

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.

EVENTS FOR CHILDREN'S SPORTS

The Children's Sports will be held on Thursday, July 27. Land Races on the field back of Moonlight Inn will be held in the morning at 10:00 a.m.

Foot Races—Boys 4 and under, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16. Girls 4 and under, 3 and 4, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16.

Three-Legged Race—Boys, 8 to 10, 11 to 12, 13 to 15. Girls, 8 to 10, 11 to 12, 13 to 15 years.

Sack Race—Boys, 8 to 10, 11 to 12, 13 to 15 years. Girls, 8 to 10, 11 to 12, 13 to 15 years.

Father and Son—Mother and Daughter—and Mother and Son if no Daughters.

Over 16 years—Boys High Jump, Running Broad Jump and Distance Run.

Girls—High Jump, Running Broad Jump and Distance Run.

PATRICIA BEACH — SAME DAY, 2:30 p.m.**Sand Castle Building:**

Boys 6 years and under, 7, 8, 9 years, 10, 11, 12 years.
 Girls 6 years and under, 7, 8, 9 years, 10, 11, 12 years.

Swimming:

Boys 8 and under, 9 and 10, 11 and 12 years.
 Girls 8 and under, 9 and 10, 11 and 12 years.

Coat of Tan:

Boys 4 and under, 5 and 6, 7 and 8 years.
 Girls 4 and under, 5 and 6, 7 and 8 years.

GUESTS AT VICTORIA BEACH INN

Recent guests at Victoria Beach Inn are as follows: Capt. and Mrs. N. J. Anderson and daughter, Mr. and Mrs. Stokes, Mrs. Pretty and son, Mrs. R. Keachie and son, Mr. and Mrs. O. C. Clark and family, Mr. and Mrs. J. Kennedy and family, Mr. and Mrs. M. Still and family, Mr. and Mrs. C. A. Rae and family, Mr. and Mrs. R. A. Robison and Miss Gladys Robison, Mr. and Mrs. R. E. Anderson and daughter, Mrs. Abercrombie and daughter, Mrs. S. Morress and son, Mrs. W. D. Blythe and daughter, Mr. and Mrs. Cooney, Mrs. J. W. Millar, Mrs. C. E. McEwen, Mrs. I. Cave, Mrs. Griffith, Messrs. Bickford, Broad, Blackstock, S. Henderson, Misses L. Cook, L. Jobin, J. Jobin, F. Henderson, M. Henderson, Mrs. Maxwell and Alan, Mr. and Mrs. MacDonald, Mrs. Lyall, Mrs. Plaut and children, Mr. H. Couch and son, Mrs. Allison and daughter, Mrs. H. Oelkers and George, Mrs. M. Borrowman and children, Mr. and Mrs. Craig, Mr. and Mrs. Cooney, Misses Slater, Bull, K. Tupper, P. Allen, J. Armstrong, H. Parker, E. Johnson, M. Angus, I. McBurney, A. Sammons, Mr. Gordon.

Donations for the Sports Fund will be gratefully received by the Secretary-Treasurer, Muriel Pratt at 222 Fourth Ave.

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.

ALBERT BEACH SCOUTS HERE

On Tuesday the 1st Presbyterian Scouts invaded the Beach from Albert Beach where they are camping for two weeks. They begged the news from Mrs. Falls and then visited San Fairy Inn where they changed for a swim and were served chocolate and biscuits before returning to camp. There were twenty boys. There is also a troop of fifty boys from St. Bonifac camping at Albert Beach.

Some of the finest wild berry patches at Hillside were destroyed by a bad fire a few months ago. Cottage owners are finding good blueberry picking beyond Eighth Avenue.

Canon Carruthers, formerly rector of Holy Trinity, Winnipeg, and for a number of years chief Protestant chaplain in the western Canadian army, had charge of the Sunday morning service in the clubhouse last Sunday. He made his address most interesting by his recital of many appealing and courageous incidents which he had observed during his chaplaincy overseas. Col. A. Carruthers is at present chaplain at Deer Lodge Hospital. Mr. Percy Rich will have charge of this Sunday's service and he always has a stirring and practical message for his hearers.

Oliver Rupert is driving an ambulance supporting the invasion army in Normandy, according to word received by his mother, Mrs. Frank Rupert this week. Oliver is the eldest of Mr. and Mrs. Rupert's eleven children.

Sunday night's concert was well attended and enjoyed this week. Collection amounted to \$15.00. During the evening there was a shower and then a most glorious sunset and in the East a rainbow. These are some of the treasures God gives us at Victoria Beach.

Keep your eyes open for the date of the Children's Fair for the War Funds. Helpers in this work will be appreciated. Give your name to Muriel Pratt, 222 Fourth Avenue, or Miss Kay Porter at the Clubhouse.

All the water wells are in fine working condition.

Know the poison ivy when you see it along the roads and avoid contact with it.

