

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-second Season.

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.

Rev. J. Lawrence Pottruff, minister of St. Giles United Church with Mrs. Pottruff and three children, will occupy Mr. Downie's cottage on Seventh Avenue for the last two weeks of July.

Rev. Dr. John Doyle, one of the best known ministers in the United Church Manitoba conference, and one of the first cottage owners at Victoria Beach, retired this month from the active ministry and is moving to Victoria, B.C. In the early 1920's Dr. Doyle with a number of friends and associates, including Dr. Peacock, located their cottages on Sunset Boulevard, beyond King Edward, and for a number of years they all had enjoyable summer vacations there. Dr. Doyle was appointed principal of the Indian Mission School at Brandon, Man., which took him away from the Victoria Beach area and he had to dispose of his cottage. While here he conducted many of the Sunday summer services.

One of the pioneer cottage owners of Victoria Beach had a birthday last week. He was Chief Constable George Smith, Chief of Police, Winnipeg, born St. Cyrus, Kincardineshire, Scotland, 1882, 62 years ago.

Mr. and Mrs. E. J. Ransom are spending a two-week's vacation at this Beach, occupying the Oldham cottage on Sunset near King Edward. Mr. Ransom, for many years has been prominent in printing and engraving in Winnipeg.

Mrs. James Kilpatrick completed all arrangements for the opening of the meat store on a recent week-end, and the shop will be opened on Saturday, June 17th, with the usual high class line of meats and other foods of its class. This is the 19th year that Kilpatrick's store has opened and since the death of her husband has been conducted by Mrs. Kilpatrick with remarkable success. The same staff as last year will be in charge.

THE PIONEER STORE

Mr. and Mrs. J. H. Falls opened their store on Arbor day, moving over from their winter business premises, and so far have met a large number of their old friends and patrons. "It was so pleasant at Victoria Beach last winter that no one had a desire to go to any more warmer climate," said Mrs. Falls, "It simply was an ideal season." This is their 25th year of store-keeping at Victoria Beach.

Why Not . . .

**BUY the LOT next to you
 or purchase another desirable
 property at VICTORIA BEACH**

THE MUNICIPALITY IS SELLING LOTS AT
 50% OF ASSESSED VALUE.

APPLY DIRECT TO THE OFFICE OF THE
 MUNICIPALITY, 311 PARIS BUILDING,
 WINNIPEG.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XIX.

VICTORIA BEACH, MANITOBA, JULY 1, 1944

No. 5

Warm Welcome to Children

THIS week hundreds and hundreds of children have been warmly welcomed to Victoria Beach and the weather has been co-operating in making the greeting kind and cheerful. This community year after year expects this annual trend from the cities and towns of Manitoba to this lakeside resort and through many channels has from season to season done much to safe-guard the welfare of the boys and girls whose precious lives are so worthy of preservation, for the future of Manitoba depends so greatly on the health and education of its children. The municipality through its councillors has labored faithfully to see that all safe-guards necessary in the implied direction are made permanent and practical. Auto traffic has been reduced to a minimum. There is no pleasure driving allowed on the lanes and avenues or on the highways of Victoria Beach. Taxis are permitted to operate for short periods around train times. This has been found necessary as Victoria Beach area stretches over distances which makes it impossible to walk with comfort to some destinations and such persons are assisted by the taxi system to reach cottages with despatch. There are some truck deliveries from the two stores, but these have never been found dangerous to pedestrians. Deliveries of milk, ice and fuel are not in any way a hazard to the children. So that the youngest of the family suffers no inconvenience. The Royal Canadian Mounted Police patrols the beaches and sees that the dogs are kept off the sandy shores where hundreds foregather. The authorities ask all cottage residents to leave their dogs tied up at home when they leave for the beaches. They are the worse dilemma the authorities have to contend with each season.

Parents and older brothers and sisters should watch with the greatest care the younger members of a family, especially those under five years of age. These tender tots have a habit of wandering away on the wide playground of sand, unnoticed at times, and may get into difficulties which form no risk to older children. See that they splash in the water and curl up in the sand under the bright sunshine, but watch their movements, because they toddle very fast when left to their own devices. The sandy beaches are unusually wide at Victoria Beach and their is room for thousands to form family parties under an

umbrella or behind the sheltering bank without encroaching on a neighbor.

