

NOW...
Play
Better
Golf
With
Trija



Here's the solution to your caddy problem! TRIJA is the nationally advertised golf set... that gives you 4 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
WILKIE
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.

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 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.

A Study in Golf Clubs

Have you made a study of the new Trija golf club for which Mr. Quinton McKay has the general agency for Canada. Light and convenient at all times for a golfer's use, it is ideal for the artistic golf devotee. The change from one style of club can be quickly made and there is no awkward club bag to worry about. It comes natural to use by beginner or experienced player. You owe it to yourself to see the new Trija club and try it out on the Victoria Beach course.

Donations to Sports Fund to date: Miss Dulcie Ann Thomson, Mr. and Mrs. W. G. Kelsey, Mrs. C. Thom.

This Summer the staff at the Bakery will be Irene Rimberg, Stella Smith, Gloria Cox assisting Mrs. Cox. In the Bakery Arthur Lozier, Walter Kibisky and Leslie Loffendale assisting Mr. Cox.



SEALED TENDERS addressed to the undersigned and endorsed "Tender for Interior Painting and Kalsomining, Customs Examining Warehouse, Winnipeg, Manitoba," will be received until 3 p.m. (E.D.S.T.), Wednesday, July 16, 1947, for interior painting and kalsomining in the Customs Examining Warehouse, Winnipeg, Man.

Specification and forms of tender may be obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, Ontario, and the District Resident Architect, Time Building, Winnipeg, Manitoba.

Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the 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, unless conditionally 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 23, 1947.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., JULY 19th, 1947

No. 5

A CONTEST FOR MAYOR

FOR the first time in the history of this municipality there will be a contest held August 5th, for the position of Mayor of Victoria Beach. At least that is the way it looks at present. Councillor John Anderson, and Councillor James T. Irving have entered the list. There may be a withdrawal but from the present outlook it will be a contest to the finish, and may the best man win! The polls will open at nine a.m. Tuesday, August 5th, and close at six p.m. The voting will take place in the Clubhouse and voters will mark their choice by an "x". The voters list may be seen at the Post Office or at the Clubhouse. This will be the official list, and anyone whose name is not on the list, cannot vote. There will also be a poll in Winnipeg at the Municipal Office, 403 Hamilton Building, the same day with hours also 9:00 a.m. to 6:00 p.m.

Nominations were held in the Clubhouse on Tuesday of this week between the hours of 12 noon and 2 p.m. There was no opposition for the vacant seat on the council except for that of Mayor. Mr. John N. Ateah was nominated for the vacancy left by the retirement of Mr. Anderson; Mr. Lorimer Fairfield will take the vacant seat left by Mr. Irving, whose term of office has one year to run; and Mr. Spencer Guest succeeds himself on the council. Mr. Ateah and Mr. Guest were elected for two years. The elections were for the 1948-49 years, but Mr. Fairfield is for 1948 term.

It is desirable that each of the candidates for Mayor should declare their respective policies, which they will put into effect if successful. This will give the voters a clear idea as to the merit of the respective candidates. It might be stated here that the issues involved have a strong bearing on the future of Victoria Beach and every voter should seriously consider their responsibility in this election.

The retirement of Mr. J. W. Beech from the office of Mayor at the end of the year is deeply regretted, as he had filled the position with honor to himself and benefit to the Municipality; but doctor's orders are imperative, and Mr. Beech decided that he should heed his physician's advice.

The nomination of Mr. Anderson came as a great surprise to many whose interests at Victoria Beach are held to be of paramount importance, when considering the wellbeing of their cottage homes. A great deal more will be heard about the situation in the coming week, in the meantime cottage owners should guard closely their own personal interests concerned in this election.

Money for Sports Day Fund

The Finance Committee for Sports Day will receive contributions from any residents at the Beach, so that nothing but success may attend the day. The Committee which will receive donations is composed of, Col. N. R. Nagle, Chairman; W. J. T. Kerr, J. J. Conklin, Don Stewart, and Tommy Poyntz, with Miss Muriel Pratt, Sec.-Treasurer.

Children's Sand Services

Under auspices of the Manitoba Child Evangelism Fellowship, sponsored by the Christian Business Men's committee of Winnipeg, children's sand services will be held every week-day morning at 10:30 a.m. at Patricia Beach during July, except Tuesday.

