

NOW ...
Play
Better
Golf
With
Trija



Here's the solution to your caddy problems! 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
WEDGIE
MID-IRON

Complete
Shaft, three
heads and
canvas
travel case

\$35.00

Come In and See It!
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 SENSATION IN GOLF CLUBS

What a commotion the new golf club — Trija — has created across the country. One club, a handful of heads in your pocket, and you are equipped for the greens! No club bag; no caddy, just yourself and one club. George Bannister, the golf pro. at the St. Charles Country Club, now uses no other than the Trija in his playing and in his instructions. Mr. Jack Perrin, president of San Antonio Gold Mine, declares he never again will use any other than the Trija. Mr. Arthur Rowland, once champion of St. Charles Country Club, uses no other; others who use it exclusively are Dr. Thorlakson and Dr. Fahrni, Mr. E. E. Poole, president of the Poole Construction Company, Ltd., of Edmonton writes to Mr. McKay as follows

"When I first saw the Trija-6 Golf Club I did not think that it could possibly take the place of a regular set of golf clubs and I purchased it because it is so convenient to carry. I found, however, in using it that I can get longer and straighter shots with this club than I can with my regular matched set. In fact, since purchasing this club I have given my matched set to my son because I am quite convinced that I will no longer have any use for it."

Mr. Quinton McKay has the agency for Trija for all of Canada and finds it difficult to keep up with the demand.

WANTED — The Victoria Beach Club is looking for some one to run the Club House Concession. See Mr. A. More, 220-4th Avenue.



SEALED TENDERS addressed to the undersigned, and endorsed "Tender for Wharf Repairs, Victoria Beach, Manitoba", will be received until 3:00 p.m. (E.D.S.T.), Wednesday, July 9, 1947, for wharf repairs at Victoria Beach, Manitoba.

Plans, form of contract and specification can be seen and forms of tender obtained at the office of the Chief Engineer, Department of Public Works, Ottawa, at the office of the District Engineer, 1002 Union Trust Building, Winnipeg, Manitoba, and at the Post Offices at Selkirk and Victoria Beach, Man., and at Port Arthur, Ont.

NOTE: Upon application to the undersigned, the Department will supply blueprints and specification of the work on deposit of a sum of \$20.00 in the form of a certified bank cheque payable to the order of the Minister of Public Works. The deposit will be released on the return of the blue-prints and specification within a month from the date of reception of tenders. If not returned within that period the deposit will be forfeited.

Tenders will not be considered unless made on printed forms supplied by the Department and in accordance with conditions set forth therein.

Each tender must be accompanied by a certified cheque on a chartered bank in Canada, payable to the order of the Honourable the Minister of Public Works, equal to 10 per cent of the amount of the tender, or Bearer Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent companies, unconditionally guaranteed as to principal and interest by the Dominion of Canada, or the aforementioned bonds and a certified cheque if required to make up an odd amount.

By order,

J. M. SOMERVILLE,
Secretary.

Department of Public Works,
Ottawa, June 14, 1947.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., JULY 5th, 1947

No. 3

Why This is a Healthy Beach!

THE community of Victoria Beach places the good health of residents as worthy of first consideration when planning from season to season. From the foundation it has always been regarded as worthy of serious thought and consideration. That is why there has never been an epidemic in its mildest form at this Beach; when a few years ago infantile paralysis raged in Winnipeg and throughout the province and the department of health was at its wits end to stem the disease, some residents herded their children together and went into Winnipeg to seek advice from family physicians what best to do in the midst of a summer vacation under the dire circumstances affecting the province. All were told: "The healthiest place for your children is where you came from; take them back to Victoria Beach and keep them there until the epidemic has waned." This these parents did and there was not one case of infantile paralysis at Victoria Beach that season.

Water is a promoter of this disease but good water is a preventative. That is why the municipal authorities here see to it that first of all Victoria Beach water must be pure and wholesome. The engineer of this municipality is at the beach early in April and with his staff gets busy on the wells without delay. Cleaning out the 50 deep and shallow wells is not an easy task but the work is accomplished by the time summer residents start to arrive. Every bit of possible contamination in the wells and around them is removed. The pumps are placed in good working condition. But some of the deep wells are drying up, a regrettable decline.