Safeguards obtained finally by the municipal council were not secured without many difficulties. Years of experience by council members have brought about results chiefly in the interest of the family cottage resident and in the past twenty years accidents have been few. It is a triumph of man's thoughtfulness in making this resort the safest of all lakeside vacation spots in the province. It is a wonderful record in which also the Community Club deserves to share in the credit. So to the natural charm of Victoria Beach there has been added the laws of man to make Victoria Beach outstanding as a family summer resort.

Co-operation has done a great deal to bring about the happy conditions, and this co-operation should continue this season on the part of all visitors, for only by so showing appreciation in this way can the good work move along smoothly. The natural beauty of Victoria Beach has not been interfered with, as the early locaters decided that nothing should be done to mar the wealth of foliage and the shady lanes. This has made a strong appeal to visitors. There is plenty of restful green on all sides.

JUNE DAYS WERE A DELIGHT

The weather in Winnipeg in the first three weeks of June was assuredly not the brand which would drive people to a summer resort, yet at Victoria Beach there was the most pleasant contrast, for it was warm and bright, and bathers were enabled to enjoy a daily dip without discomfort. Those who were in Winnipeg could hardly conceive that Victoria Beach could enjoy such salubrious conditions, while they suffered and even had to start their furnaces again on many nights. The trees at Victoria Beach are in such profusion as to give warmth to the locality while Winnipeg lies exposed to every wind which blows across the prairies.

CLUB HOUSE OPENS

The Club House will open Saturday night and a hearty welcome awaits all who contemplate joining the Community Club. Music for dancing will be in capable hands and the house and entertaining committee have all arrangements made.

A GOLDEN OPPORTUNITY awaits anyone who is contemplating building a cottage, to secure a central site from the municipality at half the lot's assessed value. Each lot is seventy-five feet wide. Mr. W. D. Davis, the clerk of the municipality, will give full particulars.

VICTORIA BEACH HERALD
Published every Saturday throughout the season. 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.

WING COMMANDER A. G. GOULDING PROMOTED TO GROUP CAPTAIN

Veteran flying ace of the last war with 21 enemy planes to his credit, Wing Commander A. G. Goulding, commanding officer of No. 18 Service Flying Training School, Gimli, Man. has been promoted to the rank of group captain. He has been commanding officer of Manitoba's newest flying station since it opened nine months ago.

Widely known throughout Manitoba, Group Captain Goulding was key man in the organization of R.C.A.F. training schools in No. 2 Training Command. In addition, he was the first organization officer at Command Headquarters, Winnipeg. His home is in Winnipeg.

Before he took over command of Gimli, the much decorated flyer of World War I — he holds the Military Cross and the Distinguished Flying Cross — realized a World War II ambition, the chance to fly again. He completed a refresher course in flying at the R.C.A.F. station, Rockcliffe, Ont.

Always a keen sportsman, chiefly interested in tennis and badminton, he is a member of the Winnipeg Squash Club and was chairman of the R.C.A.F. Rugby Club in 1942. He has done much to promote sports at 18 S.F.T.S. A member of the Wartime Pilots and Observers Association, Winnipeg, he was the first president of the association when it took its present form in 1936.

The peace and quiet of Victoria Beach was suddenly shattered when on Saturday, June 10th, 22 young people from Rosedale United Church arrived from the city to hold their annual wind-up at the cottages of Miss E. Tagg, Ted Brown and R. Nicoll. Their festivities came to an end on Sunday, June 11th, when they boarded the 8:20 train for Winnipeg.

NEWS ITEMS FOR PUBLICATION

The "Herald" will be pleased to print any item of visitors to the Beach, newcomers in cottages and other social paragraphs. Leave in boxes in Fall's and Donnell's stores.

Victoria Beach Club

VICTORIA BEACH MAN.

Hon. President:	President:
Mrs. W. J. T. Kerr	Mr. George P. Macleod
Past-President:	Vice-President:
Mr. Angus More	Mrs. Quinton McKay
Secretary-Treasurer:	Miss M. F. Pratt
Children's Activities:	Miss Kay Porter
Club House Managers:	Miss Kay Porter; Miss Marge Shenton
At Door:	Miss Audrey Munroe

CHILDREN'S MASQUERADES, Saturday, July 22nd and August 19th.