The programme consists of singing, stories, flannel-board lessons and other interesting activities for the boys and girls. Miss Twining has been well pleased with the attendance and attention so far.

No "Herald" Week of August 2nd

There will be no issue of the Victoria Beach Herald on Saturday, August 2nd, as the week will be the annual summer holiday of the employees of the printing shops, from Saturday, July 26th to Tuesday, August 5th, when work will be resumed on the day after Civic Holiday. Notices of coming events should be sent in next week for the following two weeks.

The spacious steps and platform erected last August by the municipal engineer, are much appreciated by Patricia Beach patrons. The steps are safer and more accommodating than the former ones there.

Masquerade Dance

SATURDAY, JULY 19th

Without Costume — Members . . 25c
Non-Members 50c

Classes are: Period; National; Comic; Spirit of the Beach.

Dancing Starts at 9:00 p.m.

Grand March at 10:15 p.m.

PRIZES — FUN — COME EVERYONE!

Give Generously to Children's Sports Day Fund. — The Big Holiday is Next Tuesday.

VICTORIA BEACH HERALD
Published every Saturday throughout the season. Printed by the
Albion Press, 50% Princess Street, Winnipeg, Man., J. S. Smith,
Manager. Advertisements to be sent to the Business Manager,
Albion Press, 50% Princess Street, Winnipeg, or left in boxes in
Victoria Beach Stores.
Social Editor: Miss M. F. Pfatt.

NEWS ITEMS

Place News Items in Herald Boxes or give to the
Manager or Clerks in the Stores.

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.

Beach People

Miss June Simpson who is a student nurse at the General Hospital, Winnipeg, is enjoying her two weeks vacation with her sister Doreen and Dad at the family cottage, "The Victorian."

Mr. and Mrs. Mark Lancasters guests for last week were their two neices, Miss Marion Jenner of Ann Arbor, Mich., and her friend, Miss Elenor Cunningham also of Ann Arbor and Miss Jean Currier, Rocanville, Sask., They like Victoria Beach and especially the beautiful trees we have here.

Dr. and Mrs. E. J. Rigby and family are occupying their cottage on First Avenue for July.

Mr. and Mrs. John Purdie are occupying their cottage at 311 Fifth Avenue. Their daughter, Patricia, who is a recent graduate of the Winnipeg General Hospital is spending three weeks with her parents before leaving for Kenora, Ont.

Tammy Scott is spending the month of July visiting his grandmother and an aunt in Oakland, Cal., the residential city of San Francisco.

Dr. J. S. Watson and Mrs. Watson are in their cottage on Arthur Road for July, members of their family coming down for week-ends.

Mr. and Mrs. Erick Myers are in their cottage on Sunset for the Summer.

Mr. and Mrs. J. K. Brown are occupying their cottage at 342 Fourth and have as their guest Mrs. T. A. Kennedy. Over the week-end Miss Evelyn Fridfinnson, Mr. James Brown and Mr. John K. Brown, Jr., were also their guests.

Victoria Beach Club

VICTORIA BEACH, MAN.
Hon. President: Mrs. W. J. T. Kerr
Vice-President: Mr. J. W. Beech, Jr.
Secretary-Treasurer: Miss M. F. Pratt
In Charge of Clubhouse: Allan Irving, Misses Audrey Munroe, Gloria Anderson

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

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.

Mr. and Mrs. W. G. Sanburn are now occupying their cottage at 403 Sunset Boulevard for the Summer. They have as their guest this week, Miss Mabel Jackson.

Mr. and Mrs. Leslie Bishop, Sixth Avenue, are leaving for the city this evening and the week after next they will sail for London from New York city where Mr. Bishop will take the position of resident correspondent of the Winnipeg Free Press. They will still retain ownership of their cottage. Their son, Nigel, will accompany his parents. Both Mr. and Mrs. Bishop are graduates of the University of Oxford.

Children's Masquerade

The Children's Masquerade will be held on Saturday July 26th. Judging will commence sharp at 7:30 p.m. Classes: 8 years and under; over 8 to 16 years. Original, Comic, Character, Odds and Ends.

Improvements have been made to the bake shop since last summer and the interior is more convenient to customers and is pleasing to the eye. Mr. Cox has also installed three new modern machines to quicken baking production.

