

Johnson Auto Electric

260½ FORT STREET WINNIPEG
3 Doors North of Dominion Motors

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Specializing in

ELECTRICAL WORK - STARTERS
GENERATORS - MAGNETOS
WINDCHARGERS - LIGHTING PLANTS
ARMATURE REWINDING

Special Attention to Country Trade

"Old Cottager" Fire Protection Questionnaire

"Old Cottager" writes in a sarcastic way of our fire protection. We do not think the reflection on the council is deserved. Much better would it be for the writer to get in touch with one of the councillors and see for himself what has been done. But here is his criticism. — The Editor.

The writer had occasion to be the one to run for help for a fire of modest proportions, but, as is peculiar to fires, of greater potentialities. These questions went thru' her mind as she ran. Why isn't the fire house marked as such with an adjacent alarm. The writer has seen an old wagon rim suspended between two poles for the purpose. What does one do if the fire warden is not at the station—up in the bush perhaps. Is there a chemical extinguisher to check the fire until the proper engine arrives? Is it available without too much red tape—the which no fire will wait for? Is there proper warning, such as there is for sanitation — poison ivy — incautious swimmers, etc., against stove pipes entering a wooden ceiling with no protection, such as the writer encountered. Unsuspecting tenants who possibly may have had no experience with wood stoves are sometimes — inexcusably so it is admitted — ignorant of this fact.

Aleah'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 \$12.00	1 cord, split \$ 9.00		
¼ cord, split 6.25	¼ cord, split 4.50		
½ cord, split 3.25	½ cord, split 2.50		
¾ cord, split 1.75	¾ cord, split 1.50		
No amount of wood will be delivered under \$1.00			
MIXED WOOD			
1 cord.....\$10.50	¼ cord.....\$5.25	½ cord.....\$2.75	
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.			

Found — A pair of glasses were found on Patricia Beach and may be redeemed at 222 Fourth Avenue.

Here's to better fires — let's keep them to cook with.

* * *

This is What "Joe" Thinks

Each year I visit Victoria Beach and am impressed by the great possibilities of a fire starting and destroying cottages, property and even the whole Beach. I am also impressed by the inadequate fire warning system. True, money has been spent on a splendid fire-truck but it would be of little value when people couldn't find the engineer and truck. People living on Eighth Avenue would find them in 30 minutes if they were lucky. At night it would be impossible. Therefore, why couldn't the Beach also erect large triangles with hammers, on platforms, situated in suitable and reasonable parts of the Beach. By striking one of them, the whole beach would turn out in 5 minutes flat.

Walking woodland ways to church
On a Sunday morning,
I meet squirrels on my path,
Chipmunk, without warning,
Darts across my very toes,
Frisks his tail, away he goes,
On a Sunday morning.

Everything seems not the same
On a Sunday morning;
Business buries deep its head,
Money-making scorning.
God to man gave this free day,
Let him thank Him, let him pray,
On a Sunday morning.

— Elizabeth Morgan-Jones.
July, 1945.

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 three years management is a guarantee of service to you. We know the quality and 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.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XX.

VICTORIA BEACH, MAN., AUGUST 11th, 1945

No. 8

Can We Guard The Great Discovery

CANADIANS have to think over the future effects of the greatest scientific discovery of the ages, the atomic bomb, for Canada is playing a vital part in the work that is going on. Canada has the largest deposit of pitch-blende, uranium mine, which is the substance of the bomb, scientifically treated. When the Canadian government was informed of the research that was going on, it bought the mine, paid the shareholders a high price, although none of them wanted to sell and only accepted the offer under protest; had they known what a great service they were rendering to the Allied Nations there would have been no protest, for Canada has more pitch-blende than any other known deposits. So Canada became a part of the Great Secret that will soon bring Japan grovelling to her knees.

Being a co-partner Canadians should do some hard thinking.

The pitch-blende is located at Great Bear Lake. When mined it is placed in freight airplanes and taken to the factories in the United States located in three separate areas, where it is treated. The product of Canada's soil forms the chief part of the atomic bomb. Without it the bomb would be a mere toy.

