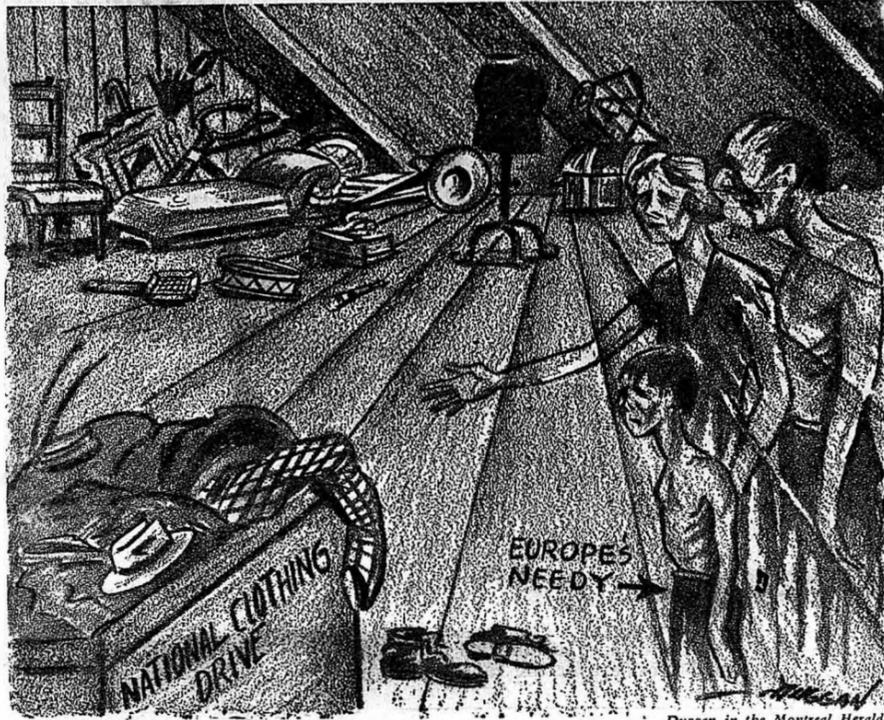


## GHOSTS IN YOUR ATTIC



Duggan in the Montreal Herald.

## 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
<b>COTTAGES:</b>		
Single Room		\$20.00
Double Room, each person		18.00
<b>MAIN BUILDING:</b>		
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.

This week-end will see an incoming of cottage owners who have rented cottage during July and August, so while many cottage occupants will be going in, the population will not be largely diminished.

Winnipeg Beach had its first drowning fatality in three years this week.

## "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."

## Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., MAY 31st, 1947

No. 1

## Large Money Grant For The Dock

ALL things come to him who waits. This old adage and its meaning was brought home to the residents of Victoria Beach when the announcement came from the government at Ottawa that it had been decided to repair the dock at Victoria Beach and to build a protection for it against the gales that sweep so severely from the northwest in the direction of the pier in the late Fall.

The sum to carry out the contract is around \$70,000 and the main part of the work will be undertaken next winter.

The council of the Municipality and Mr. J. S. Sinnott, M.P., for Springfield constituency, within which Victoria Beach is located, deserve the chief credit for bringing about the happy result. From the time the dock started to show signs of going to pieces the council members took off their coats and went to work to see what could be done to stop the disintegration of the property. An invitation was sent to Mr. Sinnott to visit Victoria Beach and inspect the dock. Mr. Sinnott accepted and spent the part of a week-end. He was the guest of the council and made a thorough examination of the locality and other parts of the Beach under the guidance of members of the council. From that time on he was a warm and diligent friend of Victoria Beach. The council never lost an opportunity to see that he did not forget the work that had to be done at the dock and from time to time furnished him with desired information. They secured a petition signed by 175 fishermen in the district stating the dock was necessary for the carrying on of their business, and that petition counted for a great deal when it came before the minister of the government in charge of public works.

The council also kept in touch with the public works branch in Winnipeg to see that everything was being done to forward the enterprise. Not a month went by that something was not done and in consequence the fire was never allowed to die out. In all of this the Victoria Beach Club was one hundred per cent behind the council. It was always realized that the chief representation should be that permanent residents desired the dock and that it was not being done as a summer resort undertaking. In that way it could be made an appeal of vital importance to the welfare of the entire district and to men engaged in a valuable commercial livelihood. As the only government dock on the east side of Lake Winnipeg it was felt that it could always serve a useful purpose.