STEWART'S STORE

(Next to the Meat Shop)

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

Mrs. J. R. Kruse and her daughter, Agnes, have been guests at 217 Third Avenue for the past week.

Miss Violet Fillmore spent Saturday at the Beach.

Miss L. M. Mason is a guest at 217 Third Avenue. Her sister, Miss D. Mason was a week-end guest at the Beach.

Misses Isabelle and Wilma Leech spent Sunday, July 6th with Mr. and Mrs. MacKay at 305 Sixth Avenue.

Miss Queenie Bishop of Winnipeg is spending her three weeks vacation in Mr. Paxton's cottage, 306 Fifth Avenue. Also staying with her are Mr. and Mrs. J. S. McLellan of Minneapolis.

Mrs. Norman Scott and daughter, Helen, of Winnipeg, are guests of Mrs. Fred McRae, 303 Third Avenue. Mr. Scott joined his family on Thursday.

Mr. and Mrs. J. Dunkley are spending their vacation at "Brookcliff," Fourth Avenue and Patricia and had as weekend guests Mrs. H. Borley and Miss Kay Ross of Winnipeg.

A week-end house party was held at 340 Fourth Ave., with Connie Jensen as hostess. The following guests from Winnipeg were present: Dot Skinner, Ruth Peel, Alyss Humphries, Genevieve Sutton, Nancy Fox, Walter Aikenhead, Harvey Herson, Garnett Millard, Bill Amos, Dave Thomson, Earl Treble and Ray Remple.

Sunday guests at 332 Fourth Avenue were Mr. Ian Rennie and Miss Lenore McPhail.

Miss Helen Greening is spending her holidays with Miss M. Pratt.

Misses Joan and Irene Pratt returned to Winnipeg Sunday night in order to see their brother Ronald off to Vancouver and points West with the Tribune boys. Ronald won the trip with sixty-nine starts.

Col. Harold Hanson, Mrs. Hanson and children are occupying their cottage near King Edward Beach.

Mr. Fred Ball is enjoying a holiday on the grounds of his grand-parents, Mr. and Mrs. Charles Ball, Sixth Avenue. Fred is the leading single sculler of the Winnipeg Canoe Club, and is the possessor of many medals and prizes as proof of his prowess. Fred may attend the annual regatta of the Canadian association to be held in Ottawa in August, as representative of the Winnipeg club.

Mr. and Mrs. Spencer Guest and family are occupying their cottage on Sunset for the Summer.

Miss Sheila Strang and Miss Peggy Sprague have been holidaying at the Frank Sprague cottage on Arthur Road.

Mr. and Mrs. Hemmeon are occupying their cottage on Sixth Avenue, and have with them their son-in-law and daughter, Mr. and Mrs. Syd. Wise.

Col. N. R. Nagle and Mrs. Nagle entertained thirty guests including members of the Municipal Council, Saturday evening at their cottage on First Avenue.

Community Church Service

Club House, Victoria Beach

SUNDAY, JULY 20th, 1947 at 10:45 a.m.

Preacher: REV. EARL JENSEN,

Pastor of Bethesda Church, Winnipeg

Soloist: MR. FRANK FARMER

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

Mr. and Mrs. Victor Scott have opened their cottage on Arthur Road for the season. Their sons, Jimmy and Don, are also down. The ex-mayor plans to spend the first three days of the week out of his busy life at the cottage. As he says: "it's a great day to be alive when at Victoria Beach."

Rev. W. G. Berry and family may spend the month of August as well as June and July at this Beach before taking up residence at Regina, and may take a second Community Church Service in August at the Clubhouse.

Mr. L. L. Broad, Winnipeg Barrister, spent a two week's vacation at Victoria Beach Inn, and plans to return here in August for another holiday.

Lieut. John MacAllister, six years in the Canadian navy, spent three weeks with his wife and young family at the cottage of his parents before leaving for the city to resume his accountancy course. Mr. and Mrs. MacAllister enjoyed their son's visit, his first holiday since he entered the navy, eight years ago. Their cottage was erected thirty years ago, being one of the first half dozen to be built in 1917.