Mr. R. J. Donnel is showing the Beach that he is a Canadian by flying the big flag in the front of his store.

COMING EVENTS

CHILDREN'S MASQUERADE — July 22nd. Get your costumes ready.

SADIE HAWKIN'S DANCE — July 22nd.

SPORTS — Children's Land and Water Sports — July 27th. Mr. G. J. Reeve, convenor.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XIX.

VICTORIA BEACH, MANITOBA, JULY 22, 1944

No. 8

Airmen on Leave Need a "Refresher" at Victoria Beach



VICTORIA BEACH has a record of fine effort in aiding the war but war auxiliary authorities are noting a neglect in one direction where other summer resorts surpass it. That is, in the number of invitations sent in from cottage residents to the airmen who have weekend leaves. It is only necessary to point this out to have it remedied.

This is a sacrifice to be made by many families, but it can be done without loss of anything valuable to an individual family. Many cottage residents are entertaining relatives, business associates and friends without thought of the cost or the inconvenience, but the airmen at isolated stations are over-looked. These boys put in hard weeks of training and a refresher at Victoria Beach would be a pleasant break in their strenuous work. But the invitation lists offering hospitality from Victoria Beach have been slim. Why is this?

This war has not yet been won, although many think it has by the way they are withdrawing from assisting war agencies who have welfare work for the people to do. Entertaining an airman from Australia or other Dominions over the weekend at Victoria Beach is a valued contribution to winning the victory. We all admire the prowess of the air fleets over the battle area. These airmen in training, at present in Manitoba, will soon be with those courageous boys. They too will be helping so magnificently the soldier on the battlefield. How eagerly do the infantry and the tank men fighting an unscrupulous enemy, these cruel tyrants with their diabolical methods, look eagerly up to the skies and the clouds for the coming of the bombers and the fighters in the air, to help and protect him. How joyously do they welcome this air support. Only those who have gone through this terrible strain can tell of its agony. These are the boys the hospitality agency in Winnipeg wish the people of Victoria Beach to offer entertainment.

Where are you in this great battle? Where have you placed the airman? In your group is he among the hindmost, or are you taking him by the arm and marching cheerfully shoulder to shoulder with him

in the front line, facing the enemy on to victory, or are you in the background like so many appear to be with their hospitality. You may have to open the doors of your larder a little wider; some one in the family may have to do without; the purse strings may have to be loosened, but what of it? By so doing, you are helping to win the war and perhaps you are not doing your full share at present.

Listen, girls! You know that on a recent Saturday evening at the Clubhouse there were fifty girls and

(Continued on Page 2)

SUNDAY NIGHT AT THE CLUBHOUSE

This Sunday at 8:30 p.m. the Victoria Beach Club will again present an entertainment to which all are welcome. Last Sunday's capacity audience enjoyed the solos of Miss Audrey Macleod and the talking pictures presented by Wm. Dougall of the National Film Board. Mrs. H. A. Holbeche was the pianist for the evening and Dr. R. K. McClung took the chair. The proceeds amounted to \$15.47.

THE ROAD IS BEING BUILT

The building of the road connecting Albert and Victoria Beach is now being carried on by the road-building department of the provincial government. Part of the cost is to be borne by the municipality. It will be an all weather highway, giving permanent residents an outlet from the Beach at any period of the year, and enabling the medical health officer and the engineer to visit Albert Beach with convenience as it is a part of this municipality. Good progress has already been made.

The Young People of the Beach are planning their Second Revue. They are presented under the title "V-B-ite's, and will appear in this year's edition Sunday, July 30th at 8:30 p.m. This was one of the outstanding events of last season and we are looking forward with anticipation to the evening.

● Children's Masquerade at the Clubhouse, Saturday evening. Be there early.

CHILDREN'S SPORTS DAY—THURSDAY, JULY 27. MORNING: PATRICIA BEACH, AFTERNOON: ON THE FORMER AIR FORCE GROUNDS

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.

Miss Muriel Pratt has been appointed Social and Club Editor of the Victoria Beach Herald.

AIRMEN ON LEAVE (Cont. from Page 1)
only nine boys for the dancing. You girls have got to take Mother aside and tell her:—"Mother, dear, I want to go to the dance at the Clubhouse on Saturday night, but I want a boy to take with me. You just have to invite one or two of these airmen for a weekend at our cottage."

Mothers, heed the daughter's request. They will carry your water, these grateful airmen, they will cut your wood and do other chores. What an unforgettable memory it will be for these brave boys, many of them 10,000 miles away from their homes, to spend a weekend at Victoria Beach in these bright, warm July or August days.

The Home Hospitality department of the United Services Centre, Winnipeg, will be very glad to hear from ladies who will invite to their cottages boys of our fighting forces. The Victoria Beach Club's splendid organization should get behind this hospitality venture and appoint a committee of ladies to look after it.