Along with the practical there also went the desire of many hundreds of cottage owners that this costly shelter pier should be preserved. But because the cottage owners desired it for a promenade, for

fishing, for water sports and a place for a refresher in the evening it was not enough to open the purse strings of a government which has a lengthy list of spending jobs from all parts of the dominion. So Mr. Sinnott had to convince the government it was not for pleasure that the work as a dominion enterprise was needed and he was successful, for which he deserves the thanks of this summer resort.

The Victoria Beach Club now feels with confidence that annual water sports can be resumed in 1948.

## Three Stores This Summer

This summer there are three general stores at the Beach — the Pioneer Store, Mrs. Falls carrying on business at her winter store, Pine Road and Centre Street, familiar to most cottage residents; Lou Sauve store, formerly Donnells and the New Store, the front part of the Company's lumber warehouse, which Mr. and Mrs. Hugh Stewart have opened up.

## WORK AT MEMORIAL PARK

When the Victoria Beach Club decided that a war memorial at Victoria Beach should take the form of an athletic ground, it acted wisely. A recreation ground has long been past due. The municipality was asked to see if the former air force grounds could be purchased from the federal government, the municipality having a long term lease of the grounds. The government has not shown any inclination to sell the area but the municipal council is still hopeful the desired result may be a happy one.

In the meantime the young men have been busy in preparing these excellent grounds for the purpose the club had planned. The old foundation pillars, 48 in number have all been removed, the youth among the permanent residents lending valuable service to the club. These pillars were intended to be the foundation for a large hotel the Victoria Beach Company had planned in 1916. Removal was a tough job and a locally owned bulldozer did effective work. The ground has been plowed and harrowed and will soon be laid out for baseball, football and other athletic games. The railway company may lay out and fill in flower beds from their garden near the station. It will be a much better grounds on which to hold the annual children's sports.

Col. N. R. Nagle and committee gave the Memorial Park long consideration and did an effective and satisfactory job. They carefully weighed all suggestions and the club membership is well pleased with the result.

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 Editor: Miss M. F. Pratt.

### NEWS ITEMS

Place News Items in Herald Boxes in Stores.

Any news of interest at the Beach may be placed in the Herald Boxes in the local stores; opening of cottages for the season, guests at cottages and movements of cottage residents will be welcome and will be published.

### CLASSIFIED ADVERTISING RATES

Card of Thanks—50 cents an insertion.  
House for Sale or Rent—50 cents each insertion.  
Lost and Found—25 cents an insertion.

### Letter To The Editor

To the Editor of the Herald.

Dear Sir:

In this, the first issue of the Herald, we, the undersigned, wish to express our very sincere thanks to our many friends at Victoria Beach for their kindness, and interest shown the night of September the seventh, nineteen hundred and forty-six, when we unfortunately lost our dearly loved camp. It was a haven of rest for twenty-five years, and in many jaunts to other points, we always looked back fondly to dear old M.Y.O.B. on Sixth Avenue.

One point we would like to make very clear. This fire was *not* the fault of anyone at the camp. The month of August was exceedingly cool, and the fire place was used practically every day, and also in the evening when we were at home. We have heard from two or three people that we left a fire burning and went out to spend the evening. This is absolutely wrong. If, at any time, we left the cottage, and we had been using the fire place earlier, if any embers remained they were at once soaked with water. We feel quite sure that constant heat on the cement floor, gradually heated a beam, or beams under the living-room floor which finally burst into flame. A very few minutes wiped out all we owned.

We cannot list all the many people who were most kind, but we do wish to thank the Municipality and all friends most sincerely.

Florence C. Macwhirter,  
Hope E. Burnham.

### Victoria Beach Club Offers To All a Welcome Hand

One of the first acts a cottage resident should do is to become a member of the Victoria Beach Club and enjoy all the privileges of the clubhouse. The Club besides furnishing bright music for dancing and a social get-together, does all it can to add to the enjoyment and comfort of cottage residents. It tries to improve the train service from year to year, to keep the Beach looking clean and inviting, and also preserve the natural rustic beauty of the cottage area. The Club, in particular, looks after the welfare of the children and promotes their happy activities.

The municipal council have found that on occasions in the past summer residents of Victoria Beach have found it difficult to locate at night in an emergency the cottages of A. S. Cooke, fire chief, and Dr. Camsell. It has now been arranged to place in front of each of these cottages triangle signs with reflectors which light up when a flashlight shines on them, and it is hoped that this will greatly assist those who wish to see these municipal officers in a hurry at night.

The council have also spent a great deal of time in endeavoring to secure a satisfactory fire alarm. The best ones cannot be run without electricity, but quite a good hand alarm has now been secured and it is being placed outside the police office, between the station platform and Moonlight Inn. A sign will point out the penalty for illegal use.

