

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
WIBLICK
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.

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

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 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.

No "Herald" Week of August 2nd

There will not be an issue of the Victoria Beach Herald
after the present edition until Saturday, Aug 9th, as the
printers of Winnipeg are taking ten days holidays.

LETTERS FROM ELECTION CANDIDATES

The "Herald" has pleasure in publishing the following
letters received from the two candidates for Reeve:

TO THE RATEPAYERS OF VICTORIA BEACH

At the request of several citizens of this community I
accepted the nomination for the position of Reeve for the
1948-49 term.

For the past 15 years I have been nominated and
elected as Councillor and in all this time I have tried my
best to faithfully discharge the duties of this office.

My home and my living depend upon this Beach main-
taining its reputation as one of the best beaches in West-
ern Canada, and to this end I will always do my best
to see to it that everything is done to increase its popu-
larity and the safety of those who use the Beach as their
summer home.

It has been said that "A man's home is his castle," and
living at the Beach gives me an opportunity of knowing
what is best for the community and at all times being in
a position to look after its welfare.

In view of the above remarks I respectfully solicit
your vote on August 5th and irrespective of how you
vote, please remember August 5th is Voting Day.

"Vote as you please — but vote."

Yours respectfully,
J. G. ANDERSON.

To the Editor,
Victoria Beach Herald.

In response to the urgings of the present Reeve, mem-
bers of the Council and many ratepayers I have agreed
to stand for election as Reeve for the two year term
1948-49.

For the past ten years it has been my privilege to be
a member of the Municipal Council, and in all its present
policies with respect to public services, the protection of
property, life saving facilities, and the curtailment of
motor traffic to a minimum I am in full accord.

The present administration has followed a sound
financial policy with the result that the Municipality is
free of debt and in a position to develop the normal
services required to maintain our position as Manitoba's
finest family summer resort.

If I am elected I shall work for continuance of the
present policies and endeavor at all times to safeguard
the interests not only of the summer residents but of the
all-year residents as well.

Respectfully,
JAMES T. IRVING.

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 Services: W. D. CAIN, R.C.M.P.

Residence: Birch Avenue

Engineer and Supervisor: A. S. COOKE

Magistrate: FREDERIC FRENCH, J.P.

POLLING DAY FOR CHOICE OF MAYOR

The day voters of Victoria Beach may cast ballots for
their choice for mayor, is Tuesday, August 5th, and polling
booths will be located at the Victoria Beach Clubhouse and
at the Municipal Office in Winnipeg, Hamilton Building,
corner of Main Street and McDermot Avenue. Polls will
be open from 9 a.m. to 6 p.m. The candidates are two of
the municipal councillors: Mr. J. T. Irving and Mr. J. G.
Anderson. If you have a vote, appreciate the privilege
by voting for your choice of candidates. Mark ballots
with an X.

RALLY AT VICTORIA BEACH, SUNDAY, JULY 27

The Winnipeg Branch Workers Educational Associa-
tion plan a Rally at Victoria Beach on Sunday, July 27;
members will arrive at noon and proceed to the Legion
Hall for luncheon. At 2:30 p.m. they will be officially
welcomed by Mayor Beech. The guest speaker will be
Mr. A. V. Piggott, who will talk on "Education and its
Relation to the Canadian Labor Movement." Anyone in-
terested in Adult Educational activities will be welcome
at this meeting.

Church Service — August 3rd

The church service on Sunday morning, August 3rd
at 10:45 a.m. will be conducted by Rev. W. G. Onions, one
of our cottage residents. The soloist will be Miss Joyce
Farmer.

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



Confidentially!

Well, folks, back again like the proverbial bad
penny, to let you in on all the goings-on at the
Victoria Beach Club.

By the way, we just had a peek at the member-
ship list, and we find that there is plenty of room
for lots more members. What do you say we get in
there and fill out those application forms. It's money
well invested. As a suggestion to those of you who
already are members, let your friends in on the good
news and sign them up.

We don't like to boast, but Saturday's Mas-
querade Dance was the biggest success in ages. The
costumes were tops, and there was originality to
burn. Everyone was there, Mum and Dad and all
the young fry. The judges did a wonderful job, and
we'd like to take this opportunity of thanking each
and everyone of them; that's Mrs. D. Henderson,
Mrs. S. Wise, and Mr. W. Shenton. Col. N. R. Nagle
was our recorder, and that excellent piping you
heard was due to the efforts of Allan Stewart.
Thanks very much, all of you.

Sunday's show was a great success, that is up
till the movies. Margaret Laidlaw was our soloist,
and gave a wonderful performance. Thanks Marg-
, and come back soon. Regarding the movies, seems
we had a little hard luck with our generator, but
you can rest assured that it will be in A-1 shape for
this Sunday. We have also been fortunate in secur-
ing "Listen to the Prairies" again for this show, so
come on down and see it. In addition, there will be
supporting films, including a cartoon. Our soloists
this week will be the Farmer Family, that's Mr.
and Mrs. Frank Farmer and daughter, Joyce. See
you around 8:30 at the Clubhouse.