Therefore Canada is a great contributor to the master act of science. As the days pass the situation becomes terrifying, bewildering, amazing. Scientists who made the final test were themselves astounded at the completeness of the explosion on the desert of New Mexico. Everything went into dust and vapor. Then one was tried on the Nipponese. For two days they did not know what had happened to a city of 315,000 inhabitants. The Japanese said nothing further. Will man's genius for discovery mean the world will be destroyed by man? That is what the common people are asking. Hitler, had he been given the chance, would have used the new bomb in just that way, but the Allied nations were first in the race and defeated his purpose. What does it all mean to peaceful peoples? Where are we heading? Democratic nations, broadminded and trusting, might guard the knowledge for many years, but after that, what?

Great Britain takes credit for the discovery to some extent. It was Lord Rutherford, a New Zealander, who studied at McGill University in Montreal, and who succeeded in splitting the atom, but he did not go on to reach the goal of putting the knowledge into practical use. Or he may have tried but did not reach the goal. Other scientists went on from where he left off.

It is an awful glimpse into the future we now
(Continued on Page 2)

Flowers Are Late

Although flower gardens are like the old grey mare, "not what they used to be," this season, some of the beds are struggling along to make a good showing for the garden competition to be held shortly under club auspices. Where the sun shines down on a garden in the morning there is a better bloom. Mrs. Borrowman's large garden is coming along and each Sunday there is sufficient number of flowers to fill the church basket.

Change In Mail Service

Beginning Monday, August 13th mail arrives on the 11:55 a.m. train daily and will be ready for distribution about 1 o'clock. Outgoing mail leaves on the 7 p.m. train daily closing at the Post Office at 6:45 p.m. sharp.

Fire Near Rex Lester's

There was a dangerous looking fire in the bush close to Rex Lester's home last Thursday. It broke out at four o'clock in the afternoon and it took the local firemen under fire chief Cooke an hour to subdue the flames. The new fire engine was not used as the men beat it out in primitive fashion, but on-lookers said they did excellent work.

Guests At Victoria Beach Inn

Guests at the Inn are as follows: J. K. May, Marilyn May, R. F. Dutton, Mr. and Mrs. Frank Horne, Mr. and Mrs. E. R. Young and daughters, Mrs. S. M. Milne, Marilyn and Carol. Mrs. W. S. Buchanan and John, Mr. and Mrs. R. B. P. Whitbrea and Eleanor, Mr. and Mrs. D. R. Bennett, Carol and Donna, Mrs. Anne McLean, Mrs. W. H. Wilson, Mrs. R. McAllister, Regina, Sask., Mrs. Ralph Lederman, Miss Joan Lederman, Charles Andrew and wife, New Westminster, Miss Edith Jackson.

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.

Social and Club Editor: Miss Muriel Pratt. Paragraphs of interest may be placed in the Herald's boxes in Fall's and Donnell's stores.

CAN WE GUARD THE GREAT DISCOVERY?

(Continued from Page 1)

have. Will our judgment keep pace with our skill, the world is asking? Can we meet this great challenge? It is not likely that anyone over twenty-five years will live to see the full measure of results from this developing revelation. The discovery will gradually be made universal. Scientists in every land will keep on the alert to add to the sum of human knowledge. President Truman has lost no time in shutting the door. A commission of wide capacity will be named to watch over the interests of the discovering nations. Browning, the poet, says "There is good in everything". We must have Faith that the gift we now have does not destroy mankind. But there are evil minds in the world who seek our destruction. That is not a comforting thought. But it is only too true. It has been clearly revealed in documents seized in Germany.

A city in Japan larger than Winnipeg was three fifths destroyed by one bomb. Great buildings went up into the air as dust and vapour, a full forty thousand feet. One hundred thousand lives, human and animal were taken. Just the result of one bomb of 400 pounds. After this week-end the destruction may be renewed. The Japs have the answer. But, again quoting from Browning "God's in His Heaven, All's Right in The World."

Victoria Beach Club

VICTORIA, BEACH, MAN.

Hon. President: Mrs. W. J. T. Kerr
Past-President: Mr. Angus More
Secretary-Treasurer: Miss M. F. Pratt
In charge at the Clubhouse: Miss Marguerite Porter, Miss Olive Munro, Mr. Glen Anderson (music machines) Miss M. F. Pratt, Supervisor.

Children's Masquerade — Saturday evening, August 18th.