CHILDREN'S SPORTS DAY, Thursday, July 27th.

FAMILY MEMBERSHIP FEES

Season \$4.00 One Month \$3.00 Two Weeks \$2.00
Voting Membership, without Club House privileges.....\$1.00

Dr. and Mrs. L. J. F. Van Riemsdyk returned at the end of May from Victoria, B.C., where they spent the winter and will soon occupy their cottage on Sunset for the Summer.

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

Engineer and Supervisor: A. S. COOKE

Aleah'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 trunk50c	First suitcase25c
Second Trunk40c	Second suitcase15c
Each additional trunk...25c	Each additional suitcase 10c

Baggage not to exceed \$1.50 to one house

I C E

Ice for one week.....70c	Ice for one month.....\$2.75
Ice for Season, (1st of July to Labor Day).....\$5.50	
Ice deliveries to be made four times a week, Mondays, Wednesdays, Fridays and Saturdays.	

"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

"The Quality goes in before the Name goes on."

Community Church Service

Club House, Victoria Beach

SUNDAY, JULY 2nd at 11 a.m.

Speaker: REV. W. STEENSON

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

DR. JAMES MITCHELL MARRIED

St. George's Anglican Church, Winnipeg, was the scene of an evening wedding, when Catherine Gertrude, third daughter of Mr. and Mrs. W. R. Clubb, became the bride of Capt. James Rosslyn Mitchell, R.C.A.M.C., only son of Dr. and Mrs. Ross Mitchell, of Winnipeg. Rev. G. Hasted Dowker performed the ceremony. Allan Vickers played the wedding music.

Miss Shirley Clubb, sister of the bride, was her only attendant. Archie Gray was the best man and ushers were Dr. Chris Adamson and Dr. Colin Ferguson.

A reception was held at the Manitoba club.

Dr. Mitchell came down to Victoria Beach with his bride on Arbor day to visit with his father and mother for a few days before going east. Dr. and Mrs. Ross Mitchell were at their cottage on Third Avenue to receive the bridal couple.

Mr. J. C. Epps is the new agent at the Canadian National Railway Station at the Beach.

Now Open

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.

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: Phone, wire or write Victoria Beach Inn, Victoria Beach, Man.

★ 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.

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

SUPPORT THE COMMUNITY CHURCH

The regular summer community church services will begin in the cool and spacious clubhouse of the Victoria Beach Club on Sunday at 11 a.m., and will continue until the end of August. The seats are comfortable, the music hearty and well led, and the ministers are carefully selected. This year the congregations will use the new hymn sheets in place of the Moody and Sankey hymnary, the selections being made from all the hymn books of the various denominations. The service lasts one hour and attendants are given ample time to meet the 12:25 train from Winnipeg after the close of the devotions. Anyone knowing of ministers coming to the Beach or soloists being down should communicate with Mr. Charles Ball or Mr. Harry England and thus assist in promoting the services.

Catholic Church Services

For the information of Catholic summer residents, Mass will be said at the Club House, Victoria Beach, at 9 a.m., on the Sundays of July and August.

THE COMMUNITY CHURCH CARRIES ON

In a review of Victoria Beach before the opening of the season of 1944 one cannot overlook the good influence the Community Church has on the welfare of the Beach from season to season.

After last summer the church funds showed great improvement compared to previous years and it was decided to grant \$25.00 to assist in giving a more frequent religious service to the Beach throughout the winter. Archbishop Sherman, of the Church of England, after a visit to Victoria Beach last summer, said he would do all he could to see that this was brought about. The sum of \$50.00 was also set aside for the use of a sub-committee in preparing a book of hymns. The selections were to come from all the denominations hymnaries and were to be printed for use at the Sunday Services in place of the Moody and Sankey Book of Praise which has been in use for many years. The committee has made progress. The church committee also gave \$10.00 to the children's Christmas at Victoria Beach, which is a regular grant each year. Mr. Charles Ball was again elected chairman of the church committee and Mr. Harry England, secretary-treasurer, while the general committee is well representative of the families interested in the services on Sunday.

