

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,

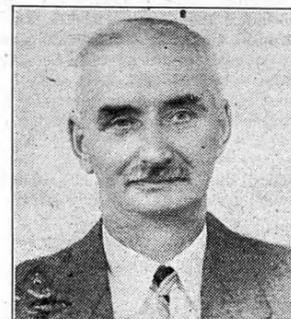
went on between Montreal, the head office of the railways and Ottawa, seat of government. Finally the schedule emerged. It may be read in this issue.

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.



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

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.

VICTORIA BEACH HERALD
Published every Saturday throughout the summer season, May 1st to the end of August. Printed by the Albion Press, 50½ Princess Street, Winnipeg, Man., J. S. Smith, Manager.
Advertisements to be sent to the Business Manager, Albion Press, 50½ Princess Street, Winnipeg or left in boxes in Victoria Beach Stores.

THE SEASON'S TRAIN SERVICE

After considerable persistent attention to the details of the problem the Community Club is able to make a good showing in the matter of a summer train service for Victoria Beach. Many conferences were held and the railways was impressed with the fact that the people of Victoria Beach are worthy upholders of their rights and privileges when served by only one form of transportation. Throughout all the discussions the best of good feeling prevailed between the officials and the railway committee of the club. "You have a fine body of men looking after your interests", remarked a high official to the Herald at the close of the last meeting.

There are no morning trains to the Beach on Mondays, Tuesdays and Thursdays from Winnipeg; and no 7 p.m. trains back to Winnipeg on the same days. All the other trains are to be operated as during last season, including the Friday evening and the Saturday afternoon and the 8:20 Sunday night "through" service. The Thursday morning train leaving at 8 o'clock are on again. There is also the parlor car in service each week-end, which is quite a concession, Expressing appreciation for the efforts they had made, to Mr. W. R. Devenish, the vice-president of the Canadian National Railways, and to Mr. Osborne Scott, the traffic manager, in securing the parlor car, as it is the only parlor car in service to a summer resort in Canada. Mr. Devenish said: "I think most credit should go to a Scot and a Welshman, two of your cottage residents, because they placed before me such a strong case that even our executive in Montreal could not resist the pressure."

Note also that there are two week-end trains to Victoria Beach, after Labor Day on September 12 and 19, the trains returning to Winnipeg at 8 o'clock Sunday night. The departure is 1:45 p.m. on the two Saturdays.

The trains cancelled were not done at the free-will of the railways but at the demand made by the transit controller that services to summer resorts be reduced to 60 per cent of last years' operations. The railways had the trains listed but by taking off some "moonlight" trains as well the service was acceptable to the authorities.

OUTLOOK BRIGHT FOR THIS COMPANY

The annual financial statement of the Winnipeg Electric Company, recently made public, was most gratifying to the many friends, as well as the shareholders, of this outstanding Winnipeg organization. This company is a great asset to Greater Winnipeg with its many service branches, and it is also a pleasure to note that at the head of the company is one of Winnipeg's most respected citizens and a highly experienced business man, Mr. W. H. Carter. It is a good omen for any company to be able to retain at its head a man of Mr. Carter's high standing in the community. Mr. Carter has never been a cottage resident at Victoria Beach but it is hoped he some day will honor the Beach with his presence and that of his family.

Owing to the shortage of labor the Rumfords Limited will not collect laundry at Victoria Beach this summer, as the firm has been doing for the past 15 years.

AT THE GOLF COURSE

After the hardest work put in on the golf course in many seasons, the superintendent, Mr. Lees, states devotees of the little white pellet may now join in the sport that is always popular. The rains wear the greatest hindrance, following an unexpected heavy May frost. But ho! and away we go! The tennis courts are again in tip-top condition for play.

CLUB EXECUTIVE MEETING SATURDAY

There will be a meeting of the Victoria Beach Club's Executive in the clubhouse this Saturday evening at 8 p.m. to appoint a director of the club house programme; to fix the dates for the two summer children's masquerades, and to appoint a new chairman for Sports Day, Mr. T. E. Babb, last season's director, not being able to be down at the Beach this season.