Are the people of Victoria Beach aware of the fact that in many towns and cities in the West, the hospitality lists for airmen are not large enough to take the boys into homes. What are these boys doing who are on the outside looking in? They wander to the beer parlors, to the bright lights to be found there and the associations of others. When the beer parlors are closed they wend their way to the liquor store, then to the hotel rooms, where finally cards or dice are produced and the hours whiled away in this sorrowful manner, just because there are too many selfish or thoughtless home owners in the land. If you can realize the strain, the lonely state, the monotony of this air training, you would not hesitate for a minute in putting yourself down on the hospitality lists and save these boys from degradation or depression.

The Herald has gathered these facts from the best authorities on the situation. We all want to win the war; here is one way to help. If you do your duty as suggested the richest blessings will come to your minds, your hearts, and your homes. It may be little you can do but you are faithless if you leave that little undone. Confidently you can look forward to receiving a rich reward; a reward that shall never perish, a reward that is sure to last.

KINDNESS SHOWN AT VICTORIA BEACH

Last weekend a friend's trunk with her bedding in it did not arrive by the train she came in on and while asking her after the last train if it had arrived another friend in passing heard her say so. She immediately stopped and told her address and offered bedding until the trunk arrived. I went on with the second friend and asked her if she knew my first friend and she said "No. I just heard she was in trouble."

The new children's slide at the Beach, at the foot of Arthur Road is proving popular and was a move well appreciated. This Beach is becoming more popular each season and is relieving the crowd at Patricia Beach.

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

Medical Health Officer: DR. CAMSELL

Police Service:

Royal Canadian Mounted Police

Engineer and Supervisor: A. S. COOKE

Ateah's Baggage Transfer Wood and Ice

See Our Men on Station Platform or at Office
near Donnell'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)

BUTERNUT — 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 SERVICE, JULY 23, at 11 a.m.

REV. J. L. POTTRUFF

of St. Giles Church

Soloist: MISS GERTRUDE NEWTON

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

CHILDREN'S MASQUERADE

The Children's Masquerade will be held this Saturday evening, July 22nd, at the Clubhouse at 7:15 p.m. Those in costume not in the hall by 7:30 p.m. will not be in the judging. This is a Club affair and all not in costume and adults will be charged 10c to cover prizes. Prizes will be given for the following classes: Girls, eight and under—Comic, Fancy and Originality. Boys, eight and under the same. Girls, nine to sixteen and boys, nine to sixteen, same classes. Come and make the Judges work.

FIRE HAZARDS

The danger from incipient fires caused by carelessness cannot be too strongly impressed upon the people at Victoria Beach. Bon-fires are not allowed except by permission of the R.C.M.P. One cottage resident was seen pouring hot ashes into an empty carton which might have blazed up unnoticed. Another was seen emptying ashes on the dry leaves at the back of her cottage. This is particularly dangerous. Cigarettes and cigar stubs should not be thrown into the bush. The destruction of any part of this beautiful beach would mar its appearance beyond repair.

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.

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 DONNELL'S

ANOTHER COLLECTION OF MAGAZINES

Magazines for the armed forces overseas will be collected Friday morning, July 28th by the Cubs. Volunteers are wanted to canvass the cottages for magazines. Any one who will volunteer, please call at 321 Sunset and leave their name. Old magazines are greatly appreciated by the overseas service men. Make it your duty to assist this worthy cause.

VERY SUCCESSFUL TEA

The Ladies of Victoria Beach held a very successful War Service Tea at the home of Mrs. J. I. Munro, 203 Sunset on July 20th. The results are Tea, \$91.14; Ham, \$17.10; Flowers, \$3.65; Cup Reading, \$7.42; Palm Reading, \$3.75; Cakes, \$3.10; Donation, \$1.00; Total \$127.16. The pourers were Mrs. Chas. David, Ruby Rice, Quinton Mackay, N. R. Nagle, Wm. Gray, W. J. Kerr, L. J. F. Van Reimsdyk, R. Borrowman, Geo. Florence, Mr. Barker and Miss Newton. The servers were Misses M. Shenton, N. Wilson, G. Anderson, B. Chalmers, B. Baker, J. Sinclair, I. Sinclair, A. Booth, M. Porter, M. Cunningham, J. Cunningham, N. Burch, J. Daly, M. Hill, M. Jackson, A. Munro, S. Dennison, D. Drew, A. Macleod. Mrs. Angus More won the Ham, and Mr. Fred Porter the flowers.

SPORTS DAY DONATIONS

Donations received to date for the Children's Sports, from Chas. Thomas, Mrs. Masson, Wm. Gray, Mrs. Roy Stuart, V. Scott, Mrs. H. M. Dallas, Sam Ateah, H. England, W. H. Pratt.

WINNERS

The winners of the Masquerade Sign Contest are: No. 1, Miss Mary Saunders, No. 2, Miss Mary Benoit, No. 3, Miss Denise DeCupere.