Every season a well qualified medical man is located here and his expenses and salary paid by the municipality. From time to time this medical man sends to the provincial analyst samples of water from each of the wells and any defect noticed by the provincial health department is corrected. But nothing serious has ever been noted after a close examination.

The scavenging system is also closely attended to and in this respect cottage residents are asked to co-operate in seeing that all refuse is placed where it can be carefully taken away by the collecting wagons. This is important, and should be given faithful attention by every occupant of a cottage. It is necessary that everyone give to the authorities the greatest co-operation. The fine example set from year to year by Victoria Beach Inn should be followed by everyone. The Provincial Inspector said

last year: "I never inspected a business premise that was as cleanly kept as is Victoria Beach Inn."

The Manitoba Health Act now applies to Victoria Beach. This does not relieve the municipality of any burden. While owners of land have to pay a small tax to help maintain the department's work the medical staff on their part inoculates and vaccinates every permanent resident within the confines of the district. A free hospital is maintained at Selkirk for those unable to take care of their health. Every cottage and business grounds are inspected to see that nothing exists that may lead to the outbreak of disease. This municipality still has to look after its own indigents. Every one who through unfortunate event is left a charge on the community must be paid out of the yearly taxation.

All accidents, where the victim cannot afford to pay the costs of recovery, are paid for by the municipality. It would surprise some of the taxpayers if they knew the details of what it costs under these levies. One year an individual's poor health cost the municipality \$400, which is quite an item for a limited financial assessment as prevails at Victoria

(Continued on page 2)

Children's Sports Day

Under auspices of the Victoria Beach Club, the Annual Children's Sports Day will be held on Tuesday, July 22nd.

Mr. G. J. Reeve, principal of St. John's High School will again be in charge.

Events include:—Sand Castle Building, Coat-of-Tan and Junior swimming at Patricia Beach and Foot Races up to 16 years of age; High Jump, Broad Jump and Mile Race for the older ones.

Last year over 150 prizes were distributed. Prizes cost money and your usual generous contribution will be appreciated. Help make some little heart happy.

Donations may be made to Miss Muriel Pratt, Club Secretary or the following members of the Sports Finance Committee: J. J. Conklin, W. J. T. Kerr, W. Pope, W. D. M. Stewart, T. D. Poyntz, Col. N. R. Nagle, chairman.

There will be prizes for making Signs to advertise the Children's Masquerade. These will have to be in to Miss Pratt by July 17th. Let's see what you children can do.

Senior Masquerade, July 19 — Children's Sports Day, July 22 — Children's Masquerade, July 26

VICTORIA BEACH HERALD
Published every Saturday throughout the season. Printed by the
Ablion Press, 50½ Princess Street, Winnipeg, Man., J. S. Smith,
Manager. Advertisements to be sent to the Business Manager,
Ablion Press, 50½ Princess Street, Winnipeg, or left in boxes in
Victoria Beach Stores.
Social Editor: Miss M. F. Pratt.

WHY THIS IS A HEALTHY BEACH!

(continued from Page 1)

Beach. It is the penalty we pay for being well organized.

So after all this municipality is not care-free; some one is always giving their best to maintain a high standard of health at this summer resort. This duty is carried out without hope of reward or honor, except for the satisfaction of knowing that the summer recreations here are surrounded by all that is best for the well being of the people who make this place their summer playground from year to year and that the record to health stands first among all the numerous large summer resorts of the wide flung Winnipeg district. Good health is a promoter of good morals. So the authorities go forward from season to season with a perfect understanding of the benefits they are conferring, but knowing it cannot be done without watchful care and diligence of purpose.

Giving Thanks

During the week-end several people said to me: "I wish someone would put another editorial in the "Herald" stating that the Railway did not do this or did do that, which was not liked by those coming down." The thought struck me — Do these people every say "Thank You" for the things they get? Those of us who have been coming down for thirty years can look back to the time when we had no through train. We stopped at Scantebury for water every time. We would have 10 or 15 minute stops for "hot boxes" nearly every trip. On a holiday our milk and bread would be taken off at Grand Beach because they were short and we would have to go without.