FAMILY MEMBERSHIP FEES

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

Cottage Owner in Holland

Many friends of Mr. J. Coster and family, who was Netherlands Consul-General in Winnipeg, leaving about twelve years ago to reside in Holland, will be glad to know that after five blank years, his whereabouts is now known. When the Germans invaded Holland they put Mr. and Mrs. Coster and their six children out of their large home and removed all furniture, clothing and other furnishings, and Mr. Coster was sent as a hostage into Germany. Writing to Miss Frances Teakles, the eldest daughter Mrs. Hellemans-Coster, gave some particulars of their flight. She states they have lost everything through theft by Germans. Her father, however, is now in their own home town of Arnheim, where the Canadians at the beginning of the Ruhr Invasion saw such bitter fighting, and sustained very heavy losses. The Coster family praised highly the conduct of the Canadians. In her letter the daughter speaks sadly of the death of her mother, which occurred one year ago from a brain tumor, after she had endured the severest hardships during the occupation of her country by the Germans. The two younger daughters, Hilda and Wilma, who are still in their girlhood, are with their father and brother. The elder brother, William, is with an Uncle in the Dutch East Indies, and no doubt is a prisoner of war. Mr. Coster has opened an office in Arnheim as a notary, he had very bright prospects when he left Winnipeg, as he had merged two large Dutch Land and Loan Companies, and had been given a responsible position in the new company. He still owns his cottage on Sunset Boulevard at Victoria Beach, which, since their departure has been looked after by Mrs. Teakles.

There were a great many people who came down Wednesday morning, laden with lunches and parcels, to spend the day. There were a few who made for the beaches where they had a dip and disposed of the good things they had brought down; but the greater proportion went to the homes of friends where everyone had a taste of city fare once again. The day was the brightest of the summer.

Victoria Beach Municipality

Mayor:

JOHN W. BEECH, Esq.

Councillors:

JOHN ANDERSON SPENCER C. GUEST
JAMES T. IRVING COL. N. R. NAGLE

Secretary-Treasurer

T. C. PAWLETT

Hamilton Bldg., Main St. & McDermot Ave.

Medical Health Officer: DR. GEO. CAMSELL

Residence: Government Dock Road

Police Service:

R.C.M.P. Constable: STANLEY CUNDAL

Residence: Birch Avenue

Engineer and Supervisor: A. S. COOKE

Community Church Service

Club House, Victoria Beach

SUNDAY, AUGUST 12th, 1945, 11 a.m.

Preacher: REV. HARRY DONNELLY

Soloist: MR. LINTON R. KENT

Accompanist: Miss G. M. Shewell

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

Big Fish Catch Off The Pier

Mr. Archibald, a cottage resident on Centre Street, after two days of successful fishing at the pier, said: "The finny tribe certainly do bite at Victoria Beach." Friends declare that on Friday of last week Mr. Archibald caught a five pound silver bass, and he followed that good capture by taking on his line another of the same species, weighing four and a half pounds. These are the largest caught off the pier in the memory of all Ike Waltons. They are good eating, too, those who had a slice stated.

Mr. Archibald, who purchased Mr. W. Carmichael's cottage on Centre Street was delighted with his visit to Victoria Beach in previous years but his good fishing this season has made him an enthusiast.

China's Courage and Faith

The story of China's struggle for world recognition as an equal partner with other democratic nations and what it has cost that country and for which she is still paying heavily, was graphically told to a large gathering at the regular community church service last Sunday morning in the clubhouse by Dr. Harry Williams, who was a medical missionary at the United church station in Chung Tu, the capital of China. Mr. Williams spoke of how China recovered from the Boxer uprisings and the penalties each nation which had a hand in suppressing the insurrection, exacted in reparations for itself. Some of the nations gave back the indemnities to China by establishing hospitals and seats of learning and equipped the institutions with instructors. The speaker told how Christianity had a great influence in the government from the president to the lowest member of the staff and how greatly it had helped to maintain the patience, faith and courage of the Chinese. He believes that Christian teachings will yet bear greater and more fruitful returns, even more so than during the trying years of the Japanese occupation. Dr. Williams' text was: "Lo, I am With You Always, Even Unto the End of the World", which typifies the faith of the Chinese nation. Mr. Ray Black sang as the offertory solo, "Thanks be to God", which fitted in with the theme of the address of Dr. Williams. At Sunday's service Mr. Linton Kent will be the soloist.