Councillor J. G. Anderson is a busy man these days. He is doing his best to see that the residents of Winnipeg are kept warm next winter. At present he is taking off the cordwood on Mr. Frank Sprague's 160 acres of timber land at Albert Beach, and shipping it by the carload into Winnipeg to be dried for cold weather burning. There is birch, ash and poplar in the area. Most fuel dealers in Winnipeg are out of wood but if John Anderson's hefty axe holds out, (and he is making the splinters fly this week) it will not be for long.

The meat shop was opened this week, Mrs. Kilpatrick having secured an experienced man to take charge of the business. Mr. R. J. Donnell, who made himself well acquainted with the patrons of G. B. Baragar's store last summer, is again in charge as manager and he promises the same attentive service as in the past.

The United States government announces the since Pearl Harbor, 4,500 seamen lost their lives by drowning under conditions which they could not avoid; and the safety council of the United States comes forth with the statement that in the same period 7,000 persons have been drowned in the United States, most of whose deaths could have been avoided had the victims known how to swim and handle themselves in the water in a trained manner.

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. McMAHON

Engineer and Supervisor: A. S. COOKE

Health Officer: DR. W. T. DINGLE

Beach People

Congratulations are in order to Miss Margaret McFadyen, whose marriage to a young flying officer will take place in a few weeks. Margaret spent all her girlhood summers at the family home, Bay View. She has also been generous in her solo singing at the church services.

The marriage of Miss Ruth Pingle, daughter of the late Mr. Gus Pingle, and Mr. Robert McKinney, son of Mr. and Mrs. F. J. McKinney and a well known Victoria Beach boy, will take place in a few days.

Mrs. L. F. Borrowman and Mrs. Gerald Burch came down this week-end to their cottage on Sunset. Mr. Burch, rector of St. Luke's Church, Winnipeg, will spend a vacation at the Beach in July and in September.

Mrs. W. Ross Mackenzie, and her daughter, Patricia, of Regina, Sask., will spend a july vacation with Mr. and Mrs. F. de Courcey-Davies, on Sunset.

Mr. D. H. Laird, K.C. and Mrs. Laird are guests at Victoria Beach Inn, on a two weeks vacation.

Lieut. Hugh Johnstone, who for a number of years gave efficient service as programme director at the club house, is now with the Canadian headquarters staff between London and Brighton.

A very pretty native wood fence has been erected by Walter Thomas along the front of Mrs. Harry Little's property on Sunset, Walter has a number of these originally designed structures at the Beach to his credit.

Mr. and Mrs. C. R. Garland have been spending two weeks at the family cottage on First Avenue. Their daughter, Miss Aileen Garland, principal of William Whyte School in Winnipeg, has been down week-ends.

Dr. Edgar M. Gee, who is surgeon-lieutenant on one of Canada's destroyers, has been visiting his former home in Winnipeg, after a year's service with the Canadian Navy, latterly in the Mediterranean. He is a son of Mr. and Mrs. F. M. Gee, and was at the Beach last week-end.

Mrs. B. D. Darwin and daughter Judy are spending a month with Mrs. Darwin's father, Mr. Frank E. Sprague, Arthur Road. Col. Darwin is with headquarters staff of the Canadian Army in England.

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

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.

Ateah's Baggage Transfer Wood and Ice

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

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

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

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

Baggage not to exceed \$1.50 to one house

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.

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.

REV. W. E. KERR, of the Church of England

Soloist, MRS. P. GIBSON

Accompanist: MRS. WALTER THOMAS

CHARLES H. BALL, President; Residence, Sixth Ave.
HARRY ENGLAND, Secretary-Treasurer, Seventh Ave.

Mr. and Mrs. James Bell, who have been spending a month at their cottage on Sixth Avenue, have returned to the city.

Mrs. Rowland has been spending week-ends at her cottage on Sunset.