I sometimes think if we took a little more to heart Mr. Steenson's sermon of last Sunday and did unto others a little more as we would like to be done unto we would deserve the blessing that our Heavenly Father gives us at this wonderful beach and in giving thanks to Him we would find no time to grumble. — Muriel Pratt.

Sunday Concert

A very successful concert took place in the Club-house Sunday evening, June 29th, in the form of a take-off on a radio program with cosmetic advertising.

Bill Johnston was M.C., with Paul Quinton announcing the commercials. Other artists were Audrey Munro, Rosemary Simpson, Kay Porter, Nancy Wilson, Jack Cuthbert, Barry Best and Jack Beech. Accompanist was Mrs. Henderson.

The efforts of the Young People at last Sunday's concert were very much enjoyed by all that were there and the collection amounted to \$33.20.

Victoria Beach Municipality

Mayor: JOHN W. BEECH

Councillors:

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

Secretary-Treasurer:

R. S. COUPLAND

Hamilton Bldg., Main St. & McDermot Ave.

Medical Health Officer: Dr. GEO. CAMSELL

Residence: Government Dock Road

Police Service: W. D. CAIN, R.C.M.P.

Residence: Birch Avenue

Engineer and Supervisor: A. S. COOKE

Magistrate: FREDERIC FRENCH, J.P.

Join The Victoria Beach Club

Victoria Beach days are here again with every indication that the 1947 summer season will be about the most successful season experienced at Manitoba's finest summer resort. The Victoria Beach Club, under an enthusiastic president and executive, is lining up a very ambitious programme of activities for the coming Summer.

YOUR Club is constantly promoting new activities in order that every family's stay at the Beach may be more enjoyable.

It is YOUR Club because this organization is a community effort and a sincere and cordial invitation is extended to you and any of your friends to join now.

An all-out effort is being made to welcome new members and to invite those old ones to renew their memberships.

Memberships may be purchased through your paper boy or from the door attendant at the Club-house. By depositing your name and address in boxes provided at the stores a representative of the Club will call upon you and supply additional information.

Don't Delay! — Get in the swing of things at Victoria Beach! Join the Victoria Beach Club today!

Inspector George P. Jamieson, of the Winnipeg Police force, and a cottage owner and resident here with his family for many years at Victoria Beach, has been appointed to the position of deputy chief of the Winnipeg force.

STEWART'S STORE

Next to the Meat Shop

Owned and Managed by

HUGH and VIOLET STEWART

Well stocked with groceries, fresh fruits and vegetables, fresh milk, bread and all goods required by cottage residents, for their summer needs.

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

Long Distance Telephone . . . Post Office

WE DELIVER

WHEN YOU THINK OF
GIFTS
THINK OF . . .

J. Quinton McKay

Winnipeg's Famous Gift Shop
315 SMITH STREET
Next Door to the Marlborough Hotel

GOLF COMPETITIONS — 1947

An interesting series of competitions has been arranged by the Golf Committee of the Victoria Beach Club and a cordial invitation is extended to all golfers to participate.

Three Trophies will be played for:—

1. The McKinney Trophy — which has been in annual competition for many years and was won last year by Mr. A. P. Jamieson.
2. The Fred Porter Trophy — which has been donated by Mr. Fred Porter for annual competition. His kindness in this regard is greatly appreciated.
3. The Jimmy Grant Memorial Trophy — which has been donated by a few of Mr. Grant's friends who have taken this means of perpetuating the memory of a life-long friend and one of the grandest fellows who ever set foot on the Beach.

SCHEDULE OF COMPETITIONS

1. Ladies' Competition (McKinney Trophy).
2. Men's Competition (The Fred Porter Trophy).
3. Juniors' Competition.
4. Open Championship (The Jimmy Grant Memorial Trophy).
5. One-Club Competition (July 20th).
6. Mixed Foursomes (August 3rd).
7. Ringer Boards.

The first three competitions will be run in two series:— One during July, starting July 5th and ending July 26th, the other for August, starting August 2nd and ending August 24th.

GENERAL RULES

Competitors must play at least 36 holes (medal play) by July 23rd.

All games must be played with at least one other competitor and cards turned in to Mr. Blunderfield at the conclusion of each game.

A playdown will thereafter be arranged to determine the winner of the July series.

The August competition will be arranged in the same way, the cut-off date for medal play being August 20th.