Blueberries are now being picked much larger in size than last week and there are baskets in the stores selling at a more reasonable figure than in the city and these also are juicy and fresh.

Annual Garden Competition

No one conversant with the summer cottage area for the last few years can have failed to notice a great improvement in the appearance of cottages and grounds.

It is astonishing what a coat of paint a few window boxes, and a fence and a garden will accomplish in the outward appearance of a row of cottages.

In addition to this, large clumps of unsightly underbrush have been removed from the streets, and in some cases campers keep the grass cut in front of their fences on the street allowance.

Unfortunately, here and there may be noticed a tumbledown, ill-kept shack which is an eyesore and a disgrace. Owners of such camps are requested to tidy up their places and keep in step with the progressive spirit shown by the great majority of property owners, as a large number of complaints have been received from those who do take a real interest in the appearance of Victoria Beach—and who can blame them?

There will be another Cottage Grounds Competition this year! Awards will be made to the owners of the three best-looking and well-kept grounds, divided into two classes, large and small.

As usual, a number of points will be taken into consideration, such as fencing, entrances, garden, flower boxes, lawns, originality and general appearance.

The competition is under the direction of the Victoria Beach Club garden trophy committee.

The last Thursday morning train to the city this week was largely patronized.

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.

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-Third Season.

The Bread Industry

A clear picture of the situation within the baking industry of Canada, and it applies to Winnipeg and Victoria Beach, too, is given in the annual report to shareholders of the Canada Bread company by its president, C. H. Carlisle. It is as follows:

The adverse trend in profits is due to higher costs, particularly those incurred in the maintenance of equipment. Your Company has no bank or funded indebtedness. All excess real estate has been liquidated. The sales volume is the largest in the history of your Company.

During the year production and distribution created many complex problems. Public demand is increasing. Serious shortages have occurred in essential ingredients, such as sugar, shortening, etc., causing a discontinuance of a number of important lines of cake and sweet goods.

Regardless of these difficulties, quality of product has been maintained and prices stabilized at pre-war levels.

This is the tenth statement submitted to the Shareholders since the re-organization of your Company in 1935. This period shows a constant and satisfactory expansion of the Company's business.

Its financial position is changed from that of an excess of liabilities over assets (exclusive of fixed assets, prepaid expenses and goodwill) of \$701,617.65, to that of a surplus of \$667,030.28, resulting in an improvement for the period of \$1,368,647.93.

The ten-year average annual profit before taxes was \$355,459.69. The net income was \$231,363.03. The average annual taxes were \$124,096.66. Average earnings per share on the 1st Preference Stock were \$18.50, on Class "B" Preference Stock \$4.02, including participation, and 28c on the Common Stock.

The dollar profit is due largely to volume of sales as average net profit for the ten-year period is only one-quarter of 1c per loaf.

Wages paid during the period amount to \$25,500,000.00, which amount is 32% of the total



QUALITY FLOWERS
AT LOWEST PRICES
The Orchid

Victor Scott 311 DONALD ST.

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.

revenue received by the Company during such period.

Our employees are worthy of favourable comment for the work done.

It is to the interest of every employee, as it is to every official, every shareholder of your Company, and to the prosperity of our country, that industry should be kept on a sound basis where from reasonable profits each of the foregoing may equitably participate.

We have given to our customers, numbering more than 138,000 daily, a quality product, but we have not been in a position to give them a satisfactory diversity of product. As business returns to normal and restrictions are revoked, we will then be in a position to better comply with their requirements.

How Meat Buyers Will Get Change

The metal discs or tokens which housewives will receive at the meat shops in exchange for coupons from the back of their ration books, are made of specially treated paper and stamped. These will be exchangeable to shoppers for coupons from their ration books, on the basis of eight discs to a coupon and several million discs are being made.

The values of the discs will vary according to the type of meat bought.

The Butchers Short Holiday

Three light-hearted butchers, all dressed up in white aprons, sat on the stairway of their shop Tuesday, but like the three little maids from school, they were all dressed up and no place to go. The strike in the abattoirs was over, but no meat came in on the train and the big refrigerator was empty. "Come tomorrow, we'll have plenty of meat then," they replied to the steady enquiry from many customers. So like the song: "Tomorrow is another day," the beach had to be satisfied. Some residents went away, remarking: "Europe has to be fed, also." But the next day the orders were filled as a fresh supply came in. And that was all the holiday the butchers had.