### Beach Merchants

Mr. and Mrs. J. H. Falls, of the Pioneer store, which was destroyed by fire recently after 27 years as a business centre here, have decided to conduct their summer business in their winter premises, at Pine-Road and Centre Street, where they hope to meet their old customers and friends. Their store is well stocked with goods for all seasons.

Mr. Lou Sauve, who has had experience in chain stores in Winnipeg, has bought the Donnell business, and changed the interior of the store to give added facilities for the display of goods. Mr. Sauve hopes to meet and please all cottage residents with an up-to-date quality merchandise.

A New Store has been opened in the front of the Company's lumber warehouse where considerable expense has made the spacious premises an inviting spot for buyers of summer goods. Mr. and Mrs. Hugh Stewart are the owners and they have secured an ample stock to please all callers. The post-office and the pay long distance telephone service is also in the store.

The Meat Store will again be under the care of Mrs. James Kilpatrick, with her son, Bob, as manager in charge, as he was last year, which ensures courteous and efficient service.

The Bake Shop, under Mr. and Mrs. H. A. Cox direction, will open around June 21st and the shelves will be filled with bread, cakes and pies.

All the Three stores will carry fresh supplies daily of Canada Bread and Weston's Bread and Cake products.

### Victoria Beach Inn

Many changes for the better will be seen around Victoria Beach Inn this summer. Mr. A. P. Percy has been at the Inn for several weeks this spring and early summer, superintending the painting and decorating. The rates for accommodation are being reviewed and will be announced in the Herald's next issue. In the meantime, all interested in the Inn may rest assured it will be a pleasant spot at which to spend a vacation this season.

### FRIDAY NIGHT'S TRAIN SERVICE

It is unfortunate that the railways do not sell Moonlight train tickets at the depot and city ticket offices. It would indicate the number of people going down on any particular evening and also avoid the uncontrollable rush for tickets and train that was witnessed on Friday evening before the holiday.

On May 23rd a beach resident asked at the city ticket office for a Moonlight ticket: "I thought I could avoid the line-up at the station."

"You'll not have to wait tonight; not many will be going down," said the clerk. How badly mistaken was the clerk was shown by a visit to the station.

Thursday the Victoria Beach Club asked the district passenger agent for a through train to the Beach on Friday evening as it was apparent there would be sufficient number to fill it. His reply was not sympathetic as he did not think there would be a crowd going to Victoria Beach. He was informed that there would be, as the Club had been swamped with enquiries. He said he would look into it.

At 5 minutes to 5:00 p.m. Friday, an hour and a half before the Campers train went out, (there was no Moonlight), there was a lineup of three abreast waiting for tickets. That should have indicated to the railway there would be a great crowd going to the beaches. At 5:15 the three lines stretched through the outside doors. At 5:30 p.m. crowds were milling around the rotunda not knowing what to do. Many were carrying heavy luggage and parcels and many also had been on their feet all day. The wickets didn't open until 5:30 p.m. By 5:45 there was a melee all over the rotunda and out into the train shed where hundreds were trying to get on a train and secure seats. Many people were occupying two seats and wouldn't give them up. It was a frantic crowd as many thought they would be able to get to the Beaches. Finally a second train was put on. The first train went out with 16 coaches and 11 went to Victoria. Many Victoria Beach residents stood all the way to Grand Beach. From Grand Beach the train ambled along at a slow rate as two people had to get off at Belair, eight at Hillside and two at Albert, while hundreds for Victoria Beach were aboard. The train arrived shortly after 9 p.m. and the second train came in an hour later.

On the two trains there were 600 for Victoria Beach besides children.

The coaches this season are much superior to previous seasons and are very comfortable. The through train back to the city Sunday night was much appreciated. There were plenty of coaches and everyone on board was able to secure a seat. The parlor car was sold out each way.

But Victoria Beach cottage residents will not soon forget the scenes around the rotunda and on the first train for many a long day.

### THE NEW FARE IS NOT FAIR

The Herald has not seen any one who has a good word to say for the increased cost of the day return ticket put into effect by the Canadian National Railways this season. When one invites a friend down to spend a day at Victoria Beach, the invited one will think twice before paying \$1.60 for seven hours visit.

Victoria Beach is the last place any railway should advance the fare. The Canadian National Railways has the monopoly of traffic at Victoria Beach, as all trucks, buses and automobiles are stopped at the border of the municipality, and last summer some twenty auto drivers were fined \$10 and costs for disobeying the regulation. This policy of appeasement, that is throwing all business during the summer to the railway, has not benefitted Victoria Beach.