Miss Gertrude Newton is spending a holiday at her cottage with members of her family. Miss Newton is now choir leader of the new Sargent Avenue United Church which is one of the growing congregations in Winnipeg.

Miss Mary Beech arrived Monday to spend a three week vacation at the family cottage on Sunset.

Mr. and Mrs. Charles Ball have been coming to the Beach for thirty years and Mrs. Ball has been President of the Community Church Committee since the opening of the Church.

"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!



Confidentially!

Here we are again to bring you up to date on what's going on over at your clubhouse, the Victoria Beach Club, that is.

First and foremost, don't forget to be at the dance this Saturday. Its the Masquerade, and that means we're all dressing up in a costume. You have lots to choose from, as the classes are: Comic, Period, National, and Spirit of the Beach. Four prizes are given for each group, making a total of sixteen prizes in all. Then, of course, we have a few more incidental prizes such as spot dances, etc., so you are bound to be lucky. Better hurry and get your costume ready as time is short. The day again is this Saturday, the time is 9:00 p.m., and the place is the Clubhouse. The Grand March will be at 10:15 p.m.

While we are on the subject of coming events, this Sunday at 8:30 p.m., the Clubhouse will be echoing to the effects of a roaring sing-song. Our soloist will be Margaret Laidlaw, and we'll have movies to finish off with. One of the reels will be "Listen to the Prairies," which is all about our Winnipeg Festival. Oh yes, and again for you "older people," there will be a cartoon.

Last Saturday's Dance was attended by many. We were very pleased to be asked to dedicate a song to Johnnie and Peggy McAllister who were celebrating their third wedding anniversary — even if the dedication was "Caledonia." And don't forget, if you would like a dedication song or announcement, Al Irving will be glad to look after same for you.

Last Sunday's concert was composed of movies, a sing-song and several solos. The sing-song was led by Victor Scott who was in his usual good form, and the solos were given by Mrs. Ena Scott — and they were really wonderful. Thanks to you both.

Say — you people must have followed our advice and looked for our new addition to the Clubhouse, like we suggested last week. Audie and Glo's canteen served buckets and buckets of ice cold drinks at the dance on Saturday, and have put a few more buckets into stock in anticipation of the crowd coming this Saturday. Look for this canteen, where you get service with a smile.

Like to play tennis? Well, we'll guarantee that we have the best tennis courts in Victoria Beach. Drop out any morning or evening for a set or two. Remember one quarter will give you a whole day's enjoyment. If you are down on holidays check into our weekly, monthly, or season rates. They are very reasonable.

Just a reminder to you kiddies about your Masquerade coming up on Saturday, July 26th, one week from this Saturday. Better start getting your costume together as there are lots of prizes. Full

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.

details will be in the Herald next week, or see Audie Munro or Miss Pratt.

Well, we're about half a column too long this time, so just room for "See you next week."

Children's Sports Day



The Children's Sports will be held on Tuesday, July 22nd.

Land races on the field back of Moonlight Inn will be held in the morning at 10 a.m.

Foot Races:

Boys: 4 and under, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16 years.

Girls: 4 and under, 5 and 6, 7 and 8, 9 and 10, 11 and 13, 14 under 16 years.

Three-Legged Race:

Boys: 8 to 10, 11 to 12, 13 to 15 years.

Girls: 8 to 10, 11 to 12, 13 to 15 years.

Sack Race:

Boys: 8 to 10, 11 to 12, 13 to 15 years.

Girls: 8 to 10, 11 to 12, 13 to 15 years.

Father and Son, Mother and Daughter, and Mother and Son if no daughter.

Over 16 years—Boys: High Jump, Running Broad Jump, 100-yard Dash, Distance Run.

Girls: High Jump, Running Broad Jump and 100-yard Dash, Distance Run.

PATRICIA BEACH, 2:30 p.m.

Sand Castle Building:

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

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

Swimming:

Boys: 8 and under, 9 and 10, 11 and 12, and over 16 years.

Girls: 8 and under, 9 and 10, 11 and 12, and over 16 years.

Coat of Tan:

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

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



QUALITY FLOWERS
AT LOWEST PRICES

The Orchid

Victor Scott 311 DONALD ST.