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

Beach People

Mrs. Margaret Warnock, the mother of Mrs. Spencer Guest, celebrated her 88th birthday at the Guest cottage, 409 Sunset, on July 31st. Many friends called to offer their best wishes during the evening. In the afternoon she was entertained at a Tea at Mrs. Fairfield's. Mrs. Warnock has enjoyed many summers at the Beach, which recalls to her the similar characteristics of Algoma where she spent the first years of her married life.

P.O. Donald Guest is spending the rest of the summer at the family cottage. He returned from overseas on July 19th after being a prisoner of war in Germany for ten months.

Miss Gloria Cox with Miss Muriel McColl and Lance Bombadier Cox with Terry Tresoor were the guests of Mr. and Mrs. H. A. Cox during the long week-end.

Mr. and Mrs. Down and family and Mr. P. Gellately, who were guests of Mrs. Hughes, "Jubilee" cottage, 205 Seventh Avenue, left for Winnipeg on Monday evening.

Mrs. W. Brokke, eldest daughter of Mr. and Mrs. H. A. Cox with daughters, Hermine and Lillian, spent the long week-end with her parents. Accompanying her were Mr. and Mrs. B. Brokke with Beverley and Richard.

Mayor Victor Scott spent last week-end in Zurich, Switzerland.

Miss Kathryn Ball, who spent five weeks with her grandparents, Mr. and Mrs. C. H. Ball, has returned to the city.

Mrs. J. S. McDiarmid and her daughter, Joy, returned to the city Monday, after spending the past few weeks, the guests of Mrs. McDiarmid's mother Mrs. Harry Little.

Mrs. Allie Swan has been the guest of Mr. and Mrs. Mark Lancaster during the week, also Mrs. Chas. A. MacCowan. Mr. and Mrs. Mackinnon of Rainy River were week-end visitors.

Mrs. L. McEwen is a guest at Victoria Beach Inn.

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 inquiries. 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.

OFFICE: OPPOSITE FALL'S STORE

My twenty-one years' experience as an agent at Victoria Beach should be of value to you.

Fort Garry Chapter, O.E.S. held a picnic August 1st at the home of Mr. and Mrs. Mark Lancaster, 318 Second Avenue. There were 36 present, included in the guests were Mr. and Mrs. John Stewart, Stonewall, Man., Mrs. B. J. Brunt of Toronto, Ont., Mrs. H. B. Chase, Montreal, Que., and Mr. and Mrs. Hugh Mackinnon, Rainy River, Ont. Lunch and supper was served from tables arranged on the lawn. All visitors expressed delight at the rustic beauty of Victoria Beach, and hoped to enjoy a return visit next year.

Lieut. Beth Rice-Jones, who has been in charge of a department in a London hospital, has arrived home on a thirty days leave before leaving for duty with the Canadian forces in the Pacific and is spending part of her vacation at Victoria Beach. She has been joined by her sister, Miss Isabel Rice-Jones on a holiday. They are at the family cottage, "Avondale", Sixth and Patricia, where Mr. and Mrs. Art Rice-Jones are spending the summer. Mrs. C. Rice-Jones spent last Saturday with her children.

Mrs. Donaldson and her five children are occupying the Gee cottage on Sunset. Capt. Donaldson joined the family Wednesday for a two weeks vacation.

Mr. and Mrs. Crawford Thomson are occupying Dr. C. Ogilvie Wood's cottage, Fourth and Arthur, during August.

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 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

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 \$9.00 ¼ cord, split \$2.50
½ cord, split 4.50 ¾ cord, split 1.50
No amount of wood will be delivered under \$1.00

MIXED WOOD
1 cord \$10.50 ¼ cord \$2.75
½ cord \$5.25

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, Wednesday, Fridays and Saturdays. A double quantity will be delivered at each time.

Mrs. W. B. Teakles, a former cottage resident, came down Wednesday to spend the day. Accompanying her was her daughter, Miss Frances Teakles, dietitian at the General Hospital at Port Alberni, B.C. Miss Teakles has been spending a vacation with her father and mother in Winnipeg, and expressed a desire to visit a day at Victoria Beach where she had spent so many happy years.

