Bluffs, Toronto, son of the late Rev. and Mrs. L. L. Burch of Toronto, formerly of Winnipeg, will take place August 24 at 3:30 p.m., at Westminster United church. Dr. E. M. Howse and Canon George R. Calvert will officiate. The bride will be attended by Misses Phyllis Hammond and Phyllis Perry. Dr. Blake Wood of Toronto will be groomsmen, and the ushers will be Dr. James Mitchell and Mr. Archie Gray. A small reception will be held following the ceremony at the home of the bride's parents, 1192 Wolseley Avenue. After the reception, Mr. and Mrs. Burch will leave by the Great Lakes for a visit in Northern Ontario, at Lake Couchiching. Congratulations and best wishes to Carol from all her friends at Victoria Beach!

LAST WAR TIME TEA REALIZES \$120.85

The last War Service Fund Tea for the season, was held at the home of Mrs. W. Pope, 331 Sunset Boulevard, Wednesday, August 12th.

The grounds looked most attractive, with the garden a mass of lovely colored blooms and many colored chairs dotted here and there. Tea augmented with ice cold punch was served to the guests. The pourers were: Mrs. Alex. Jonsson, Mrs. Roy Borrowman, Mrs. W. J. T. Kerr, Miss Innis, Mrs. A. Cubidge, Mrs. J. J. Conklin, Mrs. W. Gray, Mrs. Geo. Florence, Mrs. A. Larsen, Mrs. A. L. Crossin, Mrs. Gordon Donaldson, Mrs. A. Hurst, Mrs. A. W. Bouttell, Mrs. Bascom Darwin, Mrs. A. M. Barkwell, Mrs. J. T. Irving. Those assisting were a bevy of young girls headed by Marcia Hale, who also had charge of the draw for the ham, which was kindly donated by Mr. Joe Harris, of Canada Packers. The sum raised on the ham was \$43.85. Miss Mary Gill being the lucky winner. A delicious cake made and donated by Mrs. C. David realized \$10.00 and was won by Mrs. E. R. Cameron. Total receipts from this tea to date are \$120.85.

The convenors wish to thank the committee of ladies for their generous co-operation; Kay Porter who made some outstanding and very lovely posters; the Crescent Creamery which gave such a generous donation of butter; many generous gifts of flowers, from the community at large.

The remarkable feat of all was that less than half a pound of Tea was used for both War Service Fund Teas combined. Also thanks to the boys who did messages and odd jobs.

Another jolly Old Time dance was held on Friday, August 14th but owing to a heavy rain just at the Daddy's train time the number in attendance was not so large. \$37.30 was collected for the War Funds. In the Elimination Dance Miss Edna Anderson and Mr. Victor Parisiene won the prizes.

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 overlooking both the bay and lake and having an almost constant breeze. The attractiveness of meals and service is assured. Our Kitchens being entirely staffed with competent help under direct management of Bouttell's Blue Kitchen, Winnipeg.

RATES		Per week
		per person
COTTAGES:		
Single Room	each person	\$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