Subsequently, the winners of the July and August competitions will play off for the respective cups.

The Jimmy Grant Memorial Trophy —

Competition for this trophy will be open to all and competitors must play at least 36 holes (two

Community Church Service

Club House, Victoria Beach

SUNDAY, JULY 6th, 1947 at 10:45 a.m.

Preacher: REV. W. G. BERRY

Soloist: MISS AUDREY MUNRO

Accompanist: Mrs. D. C. Henderson

HARRY ENGLAND, Secretary-Treasurer, 306 Seventh Ave.
CHARLES H. BALL, President . . . Residence, Sixth Ave.

rounds) during the week-ends July 26th to August 23rd.

Competitors having the best average score for 36 holes (two rounds) will qualify for the final play-off which will be run off during the week-end of August 30th.

Ringer Boards —

Three ringer boards will be in operation throughout the season for Ladies, Men and Juniors. There will be a cut-off on July 31st to determine winners for July.

One-Club Competition (July 20th) —

Details of this competition will be announced in next week's Herald.

Mixed Foursome Competition —

Playable on August 3rd.

Two-ball foursome — 9 holes.

Tea and refreshments will be served on the Course.

Further details are being worked out by John Isbister and Phil Cox and will be announced later.

Entry Fees for Competitors —

Adults, 25c. Juniors (17 years and under) 10c.

The foregoing competitions have been arranged by the Golf Committee composed of Phil Cox, Dave Grant, John Isbister, Stan. Blunderfield and J. T. Irving (Chairman).

Competitors are urged to file their entries promptly.

Everybody Welcome — Nobody Barred.

There are only a few days left to send in a tender for repairs to the dock, as noted in the advertisement in the "Herald."

"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.

Serious Accident to Wilbur Little

A regrettable and unfortunate accident happened to Wilbur "Wib" Little, well known summer resident at this beach. Last Saturday he came to the beach with his mother, Mrs. Harry Little, to open their cottage on Sunset Boulevard, for the season. On Monday he accepted an invitation from Capt. Walter Thomas to go to Grand Beach on his large passenger boat while he pulled off the rocks a launch belonging to a friend. While standing on the rear deck of the boat helping to straighten out the tow chain, while the vessel was in motion, his right foot became entangled and although he called for help the noise of the propeller made it impossible for any of the crew in other parts of the boat to hear him. When discovered his foot and ankle were badly lacerated. He was taken by train to Winnipeg and then to the General Hospital where after examination the doctors decided an operation was necessary, and the result was the loss of the right foot. Mr. Little is now progressing favorably. From the boat to the train and all the way to Winnipeg, "Wib" suffered severe pains which he bore with apparent unconcern, being less moved than those around him. His fortitude and courage were remarkable. "Wib" a broker on the Winnipeg Grain Exchange and a graduate of the University of Manitoba, has been a summer resident of the Beach since he was 10 years of age and has always taken a keen interest in the development and progress of Victoria Beach and in the welfare of the Community Club.

Still "Tops"

The Trija Golf Club is still the favorite with a large number of players on city Golf Courses, where many more are seen each week in the hands of experienced players. This club is also now appearing on the Victoria Beach Course where it is the admiration of many.

At a meeting of the Springfield Liberal Association Executive, at the home of J. S. Sinnott, J. Ballan of Beausejour was appointed secretary.

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



Confidentially!

The long week-end brought a grand crowd to old Vic. Beach, even though the weather wasn't quite up to par. There was a large turnout to the "Welcome Down Dance," but come on, mothers and fathers, these dances are for you as well as your sons and daughters. Let's see you all out at the "July Fifth Frolic" this Saturday. About the dress of the younger people at the dance, we believe if we are to have a big crowd that we must create an atmosphere which draws a big crowd. So let's put on our "best", and shine up our shoes this season. No bare feet; no peak caps.

Last Sunday's variety show was played to a capacity house. Thank you all for your support — \$33.20 worth. We hope to see you every Sunday. This week, a well organized programme is to be presented. There will be movies, a sing-song, and some solos.

Two weeks this Saturday, July 19th, the Club is holding the annual Masquerade Dance. We want to see some really dandy costumes, so get busy.