LOST — Child's Silver Identification Bracelet, engraved "Beverly Binns." If found please return to Mrs. Frank Holland, 207 Fifth Avenue or leave in care of Mrs. Falls.

WANTED — Cottage from July 20th to August 6th or longer. Near Victoria Beach Inn if possible. Apply, Mrs. S. McKenty, 136 Grenfell Street, Tuxedo, Phone 61 104.

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.

LETTER TO THE EDITOR

Mr. G. B. Baragar writes The Herald, from 1456 West 58th Avenue, Vancouver, date of July 14th as follows:

"After doing business for twenty years as general merchant and post master I have pleasant memories and am still interested in Victoria Beach. Wishing your paper and all former business associates including my successor every prosperity. I thank my many customers through your paper for their loyal support during those many years. I am enjoying a well earned rest and like Vancouver very much, and am kept busy with my victory garden of vegetables and flowers. The climate is agreeing with Mrs. Barager and her health is much improved."

I am yours very sincerely,

G. B. BARAGER.

Mrs. Barager also writes to the Herald editor:

"As Mr. Barager is sending a few lines, thought I would just say, Hello to you. Trust you are enjoying good health, and having a restful time at the Beach. We are liking Vancouver very much — the roses and flowers are beautiful, and we seem to have quite a few friends here, which makes it very nice for us. Also had some Winnipeg people look us up yesterday, Bill Maclean, Mrs. W. A. Maclean's boy and Miss Ethel Barager, who is on the teaching staff in Winnipeg, spent the afternoon and evening with us — she is my husband's niece. Have also had quite a few others from Winnipeg, and we were glad to see them all. I am keeping very well, the only thing, am putting on too much weight, after being so ill last summer in Winnipeg General Hospital."

Yours very sincerely,

(Mrs. G. B.) A. BARAGER.

All of Mr. and Mrs. Barager's thoughtful words are appreciated and no doubt their many friends here will be glad to read them.

Canada Bread at Falls', Weston Bread at Donnell's, and our own bake shop are this season providing the most tasty loaves of bread ever enjoyed at this Beach — a superior quality to all other bakeries. Rolls and cakes are provided daily, fresh from ovens.

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.

• Meat Pies, Apple, Mince and Meat Patties—Fresh Daily

FULL LINE OF . . .

SOFT DRINKS, CONFECTIONERY, ICE CREAM

IT'S HARD TO KILL THIS RUNT

They tried to assassinate Hitler this week but though his brain was rocked and he was bruised and burned his bestial mind was able to function later in the day; it was said. However, one commentator figured it out that at the rate the Russians are going they should be in Berlin in five weeks. That should be an unpleasant thought for a pack of fiendish beasts driven into their lair there. But the way the Canadians are ripping things apart this week in Normandie they too should be in at the kill, those brave and indomitable lads of our who are winning the highest praise from General Montgomery.

The Young Ladies' Committee of the Club held a supper meeting at San Fairy Inn on Monday when the arrangements for the Children's Masquerade and Childrens Fair were made.

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
-----------------------------	-----

SEASON TICKETS — Available on Application.

CLUBS may be hired at 25c per game.

LOCKERS for rent, any period desired, moderate rates.

Beach People

Miss Marion McGregor arrived last weekend by plane from New York and is spending her vacation at the Beach. She is the daughter of Mr. and Mrs. D. H. McGregor, 449 Sunset Boulevard.

F/O Robert Kerr who has spent a two week's vacation with his parents Mr. and Mrs. W. J. T. Kerr returned to Toronto Sunday night.

Mrs. William Carter and daughter, Mrs. C. H. Reed with her son Billy, of Montreal, are the guests of Mr. and Mrs. H. E. Carter, Fifth Avenue.

Mrs. J. L. Pottruff, 340 Fifth Avenue, has as her guest her mother, Mrs. Stutt, one of the pioneers of Moosomin, Saskatchewan, who settled there with her parents sixty-two years ago.

Mrs. W. Gerald Burch was the proud recipient of a baby daughter, June 20th. Mrs. Burch, formerly Carroll Borrowman, and her baby Peggy, are at the family home on Wolseley Avenue.

Mrs. William D. Blythe and daughter, Rosemary, were guests at "Edwell," Sunset Boulevard for the last week in June.

Mrs. Murray Borrowman, and her two little sons, David and Alan, are spending a couple of weeks at the Inn.

Miss Ruth Monk is the guest of Mrs. Baxter, on Sunset.

Mr. and Mrs. Ralph Borrowman are the proud parents of a baby son, born July 8th, Franklin Hart.

Miss Helen Tennent, soprano soloist in Westminster Church, is spending a holiday at the Beach.