Mrs. J. W. Rooke, who had spent the past two months at the Beach, returned to Winnipeg Sunday night.

Mr. and Mrs. A. W. Bouttell went to Winnipeg this week and from there they will go to their new home in Sydney, B.C., by auto. Mr. Bouttell's health is better in Sydney than in Winnipeg. This town is well known to Winnipeg business men. It was there that ex-mayor Arbutnot had a large lumber mill which was destroyed by fire and which entailed a heavy financial loss to him.

Mr. John Teakles, who was for a few seasons manager of affairs at the clubhouse for the Victoria Beach Club, resigning when he was named Rhodes scholar for Manitoba, has been a member of the R.A.F. since the war broke out, after completing his course at Oxford. He has risen to the rank of squadron-leader, according to word received by his parents, Mr. and Mrs. W. B. H. Teakles.

Mr. and Mrs. J. E. Millard and Mr. and Mrs. W. W. Treble, with their families, are again occupying the Howes' cottage on Fifth Avenue.

Mr. and Mrs. W. A. McKean and son, Ronald, are spending their vacation at the Beach, occupying Mrs. Aitken's cottage at 342 Fifth Avenue.

Miss Margaret McKean spent the holiday week-end at the Beach visiting her parents Mr. and Mrs. W. A. McKean.

Miss Helen Hackett was a visitor at the Beach during the week-end, the guest of Mr. and Mrs. W. A. McKean, 342 Fifth Avenue.

Mrs. James Wight of Montreal is visiting the Beach as the guest of Mrs. R. T. Cunningham and Mrs. Wm. Gray.

Flight-Lieut. Murray Conklin who recently returned from the Maritimes where he had been an instructor in the R.C.A.F. after two years overseas duties in the Mediterranean and in Britain, is spending a vacation at Victoria Beach Inn. Flight-Lieut. Conklin is spending a few weeks vacation at his old home in Winnipeg, with his parents, Dr. J. H. and Mrs. Conklin, previous to going to the South Pacific service with the Canadians. Dr. and Mrs. Conklin are also spending a holiday at Victoria Beach Inn.

Mr. and Mrs. G. J. A. Young arrived Friday to spend a week, the guests of their son-in-law and daughter, Mr. and Mrs. Fred McRae, Third Avenue.

Mr. and Mrs. Angus More, who came down late in May to occupy their cottage, are spending two weeks at their city home in Winnipeg.

Miss Patricia McKenzie, of Regina, is holidaying with her grandparents, Mr. and Mrs. D'Coursey Davies.

Mr. and Mrs. Linton Kent are spending a two weeks holiday at "Newton Lodge," Fourth Avenue.

Ronald Pratt had his chum, Bryan Kirk, down for the long week-end.

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.

Miss Lila Neil and Mr. George Neil joined their sister, Mrs. Harry Williams and Dr. Williams last week-end on a holiday at the doctor's cottage, Sunset near King Edward.

Alan Crossin left the middle of the week for the Lake of the Woods where he will spend a couple of weeks visiting friends.

Mr. and Mrs. E. Bonnett of Winnipeg, are spending a months vacation at 205 Sixth Avenue. Visiting them for two weeks is their daughter, Nora, and her guest, Mr. Frank Taylor, also of Winnipeg.

Mr. and Mrs. L. V. Spalding, Ronald and Peter, are holidaying at "Idlewyle," 214 Eighth Avenue and had as their guests Mr. and Mrs. Fred Ranney of Toronto for the week-end.

J. H. FALLS

VICTORIA BEACH, MAN.
GROCERIES, CONFECTIONERY,
GENERAL MERCHANDISE
FRESH FRUITS 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

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

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

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

Miss Reta Treble of Winnipeg was the guest of Mr. and Mrs. W. W. Treble over the long week-end.

L/Cpl. Neil (Sandy) MacTaggart just returned from five years overseas, spent the long week-end with Muriel Pratt, 222 Fourth Avenue. Also Miss Kay Cribbin.

Mr. and Mrs. Cecil Pratt returned to Winnipeg with their daughter, Elaine, on Monday night after a very nice holiday at their cottage "San Fairy Inn," Fourth Avenue.