The present membership of the Club is coming along, but we need lots more new members to make the drive a success. We don't want anyone to be left out of things, so you non-members step around to the Clubhouse any evening and enlist your support in the Victoria Beach Club.

This is the second issue of the "CONFIDENTIALLY" column of the Victoria Beach Club. Through it we are able to tell you of coming events of the season, and we hope that you will all become regular readers.

Our former mayor, Mr. Victor Scott, was recently elected potentate of Khartum Temple, Winnipeg, Order of the Mystic Shrine, with jurisdiction over members in Manitoba, Saskatchewan and Western Ontario. The Shrine recently dedicated and opened their new Children's Hospital, located on Wellington Crescent, at a cost of \$250,000, at which Mr. Scott officiated at the ceremonial.

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.

Wedding at The Beach

At a ceremony on May 24th at 3 p.m. at the Victoria Beach Legion and Community Hall, Vernon Lorraine Trainor, daughter of Mrs. Rex Lester was united in marriage to Charles David Lee, only son of Mr. and Mrs. Charles Lee of Winnipeg. Rev. William Steenson officiated.

Berton Joseph Trainor gave his sister away in marriage.

Attending the bride were her cousin, Enid Louise Jonsson, and her sister, Marina Edith Lester. Mr. James Malcolm Jackson of Winnipeg attended the bridegroom.

A reception was held at the "Pine Crest Farm," home of Mr. and Mrs. Rex Lester.

Mr. and Mrs. C. D. Lee left on a short wedding trip to Calgary and other points in Alberta. They will reside in Winnipeg.

Vernon Lorraine is a granddaughter of Mrs. M. Ateah, pioneer resident of Victoria Beach.

Two of the Younger Set Wedded

Two members of the younger set prominent for the last few years in social and club affairs, were married a short time ago. The bride was also for the past two seasons elected Queen of the Banff Winter Sports and Carnival and the City of Winnipeg had also offered to send her to the St. Paul, Minn., Winter Sports Week, but she preferred the Canadian honor. A newspaper account of the wedding follows:

Marjorie Joan Shenton chose a period gown of white satin and Normandy lace for her marriage to Douglas John Irving, May 31, at 4 p.m. in Holy Trinity Anglican Church.

The bride is the daughter of Mr. and Mrs. Wm. Shenton. The bridegroom is the son of Mr. and Mrs. J. T. Irving. Rev. Terence Finlay officiated. Miss May Cannell was soloist, with Richard Carrol playing the wedding music.

The bride was attended by her sister-in-law, Mrs. H. W. Shenton as matron-of-honor. Bridesmaids were Miss Kathleen Porter and Miss Nancy Wilson.

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 ½ cord.....\$6.00 ¼ cord.....\$3.25

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.

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.

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.

Under the personal direction of Robert Kilpatrick.

Alan Irving was best man for his brother. Ushers were T. Dougall, A. MacCruden, D. Dyck, D. Northstein, A. Burns and H. W. Shenton, brother of the bride.

The bride's gown was fashioned with an off the shoulder neckline, featuring an inset of net and accented with a berth of the Normandy lace. The sleeves were lily-pointed over her hands. The bouffant skirt was draped in front to show an underskirt of the lace, which edged the Regency train. A Queen Anne headdress bordered with the Normandy lace held her veil. She carried Talisman roses and bouvardia.

A reception was held in the drawing room of the Fort Garry Hotel.

Mr. and Mrs. Irving will live in Winnipeg when they return from a wedding trip.

Death of Mrs. Hughes

Victoria Beach lost by death another prominent woman, Mrs. Hughes, since the close of last season. The newspaper account follows:

Mrs. Dorothy Hughes, 84, responsible for starting the All People's Mission, and instrumental in forming one of the first fresh air camps to be held in Western Canada, died Saturday afternoon in Misericordia hospital.

Born in Ireland, she came to Winnipeg as a child. In 1889 she started a Sunday school class of immigrant children in the old McDougall church, and within the next few years, the classes increased to such an extent that new buildings were built to ac-

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.

Freshly Decorated . . . High Pressure Water System
Fire escapes on all large buildings.

WRITE TO US FOR SEASONS RATES



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**.

commodate the children, and now form the All People's Mission in Winnipeg today.

Mrs. Hughes was one of the founders of the Sparling Fresh Air Camp.