Guests At The Inn

Latest arrivals at Victoria Beach Inn include: Torrence Hazelton, Mr. and Mrs. Hutcheon, Mr. and Mrs. Chas. Bonny, Miss Grace Powell, Miss Lucy Powell, Dr. and Mrs. Geo. H. Ryan and children, Mr. and Mrs. Stewart Bacon and Geoffrey, Mr. and Mrs. T. A. Nebbs, Mr. and Mrs. A. J. Laurie, Mr. and Mrs. C. F. Gwyn and daughter, Mrs. H. B. Loyal, Miss Sibbald, Mrs. Gordon Webb, Miss Eileen Webb.

The Victoria Beach Ladies' Auxiliary will be holding a Sale of Home Cooking, Sewing, Vegetables, etc., and Drawing for Two Hand Made Quilts and other things. Date, Friday, July 25th. Time 3.30 p.m.

Mr. P. E. Archer, an old time cottage owner and resident, has sold his cottage on Sunset, at King Edward Beach.

The spacious grounds of Victoria Beach Inn are very pleasant these days for the many guests stopping there. Bright and colorful summer dresses harmonize with the cozy seats, comfortable and adjustable. The home-made meals are tempting and have plenty of variety.

A reminder to Campers and Residents of the Beach to take greater care in the disposal of bottles and broken glass. One of the young lads, David Ateah received a severely cut foot while swimming off the pier Tuesday afternoon. Let's start a campaign to make it safe for barefeet around the Beach.

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

MIXED WOOD

1 cord.....\$11.50 ¼ cord.....\$6.00 ⅓ 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).....\$5.60

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.

Not As Joyous as Victoria Beach

From his ten acre plot of land located near Burnaby Lake, between Vancouver and New Westminster, B.C., Mr. Frank E. Sprague, who always took a keen interest in beautifying his cottage grounds on Arthur Road, wrote early in June to the Herald as follows:

"Naturally we are very busy just now as the weather has been particularly fine but we never know here how long it is going to last and there is so much to do getting a new place into shape that I work as long as possible when the weather is fine. While we are still very much in the making of a garden it begins to take shape and looks quite lovely just now. In another month it will not be so good as now the Azaleas, the Rhododendrons and the Sprea are in full bloom and make a very good show. They will soon be over and it will be sometime before the regular summer plants come into bloom. I finished planting the annuals yesterday and with any luck at all should have a good display this summer. But gardening is not the pleasure here it is in Manitoba. There is no fertility in the soil as the steady rains leach out all the goodness in the winter and it is necessary to put in fertilizer with every plant. We have every weed known to Manitoba and on top of that a dozen or so that you know nothing about. The worst troubles however are the bugs, the beetles and the bacterior. You have to spray every plant about once a week and my workshop looks like the inside of a chemist shop."

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

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**.

DEATH OF PIONEER COTTAGE OWNER

In the recent sudden death of Mr. Fred M. Gee, from a heart attack, at the age of 64 years, Victoria Beach has lost another pioneer cottage owner, and one who dearly loved this summer resort and gave much of his time to impressing his many fine qualities on the community. Mr. Gee bought property here in 1921, and erected a cottage on First Avenue, making way for a much finer summer home 12 years ago. It is located on First Avenue and Second. Here he spent many months each summer, and here also his large family of seven children spent many happy weeks each season. Besides his great love for flowers Mr. Gee was an amateur photographer of artistic taste and his moving pictures of Beach locations have been seen by many. For many years his cottage grounds were a scene of beauty. Mr. Gee also gave his musical talent to the Club and the Community Church when called on for assistance.

Mr. Gee is survived by his widow; five sons, Arthur K., and Edward F., Winnipeg; Dr. Edgar M., Toronto, Robert W. and David R., at home; two daughters, Mrs. G. W. Donaldson and Mrs. George Brock both of Winnipeg, and nine grandchildren.

If the Engineer would cut down the willows along the beach, between Arthur Road and the Clubhouse, the public could then see what a beautiful expanse there is there, as it would be shown to advantage in all its attractiveness.

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.

AGENT FOR MODERN LAUNDRY—Laundry and Dry Cleaning — Weekly Service Guaranteed — Laundry called for and delivered or Laundry may be left at Lou's Grocery.