The following is a list of golfers who have shown at the Course August 10th to 16th inclusive: H. and E. G. Marks; Mr. C. Beggs with Adrian and Dick Wilson; the D. D. Kennedys; Chief Constable Geo. Smith with Barbara; Mrs. A. L. and Miss McClure; Mr. and Mrs. S. C. Knight; the Miss Lillian Cook-A. G. Mackie twosome; the Walter Hopps; the Jack Frosts; the Rodney Camerons; Crown Prosecutor A. A. and Mrs. Moffat; Major and Mrs. N. J. Black; the G. M. Hardings; the W. J. Sheens; the Dr. N. J. Maclean-Geo. McMorris twosome; the F. W. Tuxworths; the R. S. Hicksons; the W. A. Fyles with Bill; Miss A. Weir; the B. W. and Mrs. McGregor-Mrs. Kinahan threesome; the E. Allens with Miss Adams; Mr. and Mrs. M. Kelly; the Ruth Douglas-Nancy-Carolyn Fennell threesome; the Geo. E. -Jeanne Cameron twosome; the Meredith Robinson-Don Pope twosome; the Bud Smith-Betty Neil twosome; the Misses D. J. and M. E. Jones twosome; the Mrs. Macleod-T. W. B. Hinch twosome; Rev. J. S. Watson with Grace; Mrs. E. B. Hay; the T. A. Watkins; the H. E. Knox family; the Audrey and Bobbie Macleod-Ray Morrison-Jack Dalzell foursome; the W. W. Walkdens; the Geo. Wilsons with Dick and Claude; Mr. and Mrs. S. W. Caughey; the May and Marion McGavin-Shirley Nicholson threesome; the Chas. L. M. Jones-Harold Parker-A. P. Jamieson threesome; the N. M. Waddells; the J. B. Hunters; the Chas Cook-Bill Hudson twosome; the Joanne-Elspeth Cameron twosome; the A. E.-A. E. Barretts (no relation) twosome; the Mrs. Jackie Darwin-Frank Sprague twosome; the Barbara Pilling-Cynthia Home twosome; the W. R. Graceys; Mr. and Mrs. W. Despard; the John Popps; the June Hall-Margaret Robinson-G. W. Hall threesome; the Jack Simon-Cyril Anderson twosome; the F. L. Lloyds;

J. MARSHALL PAINTER

Estimates Free Good Workmanship
"SATISFACTION GUARANTEED"

205 SIXTH AVENUE Victoria Beach

the Miss Hope Burnham-Mrs. T. A. Gibson twosome; the J. R. Kerrs; the Laurie Fairfields the Dr. W. R. Parsons-Gus Cox twosome; the C. C.-A. F. Cooke twosome; the W. R. Barnard-Mrs. M. Ormiston twosome; the Mary and Jack Beech twosome; the Irma Toews-Margaret Scott twosome; the G. F. and P. N. Barry twosome; the Tommy Hornes-D. C. Hendersons foursome; the L. C.-Joan Smith twosome; Miss Olive Gibson; Geo. H. Merrick; the Misses Jessie Innes-Nora Paterson-Frank Paterson threesome; Victor Scott with Don and Tam; the Dr. Camsell- Mrs. L. Blackie with Janet threesome; the Misses G. Johnston-E. Rapp twosome; Don McNicol and dad twosome; the H. B. McGregors; the E. Pascoes; G. Derrington; the Owens-Moore twosome; W. A. Wadge; the E. Thacker-A. Watson twosome; the C. Rice-Jones; the Jack Conklin-Chas Adamson twosome; the H. P. Granger and Peter twosome; Mr. W. and N. Klus; the W. G. Hanbury-Barbara Hunt twosome; the Joan McKay- L. Merritt twosome; the J. S. Dicksons; the Peter Chalmers; the Misses Andrews-Swift twosome; and now its "30" until the season of 1943 rolls around.

Do not forget to attend the season's frolic at the end of the month at the clubhouse.

Why Not Buy the Lot Next to You

... or purchase another desirable property
at VICTORIA BEACH?

The Municipality is selling 177 lots at 50% of assessed value plus 10%. Sales must be made before September 15.



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The Authorized Agents at Victoria Beach:

FRANK E. SPRAGUE,

R. F. DOWNIE

or W. D. DAVIS, Secretary-Treasurer of the Municipality,
311 Paris Building, Winnipeg.

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

Beach People

Miss Marguerite Pletch, daughter of the Rev. H. L. Pletch of Kitchener, Ont., has returned from Banff and is spending the rest of her holidays at Victoria Beach where she is the guest of Dr. and Mrs. F. C. Niermeier, of 426 Seventh Ave.

Pilot Officer Colin Hay and Mrs. Hay are spending a two weeks vacation at the Beach. After a week in Winnipeg Mr. Hay will leave for overseas. Mrs. Hay is the former Betty Rollins, concert singer and a favorite in Winnipeg.

Mr. C. Rice-Jones, civil service commissioner, after a three week vacation at his cottage and in the berry fields, returned to his official duties Sunday night. Mrs. Rice-Jones and Miss Isabel are remaining down for the remainder of the season.