Her husband, Joseph J., died in 1944, and Mrs. Hughes is survived by two daughters, Mrs. Sidney B. Simmonds, of Edmonton; Mrs. Vincent Hunt, in Drumheller, Alta.

Interment was held in Old Kildonan Cemetery.

For many years Mr. Hughes had occupied her cottage on Seventh Avenue each summer. Her husband died three years ago. Mrs. Hughes was a regular attendant at the Community church services.

Support the Sunday Church Service

The Community Church which holds services each Sunday morning in the Clubhouse exerts an influence for good on the people who reside here, in summer cottage or in permanent home. It is, therefore, the duty of all church-goers to attend these hour services and by their presence increase the neighborliness and good feeling which results in such rich blessings to all around. The clubhouse is cool and bright; it provides comfortable seats and hymn sheets for all who make their way to the service. The best talent in preacher and songster that can be secured are made available; and the church committee should be supported to the utmost. This summer resort has gained the reputation of having the largest attended church service of any their part to sustain that proud standing. Service commences at 10:45 o'clock.

There is always a good story prepared for the children each Sunday by the visiting clergyman.

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.
— WE DELIVER —

Appointed Canon

Since last season Dr. F. Glover, rector of St. Margaret's Church, Winnipeg, has been appointed a Canon of the Anglican church. Canon Glover has been a warm and generous supporter of the Community Church at the Beach. A newspaper story of the elevation, at the time, reads:

Archbishop Sherman in unannounced participation in the Sunday morning service at St. Margaret's Anglican church, announced that Dr. F. Glover had been created an honorable canon of the diocese in recognition of his 25 years as rector of the church. St. Margaret's will celebrate the 25th anniversary next Sunday and a reception will be held January 6th, in honor of Canon Glover.

The Golf Course is being well patronized and all report conditions are excellent on the greens and fairways, although the groundsmen are finding it difficult to cope with the season's changing mood. The new director of playing at the clubhouse seems to understand the duties of the position clearly and is in the favor of all players.

Major J. G. (Jack) Conklin, after a few days spent with his parents, Mr. and Mrs. J. J. Conklin, St. Vital, sailed from Vancouver on June 6th for Shanghai and later for Hong Kong, in which latter centre he will be a magistrate in the courts of the colonial government for the next three years.

For Sale: Three-quarter Size Bed, with Coil Spring.

Apply 209 Fourth Avenue.

Lots For Sale on SUNSET BLVD.

An opportunity to secure a choice location for your cottage . . .

TWO VERY CHOICE

LAKE FRONT LOTS

Sunset Boulevard at Alexandra

S. P. Gemmill — Telephone 97 294

"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)
Souvenirs.
Latest Fashions in Bathing Supplies.

This Summer we will be in our store at PINE ROAD,
directly opposite Railway Station.

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

Beach People

Mr. and Mrs. L. J. F. Van Riemsdyk arrived at the Beach on Saturday to open their cottage on Sunset Boulevard for the season. They spent the Winter in Victoria B.C., returning to Winnipeg at the end of May. Mr. Van Riemsdyk who is the Consul-General for the Netherlands is greatly improved in health since last summer.

"You have a lovely beach here and a very delightful summer resort by this great northern lake," stated Mr. Melce Taylor of Cleveland, Ohio, who with Mrs. Taylor spent a recent week-end, the guests of Mr. and Mrs. Edgar Ransom, in the Oldham cottage, King Edward Beach. Mrs. Taylor is a daughter of Mr. Ransom. She had been living in Montreal for a few years where six months ago she married Mr. Taylor. Both Mr. and Mrs. Taylor returned to Cleveland, where Mr. Taylor is associated with the Eastman Company Plastic Dept. They will retain happy memories of Victoria Beach.

Mr. and Mrs. J. J. Conklin arrived this week-end to open their cottage on Sunset Boulevard for the season.

Major N. W. Dickson, Mrs. Dickson and small son of Ottawa, are spending the summer at the Beach and are at present occupying "Brenda" cottage on Fifth Avenue.

Mrs. J. W. Beech has opened her cottage for the season and has as guests her sister, Mrs. McIntosh of Regina and her daughters Miss Dorothy McIntosh and Miss Heather McIntosh.