Mrs. Aidan H. Conklin with her daughter, Elizabeth and son, Bobby, who have been on a visit of three weeks to the Beach returned to the city Wednesday night. Mr. Conklin spent the weekend with his family.

Miss Margaret Davidson will be the guest of Miss Donna Smith over the weekend.

Mr. and Mrs. Neville Smith will spend the next six weeks at their cottage "Shan-gri-la".

Mrs. Glen Hamilton is occupying her cottage at Bay View and has as a guest, her daughter, Mrs. Bach.

Mrs. Matley and daughter, Mildred, members of the first families to build at cottage at the Beach, are spending a vacation here.

Mr. and Mrs. R. D. Macfarlane and daughter, Marilyn, 349 Sunset have as their guest Miss Laverne Middleton of Calgary until end of July.

Sgt. Geo. Letchford, R.C.A.F., has returned to the city after spending his furlough at 119 Birch Avenue, guest of Mr. and Mrs. T. D. Poyntz.

Miss Emmeline Donaghy was the guest of Mrs. E. J. Spooner for a week.

Mr. and Mrs. P. H. Letchford are spending two weeks with Mr. and Mrs. T. D. Poyntz.

Mr. C. Clark and Mr. T. Dixon have evacuated to Victoria Beach for a few weeks to assist Mr. H. Thurston with the delivery of Bovine beverage.

Sydney Milne, who has been spending furlough with his parents at Victoria Beach, left Monday evening for Rockcliffe, Ont.

Mr. and Mrs. J. M. Rice are occupying their cottage for July.

Mr. Fred M. Gee is spending the summer at his cottage on First Avenue, resting up for the Fall Celebrity Concert series.

Honoring the fifteenth wedding anniversary of Rev. J. L. and Mrs. Pottruff, a number of St. Giles church members and relatives of the family attended a reception Monday afternoon at their cottage on Fifth Avenue. Rev. J. S. Watson on behalf of those present extended many happy returns of the day to Mr. and Mrs. Pottruff.

Miss Margaret Pascoe arrived from Montreal to spend three weeks with her family at "Norwood" cottage, Sixth Avenue.

Miss Kay McAllister is spending two weeks with her parents at "Dunvegan" Cottage.

Mrs. J. R. Hamilton and Miss M. Metchamore of Winnipeg, are the guests of Miss L. M. Hamilton at "Greenacre."

Mr. and Mrs. T. Thompson of Ottawa, and Mrs. M. Garrow and Miss K. Garrow were weekend guests of Dr. and Mrs. F. J. Powley.

Mrs. L. F. Borrowman, "Edwell", had as her guest Miss Dorothy Borrowman of Evanston, Ill. Miss Borrowman is the daughter of the well-known American Scientist, Dr. George Borrowman, inventor of Borrowmite.

General H. D. B. Ketchen, C.E., D.S.O., M.L.A., was visiting Captain and Mrs. A. Ketchen and daughter, Sue, who are occupying a cottage on Fourth and Arthur Road for the month of July.

Mr. and Mrs. J. P. Minhinnick were guests of their daughter and son-in-law, Captain and Mrs. A. Ketchen.

Mrs. P. D. Ecklin and Mrs. Edwin Chown spent the day on the beach guest of Mrs. S. E. Masson on Seventh Avenue.

Major S. E. Masson arrived at the Beach Monday to spend two weeks with his family on Seventh Avenue.

Mr. and Mrs. Jas McAllister are holidaying at their cottage on Second Avenue.

SALVAGE EVERY SCRAP AND LET HITLER TAKE THE WRAP

20,000 TONS OF WASTE PAPER ARE REQUIRED EVERY MONTH FOR VITAL WAR NEEDS

Mr. and Mrs. Angus D. Gillan of Rouleau, Saskatchewan, are the guests of Mr. Gillan's sister and brother-in-law, Mr. and Mrs. E. H. Pascoe at "Norwood" cottage on Sixth Ave.

Mr. and Mrs. W. T. Graham and son, Brian, are occupying 205 Fourth Avenue for the month of July and have as their guests Mrs. J. Russell and Miss Dorothy Mackenzie.

Mrs. Carson and daughter, Dorothy, are occupying their cottage 203 First Avenue for the season, also Mrs. Gordon Hudson and daughter, Margaret and son, Bruce. Mr. Carson and Mr. Hudson comes down for the weekends.

Mr. and Mrs. G. Hunkin and daughter, Mary, and son, Bob, are occupying "Panalora," 206 Fifth Avenue for the month of July and have as their guest Peter Leitch, Jr.

Mr. and Mrs. Rumfitt and daughters, Beatrice-Ann and Marion-Jean are occupying a cottage on Third Avenue for the month of July.

Miss Jessie Angus of Linwood School, St. James, has been the guest of Miss Jessie Innes the past week.

Mr. and Mrs. Frank Taylor spend all weekends at their cottage on Sixth Avenue.