Miss E. G. Muma is spending the month of June at her cottage at 149 Victoria Boulevard.

Beach People

Mr. and Mrs. J. J. Conklin arrived Wednesday to open their cottage for their 25th season.

Mrs. B. Darwin and daughter, Judy, have spent the last of May and all of June the guest of Mrs. Darwin's father, Mr. F. E. Sprague.

Following their marriage on June 9th Mr. and Mrs. Norman Wildgoose spent a short honeymoon at Victoria Beach, residing at 301 Third Avenue. The bride was formerly Betty Saunders, the only daughter of Mr. and Mrs. C. V. Saunders.

Archdeacon and Mrs. Mark and family are staying at the cottage of Dr. W. G. Campbell, prior to going north to Aklavik, N.W.T., to continue their work among the Eskimos.

Miss L. M. Hamilton is occupying her cottage "Green Acre" on First Avenue for the season.

Mrs. Aidan Conklin will arrive this weekend to spend two weeks at the Beach and will be accompanied by her daughter, Elizabeth and her little son, Bobby. Mr. Conklin will be down weekends.

Mrs. Howard Carter and little son, Johnny, arrived Saturday to spend a month in a cottage on Fifth Avenue. Mr. Carter will spend two weeks vacation in the last half of July.

Mr. and Mrs. S. W. Foreman and Miss June Chamberg were guests for a weekend of Mr. and Mrs. Chas. V. Saunders.

Mrs. Don MacLean spent a number of week-ends this season with Dr. and Mrs. Neil John MacLean at their cottage on Sunset, Mrs. MacLean arrived from England early this spring to remain for the duration.

Mrs. H. B. Peppard and daughter, June, from Port Arthur arrived June 3rd to spend the month of June with Mr. Peppard's mother, 318 Eighth Avenue. Mr. and Mrs. A. Collins spent last Sunday with Mrs. Peppard.

Mr. and Mrs. J. H. Duke and three children are enjoying a holiday at "Mizpah" cottage, Centre Avenue.

Cox's Bakery

NOW
OPEN!

- 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.

• Meat Pies, Apple, Mince and Meat Patties—Fresh Daily
FULL LINE OF . . .

SOFT DRINKS, CONFECTIONERY, ICE CREAM

Mrs. Harold Knox, the author of "By Paddle and Saddle," which has been highly praised by reviewers across Canada, will not be at Victoria Beach this season. With her husband and daughter, Joy, she is spending this summer at the coast in search of new material. The clicking of her typewriter when she was writing the first draft of her book was a familiar sound on Fourth Avenue two years ago.

Mr. J. R. Woodley of the firm Sharp, Woodley and Co., is occupying the family cottage this summer. He and his family are coming down the last week in June.

Mr. and Mrs. John Livesey of Swan River, Man., are holidaying at Miss Muma's cottage.

Mr. Reginald Brooks entertained a few guests at his cottage 303 Fourth Avenue last weekend. His guests being: Jimmy McKee, Chris Elmer, Charles Brooks, Jack Hiram, George Atkins, Robert Brooks and George Yetman.

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

WRITE OR CALL ON . . .

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.

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 for rent, any period desired, moderate rates.

Checking Up on Milk

The milk problem is ever to the fore in Winnipeg. At the last meeting of the city council all dairies operating in Winnipeg were ordered to print on the milk bottle caps what are the contents of the bottle.

A study of the question of the expropriation at actual value of privately-owned milk distribution plants and substitution of a municipal or co-operative system in Greater Winnipeg, was recommended again in the report of the Milk Control Board tabled in the Legislature at the last session.

The report covers the 12-month period ended last September 30.

The board first made this recommendation in its 1941 report, and repeated it again in the one for the year just past. In addition, it repeated three other recommendations which were contained in the 1941 report. These were:

In event of establishing a municipal or co-operative system, the area to be served would have to be defined, and also plans would have to be made for producer and consumer representatives on a board of control.

Consolidation of plant services and zoning of the area to be served.

Licensing of fluid cream supply and stabilizing facilities for transportation.

