



QUALITY FLOWERS

AT LOWEST PRICES

The Orchid

Victor Scott

311 DONALD ST.

Mr. A. F. Caldwell will again be in charge of the Company's golf course this summer. Mr. Caldwell will arrive from his home in Toronto by the end of the month.

Lieut.-Col. N. R. Nagle on his retirement from the command of the Winnipeg Light Infantry regiment, was honored by the officers at a dinner in the Manitoba Club. Col. Nagle is a member of the Manitoba Draft Board in the Selective Service.

Ronald W. Gibson, prominent organist, and for a number of years a cottage resident at the Beach and a steady patron of the golf course, is now Pilot Officer Gibson attached to the radio branch of the Canadian Air Force in England. He enlisted in 1941.

SUMMER TRAIN SERVICE

The regular train service to Victoria Beach starts Saturday, June 20 with morning trains every weekday, leaving at 9:30 o'clock, and Wednesday and Saturday afternoon trains at 1:45 o'clock to the end of the season. The regular weekly Thursday morning train, leaving the Beach at 8 a.m. begins June 25 and the 5:50 Friday evening train starts June 26. The first 1:10 p.m. through Saturday train starts also on June 20 and continues until Labor Day week-end. The Sunday through train back to the city begins service on

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
⅓ cord, split	1.50	⅓ cord, split	1.25

No amount of wood will be delivered under \$1.00.

BAGGAGE PRICES

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

Baggage not to exceed \$1.50 to one house

ICE

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

Ice deliveries to be made four times a week, Mondays, Wednesdays, Fridays, and Saturdays. A double quantity will be delivered at each time.

June 14. There are no week-end fares, single fares each way. This will add to the cost of travel to beaches this season. Coaches may be at a premium some week-ends, so the railway company advises all passengers to get to the trains early to make sure of accommodation.

Another issue of the Herald will be published before May 24.

Baragar'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.

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		\$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.

Transient Meals

Breakfast	50c	Evening Dinner	75c & \$1.00
Luncheon	60c	Sunday Dinner, 1 p.m.	\$1.00

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 at the inn should give their luggage checks to Anderson's Representative, either on the train or at Victoria Beach Station.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XVIII.

VICTORIA BEACH, JUNE 12, 1943

No. 2

Early Summer Welcome!

HEARTY welcome to early summer visitors to this lake side resort! It's a great year for the foliage, the shrubs and the gardens; when the warmer days come, and there soon must be bright sunshine to gladden the hearts, no one will then regret they are spending a vacation at Victoria Beach. Call daily at the stores, visit the Inn, bring your troubles to the Royal Canadian Mounted Police, and patronize the golf course and the tennis courts. This will add to the joy of living.

CLUB HOUSE OPENING

Two members of the Club, well known young ladies, Miss Kay Porter and Miss Marg. Shenton have been appointed by the Club Executive to look after the door at the Club House this summer. These young ladies have always been active in club affairs, helping out in many of the club's enterprises.

It was decided to open the Club House on Saturday evening, June 26, for dancing; and to have the grand opening night for the 1943 season on Saturday night, July 3, when a programme of great interest will be arranged.

TWO COTTAGE RESIDENTS IN KING'S BIRTHDAY LIST

Two of Winnipeg's esteemed citizens, Mr. Rupert C. Reece and Chief Constable George Smith, cottage residents at Victoria Beach, were among those honored in the King's Birthday List, on June 3, receiving the O.B.E., the Order of the British Empire. Each is a worthy upholder of the dignity.

LIFE SAVING CLASSES

The Club Executive at a meeting Wednesday of this week appointed Miss Nellie Kellendonk as "Camp Counselor", on recommendation of Mrs. S. C. Lloyd, in connection with starting life saving classes among the children at Victoria Beach this summer.

Members of the Club are of the opinion that something along this line is necessary and useful at the Beach to encourage the youth to take a greater interest in water diversions. It will also assist the entry list at the annual Sports Day, which this year will be held on Saturday afternoon, July 31, if Winnipeg's civic holiday is held on the following Monday.

The snow fall on Arbor Day, which greeted early visitors to the Beach, gave photographers among their number an opportunity to take some very pretty pictures of trees draped with a white mantle.