Mrs. William Bell and her daughter, Miss Violet Bell, came down last week-end to occupy their cottage on Seventh Avenue.

Mr. George Wilson, the well known head of the furniture premises in Winnipeg, with Mrs. Wilson and family are occupying Mr. Charles O'Connell's cottage, at Bay View.

Rev. J. S. Watson and Mrs. Watson returned to Winnipeg

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.

Saturday night, August 15th, after a six weeks visit to their cottage on Arthur Road. They had as guests their son, Mr. Ken Watson, the noted curling skip, and three daughters, Miss Jean Watson of Winnipeg, and Miss Grace and Miss Ruth of Toronto, who will probably remain in Winnipeg this winter.

Mr. Claude Adamson was the guest of Mr. Jack Conklin last week-end.

Mr. and Mrs. George Florence are occupying their cottage on Patricia, for a few weeks.

Mrs. H. A. Cox came down Saturday night on a visit.

Mayor Victor Scott arrived at the Beach Wednesday night on his first holiday this season.

Miss Jewel Tanner of Winnipeg is now the guest of her cousin, Shirley Barry, at the "Nine Birches" Cottage on Sixth Avenue. She will enjoy a holiday here for two weeks.

Many friends of Dr. Daniel McIntyre, for 50 years superintendent of Winnipeg public schools, will be interested to know that Dr. McIntyre will observe next week his 90th birthday at his summer home, Keewatin Beach.

Miss Mary Findlay of Prince Albert, Sask., has been spending a short vacation at the Beach as the guest of her aunt, Mrs. W. Simpson, 407 Sixth Avenue.

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

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

Lunch or Dine Comfortably

Ladies may Dine or Lunch in comfort with Courteous attendants to cater to their needs.

To the Men — The Blue Kitchen where good fellows meet.

301 VAUGHAN ST. **BOUTTELL'S BLUE KITCHEN** PHONE 86 180



QUALITY FLOWERS

AT LOWEST PRICES

The Orchid

Victor Scott

311 DONALD ST.

Mr. Dingle, the new superintendent of the Canadian National Railways, Manitoba division, made an inspection visit to Victoria Beach Wednesday. Mr. Dingle had his summer home at Victoria Beach for six weeks this summer and Mrs. Dingle and children, he said, had a wonderful time at their cottage at First and Seventh and at the beaches.

Mr. and Mrs. J. L. Spencer and children, Nancy and Peter are visiting here from Island Falls, Man., 75 miles north of Flin Flon on the Churchill River, for three weeks and are staying at Mrs. R. J. Spencer's cottage at Bay View.

Mr. Stan Cameron and his wife and daughter are located at "Rusticana", corner of Seventh and Arthur.

Mr. and Mrs. Carne and son have been visiting Ted Freeman at his cottage.

Mrs. James Berthman and small son, Jimmy, who have been guests of Mrs. A. G. Verdin, "Birch Grove Cottage" for the past two weeks have returned to their home in Winnipeg.

Miss Anne Newman is spending a few days at the Beach a guest at Mr. and Mrs. Pope's cottage on Sunset Boulevard.

Elizabeth Morrison, Gwenda Morrison, Anna Taylor, Dorothy Nesbitt and Idell Neville who are graduates of the University of Manitoba have spent the past two weeks at a cottage on Sixth Avenue.

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.

Miss Jesse Innes entertained at dinner and bridge on Thursday afternoon and evening at her summer home on Sunset Avenue. Her guests were friends from the city and Mrs. M. Ateah and Mrs. G. J. Olafson, both residents of Victoria Beach.

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."

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.

Mr. and Mrs. F. Osborne are occupying "The Wishing Well" cottage for August and have as their guest Mrs. E. Clayton of Carmen Avenue, Glenwood Place, Elmwood.

Mrs. C. T. Wilson and her daughter, Patricia, who have spent a holiday at the Beach returned last Friday to their home at Hudson, Ont.

Miss Carroll Borrowman has spent the past week in town where she has been guest at several functions, planned in her honour.