Both producers and distributors were handicapped by progressive shortages of help during the year, but even with this disadvantage the volume of milk from licensed producers in the Greater Winnipeg area reached 114,871,000 pounds, as compared with 96,400,000 pounds the previous year. The increase in production was 18,471,000 pounds, or 19.16 per cent.

Of the milk volume received from producers, 103,000,000 pounds was received by pasteurizing plants. The value of the Greater Winnipeg production for the year is given in the report at \$2,598,000, an increase of \$485,000, or 23 per cent above the value of the production for the previous year.

For each dollar paid by the consumer for milk supplies, 54.5 cents went to the producer and 45.5 cents to the distributors.

In the report for the previous year the consumer dollar was reported as having been divided 53.09 cents to the producer and 46.91 cents to the distributor.

In 1933 the division reported was 46.78 cents of each dollar to the producer and 53.22 cents to the distributor.

Orders of the Milk Control Board, all approved by Ottawa, fixed the basic producer price at \$2.35 per 100 pounds for 3.5 per cent milk delivered at the plant. Special sections of the orders fixed a price of \$1.90 for a portion of secondary milk and \$1.80 for the balance.

Establishment of cash selling prices in Winnipeg, Portage la Prairie, and Brandon; abolition of whipping cream from the consumer market, and a new plan for buying milk in the Winnipeg area which embraced the



20,000 TONS
OF WASTE PAPER ARE
REQUIRED EVERY MONTH
TO MAKE ESSENTIAL
CONTAINERS FOR
MILITARY SUPPLIES

WHAT IS WANTED

You can remedy this critical paper shortage by saving every scrap of Waste Paper, namely: wrapping paper—store bags—cardboard—cartons—corrugated board—old magazines and books—envelopes and letters—newspapers. These represent the raw material for making vitally needed Paper containers.

HOW TO DO IT

Tie securely in separate bundles. (The little time you take will save thousands of man hours.) Then dispose of it through your local voluntary Salvage Committee or other War Voluntary Organization, or sell it through any known trade channels, your pedlar, dealers or others. The important thing is your Waste Paper moving to the mills.

DEPARTMENT OF NATIONAL WAR SERVICES

feature of a fixed price for 10 per cent secondary milk, were the chief changes made by the board during the year.

The labor situation throughout the year was bad, states the report, but relatively not worse than in other branches of the agricultural industry.

Back numbers of the Herald may be had at the Company's warehouse from Mr. Reg. Moir.

Arrangements have been made for the Catholic Church services each Sunday morning in the Community Club House at 9:00 a.m.

Mr. and Mrs. Chas V. Saunders will occupy their cottage at 301 Third Avenue for the later half of June, having as their guests Mr. and Mrs. C. Robert Saunders and Mrs. I. O. Winters of Dauphin.

Mr. and Mrs. J. L. Spencer with their three children, Nancy, Peter and Hugh, arrived June 11th from Island Falls, Sask., which is situated on the Churchill River north of Flin Flon, to spend two weeks with Mrs. R. J. Spencer at her summer residence in Bayview. Sgt. A. F. Spencer of the R.C.A.F., also arrived the same week from Oshawa, Ont. to spend a few days of his furlough at the Beach.

Mrs. Victor L. Scott arrived with her sons, Jimmy and Tam, to open the family cottage for the season, Arthur and Fourth. Don, the eldest son, is in training with the Canadian army in Winnipeg.

Donnell's General Store and Post Office

(Formerly Baragar's Store)

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.
WE SOLICIT YOUR OPENING ORDER.

★ Our past two years management is a guarantee
of service to you. We know the quality and
the class of goods you need. Personal attention.
ROBERT DONNELL, Proprietor

Agent

WINNIPEG LAUNDRY & DRY CLEANING
Called for Friday—Returned following Tuesday
City prices plus small transportation cost. Sent in weekly.

BARBER SHOP

HAROLD JENKINSON, Proprietor

BEST OF SERVICE

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

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	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.

DICK CHRISTMAS KILLED IN ACTION

Victoria Beach people have been shocked to learn that Lieut. Richard E. Christmas, 28, Royal Winnipeg Rifles, previously reported wounded, is now officially reported to have died June 6, the first day of the invasion, as a result of wounds received in action on that day. Word to this effect has been received by his parents, Mr. and Mrs. H. E. Christmas.