Mr. and Mrs. E. P. Withrow came down last week-end for a vacation. They were accompanied by Mrs. Jack Withrow and her son Jack Withrow, who directed the orchestra at the club house for a number of years, he has been overseas with the Canadian Army for the past three years.

Mrs. G. B. Bargar has been confined to the Winnipeg General Hospital for the past two weeks, where she has undergone a serious operation from which she is slowly recovering. Her many friends at the Beach will look forward to her restoration to health with their best wishes for complete recovery.

Mr. Russel Carnduff of Duck Mountain, Sask., student at St. John's College spent a recent holiday at the Beach.

Mr. Henry B. Monk, barrister, Mrs. Monk and family will occupy Frank J. McKinney's cottage, Alexandria Lane, this summer.

Leslie Dean, Richmond, Sask., and Lloyd Jonsson, students at St. John's college, spent a recent college vacation at the Beach.

The marriage of Mr. Robert McKinney, son of Mr. and Mrs. Frank J. McKinney, for many years cottage owners at Victoria Beach, and Miss Nancy Pingle will take place in St. John's Cathedral this Saturday. Bob McKinney is well known in water sports at this Beach having spent his boyhood summers here and at eight years of age made the dive off the high tower at the dock to the amazement of all beholders. He was also amateur swimming champion in his class one season. Bob has just graduated from the Winnipeg R.C.A.F. as an aeronautical bombardier.

Rev. J. A. Watson and Mrs. Watson are spending several days at their cottage on Arthur Road.

Mr. and Mrs. Jack Rice will occupy their cottage on Fifth Avenue, beginning next week. They will have as their

Miss Beulah Balls and Miss Ruth Shadbolt spent their summer's vacation at Miss Shadbolt's grandmother's cottage on 404 Fifth Ave.

Mr. and Mrs. Howard Carter have taken a cottage on Patricia and Third for the latter part of July.

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

guests Mr. and Mrs. Jack Rice, their son and daughter-in-law and their little baby.

Miss C. L. Goodeve and Miss Marie Goodeve, sisters of Canon Goodeve will occupy a cottage at the Beach in July.

Miss Florence Macwhirter and Miss Hope Burnham are spending the week-end in their cottage on Sixth Avenue.

Col. and Mrs. N. R. Nagle came down for the week-end Friday.

Mrs. Nellie Pugh, daughter of Mr. and Mrs. W. J. Gyles, Eighth Avenue, has spent two weeks at the family cottage.

Mr. and Mrs. Percy H. Clark have opened their cottage, 304 Seventh Avenue for the season.

Mrs. A. M. Woolley, Garfield Street, Winnipeg, has taken a cottage on Seventh Avenue, for July.

Mr. Norman and Mr. S. Clapham were down at their cottages the last week-end.

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. 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.

OPPORTUNITY FOR PROFITABLE INVESTMENT . . .

PENINSULA

MINK

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



PENINSULA MINK RANCH

(Edward Ateah)

VICTORIA BEACH - - - MANITOBA

VICTORIA BEACH INN FLOURISHES

Victoria Beach Inn never looked lovelier than this early summer. The moisture has brought out all the trees with an abundance of foliage and the grass on the wide expanse of lawn has had good growth and is dotted with flower beds. There is every reason to congratulate Mrs. Bouttell at the auspicious opening. Fortunately Mrs. Bouttell having carried on the Inn for the past five years has entitled the premises to special consideration of the War Time Prices and Trade Board, and in the problem of supplies for the table it comes under the conduct of "former business", and so there will be no diminution in the amount of table food required for guests. This means Victoria Beach Inn measures up to all the high class stopping places for summer vacationists. The service will be well maintained, this having been amply provided for. Sunday dinner will be a feature of the Inn's menu this summer and cottage residents may also take advantage of this privilege and it will no doubt be appreciated.