The 1943 Taxes

COTTAGE owners received a shock when the 1943 tax boost came duly to hand. There appears little that any property owner can do about it, except let off a little steam. Some owners have made attacks on individual councillors, verbal in form, of course, but after explanations have been given, the belief becomes more certain that all the rate-payers can do is to pay the amount and forget about it. The old saying comes home to Victoria Beach quite sharply this year . . . "There are two things which one cannot dodge—death and taxes."

Why are the taxes so high at this family resort?

The first great expense is the public school and the second is the pipe line and the engine at the pump house, which supply this beach with a water service. Let us take the school first. Always keep in mind that the municipality cannot control the school expenditures. That is the responsibility of the Manitoba government. At the Victoria Beach school, classes go up to grade XI. That means one high salaried teacher besides the primary teacher. This year and last year as well, in order to hold on to the teaching staff, salaries had to be increased; otherwise the school would have to close, as there is a great scarcity of teachers throughout the province and tempting offers had been made to the Victoria Beach staff to go to other schools. Then, an addition was made to the school two years ago and the payment of the cost, over \$2,000, had not been made. The municipal council wanted to start raising taxes as soon as the building was completed but at the pressing request of the permanent residents the evil day was postponed, with the result the council was faced with a debt of \$3,000 last year, and this year the municipal commissioner in the Manitoba government made a demand that the debt be paid and that taxes must be raised, if such a step was necessary, to meet the amount incurred by the school costs, which includes a one-fourth payment on the cost of the addition to the building.

Members of the council and some tax-payers had protested to the department of education that the school was costing too much and that four-fifths of the cost fell upon summer residents. The inspector of schools looked over the situation, reported to the minister of education, with the result the department ordered the municipality to provide the money to the trustee as the school had to be maintained by the municipality as a whole. The proposal that a separate school district be arranged, was not entertained for a minute by the department. Thus the present standard of school and teaching have to be maintained and summer residents were simply told by the department to pay up without delay and keep quiet.

The municipal council is helpless in this problem. The

VICTORIA BEACH HERALD

Published every Saturday throughout the summer season, May 1st to the end of August. Printed by the Albion Press, 50% Princess Street, Winnipeg, Man., J. S. Smith, Manager.

Advertisements to be sent to the Business Manager, Albion Press, 50% Princess Street, Winnipeg or left in boxes in Victoria Beach Stores.

School Trustee, Mr. W. Campbell Grant, resigned as a result of the controversy and the government has appointed an official trustee, one of its own staff, which has not improved the outlook for the cottage residents who have the satisfaction they are educating children who might otherwise be neglected so far as improving their mental qualities affect their lives, and that they may become useful citizens just because they live close to a large summer cottage area.

The water system was a large undertaking. One of the chief reasons a pipe system was favored in 1923 was it would facilitate the quenching of any serious outbreak of fire which might endanger cottages or the trees and would save the Beach from being permanently marred in appearance, because an ample supply of water could thus be made available for fire fighting. The wisdom of the early planners of Victoria Beach is recognized. Looking forward to a large summer cottage population at Victoria Beach, the first councillors made sure the water supply for households would be ample and not dependent on the deep wells alone. In this way the shallow wells were put down and these are filled daily from the pipe line. It must surely be gratifying that as a result of these safe-guards, each summer the provincial department of health has given the Beach a clean bill of health after minor corrections have been carried out. There has been little sickness and no epidemics from year to year and when infantile paralysis raged in Greater Winnipeg and other parts of the province, two years ago, there was not one case at Victoria Beach and the department of health advised all cottage owners with families to remain at the Beach as it was a safe haven, as it proved to be.

But this pipe line system is expensive to maintain as it runs along the surface of the ground and has to be disconnected each autumn and reconnected each spring. The wells have all to be cleaned out each spring and with labor scarce, wages have become high and this has added to the cost of running the municipality. The engine has caused a lot of trouble and has to be taken into Winnipeg for repairs and the distance to be covered is considerable and the trips are expensive. The only workman not receiving an increase in wages this year is the municipal engineer.

This pipe line protects the health of the people and it is a good protection against fire while it enables those residents who have gardens to secure an ample supply of water at certain periods of the day. It's a costly "baby", but who will say we can do without it?

At the last session of the Manitoba legislature the old age pensions were increased. The method the government uses to meet this added burden on the treasury is to pass the cost on to the municipalities. So this year the council of Victoria Beach found the amount of the municipal levy has been increased so that Victoria Beach would not feel offended in not being able to participate in this worthy object.