Of course the railway feels it is not getting all the fares back to Winnipeg and has placed a burden on all residents to prevent stub selling. No doubt there are many stubs sold during the course of a week. But will this increased fare decrease the habit of many people selling their stubs? Many think it will add to stub selling. If a passenger thinks by buying a \$1.60 day ticket he is going to get 75 cents returned to him by the sale of a stub, he is going to buy the higher priced ticket if he is not returning to the city. Outside of Saturday there is a ready sale of stubs daily. Once the price of a stub was 50 cents; last summer it had risen to 60 cents; this season it may go higher.

The Herald is not advocating stub selling, but is only pointing out to the railway that the increase

## LOU'S GROCERY

Owned and Operated by a Veteran  
(formerly Donnell's)

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.

"THE HOME OF GOOD THINGS TO EAT"

## COX'S BAKERY

- 241 Kelvin St., Winnipeg
- Victoria Beach, Man.

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

Our Motto: "Service, Cleanliness and Our  
Goods to be as Good as can be Made."

WE ARE OUT TO SATISFY!

### Collages 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.

in the cost of a day return ticket is an inducement to many to take advantage of offers. The increase in this fare was unjustified and whoever put it through the councils of the passenger department made a mistake, and the better way would have been to suggest a reduction in railway fares. It is well known that the high cost of a railway fare to summer resorts is the 15 per cent government tax on all railway tickets, but it looks as if there will not soon be relief there. As one railway official said to the Herald a few days ago when asked if the government tax was still on, said: "You and I will never live to see that tax removed." And he was a young man!

### Our New Mountie

The council's policy of securing each summer a constable of the R.C.M.P. has worked out exceedingly well. Headquarters have sent down some fine men to the Beach, each of whom, with their families, fitted well into summer life here and duties were performed in a manner that left nothing to be desired.

Each summer a different officer is appointed and our former Mounties come back again with their families to holiday here. Mr. Richardson, who was on duty here four years ago, is looking for a cottage this summer and Mr. and Mrs. Gardiner, last year's officer, wants a cottage for two weeks this summer.

Our new Mountie, W. D. Cain, has had a fine record in the service. He was five years in the Arctic before the war and six years overseas with the Canadian forces. He was specially picked for duties in Africa early in the war. Constable Cain married a Belgian girl when he was serving in that country and she arrived in Canada last August with a baby girl. They will occupy the municipality's police home on Birch Ave., which was re-decorated by Engineer Cooke during the Spring.

### 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.

### 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

Our Twenty-Fifth Year "at Your Service"  
VICTORIA BEACH, MAN.

### Government Men Inspect Our Trees

Mayor J. W. Beech has been concerned over the conditions of the trees in Victoria Beach Municipality and some time ago got in touch with D. M. Stephens, deputy minister of Natural Resources. As a result, A. W. Braine, district forester, made an inspection last week accompanied by Mr. Gill, senior technical forester. They contacted A. S. Cooke, municipal engineer, and toured the beach area.

Mr. Braine reported that some of the larger spruce along the roads are partially rotten and are dying of old age. A few of them should certainly come down. Even after the infected trees are cut down there will always be danger of some of the larger spruce blowing down even if they are sound. The opening up of the forest by the cutting of roads and the clearing of cottage sites allows the wind more play and bigger trees are apt to fall.

There are a lot of large birch with dead tops that should be cut. Once the top is gone the tree soon rots and becomes a home for borers. New shoots will come up from the stump so that the scenic value will not be destroyed.

There is a large area of jack pine on the road into the Beach near the station that is badly infected with "witch's broom". This disease weakens and finally kills the tree and there is no cure for it. It will spread into other trees if allowed to go on. The only solution is to cut down all infected trees and burn the brush.

Mr. Cooke took up about clearing the lanes. In Mr. Braine's opinion it would assist in fire control throughout the area in that it would give breaks in the bush.

Mr. Braine closed his report to Mayor Beech with the promise of his full support and assistance when required in connection with forestry matters at Victoria Beach.

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

### Beach People

Mr. Quinton McKay spent the week of May 17th at his cottage on Sunset and was joined by Mrs. McKay last Friday for the holiday week-end.

Mr. Frank E. Sprague was married early last January in Vancouver to Miss Gretta Senn, just after her arrival from Switzerland. Mr. and Mrs. Sprague are living eight miles out of Vancouver on a ten acre property which Mr. Sprague purchased five years ago. He will not occupy his summer home at Victoria Beach this season for the first time in 28 years. Members of his family will reside in the cottage this summer.

Mayor J. W. Beech and Mrs. Beech have been regular visitors to the Beach during May.

Mr. and Mrs. C. A. M. Lees came down in April to occupy their cottage on Birch Avenue for the next five months.

Mr. and Mrs. A. S. Cooke arrived early in April and will occupy their cottage on Fourth and Arthur Road until October.