Mr. Meredith Robinson has returned to the city after spending the last fortnight with Mr. Donald Pope at his cottage on Sunset Boulevard.

Rev. W. G. Burch, of Scarborough Heights, Toronto, spent four days at the Beach this week, coming down with Mr. Roy Borrowman, on his first visit to this resort. Mr. Burch accompanied Mr. and Mrs. Borrowman back to Winnipeg Friday night.

Mr. and Mrs. W. Campbell Grant are spending a few weeks at their cottage on First Avenue.

Frank Caldwell spent last week-end with his dad at the golf course clubhouse.

Mr. and Mrs. Borrowman have as their guest at "Edwell" Rev. W. Gerald Burch of Toronto.

The finest summer weather of the season is now being enjoyed at Victoria Beach.

NOVELTY DANCE FINE ENTERTAINMENT

The adult dance Saturday night was a Sadie Hawkins' and many a side ached from laughing at the "Girls". The winners of the Ladies Costumes were Mr. Eddie Ateah and Mr. J. P. Frost. The winners of the Men's Costumes were Miss Isabell Rice-Jones and Miss Margaret Ateah. A case of peaches was raffled for the Sports Fund and Mrs. Roy Stuart was the winner. The two boys who have so faithfully looked after the Refreshment counter all season were "Miss Allen Irving and "Miss Joe Donovan" the prettiest little girls on the floor.

The Executive would like to take this opportunity to thank One and All who have helped to make the Club's Season such a wonderful success. They are too many to mention; for there are the Teas, the Sports, the Dances, the Concerts, the Fair, and the Frolics. The Club trusts all have benefited by their holiday at the Beach.

This Sunday Mr. H. B. Donnelly, principal of Norwood school, will have charge of the Sunday service in the clubhouse, one is always welcome at Victoria Beach. Rev. William Steenson may take the last service of the month. Mr. Don Scott will be the soloist on Sunday. The preaching of Rev. Thomas Neville last Sunday was greatly enjoyed by a large gathering. Mr. Neville will be gladly received at some future day.

Ateah'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	1 cord, split
1/2 cord, split	1/2 cord, split
1/4 cord, split	1/4 cord, split
1/8 cord, split	1/8 cord, split

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.			

J. H. FALLS

VICTORIA BEACH, MAN.

GROCERIES, CONFECTIONERY,
GENERAL MERCHANDISE

FRESH FRUIT and VEGETABLES

(Daily During Season)

Latest Fashion in
Bathing Supplies

Circulating Library,
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LONG DISTANCE TELEPHONE

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

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
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INVESTMENT . . .

PENINSULA

MINK

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



PENINSULA MINK RANCH

(Edward Ateah)

VICTORIA BEACH - - MANITOBA

VICTORIA BEACH RECENT ARRIVALS

The most glorious days of the summer are being enjoyed by many guests at Victoria Beach Inn and the cool breezes from the lake and the bay keep the resort cool and pleasant.

Recent arrivals at the Inn were: Mrs. J. Douglas, Mrs. K. McGregor, Mrs. A. N. Jonts, Mrs. J. S. Lowe and child, Helen Swaine, Eva Hull, Mrs. Maclean, Gladys C. Eddie, H. Hallin, Mrs. W. J. Dowler and Carolyn, Dr. J. A. and Mrs. Gunn, Mr. and Mrs. H. W. Blake, Millie A. Turner (Neepawa), Geo. Whicker, Wife and Family; Margaret Scott (Saskatoon), Mr. N. J. D'Arcy, Miss Muriel Blake, Miss S. Armstrong, Mr. D. Morley, Miss V. Morley, Miss Barbara Chipman, Miss G. E. Evans, Miss E. Thomas, Miss E. Carruthers, Miss W. B. Carruthers, Mr. and Mrs. J. Burgess, Miss A. C. Hall, Miss Beverley Frost, Mr. Lloyd Broad, Miss W. M. Rowland, Miss K. Templeton.

This has been the greatest season for jelly and jam in wild fruit preserving in many years at this Beach.