Take another unforeseen expense the council had to meet. A baby was born to a resident of the Beach; it was taken ill and had to be placed in a hospital. It remained there until it was ten months old. Then the hospital account was sent to the municipality for payment, a matter of \$220, which the cottage owners of Victoria Beach have to pay

through its elected authorities. That is only one of many hospital bills this municipality has to meet, under the Manitoba Municipal Act.

The municipality has to soon meet a large part of the cost of a permanent road into the Beach. The engineering party has already cost \$35 a day for the survey work. That is only the beginning. The total amount the municipality will have to pay is estimated at \$2,000, at least, and try and get from under it. The government has given its consent to the building of a road in the interest of settlers within this municipality and adjoining districts. The government will pay its share but it is in a better financial position to meet it than is this municipality.

So large and small the pride one takes in being a resident of a municipality like Victoria Beach has to be paid for in cash and on the barrel head. The municipal commissioner in a sharp note ordered the council to start paying its debts without further loss of time, to increase the taxes and do it this year. That's the mandate of the government.

So it was done. Some of the councillors have intimated their desire to quit their office. But this is a foolish way to look at it. They should remain and see it through. There may be worse days ahead. New blood in the council would not improve the present situation. This is a time for cool heads. Let us see if the tax-payer of Victoria Beach can measure up to it.

The Railway committee of the Victoria Beach Club will wait on officials of the passenger department of the Canadian National Railways in a few days to discuss with them a proposed further reduction in the number of trains operating this summer to the beaches. The railway company is worried over the threatened shortage of coal due to the uncertainty of mine operation in the United States from which the railways get large stocks of coal to run their trains, and the government of Canada has warned the railways that the supply may be cut off anytime. This would mean fewer trains to beaches. The Victoria Beach Club has lively hopes that they will be able to present a good case to the railways and that the train service as scheduled earlier in the year will be carried out.

Mayor Victor Scott returned this week from attending meetings of the Florists' Telegraph Delivery Association.

Victoria Beach Municipality

Mayor:
VICTOR SCOTT, Esq.

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

Secretary-Treasurer:
WILLIAM D. DAVIS

Police Service:
Royal Canadian Mounted Police —
Constable D. J. McMANN

Engineer and Supervisor: A. S. COOKE

Health Officer: DR. W. T. DINGLE

Beach People

Mr. Thomas French, of Vancouver, will arrive at the Beach early in June, to spend a few weeks at his cottage on Sunset. Enroute he is spending a few days with his daughter, Kathleen, Mrs. B. McRury and two grandchildren, in Saskatoon; and will also stay with his daughter, Eleanor, Mrs. John Paterson and two grandchildren, in Winnipeg, Mr. Paterson being in the army.

Mr. A. W. Bouttelle spent a week at the Inn early in May, looking over the property, which he has leased for another three years.

Mrs. F. Cumming, who makes her permanent home at the Beach, was away for two and a half months this winter engaged in civil aviation duties on the Pacific coast.

Miss F. Macwhirter and Miss H. Burnham spent Victoria Day week-end at their cottage on Sixth Avenue.

Mr. W. H. Pratt and Miss M. Pratt were down at their cottage, San Fairy Inn, Fourth Avenue, during the holiday week-end.

Mr. and Mrs. Quinton McKay spent the holiday week-end at their cottage planning for the season how to make their cottage grounds more attractive. Mr. McKay has added to his Beach holdings, purchasing recently another lot on Sunset.

Mr. and Mrs. Spencer Guest are spending a vacation at the Beach in their cottage on Sunset.

Mr. and Mrs. W. Pope visited their cottage on Sunset the last week-end.

Mr. and Mrs. W. J. Gyles opened the family cottage on Eighth Avenue during the holiday week-end.

Mrs. Harry Little, Mr. Wilb. Little and Miss June Little spent the Victoria Day week-end at the family cottage on Sunset.

Mr. and Mrs. J. J. Conklin were at their cottage on Sunset at the last holiday week-end.

The new railway agent at the station this season is Mr. L. M. Jay, who arrived with Mrs. Jay, from Fairlight, Sask., in May to begin duties. Mr. Jay was agent at Victoria Beach seven years ago.

Mr. and Mrs. Walter Fox, pioneers of the Beach, were down early in May at their cottage, for the season.

VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

Patron: MRS. W. J. T. KERR

Past-President: J. T. IRVING

President: ANGUS MORE

Vice-President: W. POPE

Secretary-Treasurer: MISS M. F. PRATT

Director of Programmes: J. DONOVAN

Camp Counsellor (Life Saving):

MISS NELLIE KELLENONK

In Charge of the Door:

MISS KAY PORTER and MISS MARG. SHENTON

FAMILY MEMBERSHIP FEES:

Season ... \$4.00 One Month ... \$3.00 Two Weeks ... \$2.00

Voting Membership, without Club House privileges... \$1.00

HACKS FLORIST

★ Visit the best place where requirements in Bedding Plants can be filled with high quality, home grown garden products. Now is the time to secure shrubs and early blooming plants.

ELLICE AVENUE, OPPOSITE GRACE CHURCH

Arthur Tilbury, Owner and Manager

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.

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 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.

BARBER SHOP

HAROLD JENKINSON, Proprietor

BEST OF SERVICE

Open: 8 a.m. to 10 p.m.

SOFT WATER SHAMPOO

"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."

Community Church Service

Club House, Victoria Beach

OPENING SERVICE
Sunday, June 27, at 11 a.m.

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

Mr. and Mrs. J. H. Falls, pioneer store-keepers at the Beach, were given hearty greetings during the holiday week-ends, Arbor Day and Victoria Day, and all were glad to see that each member of the family were enjoying excellent health. Mr. and Mrs. Falls also look after the merchandise wants, during the winter, of residents living in a wide area, and as one permanent old timer said to the Herald: "We do not know what we would do without Mrs. Falls." Of course that leaves out her husband, Jack Falls, but there is no doubt he also played his part, back and forth between the store and the station, always on time, with the mail and supplies for the store.

Mrs. W. J. T. Kerr and Miss Jessie Kerr arrived May 22 to open the family cottage on Sunset for the season.

Mr. and Mrs. D'Coursey Davies returned from their winter home in St. Augustine, Florida, early in May and arrived at the Beach on Arbor Day to spend the summer at their cottage on Sunset.

Mr. and Mrs. Rupert C. Reece and family will spend the summer at a cottage on Sunset.

Mr. and Mrs. Harry England opened their cottage on Seventh Avenue late in April. "We will be at the Beach until the middle of October," remarked Mr. England. That's the boy!

Mr. and Mrs. Charles H. Ball came down early in May and opened their cottage on Sixth Avenue for the summer. Miss Kathleen Ball joined her parents on Victoria Day week-end.

Dr. R. K. McClung, Mrs. McClung and Miss Eleanor McClung came down to the Beach Victoria Day week-end and opened the family cottage on Sixth Avenue for the season.

Mrs. J. W. Rooke arrived May 22 to spend ten days at her cottage on Sixth Avenue.

Mr. C. A. S. Lees, superintendent of the Beach Company's properties, came down at the end of April with Mrs. Lees and they are in residence at their cottage on Birch Avenue.

Mrs. Mary Wood, Birch Avenue, is down for the season. Mr. and Mrs. Alan R. P. Montizambert opened their cottage on Fifth Avenue early this month.

Mr. Charles O'Connell opened his cottage on Bay View early this month.

Mrs. P. James arrived at her cottage on Bay View the holiday week-end.

Mr. and Mrs. A. Percy Paget, now residents of Ottawa, Ont., where Mr. Paget is in the government service, are visiting their cottage on Fourth Avenue for a few weeks.

Mr. and Mrs. William H. Quinn opened their cottage on Sunset May 22.

Mr. Maurice O'Connell, C.N.R. agent at Transcona, with Mrs. O'Connell, inspected the family cottage on Bay View the holiday week-end.

Mrs. Roy Stuart has been confined to a Winnipeg hospital with a critical illness.

Dr. and Mrs. Neil John Maclean spent the holiday week-end at their cottage on Sunset, the 34th summer they have been in residence at Victoria Beach.

The city daily papers have appointed their last season's agents to act this summer, John Donovan for the Free Press; and Jack Beech for the Tribune.

John Donovan has been appointed to take charge this season of the music for the club house dance programmes, by the executive of the Victoria Beach Club.

The Greens at the golf course should be in condition for play any day now, with Mr. A. P. Caldwell in charge at the club house. A bad frost following a snowfall and a thaw, came unexpectedly and killed the grass on many of the greens, but Mr. Lees and staff have been working hard re-seeding and "nursing" the tender shoots of grass. Otherwise the course is in splendid condition.