Joining the Royal Winnipeg Rifles in the ranks in 1940, Lieut. Christmas later won a commission. He went overseas with the battalion in July 1942, and for one year acted as an instructor in a battle course.

Born in Winnipeg, Dick Christmas was educated at Lord Roberts school and St. John's College. He was a member of St. Alban's Anglican church. Formerly he had been active in Boy Scout work.

Before joining the army, he was employed with the British America Assurance company. Dick spent many summers at Victoria Beach and was a popular member of the younger set. He was a member of the Club executive.

Mrs. Kay Bell, wife of Col. Eric Bell, O.B.E., one of the heroes of Dieppe, and at present in England with the Canadian army, arrived with her daughters, Wednesday to open her cottage for the season.

Mrs. Aman Ateah was a recent weekend guest at the home of Mrs. Jessie Smeltzer at Hillside Beach. Mrs. Ateah was a former principal of Victoria Beach School for two and a half years.

MAGISTRATE NAMED FOR THE BEACH

Victoria Beach has now a Justice of the Peace, the attorney-general of the province, Hon. J. C. McLennan, having appointed Mr. Frank E. Sprague to the position to act in co-operation with the Mounted Police officer stationed at the Beach. It was decided that Selkirk was too inconvenient to take offenders to answer summonses for by-law breakages, and too expensive taking into consideration the minor nature of the misdemeanors, and a resident J.P. would answer the purpose of the attorney-general's department just as well. The mounted Police asked for a change in the location of a magistrate. Mr. Sprague was mayor of Victoria Beach for nine years and as such was the magistrate. With this experience he also has the knowledge gained in the last war when he was attached to the staff of the court martial of Military District No. 10 where he served with distinction for a number of years. "Judge" Sprague will be resident at Victoria Beach from April 15th to the end of October.

Bedding Plants

HACK'S FLORISTS make a specialty in planning and suggesting the right plants for Victoria Beach. Be sure to visit our premises on Ellice Avenue, opposite Grace church, to select the right variety to make your garden a success . . . *Peonies, Lilacs, caragana, hollyhocks, delphinium, honeysuckle and many other varieties.* Vegetable seeds and plants. — 264 ELLICE AVE.

OBITUARY

MRS. WILLIAM STEPHENS

Mrs. Isabel Thomson Stephens, 83, widow of Rev. William Harrison Stephens, died June 7 at her home, ste. 202 Ambassador apts., Winnipeg.

Mrs. Stephens was born in Durham, England, and came to Winnipeg in 1909. She was a member of Grace United Church.

Surviving are three daughters, Mrs. J. F. Broughton, Vancouver, B.C.; Grace H., and Ruth M., both in Winnipeg; two sons, William Ewart and Harold E., both in Vancouver; her husband died two years ago.

Mr. and Mrs. Stephens owned a cottage on Sixth Avenue at Victoria Beach and with their family occupied it for a number of years, until recent years.

* * *

MR. FLETCHER CAMPBELL

Mr. J. Fletcher Campbell, prominent barrister, Winnipeg, and a descendent of the Lord Selkirk settlers, died at his home in East Kildonan, Man., May 18, after a short illness.

Mr. and Mrs. Campbell owned a cottage at Victoria Beach and the family occupied it for a portion of each summer for many years.

BEACH PEOPLE

Mrs. M. McGinn of 203 Sixth Avenue entertained over the weekend, for the members of the Evening branch of the W.A. from St. Luke's Church, Winnipeg. Those present were: Mrs. M. McGinn, Mrs. A. Gibson and Mrs. Chas. Van Dam, the Misses Olive Wright, F. Sibbald, L. Penton, S. Penston, L. Vining, W. Booth, L. Kendall, M. Stephenson, E. Woodward, J. Cameron and W. Cameron.

Mr. Val Orth of New Ulm, Minnesota, is spending a few weeks with his sister Mrs. Louisa Bauer and his niece Mrs. R. Mackenzie at their cottage on Third Avenue.