There is no prettier spot at any lake resort in western Canada than that found at Victoria Beach Inn. This week-end finds the Inn completely filled with guests. Reservations for later on in the season may be made in the Blue Kitchen, Y.M.C.A. building, where Mr. Bouttell will give prompt attention to all applications by the way the Blue Kitchen is daily catering to an increased number of patrons. Meals here as at Victoria Beach Inn are stamped with the well known Bouttell efficiency.

THIS SUMMER'S MAIL SERVICE

Owing to the curtailed train service, new arrangements for the sending of mail to Victoria Beach had to be made by the Postal authorities for this summer.

On Mondays, Tuesdays and Thursdays the mail from Winnipeg will arrive on the Moonlight trains and will be sorted the next morning; it may be called for by 9:30 a.m. the next day. On Wednesdays, Fridays and Saturdays, the mail comes in on the morning train and will be sorted during the noon hour for early afternoon calls at the P.O.

Closing of the mails: On Mondays, Tuesdays and Thursdays the mail closes at the P.O. at 8:45 p.m. going into Winnipeg on the Moonlight and letters may be taken to the train for mailing up to the departure of the Moonlight, at 9:20 p.m. if not mailed before in the P. O. On Wednesdays, Fridays and Saturdays the mail closes at the P. O. at 6:40 p.m. and letters may be mailed at the train up to 7 o'clock on those evenings.

In Winnipeg the mail closes for Victoria Beach at 5 o'clock on the evenings of Monday, Tuesday and Thursday; and at 8:30 a.m. on Wednesday, Friday and Saturdays.

After studying their 1943 taxes the average Victoria Beach resident takes refuge in the crackpot philosophy: "What is isn't, and what aint is!" Its rapidly finding favor.

Housewives are reminded that all canning sugar coupons expire on September 30. One coupon was valid June 1; another is valid July 1, and the two others on August 1 and September 1. All canning should be completed, with jelly and jam preserving, by November 30, so that the government can check up on remaining stocks for regular use in households. The stores at Victoria Beach can supply all your sugar needs if they are informed when the sugar is required.

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

J. MARSHALL

PAINTER

Estimates Free Good Workmanship

"SATISFACTION GUARANTEED"

205 SIXTH AVENUE

Victoria Beach

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!

Hoivis, 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

DAILY PAPER DELIVERIES

The Winnipeg Free Press has arranged for the delivery of Evening edition to subscribers each night starting next Monday. The early morning papers have been coming down so far this season, but the change will be made the first of this coming week and deliveries will be made to cottages every night after the arrival of the "Moonlight". Joe Donovan is the agent, taking the place of his brother, John, who is now in the army. Only one edition will be sent to Victoria Beach by the Free Press this summer—the regular evening edition. The same arrangement will be made by the Tribune, Jack Beech being the agent here.

FINE FILMS AT THE CLUBHOUSE SUNDAY, JULY 4

At the Clubhouse for Sunday night, July 4, the National Film Board of Canada will provide the following programme of films: In Fighting China, Freighters Under Fire, Iceland on the Prairie (in color), Now You're Talking, Five Fit Fellows, Her Father's Daughter. The films will start to be screened after a sing-song, about 9 o'clock as soon as it is dark enough to make a good showing possible. The first two films have been revamped from enemy photography, one of German origin, and one of Japanese origin, which fell into the hands of the British government, and are quite thrilling. The programme will last for one and a half hours and should prove most interesting.

VICTORIA BEACH CLUB COMMITTEES FOR 1943

The following are the Victoria Beach Club committees for 1943:

Sub-Executive: President, A. More, Vice-President, W. Pope; Sec.-Treasurer, M. Pratt.

Transportation: Chairman, J. J. Conklin; V. Scott, Dr. R. K. McClung.

Membership: Chairman, W. Pope, Free Press Head, Tribune Head, Miss M. Hale.

House: Chairman, Dr. R. K. McClung, Geo. Florence.

Annual Sports: Chairman —, G. P. MacLeod, Col. Nagel.

Finances: Chairman, W. J. T. Kerr, Treasurer, W. D. Davis, V. Scott, J. J. Conklin, A. Conklin.