Herb Roberts and family will occupy the Kilpatrick cottage for the month of August.

Mr. and Mrs. Ted Freeman came down early in May and will occupy their cottage on Arthur Road and Eighth Avenue, until mid-September.

Dr. J. S. Watson and Mrs. Watson spent the holiday week-end in their cottage on Arthur Road. At the recent convocation of United Colleges the honorary degree of Doctor of Divinity was conferred on Dr. Watson for his devoted services to the Lord's Day Alliance and the United church.

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

Mr. and Mrs. Edward Gee were in their cottage on Sunset for the holiday week-end.

Mrs. Donaldson and family will occupy the cottage of Mrs. Donaldson's father, Mr. Fred M. Gee during June and part of July. Dr. and Mrs. George Brock will be in residence at the cottage for the latter part of July and August.

Rev. W. G. Berry, minister of King Memorial United Church, with Mrs. Berry and family came down on May 24th to occupy a cottage for a few weeks. Early in July the family will move to Toronto where Mr. Berry has accepted a position at the headquarters of the United Church.

Mr. and Mrs. Harry England came down to their cottage early in May. Harry likes to mix up his seasons: he likes to see the winter ice in the lake gradually disappearing and the balmy breezes of late spring swaying the trees and warming the ground. But this season Mr. England was disappointed in the non-arrival of the southern zephyrs and he went back to the city the middle of the month, some of his friends say, to get a supply of hot water bottles. Pass them around, Harry!

Mr. R. J. Donnell, who for the past three seasons was one of the highly regarded merchants at the Beach, and who disposed of his business this Spring, is leaving with Mrs. Donnell, and the latter's sister, Miss Hazel Berryhill, for Kenya in East Africa, in which British possession Miss Berryhill has been a resident for some years. They sail on July 5th. Mr. Donnell will accept one of three business openings offered him there and best wishes will follow him from his friends at Victoria Beach.

Mr. and Mrs. William Low and their son, Robert, were at their cottage on Sunset over the holiday week-end.

Miss Audrey Munro spent the holiday week-end with friends at the Beach.

Mr. James Paulson who settled in Victoria Beach in 1903 on a homestead, came over from his home at Balsam Bay, with Mrs. Paulson and is making a visit with their daughter, Mrs. Hugh Stewart and Mr. Stewart, at their cottage on Pine Road. Mr. Paulson last summer celebrated his 75th birthday and now he states his birthdays have stopped. His health is excellent and his life has always been in the outdoors in the woods and on Lake Winnipeg. Mrs. Paulson is a sister of Mrs. John Anderson, wife of Councillor Anderson. Mr. and Mrs. Paulson were married at Balsam Bay in 1903.

### 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 orders to drivers for WOOD and ICE.

#### PRICES OF WOOD

**POPLAR**  
1 cord, split.....\$10.00      ¼ cord, split.....\$2.75  
½ cord, split..... 5.25      ¼ cord, split..... 1.75  
No amount of wood will be delivered under \$1.00

#### MIXED WOOD

1 cord.....\$11.50      ¼ cord.....\$6.00      ¼ cord.....\$3.25

#### 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 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, Monday, Wednesday, Friday and Saturday. A double quantity will be delivered at each time.  
ICE and WOOD MUST BE PAID FOR WHEN ORDERED.

### 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.

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 **LOU'S GROCERY**.

Mr. and Mrs. Robert Kilpatrick spent the holiday week-end at the family cottage on Birch Avenue.

Mr. and Mrs. C. H. Ball, were one of the first of the cottage owners to arrive this season at the Beach, coming down early in May. Their daughter, Miss Kathleen, came down for the holiday week-end.

Miss Louise Straith spent the holiday week-end at her cottage on Sunset.

Mrs. A. M. McFadyen spent the holiday week-end at her cottage on Bay View. Mrs. McFadyen expects to have as her guests during June, her daughter, Margaret, and her two daughters, from Geraldton, Ont.

Mr. J. C. Epps, recently agent at Cromer, Man., is the agent at the Beach this season, arriving on Arbor Day. Mrs. Epps and daughters will arrive at the end of June when school closes in Winnipeg, but they were down on the holiday week-end for a visit.

Mr. and Mrs. Fred McRae and daughter, Claudia, were down for the holiday week-end at their cottage on Third Avenue.

Mrs. Willis and two daughters were at their cottage 'Anne Hathaway,' on First Avenue, over the holiday week-end.

Mr. and Mrs. Roy Stuart and son, Ian, were down for the week-end at their cottage on Sixth and Patricia.

Mr. and Mrs. R. F. Downie came down from Winnipeg to spend the holiday week-end at their cottage on Fifth Avenue.