Any cottage properties rented through the R. F. Downie agency at Victoria Beach are carefully inspected, inside the cottage and outside on the grounds, so that tenants will find everything carefully attended to, in the matter of equipment and in sanitary arrangements. Its a guarantee of efficiency to please.

Mrs. Roy Borrowman came down Victoria Day to open the family cottage and inspect her large peony garden. Accompanying Mrs. Borrowman were Rev. Gerald Burch, rector of St. Luke's and Mrs. Burch, formerly Carroll Borrowman.

Passenger business to Grand Beach and Victoria Beach up to last week-end had been about 80 per cent of last season's for the same period, about 4,000 paid fares.

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.

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

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 —

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

The Victoria Beach Company has purchased the former dwelling of Mr. and Mrs. J. H. Falls, Arthur Road and Fifth Avenue.

The Company has just received a carload of British Columbia lumber, mixed variety, which is now available for cottage owners in making additions or needed repairs to buildings.

The bake shop is now open with a variety of bakery products. Mr. Cox finds the shortage of labor a severe handicap in his business but says he will meet the situation.

Mr. H. A. Cox, the Victoria Beach baker, has purchased the home of Mr. and Mrs. Barkwell, northwest corner of Arthur Road and Fifth, erected some years ago by the late Percy Kellett.

Mr. Frank E. Sprague has sold his five cottages near the Club House, on Sunset and Fourth Avenue, to an investor. Mr. Sprague has bought 160 acres of land at Albert Beach, near the station road, which is heavily timbered, and has let the contract to John Anderson to cut the cordwood on the property and any timber suitable for lumber.

Mrs. Angus More fell and sustained a severe injury to her shoulder which will confine Mrs. More to her home in Winnipeg for a few weeks.

The price of ice and wood, taxi and transfer rates, are the same as last season, a study of the advertisements will indicate.

Mrs. James Kilpatrick is having difficulty in securing some one to take care of the meat shop. The Selective Service is doing what it can to meet her wishes and she hopes to have a qualified butcher installed in a few days.

Robert (Bob) Kilpatrick who has been at Red Deer, Alta., army camp for eight months, is visiting his mother, Mrs. James Kilpatrick, and his sister, Miss Jean, his first leave since leaving Winnipeg last fall to "join up".

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

SEASON TICKETS — Available on Application.
CLUBS may be hired at 25c per game.

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

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.



YOU MUST MAKE A 1942 INCOME TAX RETURN NOT LATER THAN JUNE 30th

IF SINGLE and your net income exceeded \$660.00
IF MARRIED and your net income exceeded \$1200.00

For incomes not over \$3,000 get two (2) copies of Form T. 1 Special.

For incomes over \$3,000 get three (3) copies of Form T. 1 General.

Income Tax Dollars are not ordinary dollars . . . they are Victory dollars . . . necessary dollars to help win the war. Income Tax is fair to all. All are taxed in proportion to their ability to pay.

Under the new system introduced this year, Income Tax is now on a pay-as-you-earn basis. The reduction of the 1942 Tax made this possible.

In most cases the larger part of the reduced tax will have been paid by the 1942 tax deductions or instalment payments. One-third of any balance must be paid by 30th June and the remainder on or before 31st December, 1943.

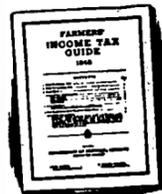
You must file an Income Tax return and pay any balance to establish your right, after the war, to the refund of the Savings Portion of your tax.

If you are a salary or a wage earner, your employer can probably supply you with Income Tax Forms—otherwise, they are available at your local Post Office or the office of your District Inspector of Income Tax.

Over 2,000,000 Canadians will be filing returns and paying taxes . . . avoid the last minute rush. If you wait, illness or other unforeseen circumstances may prevent you from getting your return in on time. Avoid penalties by sending in your return NOW!

FARMERS

You must attach to your return on Form T. 1 Special or Form T. 1 General either a statement of your gross income and expenses, or completed Farmers T. 1 Supplemental. The T. 1 Supplemental itemizes all forms of farm receipts and expenses, and is a guide for determining your actual net income. Forms may be secured from your local Post Office or District Inspector of Income Tax.