Children's Masquerade: Chairman, M. Pratt, Mrs. Aranson, Mrs. Nagle.

Entertainment: Mrs. McKay, Mrs. Beech, Mr. G. Florence.

Ladies' Chairman, Mrs. Hale, Mrs. Porten, Mrs. MacLeod.

Junior Sports, Chairman, Joe Donovan, Jack Beech, Miss Fonger.

Golf: Mr. Caldwell (A.F.).

Summer Photographs: Jack Beech, Gordon Roberts, Aidan Conklin.

Publishing Committee: A. More, M. Pratt.

Garden Competition, Chairman, Col. Nagle, V. Scott, J. M. Beech.

Mr. George P. Macleod, barrister, who with his family has been occupying a cottage at the Beach for the past five years, has bought Mr. Lane's property on Patricia and Fifth and will continue to make his summer home at Victoria Beach.

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
Our own Sausages made daily.

KILPATRICK'S

VICTORIA BEACH, MAN.

We carry only the best. — Our Twenty-first Season.

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.

SOUND AND PROFITABLE INVESTMENT FOR VICTORIA BEACH RESIDENTS.

Sleepy Valley Mink Ranch

Excellent Breeding Strain,
High Quality Stock.
Reasonable Prices.



15 Years Fur Farming Experience.

Ranch Foreman
B. MUNRO

Proprietor:
S. ATEAH

Beach Notes

It is gratifying to note the large increase in the number of flower gardens at the Beach this summer, although the season was backward. However, the growth is now rapid, and the late wild roses will soon be in bloom.

John Donovan, who had been placed in charge of the club house dance programmes, and who also was the Free Press agent, is now in the armed forces, and has gone to a Pacific coast training camp to get started on the route to a commission.

Wild singing birds are more numerous at the Beach this summer than for several years. Squirrels and crows create havoc among their nests however, not to mention the occasional death dealing family kitten brought to the Beach from the city.

The lengthy expanse of white sand, unspoiled by any willows or weeds, stretching from Arthur Road to the club house, is a credit to the work of the municipality. The work was carried out last year.

Winnipeg will celebrate Dominion Day on Monday, July 5. The province has set July 1st as the date.

If the housewives' sugar supply holds out there will be plenty of jelly put down this season at Victoria Beach for the cranberries and pin cherry trees are loaded with green fruit. Preserving blueberries will also be a joyous task for these trees look well with their coming crop.

Any social items or other news of the Beach will be inserted in the Herald if left in the Herald boxes at Falls' and Baragar's stores. Fifty cents will send the Herald by mail to any address for the season.

Summer Train Service

The following trains will be operated between Winnipeg and Victoria Beach this season, the time-table having been issued this week:

The following service will be operated for the balance of this season. This supersedes information shown in Special Circular W.7-43 of May 4th, and in Table 242 of current timetable folders:

Trains	Effective
No. 40	Will Leave Winnipeg 9:30 a.m. (June 19, then Sun., Wed., Fri., Sat., to Aug. 12, incl., Arrive Grand Beach 11:10 a.m. (and daily Aug. 13 to Sept. 1, incl. Also July 1; Arrive Victoria Beach 11:55 a.m. (Aug. 2; Sept. 4, 5, 6. On Sundays No. 40 leaves Winnipeg 10:00 a.m., arrive Grand Beach 11:40 a.m., Victoria Beach 12:25 p.m.
No. 42	Will Leave Winnipeg 1:10 p.m. (Saturday only, June 19 to Sept. 4, inclusive. Arrive Victoria Beach 3:10 p.m. (
No. 44	Will Leave Winnipeg 1:45 p.m. (Sunday, Wednesday, Saturday, June 19 to August Arrive Grand Beach 3:25 p.m. (15, inclusive, also July 1, August 2, 21, 28; Sept. 4, Arrive Victoria Beach 4:10 p.m. (6, 11, 18.
No. 46	Will Leave Winnipeg 5:50 p.m. (Friday only, June 25 to August 27, inclusive. Arrive Victoria Beach 7:45 p.m. (
No. 50	Will Leave Winnipeg 6:25 p.m. (Daily except Sunday, June 19 to August 14, inclu- Arrive Grand Beach 8:00 p.m. (sive, also August 18, 20, 21, 25, 27, 28, 31; September Arrive Victoria Beach 8:45 p.m. (3, 4, 6.
No. 39	Will Leave Victoria Beach 6:10 a.m. (Monday and Saturday, June 19 to August 28, incl. Leave Grand Beach 6:50 a.m. (
No. 41	Will Leave Victoria Beach 8:00 a.m. (Thursday only, June 24, to August 12, inclusive. Leave Grand Beach 8:40 a.m. (
No. 45	Will Leave Victoria Beach 7:00 p.m. (Sunday, Wednesday, Saturday, June 16 to Aug. 15, Leave Grand Beach 8:00 p.m. (inclusive, then daily except Friday to August 30, Arrive Winnipeg 9:50 p.m. (inclusive. Also September 4, 5, 6, 12, 19 (see Note). Note.—No. 45 on Sunday, September 12 and 19 will leave Victoria Beach 8:00 p.m. and Grand Beach 9:00 p.m.
No. 49	Will Leave Victoria Beach 8:20 p.m. (Sunday only, June 13 to August 29, inclusive; also Arrive Winnipeg 10:20 p.m. (Monday, September 6. No. 49 will not stop at Grand Beach. Buffet-Parlor Car Victoria Beach to Winnipeg. No. 49 will run on Monday, August 2, instead of Sunday, August 1.
No. 51	Will Leave Victoria Beach 9:20 p.m. (Daily except Sunday, June 19 to August 14, inclu- Leave Grand Beach 10:20 p.m. (sive; also August 18, 20, 21, 25, 27, 28, 31; September Arrive Winnipeg 11:59 p.m. (3, 4, 6.



QUALITY FLOWERS

AT LOWEST PRICES

The Orchid

Victor Scott

311 DONALD ST.

PUBLIC NOTICE

NOTICE IS HEREBY GIVEN that a meeting of the Council of the Rural Municipality of Victoria Beach will be held at the residence of Mr. Victor L. Scott, Fourth and Arthur Streets, Victoria Beach, in Manitoba, On Saturday, the 17th day of July A.D. 1943 at 4 o'clock in the afternoon, at which time the passing of a By-law dealing with the opening of a new road from Albert Beach to Victoria Beach, will be considered.

The said By-law shall provide for the opening and establishing of a municipal road or highway sixty-six feet in width over part of Section 2-20-7-East of the Principal Meridian in Manitoba, Connecting Albert Beach with Victoria Beach.

ALL PARTIES INTERESTED IN THE SUBJECT MATTER OF THE SAID PROPOSED BY-LAW ARE HEREBY NOTIFIED OF THE SAID MEETING, AND TO GOVERN THEMSELVES ACCORDINGLY.

DATED at Winnipeg, in Manitoba, this 12th day of June, A.D. 1943.

W. D. DAVIS, Sec.-Treasurer
Rural Municipality of Victoria Beach.

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

POPLAR

1 cord, split \$ 8.00 ¼ cord, split 2.25
½ cord, split 4.25 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 16c
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.

OPENING CHURCH SERVICE

Rev. W. E. Kerr, rector of the Church of England parish at Scantlenaury, Man., will open the church services in the clubhouse on Sunday morning, at 11 o'clock. Mrs. Gibson will be the soloist. Mr. Kerr has held services at Victoria Beach during the winter months, and these have been very acceptable.

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 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
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, MANITOBA, JULY 3, 1943

No. 4

Victoria Beach Can Share in Post-War Reconstruction

THIS Summer Resort, this wide spread Municipality, must seize a golden opportunity to outline a programme of public works which will appeal to the federal and provincial authorities who will have the sanctioning of beneficial projects. A programme well thought out and practical should be started without delay. The locality which has undertaken such planning, if carefully thought out and placed before the commission to be set up, will be given the first go-ahead, in advance of other districts which had not been so alert.