Mr. Carl Rohde, from Boguor Regis, Sussex, Eng. Mrs. Quinton McKay's brother, was a guest of Mr. and Mrs. Quinton McKay over the holiday week-end.

**THE NEW STORE**  
 In front of the Company's Lumber Warehouse.  
 Next to Meat Shop.

Owned and Managed by  
**Hugh and Violet Stewart**

Well stocked with . . .  
**Groceries, Fresh Fruits and Vegetables**  
 and all goods required by cottage residents for their summer needs.

We solicit your opening order and will be glad to receive a call from anyone.

Long Distance Telephone      Post Office

**QUALITY FLOWERS**  
 AT LOWEST PRICES

*The Orchid*

Victor Scott      311 DONALD ST.

Mr. Edwin Spence, the unofficial "mayor" of Bay View, came down early this Spring to occupy his cottage for the season. The Mayor shortly after his arrival, looked over the unobstructed view he has of the lake from his cottage door, and said: "All's Well," and that is how the season opened at Bay View.

Mrs. Jack Donally and daughter, Gail; Mrs. B. Darwin and daughter, Judy; and Miss Peggy Sprague were guests at the Sprague cottage over the holiday week-end.

Mr. and Mrs. Roy Borrowman were at their cottage on Sunset for the holiday.

**BARBER SHOP**  
 HAROLD JENKINSON, Proprietor  
**BEST OF SERVICE**  
 Open: 9 a.m. to 8 p.m.      SOFT WATER SHAMPOO

Mrs. Harry Little and her son, Mr. Wib. Little and granddaughter, Joy McDiarmid, were at the family cottage on Sunset over the holiday week-end.

Mr. Neville Smith was at the Beach over two recent week-ends, a guests of Mr. George McLeod and Mr. Quinton McKay.

Mr. G. P. McLeod and Mrs. McLeod with members of their family have been down at their cottage week-ends in May.

Mr. J. T. Irving, Mrs. Irving, with their sons, were down week-ends in May at their cottage on Sunset.

Mr. Angus More was at his cottage, "Newton Lodge" on the holiday week-end.

**"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."

**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

This Summer we will be in our store at PINE ROAD and CENTRE ST. as the old premises were destroyed by fire.

All Your Needs Supplied by the Pioneer Storekeeper.  
 — We Deliver —

Mr. and Mrs. E. P. Withrow, pioneer cottage residents, were down at their cottage on Third Ave., on the holiday week-end.

**VICTORIA BEACH CLUB OFFICERS  
 1947 - 48**

The Victoria Beach Club held its Annual Meeting on April 1st at 8:00 p.m., with Mr. G. P. Macleod, President, in the chair. Reports of the various branches showed a very successful year. Officers elected for the coming season are:

Honorary President, Mrs. W. J. T. Kerr; Past President, Geo. P. Macleod; President, E. N. Dack; Vice-President, John Beech, Jr.; Sec.-Treasurer, Muriel Pratt.

Executive for one year: Misses K. Porter, K. Donovan, Messrs. Dave MacKay, Dave Grant, Des. Cox, Phil Nutter, Bill Johnston.

Executive for two years: Messrs. J. J. Conklin, Dr. R. K. McClung, J. W. Beech, Col. N. R. Nagle, Gordon Phoenix, Norman Nagle and Miss Nancy Wilson.

Harold Jenkinson, our tonsorial artist, or if one likes the expression better, the Beach barber, is in his shop, ready for customers. Mr. Jenkinson spent the winter at his homestead, near Belair, but he is now raring to go, as the rancher phrases it. Soft water is used exclusively at the shop.

Fuel and Ice, with baggage transfer are the highlights of J. G. Anderson's busy life. His office is at the station where orders may be left when the season is fully opened.

**Mr. De Courcay Davies' Health**

Mr. Fred De Courcay Davies, one of the best known personalities at the Beach, suffered the loss of his right leg about two months ago, the operation being performed in a Toronto hospital, in which city Mr. and Mrs. Davies had been residing with a daughter since leaving the Beach early in September last year. An infection in the leg discovered four years ago, broke out again this spring causing a major operation to be performed. Mr. Davies is in good health; and is cheerful. He was Dominion government engineer on Lake Winnipeg for a lengthy

period and early in the development of Victoria Beach secured a location on Sunset Boulevard, where his garden has been one of the notable spots on the Beach. Mr. and Mrs. Davies will be remaining in Toronto this summer.

**Death of Mrs. Mason-Apps**

Mrs. Norma Claire Mason-Apps, formerly of Winnipeg, widow of Flight-Lieut. G. F. Mason-Apps, died at Vancouver Saturday according to word received in Winnipeg.