Mrs. G. Pratt and Joan arrived Saturday night for the long week-end. Joan is staying with her Auntie at 119 Birch Avenue.

Miss Grace Heath is spending three weeks with her cousins at "San Fairy Inn."

On Thursday Miss Muriel Pratt entertained a few friends of St. George's Winnipeg to meet Rev. and Mrs. Gartrill.

Rev. and Mrs. Gartrill are spending a restful time at the "Bow and Arrow." Their young son John is enjoying the lovely sand and baby George is thriving on the fresh air.

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.

TENNIS COURT SCHEDULE

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

Miss Florence Lewis is visiting her grandparents, Mr. and Mrs. Harry England, 306 Seventh Avenue for the month of August.

Club News . . .

A very happy and enjoyable dance was held by the young people early Monday morning. There must have been nearly two hundred at the Club-house.

The Club Executive heard very many favourable remarks about the pictures and the sing-song held Sunday night. The pictures in color of the Icelandic people was very good. Mr. MacKay and Mr. Black are to be thanked very highly for the leading of the sing-song. This part of the programme has been much missed this year.

The August Children's Masquerade will be held on Saturday the 18th and the Judges will be some of the young people who have been working hard all summer to help make things run so smoothly. The classes of the costumes will be much the same as last time and we hope to see as many children dressed up. The admission fee is 10c for those not in costume.

Costumes are: Character, Comic, Original and those made of odds and ends around the cottage for those eight and under and eight to sixteen years.

The Secretary would like to have the signs for advertising the Masquerade in by Sunday night. Come on young people, let's see if you can do better than last time.

WARNING—Will the Berry Pickers be very careful of their matches and cigarettes. A bad fire was started last week in this way near the Mink Farms. Fortunately there was no wind but a very anxious hour was spent by those fighting it. I, Muriel Pratt, was an onlooker and was afraid. A little light makes such a big blaze.

Recent weather, showery and warm, has made the golf course very even and play is more enjoyable. Many are patronizing the course.

Up their silver-white tall trunks, Silver-Birches in the wood
Blushed a lovely rosy-red, as the sunrise where they stood
Painted them with its warm rays. With amazement and delight
I, their transformation watched, thanking God for such a sight!

All the day thro' city hours, ringed around by stress and strife,
I remember that brief glory . . . transient thus the joys of life!
Now I walk with eyes wide open to the joys that really count;
Store my mind with Nature's beauty, drink from Nature's living fount.

—Elizabeth Morgan-Jones.
July 1945.

Johnson Auto Electric

260 1/2 FORT STREET WINNIPEG
3 Doors North of Dominion Motors

Phone 96 909 Phone

Specializing in

ELECTRICAL WORK - STARTERS
GENERATORS - MAGNETOS
WINDCHARGERS - LIGHTING PLANTS
ARMATURE REWINDING

Special Attention to Country Trade

New Cottage On Sunset

Workmen have started construction on a new cottage for Dr. Nicholson located on Sunset Boulevard, near Arthur Road, but there was some delay after the men had started, over the issuance of a permit and the men then went to work on the smaller buildings. No permit is required for any structure costing \$100 and under, but with so many houses being erected for soldiers in Winnipeg and its suburbs, urgently needed, the Wartime Prices Board is not giving permits for summer resort cottages except under special circumstances. Dr. Nicholson is on the staff of Deer Lodge Military Hospital, and has been a cottage resident at this Beach for many years.

Death of Mrs. Joseph Newton

Many expressions of sympathy were extended to Miss Gertrude Newton and Miss Ida Newton, this week, on the death of their mother, Mrs. Joseph Newton, which occurred Monday, July 23rd, at the family residence, 778 Warsaw Avenue, Winnipeg. Miss Gertrude Newton was in her cottage at this Beach when notified of the sudden taking of her mother, although she had been an invalid for over five years and unable to leave her home. Previous to her illness Mrs. Newton had spent every summer

at this Beach, and was well known to early residents. Mrs. Newton was born in Manchester, Eng., and had resided in Winnipeg since 1910. She was a member of Knox Church, and an active worker for a number of years in the W.A. Her husband and two daughters survive. Rev. Walter Spence conducted the funeral service in a funeral chapel and burial was in Elmwood cemetery. The Misses Newton returned to the Beach last week-end.