Miss L. J. V. Yates of 114 Chestnut Street, Winnipeg has spent a very restful two week's holiday at Miss Muma's cottage.

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 —

QUALITY FLOWERS
AT LOWEST PRICES

The Victoria

Victor Scott 311 DONALD ST.

NOTICE

THE RURAL MUNICIPALITY OF VICTORIA BEACH HAS PASSED BY-LAW NO. 275 TO REGULATE THE RUNNING AT LARGE OF ANIMALS IN THE MUNICIPALITY and some of its provisions are as follows:

"Animal" includes any bull, steer, ox, cow, horse, mule, goat, sheep, swine of any sex or kind, geese or poultry.

Animals may be driven along the public roads if in sufficient and competent charge and not allowed to loiter, but any male animal must be secured by rope or other sufficient means held by the person in charge.

It is unlawful to allow animals to run at large.

A public pound has been established and a poundkeeper appointed.

Any animal running at large or trespassing in any enclosure or garden may be impounded and any poundkeeper, constable or any other person is authorized to capture any such animal and take it to the pound where it will be held till the owner shall have paid any claim for damages, charges and fees and in addition for bulls, stallions, boars, or rams \$5.00 each; for horses, mules, oxen or cattle \$2.00 each; for sheep, goats or swine \$1.00 each; for geese or poultry 25 cents each.

The person impounding any such animal may claim damages for trespass by any animal impounded by the procedure set out in the By-law and the poundkeeper shall detain said animal or animals until all damages proved as set out in the By-law and costs, etc., are paid by the owner thereof.

In addition to the impounding fees and damages, and costs the owner shall pay to the poundkeeper for each and every day in which they may be impounded the following: for sheep and pigs of any kind or sex 75 cents each; for geese or poultry 25 cents each; for all other animals covered by this By-law \$1.00 each.

Every person bringing to the poundkeeper animals to be impounded shall give to the poundkeeper a certificate under his hand setting forth that the said animal or animals were captured in the Municipality of Victoria Beach.

Animals impounded and not claimed or when the owner has not paid the claimed damages, charges, costs and fees shall be sold.

It shall be the duty of the occupant of any premises on which stray animals may be for a period of 2 weeks with the knowledge of such occupant to notify the Clerk of the Municipality, describing the animals and in case said occupant neglects to so notify the Clerk immediately at the expiration of the said period of 2 weeks, he shall be liable to a fine not to exceed \$10.00.

Any person rescuing or aiding in rescuing any animal or animals from any person taking same to the pound or who shall take any animal out of the pound without the consent of the poundkeeper shall be liable to prosecution.

Copy of the said By-law may be examined by application to the Clerk of the Municipality; the Constable at Victoria Beach or the Poundkeeper.

Victoria Beach, Manitoba — May 16, 1944.

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

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

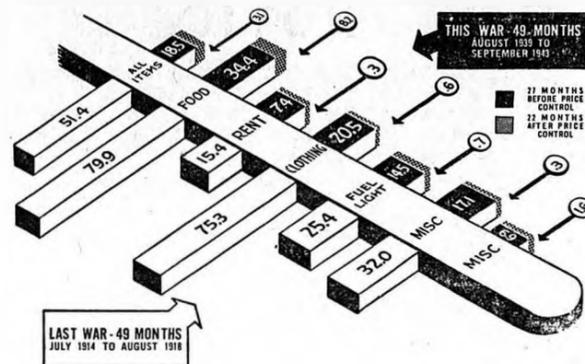
VICTORIA BEACH, MAN.
We carry only the best. — Our Twenty-second Season.

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.

Cost of Living Increase in Two Wars Show Value of Price Control**VICTORIA BEACH OFFICERS**

Mr. George P. Macleod was elected president of the Victoria Beach Club at the annual meeting held on Wednesday, April 26. Other officers are: Hon. President, Mrs. W. J. T. Kerr; Past President, Mr. Angus More; Vice-President, Mrs. Quinton McKay; Secretary-Treasurer, Miss M. F. Pratt. The committees and the chairmen will be announced in a later issue.

Mr. Macleod, the new president, is a Winnipeg barrister; solicitor of the municipality; and a Winnipeg School Trustee. He has been for several years a cottage resident, with members of his family. Tributes were paid at the meeting to the excellent results obtained by Mr. More as president of the club for the past two years. Mr. More will continue to be active in the club.