WE SOLICIT YOUR OPENING ORDER.
 — WE DELIVER —

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

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

Open: 9 a.m. to 8 p.m. SOFT WATER SHAMPOO

Members of the Victoria Beach Club took time off before the opening of Saturday's regular meeting to admire Mr. Dave MacKay's new plaid shirt. "Where did you get it? Did your wife make it? Is it the MacKay tartan? Could you lend it out for others to wear?" and other questions were asked. "Yes, my wife made it and I am proud to wear it," said Dave. It's not so dazzling as was the plaid shirt that Mr. W. J. T. Kerr wore when receiving his guests at his Sunday afternoon's communion long ago but it stands out well. Dave is a good fellow and no doubt on Children's Sports Day, next Tuesday, he will don the plaid and add color to the event.

Children's Masquerade, Saturday, July 26th,
Time: 7.15 p.m., Judging starts at 7:30 p.m.

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
Sr. 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 —

Sunday's Church Service

A review of Germany's condition as he saw it in the months following the end of the war was depicted by Rev. R. L. Taylor at the Community church service last Sunday morning in the Clubhouse. The terrible plight of the children was graphically told and his word picture moved all his hearers. Mr. Taylor was with the Canadian Second Division in the closing years of the war. As Secretary of the Lord's Day Alliance he thanked the Victoria Beach church for their liberal and consistent support of the Alliance funds and for its co-operation. He intimated the Alliance would follow a broad-minded and understanding policy toward Sunday observance. Miss Gertrude Newton gave the offertory solo, interpreting "Think of Me" with an artistic conception of the words and music, her expressive manner adding to the effectiveness of the composition. Mrs. Henderson was a sympathetic accompanist. The Speaker this coming Sunday will be Rev. Earl Jensen, of Bethesda church.

Does Our Face Need Lifting?

Editor of The Herald:—

Last week's Herald devoted a whole page to "Why Victoria Beach is Healthy." She may be healthy but she certainly needs her face lifted. She eats her buns or bananas and throws the bags all over the street; she reads her mail and throws the envelopes down just where she stands. She drinks her beer and leaves the bottles on the sand; and

When you return from your vacation

Please Call **37 101**

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MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

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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.

incidentally she is drinking more beer all the time. She is getting slovenly by having her footpaths all overgrown with underbrush and poison ivy. She is growing more mercenary all the time; she doesn't care who rents her cottages as long as she collects the rent; she doesn't mind if the fairways need cutting. She expects one butcher to give two thousand people the same service five hundred received; she expects boys scarcely in their teens to deliver ice they can hardly lift. All in all, she is growing into a disagreeable old woman and losing pride in herself.

"Old Timer."

Donations to the Sports Fund

Adding to the list of donors, contributions to our Sports Day Fund have been received from the following:

Harry England, Ed. Ateah, Mrs. C. E. Mitchell, Mr. and Mrs. W. Roy Stuart, Mrs. F. R. Garland, Miss I. Twining, P. J. O'Brien, Mrs. Chas. David, Mrs. Dave MacKay, M. F. Pratt, W. H. Quinn, J. J. Conklin, Mrs. N. R. Nagle, Mr. Cox, Mr. and Mrs. W. J. T. Kerr, G. P. Macleod, Fred Porter, Mark Lancaster

At the demand of the Manitoba Fire Underwriters the front doors in the Clubhouse now open outward. The house committee has not yet figured out how a screen can be placed in the doors to keep out the flies and other insects. A door has also been placed on the north side near the lakeside, which opens on to a platform, to be used in case of an alarm of fire, as an exit only.

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.

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Play
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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.

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Complete
Shaft, three
heads and
canvas
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\$35.00

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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 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.

Favors The Trija

Mr. Fred McRae is another of Winnipeg's experienced players who have become greatly attached to the Trija single golf club. The attachments are easily adjusted and the burdensome, awkward club bag is a thing of the past. The Trija club improves the play and the disposition of every one who uses it, say its devotees.

Tan and Freckles

Artificial aids to hasten fading of tans and removal of freckles are frowned upon by health experts. There is no safe way of removing tan or freckles, they say, because these consist of colouring matter, or pigment, which forms a part of the deeper layers of the skin. To get rid of them, the lucky possessors must simply let them fade in the natural course of time. "You can't hardly expect a creamy white skin for your first Fall dance if you have enjoyed a becoming tan at the summer beach," say the authorities.