Here's Where We Come In

One of the United States broadcasters on Wednesday said that one result of the discovery of the atomic bomb might be the changing of cold climates to warmer latitudes, and it might result in oranges growing in Manitoba and open water in the Great Lakes in mid-winter. The first stage of the explosion of the bomb is the creation of a terrific heat so intense that nothing like it has ever been felt on this earth.

DON'T

DON'T swim until an hour after eating.

DON'T swim where there is no life-guard near.

DON'T dive in unfamiliar waters — you might strike a rock.

DON'T depend on an old tire tube beyond your depth.

DON'T lie in the sun more than half an hour unless well-tanned.

DON'T stand up or move around in a boat or canoe.

DON'T go boating or canoeing, or invite your friends to do so, unless you and they can swim.

DON'T "rock the boat." Precaution and safety add to your enjoyment.

Ateah's Baggage Transfer Wood and Ice

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

Prices of Wood:		MIXED WOOD	
1 cord, split	\$12.00	1 cord, split	\$9.00
1/2 cord, split	6.25	1/2 cord, split	4.50
1/4 cord, split	3.25	1/4 cord, split	2.50
1/4 cord, split	1.75	1/4 cord, split	1.50
No amount of wood will be delivered under \$1.00			
1 cord	\$10.50	1/4 cord	\$2.75
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.			

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 three years management is a guarantee
of service to you. We know the quality and
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.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XX.

VICTORIA BEACH, MAN., AUGUST 18th, 1945

No. 9

PEACE Has It's Benefits

THE end of the greatest armed conflict the people of this world have ever gone through, a battle for the survival of democratic races, is so wrapped up in the future of our country, and has such a vital meaning for us all, that it cannot be overlooked. It will affect the lives of everyone for ages to come. It is a happy thought to realize however, that the children of today can look forward to generations of peace. Now that we can follow out the admonition of the old adage to beat our swords into plough-shares, and our spears into pruning hooks, we can sit under our own vine and fig tree and contemplate what is the deeper meaning of peace for each one of us and for our home and country.

What does the future hold out for mankind?

The problem of unemployment grips everyone. It is said that the returned men are not rushing back to their old jobs. That is natural. They have gone through a nightmare of four to six years. Many of them, day after day, and night after night, went out into the mystery of the darkness, not knowing if it would be their last few hours of life. They have fought a good fight and are desirous of learning if there is not something better for them than the old humdrum of mere existence. They want congenial labor at the best pay. Who can blame them? Then there are those who worked at home in essential industries or services. They also fulfilled the promise and look to the authorities for a continuation in some form of employment.

The Canadian government has done well for all who are discharged personnel. Overseas service men and women receive \$15 a month for every month of duty performed; those who remained at home in the armed ranks receive \$7.50 a month. Each one is also the recipient of a month's extra pay, \$100 for clothes, the trip

back to their homes with free sleeping and dining car services, and when discharged, if they desire free courses in college or vocational schools, during which they are paid \$50 a month if single, and \$75 a month if married, during the entire course, probably one of three years, if they are found to be improving in knowledge. Hospital care and pensions are much better for the more unfortunate than after the first world war.

Taxes are to tumble downwards, some restrictions are to be lifted; but others are to be controlled to ward off inflation, and the social services for everyone are to be extended and new benefits started. The granting of old age pensions to all who are 70 years and over, regardless of their financial position, will be a boon. Thus Canada marches on.

We marvel if all these benefits could have come to common man had there not been a great war.

(Continued on Page 2)

Proud of Victoria Beach Fighters

That was a timely reference made by Chief George Smith to the fine showing made by the Victoria Beach boys, in the war against Germany, when he was guest speaker at the Victoria Beach Victory gathering Sunday night. Not one had been sent back as "unfit." All had made a good showing and had stayed with the service until its end. The women at home had looked after their boys wants in a generous way, helpful and with forethought. Victoria Beach had made a record through her soldiers, airmen and sailors of which they might well be proud, was the opinion of the Chief.

A Fine Vegetable Garden

The finest vegetable garden at Victoria Beach is undoubtedly that of Mrs. M. Ateah. All are now of good size and the tomatoes are turning yellow. The last few days of warmth have been a great help in bringing the plants to maturity.

Children's Masquerade...Saturday at Clubhouse