Why Not . . .

**BUY the LOT next to you
or purchase another desirable
property at VICTORIA BEACH**

THE MUNICIPALITY IS SELLING LOTS AT
50% OF ASSESSED VALUE.

APPLY DIRECT TO THE OFFICE OF THE
MUNICIPALITY, 311 PARIS BUILDING,
WINNIPEG.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XIX.

VICTORIA BEACH, MANITOBA, JULY 8, 1944

No. 6

Join in the Good Work of Victoria Beach Club

EVERY summer resort should have a community club. It promotes co-operation among cottage residents and cements unity to good purposes. It also directs the romping of the youngsters into avenues which serves to instruct and educate to higher standards. This has been amply proven by the experience of those who have from year to year associated themselves with club work at Victoria Beach. Early in the period of settlement of Victoria Beach the twenty or thirty residents were moved by the desire to form a community club to promote certain activities for the good of the community and to give support to the municipal council. This was in the summer of 1920 so that the Victoria Beach Club is nearing its 25th anniversary with a record of achievement behind well to be enrolled as a tribute to those early day residents who had vision of what would be the great future of Victoria Beach and initiative to start off with the right foot forward. That has been the motto and the motive of the club ever since — *FORWARD* — since that evening in the middle of July, 1920 when the Community club was organized. Few there are who remain of the little gathering, but the foundation was laid for others who were to follow and well have they carried on the trust which was handed to them.

One could hardly imagine that such tremendous achievements would be obtained from such a small beginning, but the meeting was filled with hope and promise.

Who could have imagined that within seven years this club so modestly formed would have erected a spacious club house building at a cost of over \$6,000 and within three years later have paid off every dollar of debt against it and to have occupied such a place among the Manitoba summer resorts that the lieutenant-governor and his wife considered it an honor to be invited to open it and to spend three days among the people of this resort. That is what Sir James and Lady Aikins did and for ever after they said it formed one of their most delightful memories.

One must not forget that there was splendid leadership among all those early day accomplishments. The Victoria Beach company was the driving force outstanding. It helped to start the large fund needed. Frank E. Sprague, at the time the manager of the company and the mayor of the Beach, was the leading personality, in starting off the campaign and a whole book could be written about the discouragements and the obstacles which had to be overcome by the company before the skies cleared and the community moved forward unitedly and with a great purpose. The council of the municipality, the Community church and with some modesty we might add, the Herald, in time formed a band which has achieved its purpose. Probably in all western Canada there is no summer resort which has such a fine clubhouse, furnished so bountiful by the church people. Much could be written of those pioneer endeavors; many individuals could be highly commended for their work in bringing about good results; for the editor of this paper went along

(Continued on Page 2)

ENTERTAINMENT SUNDAY EVENING

National Films will be shown and a sing-song put on with other entertainment given at the clubhouse Sunday evening after the departure of the 8:20 train.

GOLF COURSE IN FINE CONDITION

Never has the Golf Course been in better condition for play than it is at present. The groundsman, Steve Bouthillier, has worked wonders in the past six weeks. There was some clover on the greens which was an annoyance, but this has finally been eliminated. The chief drawback to play is the scarcity of balls, no player appearing to have more than three and if these are lost there is nothing to do but stop play. This means a loss of revenue to the Company. Mr. Caldwell is again in charge at the clubhouse having arrived early in June from his home in Toronto. If you have the tiny pellets you will enjoy the course this season.

WAR FUND TEA

The Ladies of Victoria Beach are holding a War Fund Tea at Mrs. J. I. Munro's, Sunset Boulevard, on July 20th from 3 to 6 p.m. Joint Convenors, Mrs. G. MacLeod, Mrs. C. L. Anderson and Mrs. J. Irving.

SAVE ALL YOUR MAGAZINES for the Soldiers and Airmen overseas, and the naval men speeding on the waters. They look eagerly for them. This class of reading affords great interest to fighting forces. So don't waste them. The Cubs at Victoria Beach will call for them at your cottage on Friday, July 14th. Please have a big bundle ready.