To help you fill out your Income Tax forms a booklet ("Farmers' Income Tax Guide, 1942") has been prepared to cover the special conditions which apply to farm operations. It can be obtained free on request from your District Inspector. If you don't know his address, just mail your letter to "District Inspector of Dominion Income Tax."

Make your returns NOW! — Avoid Penalties!

DOMINION OF CANADA — DEPARTMENT OF NATIONAL REVENUE

INCOME TAX DIVISION

COLIN GIBSON,
Minister of National Revenue

C. FRASER ELLIOTT,
Commissioner of Income Tax

I.T.W.

BEACH PEOPLE

Mr. and Mrs. J. T. Irving were at their cottage Victoria Day week-end.

Mr. and Mrs. J. W. Beech, their daughter, Miss Beech, and son, Jack, were at the family cottage on Sunset on Victoria Day week-end. Mr. Beech admits he had to handle the snow shovel when visiting his cottage on Arbor Day.

Mrs. J. I. Munro opened her cottage on Sunset on Victoria Day week-end.

Col. and Mrs. N. R. Nagle opened their cottage on First Avenue on Victoria Day.

Mr. and Mrs. Osborne Scott spent the Victoria Day week-end at their cottage on First Avenue.

Rev. J. S. Watson opened his cottage on Arthur Road on Victoria Day.

Mr. and Mrs. Albert Larson spent the winter at the Beach, welcoming a baby son in February to the family circle.

Mr. and Mrs. G. B. Baragar spent the winter in Vancouver, returning to Winnipeg May 12. Their home is at the Marlborough Hotel, Mr. Baragar having disposed of his residence on Bannerman Avenue. Mr. Baragar spent the recent week-ends at his store at the Beach.

Mr. Fred Gee came down Arbor Day and the Victoria Day week-end to look over his dahlias' beds, but he decided it was too early to plant the bulbs in his 1942 prize-winning garden.

Mr. Frank E. Sprague arrived at the Beach Arbor Day, brushed aside the snow that covered his prize-winning lawn, and proceeded to revitalize the grass as only Mr. Sprague knows how; up to May 24 he was still on the job.

Mr. Harold Jenkinson arrived at the Beach to open his barber shop on May 22.

Mrs. L. J. F. Van Riemsdyk spent Victoria Day at her cottage, on Sunset.

Mr. and Mrs. James Bell spent the month of May at their cottage on Sixth and King Edward.

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

Weston's Bread and Cake
(Canada) LIMITED
All our various quality loaves on hand all through the season — FRESH EACH DAY.
For **GOOD SERVICE** and **BREAD** you will enjoy, Shop at **BARAGAR'S**

Mr. and Mrs. Shirley Brooks opened their cottage on Fifth and Patricia during the holiday week-end.

Mr. and Mrs. T. H. Welch have been in their cottage since late in April and both are enjoying good health, Mrs. Welch having recovered from last summers severe illness. Their daughter, Betty, Mrs. James Halliday, recently of Fort William, is now in war work in Toronto; her husband being also in the government service at London, Ont.

Canada Bread Company's Products and Spiers-Parnell Products, the latter now know as Weston Bread and Cake Limited, are on sale in great variety at Fall's and Baragar's stores.

Mr. John Purdy, well known in the jewelry trade, came down Victoria Day week-end to open the family cottage for the season.

On Saturday, May 22, nine coaches filled with Victoria Day week-end visitors arrived, to the number of 500. Saturday was a delightful day; but drizzles of rain marred Sunday and Monday. The through train back to the city was, however, much appreciated and the Canadian National deserves warmest thanks for its thoughtfulness in providing the train.

**On your return
— to the City
Retain that Vacation Pep stored
away by using**

City Dairy
ALWAYS GOOD

MILK - CREAM - BUTTER
For delivery, telephone
87647

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.

Problems of the Baking Trade

The difficulties which the bakers of bread have to meet during these trying war years, is not as well understood as it might be, and the "Modern Miller", of Chicago, one of the best informed milling journals in the United States, which also reflects the views of the baking trade in a true light, has the following in its last issue on the bakers' problems, which also applies to those who serve the public at Victoria Beach:

"Tom Smith, secretary, American Bakers' Association, addressing the Associated Bakers of Minnesota, said: "Bakers who have studied the problem are concerned with the quality of bread that can be supplied during the war.