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

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

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

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

**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.

Proprietor:

S. ATEAH

FALL TERM

ENROLLMENT DATES ARE

Monday, August 24

Monday, August 31

Day and Evening Classes

SUCCESS

(1)

Accepts into its Day Classes only students of Grade XI (supplements allowed), Grade XII, and University standing.

(2)

Employs 20 expert instructors, most of whom are University graduates.

(3)

Has the exclusive advantage of the independent graduation examinations of the Business Educators' Association of Canada.

(4)

Every "Success" student has a correct-posture, upholstered chair.

(5)

Through its active Employment Department its graduates are all placed to this date.

(6)

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WINNIPEG

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XVIII.

VICTORIA BEACH, MAY 1, 1943

No. 1

Loveliest of Summer Beaches

THERE is a fascinating, gripping pleasure in watching Mother Earth release herself from winter fastness and emerge triumphant into vibrant life. One sees it in all its glory at Victoria Beach at this time of the year. The warmth of early summer and gentle breezes are playing through majestic trees — the silver birch, the tall pines and the spreading balsam, are waving a welcome to cottage owners and cottage tenants, who again this summer will spend their vacation days at Victoria Beach. Early flowers are peeping through the fallen leaves lying over what will soon be a carpet of bloom along the lanes and byways of this loveliest of beaches.

Nature has richly endowed Victoria Beach. Besides its wide extent of beach and sandy shores, its avenues and streets run through an expanse of foliage unrivalled in western Canada affording abundant shade and shelter in the heat of the warmest days.

Besides these generous benefits of nature, Victoria Beach is efficiently governed by a municipal council whose efforts always have been directed to the welfare of the resort. It has established a water system by pipe lines and wells, ample and pure, so well done that from year to year it has received from the health department of the Manitoba Government the highest praise for the difficult work, and not one outbreak of epidemics has ever marred a summer at Victoria Beach. When one considers the length of pipe line laid down to make the water system complete and the constant attention

required to keep it in good working order, it's success is a striking tribute.

The traffic control by-laws are rigid and well administered and the avenues are at all times safe for the tiniest child. Children wander freely along the roadways and not one accident has ever been reported, so careful has been the limited auto driving allowed under the regulations.

The maintenance of law and order will this summer be again in the care of the Royal Canadian Mounted Police, who last year did so well that the arrangement has been renewed. The members of the force will be willing to look into all suggestions brought to them for any improvement in the municipal services, co-operating as they do with members of the council and other officers of the municipality.

The Victoria Beach Club is also always at the service of cottage residents. It does all it can to provide entertainment at the club house, through a programme of dances held almost nightly for the young people, with occasional moving picture nights and sing-songs and concerts, just a series of diversified joyous get-together evenings.

The desire of the club is to promote the art of swimming, so that all children should become more adept in this accomplishment; and arrangements are being made to have at the Beach this summer classes directed by some one versed in life saving and all that accompanies livelier interest in swimming. The Club also has had each season a young woman who makes it her

ARBOR DAY WEEK-END TRAINS—Saturday, May 8, leaves station in Winnipeg at 1:45 p.m., returning at 7 p.m., Sunday evening from Victoria Beach, arriving in Winnipeg at 9:45 p.m. Single fare each way.

Monday Morning, May 10, leaves station in Winnipeg at 9:30 a.m., arriving Victoria Beach at 11:50 a.m. Leaves Victoria Beach Monday evening at 8 p.m. arriving in Winnipeg at 10:50 p.m. Single fare.

VICTORIA DAY, MAY 24 WEEK-END TRAINS—Leaves station in Winnipeg Saturday at 1:45 p.m., returning from Victoria Beach at 7 p.m. Sunday evening. Single fare each way.

Monday, May 24, leaves depot in Winnipeg at 9:30 a.m. arriving at Victoria Beach at 11:50 a.m. Returning, leaves Victoria Beach at 8 p.m. arriving in Winnipeg at 10:50 p.m. Single fare. Fare is \$1.25 plus 15 per cent government tax. All these trains go and return via Grand Beach.

"Back the Attack . . . Buy Victory Bonds"