Mrs. Art Rice-Jones, of Vancouver, B.C., is the guest for the summer of Mrs. C. Rice-Jones at the family cottage.

Capt. S. J. Hale, of the Winnipeg Rifles, son of Mr. and Mrs. S. Hale, Sunset Boulevard, has been wounded in the left shoulder, in the fighting in Normandie, according to word received by Mr. and Mrs. Hale, who are spending the summer at the Beach.

Mr. H. E. Carter, active in Life Insurance circles in Winnipeg, brought down his golf club bag this week, when he arrived to spend a vacation here and has not missed a day on our popular course. "I like your course exceedingly well and I think it is in very good condition. I have spent many a pleasant hour already this summer playing on it," said Mr. Carter.

Mrs. Prof. Owens and daughter, Jean, are spending the week with Mrs. D. J. Hughes, 205 Seventh Avenue.

Miss Joan Pratt is spending the next two weeks at the Girl Guide Camp at Ponemah.

Hon. Capt. Rev. Geo. A. Harris listed missing on Thursday was student in charge at Grand Marais in 1938 and took several services at Victoria Beach for the Club and the Legion Hall evening services.

Mr. and Mrs. Reg. Brooks are spending their holidays at their cottage Brookcliff. Their son LAC Gordon Brooks is on leave from Tofino, B.C., and has as his guest Dennis Bergman. Mrs. Chas. Brooks and uncle is also a guest.

Mrs. Reg. Brooks has bought a lot at the corner of Fourth and Patricia.

Miss Kay Sargeson from Los Angeles, California is spending the summer with her aunt, Mrs. W. R. Stuart, 303 Sixth Avenue. This is her second visit to our Beach.

Mr. and Mrs. W. T. Graham and son, Brian, are occupying 205 Fourth Avenue for the month of July and have as their guests Mrs. J. Russell and Miss Dorothy MacKenzie.

Mr. and Mrs. George W. Swan spent a few days at the Beach recently. Mr. Swan is a member of the Wartime Prices and Trade Board, in charge of printing and publications and supplies.

Mr. Aldham, secretary-treasurer of the Winnipeg School Board, who purchased a cottage last year, is occupying it with Mrs. Aldham and children.

Mr. and Mrs. P. J. Rich and family are occupying their Sunset Boulevard cottage during July.

Miss Louise McCallum is the guest of Mrs. J. W. Beech.

Mr. and Mrs. George Florence and family are occupying their cottage on Patricia Avenue for the summer.

Mr. and Mrs. A. D. Gillan of Reoleau, Sask are visiting Mr. and Mrs. E. H. Pascoe, Seventh Avenue.

Donnell'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.

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 J. 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	¾ 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.

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

Victoria Beach Club

VICTORIA BEACH MAN.

Hon. President:	President:
Mrs. W. J. T. Kerr	Mr. George P. Macleod
Past-President:	Vice-President:
Mr. Angus Morg	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

Mr. and Mrs. Matheson Goulden are staying in Mrs. Thom's cottage.

Mr. and Mrs. C. W. Wright and family are occupying 327 Fourth Avenue.

Mr. and Mrs. Murray Fisher and family are occupying 319 First Avenue.

Mr. and Mrs. Wm. Gray are occupying their cottage on Third Avenue.

Guests at the Inn are entering the most delightful period of the summer, now, and the well-kept lawns and the sitting out spots still add to a vacation at the Inn. These pleasant days will be delightful memories to carry away.

Master Joey Kerr scored a success while fishing off the pier on Wednesday afternoon by catching a green pickerel which measured eighteen inches in length and weighing two pounds, thirteen ounces, also one smaller perch.

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 Orchid

Victor Scott

311 DONALD ST.

SUNDAY'S PREACHER

The Community church service Sunday morning in the Clubhouse at 11 a.m. will be conducted by Rev. J. L. Pottruff, minister of St. Giles United church in Winnipeg. Mr. Pottruff is one of the outstanding of the younger ministers in the Manitoba conference of the United Church. He is making progress in his present ministry, having now charge of a campaign to wipe the mortgage debt off St. Giles and raise a few thousand dollars for renovating the church interior which so far is an assured success.

Impressive Church Service

Last Sunday morning's service in the clubhouse was one of Mr. P. J. Rich's notable triumphs, a stirring up of effort to greater triumphs in Christian faith and fidelity. Mr. Rich has the faculty of inspiring his audience with his own courage and devotion. In this he is always successful and was again last Sunday. The offertory soloist was Mr. Gordon Dutton, a member of the Australian Air Force, and his rendition was a beautiful interpretation, his voice being one of fine quality and carefully trained.

NAVY'S APPRECIATION

From last year's War Funds \$14.89 was given to the Overseas Cigarette Fund and we received seventy-three postcards back with thanks from boys in every branch of the Navy as well as the following letter the members might like to read.