First to be considered is what would be projects essentially suitable to Victoria Beach. Everyone who has the best interests of this resort close to their hearts should put on their thinking-caps and get busy. Some are better qualified to make suggestions than are others, but each individual should search their mind and put forward some proposal. Its not a task but a duty beset with pleasant anticipations. Mayor Victor L. Scott made one practical move. It was at a meeting of the Victoria Beach Club railway committee and with the Canadian National officials listening in. The difficulties of transporting people to Beaches was up for discussion. Something very much better than the present method had to be forthcoming in the future. So Mr. Scott put his best foot forward, held up his hand, stopped all traffic, and burst out with this one. "Why not electrify the line between Winnipeg and Victoria Beach? There could be plenty of hydro-electric power made available from the Winnipeg river and I understand it was the original idea of MacKenzie and Mann, who first laid the rails to the summer resorts on the east-side of Lake Winnipeg, to ultimately do such a work. Why not put it No. 1 on your list of post-war projects for the Winnipeg district". All of the officials thought it was a good solution to their trouble and a way out of motive power constant requisition to move people to the Beaches during four months of the year. So there is one suggestion to keep in mind.

Other works mentioned as desirable are: A water tower to be erected on a high and central part of the Beach giving water pressure at all times to the cottage area and the homes of permanent residents. This is something that might cost \$10,000 but would be a safe-guard against the spreading of fire at all times of the summer.

One other suggestion is a new lighthouse with a revolving light. There should be little difficulty in securing such an addition to the dock which would throw a light far out over the lake from Victoria Beach harbor, a means of assuring all motor boat or canoe travellers, a guide and a comfort in the darkness. Permanent residents state it would be

especially gratifying to them in the spring and winter months. The present light is totally inadequate.

The construction of a permanent, all-the-year-round highway across the swamp on the government road allowance, placed above all high water marks. This would be a costly piece of work but could be carried out if pressed home on the public works department.

Another proposal is a safe landing place for airplanes. There is no shadow of doubt that after the end of the present war there will be a revolution in

(Continued on Page 2)

VICTORIA BEACH SUMMER RESIDENT WINS HIGH HONOR

Jack Beech, who has been active among the young people of Victoria Beach, has been given signal honor at the close of his collegiate year in the municipality of St. James, winning the Governor-General's medal. The following account of the presentation appeared in the St. James Leader:

"In Presenting the Governor General's Gold Medal for 1943 to Jack Beech at the Closing Exercises of St. James Collegiate held Thursday evening in St. James United Church, Inspector E. D. Parker said, 'Not only did Jack Beech obtain high marks in school, but he was president of the Student Council, leader in sports, dramatics and other activities, conducted a camera club, and was a competent leader throughout his years of school life.' Jack was also awarded the Best Cup for the best essay on Citizenship, awarded annually by Reeve D. A. Best. Mr. Best made the presentation."

Jack is the only son of Mr. and Mrs. J. W. Beech, residents of Sunset Boulevard.

JULY MOVING PICTURES

The Victoria Beach Club has arranged with the National Film Board for the showing each Sunday night throughout July of sets of moving pictures, all of considerable interest. The programmes for the Sundays following the first programme follow:

July 11th—Inside Fighting Russia; Peace River; Corvettes; The Answer; Shunter Black's Night Off; Community Sing; Seven Wise Dwarfs; Fitness Wins the Game.

July 18th—Food, Weapon of Conquest; Minelayer, Atlantic Patrol and It's the Navy; High Over the Borders; Twenty Men and a Leader; Thrifty Pig; People's War.

July 25th—Mask of Nippon; Four and Twenty Fit Girls; London Can Take It; This is Blitz; Brazil; Great Lakes; Heritage.

August 1st—Paratroops; Road to Tokyo, Vitamins A, B, C and D; News Review; Battle of the Harvests; Special Despatch.