When you return from your vacation

Please Call **37 101**

for Regular Daily Service.

MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

Crescent Creamery Co. Ltd.

WINNIPEG

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.

Dr. and Mrs. C. Ogilvie Wood after spending the month of June at the Beach, have returned to their home in Winnipeg, and have handed their cottage at Arthur and Fourth to the new owners.

Reverend and Mrs. R. E. Meinzen and daughters, Ann and Kathryn, are spending several weeks at Victoria Beach.

BARBER SHOP

HAROLD JENKINSON, Proprietor

BEST OF SERVICE

Open: 9 a.m. to 8 p.m.

SOFT WATER SHAMPOO

Mr. and Mrs. A. W. Bouttelle, who have been in their cottage, "The Houseboat," on Victoria Crescent, have gone on to Toronto to visit relatives. They are motoring all the way from Sydney, B.C., on Vancouver Island to Eastern Canada and New England States.

Mr. and Mrs. H. E. Gibson, son and daughter, Terry and Janet are at their cottage 304-3rd Avenue for the summer.

Miss C. E. Mitchell is spending July at 217 Third Avenue.

Mr. D. S. Jackson, general manager of the Lake Shippers Clearance Association, arrived at Victoria Beach June 30 with his family to spend the season at Mrs. McFadyen's cottage, Bayview.

The Women's Auxiliary of St. James Anglican church paid their annual visit to the cottage of Mrs. J. W. Beech, July 2nd.

Golf Course Schedule

ADULTS —

9 Holes 25c
18 Holes 50c
Book of 20 Tickets \$4.50

CHILDREN (under 17 years) —

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.

CHILDREN (Beginners) —

Tuesday afternoon, 9 holes 10c

SEASON TICKETS — Available on Application.

CLUBS may be hired at 25c per game.

LOCKERS for rent, any period desired, moderate rates.

NOW ...
Play
Better
Golf
With
Trija



Here's the solution to your caddy problems! 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 and See It!
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.

Mrs. I. C. Frampton and her daughters, Mildred and Frances and Dicky Kruse are spending a week as guests of Miss Mitchell.

Miss Pauline Spivak spent the long week-end at 217 Third Avenue.

The Rev. W. G. and Mrs. Onions, David and Joan, of Hamiota, have taken up residence at their cottage 219 Sixth Avenue, which will in future be known as "The Onion Patch."

Mrs. C. V. Saunders, accompanied by Mr. and Mrs. Norman Wildgoose and daughter, Nancy, is occupying her cottage at Third and Patricia for the month of June.

George Lovell has been down visiting his mother on Third Avenue for a few days. He is one of the "old timers" of Victoria Beach having come here first in the summer of 1912 by Dominion Government boat "Victoria" from Selkirk in connection with the building of the first Government pier here. He built here in 1922 but since has sold his cottage "Nottawasaga" on Third and Alexander.

Mr. and Mrs. F. W. Shepherd have opened their cottage at 316 Fifth Avenue and hope to remain until September.

Miss Nancy Shepherd who is a student nurse at St. Boniface Hospital will arrive on Friday to spend a three weeks' vacation with her parents, Mr. and Mrs. F. W. Shepherd, at their cottage.



SEALED TENDERS addressed to the undersigned, and endorsed "Tender for Wharf Repairs, Victoria Beach, Manitoba", will be received until 3:00 p.m. (E.D.S.T.), Wednesday, July 9, 1947, for wharf repairs at Victoria Beach, Manitoba.

Plans, form of contract and specification can be seen and forms of tender obtained at the office of the Chief Engineer, Department of Public Works, Ottawa, at the office of the District Engineer, 1002 Union Trust Building, Winnipeg, Manitoba, and at the Post Offices at Selkirk and Victoria Beach, Man., and at Port Arthur, Ont.

NOTE: Upon application to the undersigned, the Department will supply blueprints and specification of the work on deposit of a sum of \$20.00 in the form of a certified bank cheque payable to the order of the Minister of Public Works. The deposit will be released on the return of the blue-prints and specification within a month from the date of reception of tenders. If not returned within that period the deposit will be forfeited.

Tenders will not be considered unless made on printed forms supplied by the Department and in accordance with conditions set forth therein.