"Today the ships company received gift cigarettes from Canada through the Overseas League Tobacco and Hamper Fund. With the ones I received was a card bearing the name and address of your club as being the donor.

"Your gift was greatly appreciated and please accept very sincere thanks. My home being in Winnipeg, gave the gift that added touch.

It was very gratifying to know that the people back in Canada are thinking of us and realize the magnitude of the task. Your many kindnesses make the going easier and helps us sharpen our determination to hasten victory and peace."

Yours sincerely,

JOHN P. DILL.

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.

EVENTS FOR CHILDREN'S SPORTS

The Children's Sports will be held on Thursday, July 27. Land Races on the field back of Moonlight Inn will be held in the morning at 10:00 a.m.

Foot Races—Boys 4 and under, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16. Girls 4 and under, 3 and 4, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16.

Three-Legged Race—Boys, 8 to 10, 11 to 12, 13 to 15. Girls, 8 to 10, 11 to 12, 13 to 15 years.

Sack Race—Boys, 8 to 10, 11 to 12, 13 to 15 years. Girls, 8 to 10, 11 to 12, 13 to 15 years.

Father and Son—Mother and Daughter—and Mother and Son if no Daughters.

Over 16 years—Boys High Jump, Running Broad Jump and Distance Run.

Girls—High Jump, Running Broad Jump and Distance Run.

PATRICIA BEACH — SAME DAY, 2:30 p.m.**Sand Castle Building:**

Boys 6 years and under, 7, 8, 9 years, 10, 11, 12 years.

Girls 6 years and under, 7, 8, 9 years, 10, 11, 12 years.

Swimming:

Boys 8 and under, 9 and 10, 11 and 12 years.

Girls 8 and under, 9 and 10, 11 and 12 years.

Coat of Tan:

Boys 4 and under, 5 and 6, 7 and 8 years.

Girls 4 and under, 5 and 6, 7 and 8 years.

THE HERD BY-LAW HAS FAILED

The Herd By-law which was prepared with such care by the council of the municipality of Victoria Beach has failed, this as others, prepared by the solicitor of the municipality in past years. Cattle and horses, roaming at will through grounds and gardens, destroy shrubbery and make the shaded paths by the road impossible for pedestrians to use. Many groups of berry pickers on Eighth Avenue have been frightened away by these semi-wild animals.

The Herald has the greatest sympathy for members of the council and the solicitor who fearlessly carried out their duty in preparing the Herd By-law. But some of the permanent residents have shown no disposition to co-operate with the council and the cottage residents, but instead are flagrant violators of the law and defiant as well.

The matter should not be allowed to rest. This is a law of the province of Manitoba, as the council was delegated to prepare laws affecting the welfare of the people living here. If the attorney-general is appealed to he will no doubt act quickly as soon as he is acquainted with facts of conditions here. He has acted in a municipality where similar conditions prevailed as at Victoria Beach. He sent out a squad of the R.C.M.P. with a number of trucks and rounded up all

the offending animals and sent them to a place outside the municipality. There they were kept until the owners bonded themselves at great expense to obey British law. That may be what will happen here. Respect for British law is a tradition of the British race.

Recently the Herald complimented the owners of cattle and horses on the way they were respecting the law? The next day there were more loose cattle and horses around, than had been seen this season. One correspondent enclosed the paragraph in a letter, heading it "Joke!" "A fine pair of bays have good pasture at corner of First most days of the week. Cows were running loose on Saturday in the village."

Air Marshall L. Stevenson Given Important Duty

Air Marshall Lee Stevenson, who was one of the officers of the Canadian Air Force engaged in forestry patrol, when it was stationed at Victoria Beach, for a number of years, in the 1920's, has been appointed leader of the Canadian Airforce which is leaving the Pacific coast of Canada for southwestern Pacific fighting area to arrange for the reception of a large Canadian Air Force which will assist in the conflict against Japan. Air Marshall Stevenson has been in charge of the Pacific command of the Canadian Air Force and is a veteran of the first Great War. He is a brother of Col. I. Stevenson, of Winnipeg. Air Marshall Ken Guthrie now in command of the Winnipeg station, was also an officer of the Victoria Beach station.

CHILDREN'S FAIR ARRANGEMENTS

The Children's Fair for the War Funds will be held on Saturday, August 5th, from 3 to 6 p.m. Young helpers are needed for canvassing, please report to Miss Kay Porter. Any one wishing to lend a helping hand will be joyfully received and donations may be brought to 222 Fourth Ave., or the Clubhouse. Convenors are: Door, Miss Audrey Munro; Decorations and layout, Miss Kay Porter; Side Shows and Skill Games, Miss Gloria Anderson; Flowers, Miss Audrey Macleod; Drinks and Home Cooking, Miss Marg. Shenton; White Elephant, Miss Margarette Porter; Raffle, Miss Marcia Hale.