Born in Winnipeg, Mrs. Mason-Apps attended St. John's college and was a graduate gold medalist of the University of Manitoba. For several years during the last war she held a position in the Canadian high commissioner's office at London, Eng., until ill health forced her to return to Canada in 1942.

Predeceased also by her father, C. W. N. Kennedy she is survived by her mother and one sister, Audrey E. Kennedy, both of Vancouver; two brothers, C. Laurence of Winnipeg, and Wing Commander H. Marlowe, with the R.C.A.F. at Ottawa, and a brother-in-law in Kent, Eng.

Norma spent her girlhood days during the summer months at Victoria Beach, growing up with the Beach. In 1927 Norma left to marry Lieut. Masson-Apps who was attached to the Canadian Air Force stationed up to 1927 at the Beach.

Albert Larson, builder and contractor, has a busy season ahead in repairs and construction, but he will have time to figure on any carpenter work that might be brought to his attention.

**The Lumber Warehouse**

The Company's lumber yard and warehouse is again under the management of Mr. Reg. Moir and a new office at the side of the warehouse has been fitted up for all who may wish to call. Mr. Lees, the Company's Superintendent at the Beach would not say if the company will have a fresh supply of lumber this season. "I am hoping; I prefer to let it be a surprise to residents, if it does come," he said.

**Golf Course Schedule**

<b>ADULTS —</b>	
9 Holes .....	25c
18 Holes .....	50c
Book of 20 Tickets .....	\$4.50
<b>CHILDREN (under 17 years) —</b>	
9 Holes .....	15c
18 Holes .....	30c
Book of 20 Tickets .....	\$2.50
(The above are good at all times)	
Children's rates apply on days other than Saturdays, Sundays and Holidays.	
<b>CHILDREN (Beginners) —</b>	
Tuesday afternoon, 9 holes .....	10c
<b>SEASON TICKETS — Available on Application.</b>	
<b>CLUBS</b> may be hired at 25c per game.	
<b>LOCKERS</b> for rent, any period desired, moderate rates.	

NOW...  
Play  
Better  
Golf  
With  
Trija



Here's the solution to your caddy problem! TRIJA is the nationally advertised golf set... that gives you 6 fine, scientifically balanced clubs from ONE shaft and three heads. Used with real satisfaction by golfers all over the country. Solve your caddy problems once and for all. Enjoy the game more than ever before. Play a better game, easier.

DRIVER  
PUTTER  
CHIPPER  
MASHIE  
NIBLICK  
MID-IRON

Complete  
Shaft, three  
heads and  
canvas  
travel case  
\$35.00

COME IN AN'

At Your Sports Centre

OR

J. QUINTON MCKAY

315 Smith Street

Winnipeg — Manitoba

Canadian Distributor

## Ateah's Baggage Transfer

★  
WOOD  
AND  
ICE

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

The Trija Golf Club, a 6 in 1 Club with dual-purpose, demountable heads is here...

This Trija Golf Club is new in every detail... perfected and proved in many thousands of rounds of golf. No adjusting the heads... No guessing the correct angle. For each of the locking positions the club head angle and the angle of shaft lie are definitely and correctly fixed... they cannot change. And, the length of the shaft varies automatically for each head. There are three variations of club length... longest for driver and midiron, medium for mashie and niblick, and shortest for chipper and putter. Thus, because of accurate weight, balance and shaft length... you get a full set of six matched clubs... There's nothing like it on the market. The only club with "demountable" heads... changed in a flash. And Trija is easy to carry, wherever you golf... as handy as a cane. The smartest club for travel and resort use.

Here's how simple, quick and easy the heads are attached: The T-lock is inserted into the slot in the club head and the shaft is rotated counter-clockwise. In less than two turns, the head is snug... a part of the shaft. The harder the ball is hit, the more firmly the club is fastened to the shaft.

The angle of shaft lie is definitely fixed according to the direction in which the shaft is inserted into the head... and the effective weight and balance are properly centred in the club head for each position.

A Regulation Club in every sense of the word... smooth, perfectly proportioned, beautiful... a joy to use and a honey to own. The type of grip is optional... either the conventional grip of finest quality top grain cowhide, wound over a live rubber foundation; or, the newest type light weight moulded plastic composition, all-weather, non-slip grip, which retains its proper shape and resilience and good playing qualities forever.

All TRIJA clubs have top-quality tapered shafts, of tempered alloy steel, with just the right amount of whip. The Driver-Midiron and the Mashie-Niblick heads are of highest grade alloy steel, heat-treated and nickel-chrome plated for real stamina under constant usage. The Putter-Chipper head is of polished golden bronze.