SEALED TENDERS addressed to the undersigned and endorsed "Tender for Interior Painting and Kalsomining, Customs Examining Warehouse, Winnipeg, Manitoba," will be received until 3 p.m. (E.D.S.T.), Wednesday, July 16, 1947, for interior painting and kalsomining in the Customs Examining Warehouse, Winnipeg, Man.

Specification and forms of tender may be obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, Ontario, and the District Resident Architect, Time Building, Winnipeg, Manitoba. Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the 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, unless conditionally 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 23, 1947.

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., JULY 26th, 1947

No. 6

Issues Involved in the Election

PERSONALLY the issues as to the future policy of the Municipal Council at Victoria Beach transcend the personalities who are running for the office of Mayor. Councillor John Anderson, Councillor James T. Irving are highly regarded in this community. Mr. Anderson has been a member of the local Council for the past fifteen years, and he has filled the position with respect and quiet dignity. Mr. Irving has been a member for the past ten years, and through his long business experience acquired as Secretary of the Winnipeg Grain Exchange, he has given valuable service to cottage owners and served two years as President of the Community Club. Each of them has a host of friends here.

The chief interests of the permanent residents at the present time are their Mink farms, and an all-weather road out of the beach to connect with the Albert highway. The road constructed three years ago by the Municipality has been washed away by this year's high water, and the Council is in a dilemma as to what can be done to restore it. It is the opinion of road engineers that it will cost from \$18,000 to \$30,000 to complete a highway that will withstand the hazards and vagaries of the season from year to year; and the Municipality has not got and could not get the necessary money for such a Municipal enterprise. In fact the Council would be hard put to raise enough money to equal any past expenditure on this road outlet without a huge increase in taxes.

Heavy trucking has now reached the stage of development never contemplated by the planners of Victoria Beach as a summer cottage resort. In fact the original owners, Mr. C. W. N. Kennedy, and Mr. F. C. N. Kennedy, enunciated the principle that no autos should be allowed to enter the confines of this resort; that no public picnic, no public amusement and no unwanted person should come in. This was to be a different kind of a lakeside beach, and everyone who bought a lot was so informed. For some years the traffic bylaw of the Municipal Council has been unpopular with all-year residents, and so has the herd bylaw to a few of the residents, who wish to feed their animals along the streets and avenues, and even inside private property. Not all of the permanent residents defy the bylaw. The mink industry and the fishing that goes on require a large amount of trucking in and out of the Beach, in fact it is essential to the welfare and success of their investments. It is up to the all-year residents and the cottage residents to express their views in the election of either candidate who exemplifies their viewpoint on the issue of a new public highway and all that may go with it, keeping in

mind the necessary heavy taxation for re-building and upkeep. Those who desire to have conditions go on as they have been for years will vote for Mr. Irving; those who desire a road for the all-year residents will vote for Mr. Anderson. The quiet and repose of cottage life here is at the crossroads. Do we want it disturbed?

There has been a movement put forth to separate this Municipality into summer cottage area and permanent resident district. To a large extent both sections of this community have been getting along well together, and it is to be hoped that the result of this election will not upset the friendship of all living at Victoria Beach.

COUNCIL VISITS BAYVIEW

Last week-end members of the Municipal Council visited Bayview as some of the residents were becoming alarmed at the damage the high water was doing to their banks, and they wanted to see what the Councillors could do to stop it. The water of the lagoon is now very high, and is eating its way into the lower part of the foundation of the cottage area. There is not a trace of any beach left; the O'Connell boathouse is rendered useless while the children and their parents do not know where to go to take a dip in the soothing waters. The Council may ask the Government Engineer when he comes down to survey the lost road along Traverse Bay, to go over and examine the bank. The present high water may last all summer, and the decay to the bank may continue for some weeks, and probably into next year, and the cottage owners do not want to see the front of their lots carried away.

DON'T MISS THE...

Programme Dance

SATURDAY AUGUST 2nd, 1947

9:00 - 11:45 p.m.

WATCH FOR YOUR PROGRAMME TO BE
DELIVERED TO YOUR DOOR.

Sunday Midnite Dance

AUGUST 3rd, 1947

DOORS OPEN AT 12.01 a.m.

EVERYBODY WELCOME