RECENT GUESTS AT THE INN

Capt. Radcliffe and wife and son, Mr. and Mrs. G. H. Dawson and Shirley, Mr. and Mrs. G. N. Todhunter, Mrs. and Miss F. Franklin, Mr. and Mrs. E. A. Anderson and grandchild, Mr. and Mrs. Hartley and Miss Muriel Hartley, Mr. and Mrs. Bye, Mr. A. Dawson, Mr. and Mrs. J. Ball and family, Mrs. J. Courts and Mrs. S. Cottam, Mr. and Mrs. G. G. Galbraith and family. Messrs. Kinneburgh, Bruce, Plant. Misses Ruth Buggiey, Gladys Edie, Eileen Webb, G. Forsythe, U and M Moffitt.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL XIX.

VICTORIA BEACH, MANITOBA, JULY 29, 1944

No. 9

Victory is Near, But What Comes Next?

VICTORY in beleaguered Europe appears nearer than had been anticipated earlier in the summer, Churchill has said it, Roosevelt hints at it and Stalin believes it can be assured in a few months if the High Command on the western front moves more quickly. Incidentally, the slow process of the campaign on the part of the British, the Canadians and the Americans in Normandy is disappointing. With a wonderful start, advantage has not been taken of the initial success and the liberation of territory has been at a rate that would mean the Allies could not reach Berlin 600 miles away this year. The immediate objective of the Canadians and the British is Paris; that of the Americans, the Rhine, to cut France in two. The only desire of the Allies is to save the lives of the men; Russia is prodigal in her man power assaults but claims it saves more lives of the infantry in the end. All will bear with the High Command under the circumstances.

With Victory thus assured, for it is foolish to think that Germany could fight on three fronts and an internal revolt for any length of time in spite of her power.

What now? We are not going to refer to the big issues facing the Allied Nations in the post war years, or what great help Canada can give to the solutions of many difficult conditions. We have escaped the scars of war and will emerge one hundred per cent intact. We will confine the discussion to the western part of our Dominion.

We must guard our great heritage, just as the people of this summer resort, have tried to reach here a high standard of living. We must watch immigration. Millions of people, is no exaggeration to say, will want to come to Canada and settle. First the armed service men must be re-established. The one great question the soldier boys are asking at the front: What are you going to do for us when we return?

Looking into the matter it is evident that although there has been some criticism, the present government has amply prepared. Early in the war the government passed legislation, that all service men should be returned to their former positions. Preparations have gone forward to change over large plants to peace time output. Civil aviation has been reserved for the pilots who have seen war work. That was certainly a forward step and is being met with protests in many quarters that these openings should be made available for those who stayed at home. But where the great dislocation will occur will be from this new element that seems to be riding high at present — the C.C.F.

Their leader, M. J. Coldwell, in the present campaign in Alberta, stated the other day, the weakness of the government in the past has been that it has adhered to some extent to vested interests. "You should throw out the banks, the insurance companies, the mortgage and trust companies, control your own industries," he exclaimed.

That is where a messy state of affairs will follow. Is Canada going to regard as sacred obligations entered into by governments with individuals, or is it going to rip agreements and bonds into shreds. Or as the new premier of Saskatchewan said when stating they were going to refund the 242 million dollar debt of that province at a lower rate of

(Continued on Page 2)

GET AFTER THE POISON IVY

There is considerable poison ivy around and some growth is found in cottage grounds. When discovered it should be snuffed out by the owner or tenant. This is in their own personal interest and that of each member of the family. Some people are more susceptible to its effects than others. The municipal council again notifies the public that — Atlacide for the eradication of poison ivy on their own property, can be obtained from our Engineer, Mr. A. S. Cooke, Arthur and Fourth.

LARGE GATHERING ENJOY CHURCH SERVICE

A large congregation attended the morning service at the clubhouse last Sunday when Rev. J. L. Pottruff conducted the exercises and preached, and Miss Gertrude Newton contributed the offertory solo. Mr. Pottruff interested the children in a story, an incident which had come to his notice during a recent trip to his former Ontario home, in Brant county. His sermon was a strong appeal for a deeper Christian life. His impressive words had a marked effect on his hearers. It is always a pleasure for a Victoria Beach gathering to listen to Miss Newton's highly trained and lovely quality voice as she sang the "Sweet Story of Old", wrapt attention was reflected in an impressive way. Miss Newton has for many years been a cottage owner here, of which residents are justly proud. Altogether it was a service enjoyed by everyone present.

THE V-B-ITES AT CLUBHOUSE SUNDAY NIGHT

The Sunday evening community sing song of July 23rd was very much enjoyed by a large audience. Our thanks are due Miss Helen Tennent for her solos and leadership and to Mrs. D. C. Henderson who so kindly acted as pianist. The collection exceeded \$20.00. Next Sunday, July 30 at the Clubhouse, the popular V-B-ites will present their Second Revue.