The responsibility of maintaining quality consistent with war restrictions must be paramount with every baker. If we are to serve our country well in war and to prepare a permanent place for bread and bakery products on the food list of our nation, we must see that what we give our customers today is the best we can produce, both in appetite appeal and in nutritional value. Our government is interested in helping bakers do that job and do it well. We have another responsibility, to be sure that our advertising reflects the merits of our products without disparaging the foods that are rationed. Bread and bakery products go well with all foods. We do not want in any way to harm them either temporarily or permanently. Let's keep our own house in order and merit the gains we make."

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
⅓ cord, split	1.50	⅓ cord, split	1.25

No amount of wood will be delivered under \$1.00.

BAGGAGE PRICES

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

Baggage not to exceed \$1.50 to one house

ICE

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

Ice deliveries to be made four times a week, Mondays, Wednesdays, Fridays, and Saturdays. A double quantity will be delivered at each time.

The post-office this summer will be in charge of Mrs. Jack Stewart, known to many by her maiden name, Violet Paulson, who spent her youthful days at the Beach until the family moved to Balsam Bay. For the past three years Mrs. Stewart has been living at the Beach, her husband working for the C.N.R. Train service and later the Manitoba Telephone commission. Mrs. Stewart knows many of the cottage residents and is an efficient postal clerk.

Baragar'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.

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	\$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.

Transient Meals

Breakfast	50c	Evening Dinner	75c & \$1.00
Luncheon	60c	Sunday Dinner, 1 p.m.	\$1.00

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 at the Inn should give their luggage checks to Anderson's Representative, either on the train or at Victoria Beach Station.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

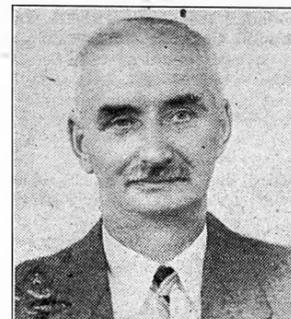
VOL XVIII.

VICTORIA BEACH, JUNE 26, 1943

No. 3

Why the Club Deserves Loyal Support

THIS is Club week at Victoria Beach. The clubhouse opens Saturday evening for the first of the season's dances, but the grand opening will be Saturday night, July 3. The clubhouse will be under careful direction this season. All those in charge are well known and popular,



MR. ANGUS MORE
Re-elected
President of
Victoria Beach Club
for the
1943-44 Term.

went on between Montreal, the head office of the railways and Ottawa, seat of government. Finally the schedule emerged. It may be read in this issue.

The Club also receives reports from time to time from the municipality and the Victoria Beach Company, as to how things are shaping up for the season, with a view to co-operation with these bodies in the best interests of the Beach and all it stands for.

The Club has this year arranged for a life saving counsellor to be present at the Beach to assist in promoting that very worthy art. It is hoped that the children will take advantage of this opportunity to perfect themselves in the science of swimming so that they may become not only proficient themselves in water familiarities but may be of service to others. It's a splendid accomplishment.

The Ladies of the Club will be to the fore with their teas to secure funds for the many branches of the armed forces which are devoted to providing comforts to our fighting men and women. Cottage owners should not be backward in offering their homes and their grounds for this worthy purpose and not let the burden fall on the few. Think of this seriously. The Club will also provide entertainments from time to time in the clubhouse outside of the nightly dances; these will be found of great interest and enjoyment. Sports Days will again be looked after, both water and land events. This is an important feature of the Club's responsibility to the community and should receive generous support. It costs considerable money to carry out the programmes and it is a fine series of diversions.

With a watchful eye and a true sense of perspective the Club carries on from season to season; never faltering, never failing for these and many other helpful virtues the Victoria Beach Club looks confidently to the community for support.

who have taken the keenest interest in the welfare of community life among the young people.

But the Club does not depend altogether in providing a social centre, for its appeal to the community for support. It has carried on a great service throughout the year. The executive from time to time waited on Canadian National Railways' officials and from mid-February has been taking up with those in command of the summer time-table the need of an adequate train service to Victoria Beach. Once the railway was convinced through these representations, the transit controller at Ottawa had to be taken in hand, so to speak, and was he a difficult problem. Then the coal strike loomed up and the club had to wait to see how that came to a head, for the Canadian National depends on United States coal to run their trains east of Winnipeg, and as one high official said to the Club's delegation: "If there is a coal strike there will be no trains to the beaches." Correspondence

Clubhouse Opens this Saturday Evening for Dancing.