Each tender must be accompanied by a certified cheque on a chartered bank in Canada, payable to the order of the Honourable the Minister of Public Works, equal to 10 per cent of the amount of the tender, or Bearer Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent companies, unconditionally guaranteed as to principal and interest by the Dominion of Canada, or the aforementioned bonds and a certified cheque if required to make up an odd amount.

By order,

J. M. SOMERVILLE,
Secretary.

Department of Public Works,
Ottawa, June 14, 1947.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN, JULY 12th, 1947

No. 4

Let's Start Planting Trees!

TOO many of the magnificent stands of trees for which Victoria Beach is favorably known, far and near have disappeared and are not being replaced.

This denuding of our foliage reserves is to be regretted and something should be done about it.

First it is the duty of the individual owner of a cottage to replace the loss to his property by replanting the vacant space. By a ramble through the woodland one comes across specimens of young growth which by careful cultivation would some day develop into a monarch of the forest, as the poet says it.

A shocking example of devastation is seen at Lot 5, Block 4, facing the lake shore on Sunset Boulevard, where the entire property has been cleared of trees almost to the water edge. The destruction was carried into and over the land owned by the municipality in a manner that was wanton and perverse. And after all this ravaging had been done to private and public property nothing was done to alleviate the distressing damage; but to nail a sign on one of the few remaining trees, bearing the funeral words: "For Sale." What a mockery that conveys to a tree lover! Let the dead bury the dead is the message he leaves with Victoria Beach leaving the dank and noxious weeds that now cover the barren space. How the lot owner possessed the idea that he could destroy municipal property as well as his own is inconceivable to the municipal authorities who regret that any lot owner could so take the law into his own hands and denude Sunset Boulevard of beautiful silver birch trees.

It has aroused the council of the municipality to action, instructions being given engineer Cook that no one can cut down any tree on the roadways within the borders of the municipality even if it might enhance the value of a cottage lot, without the permission of the engineer. Some residents have been apprehended cutting down trees on the roads for use as firewood. Some residents have the misapprehension that they have the right to do what they please with trees in front and in the rear of their lots. The council's declaration is to the effect they have not and wilful destroyers will be prosecuted.

The council recently asked the mayor, Mr. J. W. Beech, to seek the advice of the provincial department of Natural Resources, as to the best way to go about reforestation at Victoria Beach, and the mayor had an interview with officials in charge of

this important work. The promise was given to the Mayor that a competent man would visit this resort and later would prepare a report on his findings directly beneficial to the Beach. This report was published in a recent issue of the "Herald" and aroused interest.

Saplings, gathered from the woods around the cottage area, can, with careful cultivation, be made to adapt themselves to new surroundings, and soon will flourish in healthy growth. Many cottage owners have tried this type of transplanting and secured gratifying success. Notably among the number is Dr. Ogilvie Wood. In the late 1920's, (continued on page 2)

Council Nominations

As nomination day draws near, it seems that there is sufficient interest among the cottage residents to ensure good management of the Beach's affairs for the next two years.

Mayor J. W. Beech will not seek another term in that office on advice of his doctor and supporters of Councillor James T. Irving are likely to nominate him to succeed Mayor Beech. Mr. Irving has a background of ten years in the council, has been an active member of the Victoria Beach Club Executive and served two years as president. He has initiated many successful projects that have greatly helped to make Victoria Beach a sociable, quiet and safe summer resort.

To fill the one year term which will be necessary on Mr. Irving's resignation as Councillor, it is rumoured that Mr. L. C. Fairfield has been approached and will likely accept. Mr. Fairfield is keenly interested in Victoria Beach and would bring to the council good business experience.

It also seems likely that Councillors John Anderson and Spencer Guest will stand again for the two year term, which should be very acceptable news to everyone at the Beach.

Nominations will be received by Secretary-Treasurer Copeland at the Clubhouse, afternoon of July 15th, closing at 2:00 p.m.

Children's Sports Day

The Children's Sports Day will be held Tuesday, July 22nd. Foot Races at 10 a.m., at Memorial Field. Sand Castles, Swim and Coat-of-tan at Patricia Beach at 2:30 p.m.

Senior Masquerade, July 19 — Children's Sports Day, July 22 — Children's Masquerade, July 26