The "AIRLINER" is essentially the same as the Regulation model except that the shaft is demountable at the grip (overall length 22 inches—grand for traveling—will fit into your suitcase). Comes complete in smart leather zipper top, travel case.

J. QUINTON MCKAY, 315 Smith Street, has them. Drop in and see this amazing club for yourself.

Ateah's Baggage Transfer is now open for the summer, and this firm also looks after your fuel and ice wants. Its a busy life these young men lead but they are capable and efficient. Their office is next to Lou Sauve's store where a fleet of trucks and autos are always ready for service.

The Victoria Beach Golf Course will be open for play around June 15th.

# Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., JUNE 28th, 1947

No. 2

## Almost a Bad Fire Near Golf Course

THE authorities at this summer resort never lose the opportunity to impress all residents of the danger of a serious fire from tossing away lighted matches or the burning ends of cigarettes. This warning was needed with emphasis in recent weeks for there had been no rain fall all this season until last Saturday. The bush was ready for careless people.

Two men working on the Golf course about 5 o'clock last Saturday were surprised to see smoke and then flames suddenly break out in the thick bush beyond No. 1 green. Word was sent to the superintendent of the company, Mr. Lees, and the pair went over to the spot with an axe and shovels to see what they could do to avert the spread of the fire. When Mr. Lees got word he hurried over to the police house where a meeting of the municipal staff was being held with Mayor J. W. Beech. The municipal truck was close by and all present piled in with axes and shovels, there being no water in the vicinity of where the fire had broken out. On arrival it was discovered the two men already there had made a trench around the burning area, and with the additional help burning trees were cut down and with the use of sand the fire was gradually smothered. This blaze required vigorous treatment as the dry season had left the bush easily susceptible to a cigarette butt carelessly thrown away. Reference is made to the supposed cause as a few minutes previous to the outbreak a party of young people were seen passing through the bush. However, prompt and strenuous work had the desired effect on the blaze but there was also good fortune that the fire was discovered when it had just started and that help was available, otherwise in the dry state of the underbrush it might have developed into proportions that the combined effort of all residents could not have stopped; and what would Victoria Beach be without trees? So Mayor Beech again asks all smokers to be careful and to realize the dangers attendant on the careless and thoughtless act in throwing away any thing that might start even the slightest fire. Every season small smudges are located and these if left to develop would spell ruin to many. It is right that the names of those who worked like Trojans last Saturday should be mentioned; so here they are: William Moran, William Folster, A. S. Cooke, Supervisor; C. A. M. Lees, Constable Cain, R. S. Coupland, Sec.-Treasurer, Neville Smith and J. W. Beech.

Watch for the dates of the Children's Masquerade and Sports Day.

### Change in Church Service Hour

The Committee of the Community Church has decided to start the Sunday morning service in the Clubhouse at 10:45 o'clock, instead of 11 o'clock as in past seasons, one-quarter of an hour earlier. This is because the first morning train from the city will now arrive at Victoria Beach at five minutes before the noon hour, instead of 12:25 p.m. It leaves Winnipeg at 9:30 a.m. each Sunday, in place of 10 a.m. as in seasons past. So church goers will have to arrive earlier to be present at the beginning of the service. Rev. William Steenson will conduct the coming Sunday's devotions.

### Club to Sponsor the Tennis Courts

At a recent meeting of the Victoria Beach Club it was decided that the Club would sponsor the tennis courts at Victoria Beach, owned and formerly operated by the Victoria Beach Company. These courts, which are recognized as amongst the finest in Manitoba, will be ready for play by the first week of July. Various tournaments will be held during the summer for players of all ages and proficiency. This new endeavour on the part of the Club will be under the direction of Sid Wise, chairman; Dave Grant, Ken Gray and Jack Beech.

Watch the Herald for further details.

### "At Your Service!"

The stores at Victoria Beach carry ample stocks and there is no need to order supplies or bring them down from Winnipeg. Fresh stocks are received daily. Business premises are always kept neat and orderly; their staffs of clerks are courteous and obliging. Milk deliveries are now being made by the Beach Milk Service, each day. Ice can be secured in any quantity. Bread from the Bake shop under Mr. and Mrs. H. A. Cox's personal management is now open, and Canada Bread and Weston's Bread, with rolls and cakes, are at the stores. The Laundry service is still a problem at the Beach.

### MAIL — Arrival and Departure

Mail from Winnipeg arrives at 12:00 Noon each day except Sunday and leaves for Winnipeg on the 7:00 p.m. train, Sunday included. Closing time at the Post Office for out-going mail is half-an-hour before train departure.