We know that week-day dances can't measure up
to Friday and Saturday dances, but just the same,
they're good. By that we mean that Al Irving plays
good music, Audie and Glo's Canteen serve wonder-
ful drinks, the floor is nicely waxed — all we need
is you. Drop in any week day evening between 9:00
and 10:45 and see if we aren't correct.

Come Saturday August 2nd, we are going to
have a "Programme Dance," which is something
entirely new and different. Watch the station notice
board for details. Watch, also, for your souvenir
programme which will be delivered to your door a
day or two before the big event. We would also
appreciate it if you would keep this programme and
bring it with you when you come to the dance.

The aforementioned dance will be held on the
Saturday of the long week-end. On the following
evening around 8:30 the Sunday Night Show will
begin and later on the same evening, another event
will begin. That's the Midnite Dance. Don't forget,
doors will be open at 12:01 a.m. and dancing will
last until 2:45 a.m. Imagine, you lucky people you,

Community Church Service

Club House, Victoria Beach

SUNDAY, JULY 27th, 1947 at 1045 a.m.

Preacher: REV. T. I. MCKINNEY

Soloist: MRS. AGNES KELSEY

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

having two special dances on the same week-end.
Better get rested up.

That's all for now. See you two weeks from to-
day.

MASQUERADE SIGN PAINTING WINNERS

On Monday the ladies of the Masquerade Commit-
tee met at Miss Pratt's and judged the signs to advertise the
masquerade. The winners were: Dulcie Ann Thomson,
Gail Donally, Dale Ateah, consolation. Jim Scott, Bruce
Purdie, Terry Gibson, consolation, Irene Pratt, Jane Gib-
son, Jimmy Griffith.

THE FAVORED POSITION OF VICTORIA BEACH INN

This is the period of the year when the surroundings
to Victoria Beach Inn reach the highest point of beauty.
The setting sun in all its glory for nearly four hours
sends its beams onto the grounds and cottages. It is an
unforgettable vista. Many have left Victoria Beach stating
that the view to be had from the grounds of the Inn are
unsurpassed in all their travels.

Road Into Beach Washed Away

A delegation of local milk farmers attended a meeting
of the municipal council last week-end and informed
council that the road into the Beach had washed away and
what was going to be done about it? The council expres-
sed great regret, particularly in view of the large amount
of municipal funds that had been spent on the road. It
was promised that the matter would be looked into.

Mayor Beech got in touch immediately with the Provin-
cial Department of Public Works who sent an engineer to
investigate. There has been no official report yet, but
advance information indicates that any money spent in
patching up the road will be wasted unless a sea-wall is
built to protect the road, which would cost a great sum of
money.

"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!

Masquerade — Joyful Affair

An observer at the masquerade in the Clubhouse Saturday night said the interior was like stepping into another world. The floor was dotted with dancers from all walks of life, from the hobo, who rambles along the road, to bright and gay women, and the highest dignitary of the state. Mayor J. W. Beech was dignified and clothed with authority, as Dick Whittington, Lord Mayor of London, and his chain of office was a replica of the real thing. Mrs. Agnes Kelsey, as a clown, and Mr. Quinton McKay as an Indian Chief, kept the crowd in good humor by their antics up and down the room. Mrs. Kelsey's facial makeup was perfect. J. T. Irving's portrayal of a lady was without flaw, and the contour of his figure, back and front was the envy of all the ladies. Mr. Geo. Macleod looked excellent as a knight of the road, a gentleman without a care in the world. Many questioned Mrs. Quinton McKay "Where did you get that hat?" It was chuck-full of feathers. Mrs. Beech made a very smart looking English gentleman, with silk topper and all accessories. Mr. Eric Miller, guest of Mr. and Mrs. Sidney Wise said "I never had so much fun in my life." He was dressed as a court jester, and acted it all evening.



SEALED TENDERS addressed to the undersigned and endorsed "Tender for Grading, Paving, Roadways, Etc., Deer Lodge Hospital, Winnipeg, Manitoba", will be received until 3 p.m. (E.D.S.T.), Wednesday, August 6, 1947, for grading, paving, roadways, etc., at Deer Lodge Hospital, Winnipeg, Manitoba.

Plans and specifications can be seen and forms of tender obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, Ontario, and the District Resident Architect, Time Building, 333 Portage Avenue, 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, 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.

NOTE.—The Department, through the Chief Architect's office and the office of the District Resident Architect at Winnipeg, Manitoba, will supply blue-prints and specification of the work on deposit of a sum of \$15.00 in the form of a certified bank cheque payable to the order of the Minister of Public Works. The deposit will be released on 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.

By order,
J. M. SOMERVILLE,
Secretary,
Department of Public Works,
Ottawa, July 19, 1947.

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.

Mrs. Roy Stuart represented the British Navy, and her son Piper Allen Stuart delighted everyone with his pipe music, playing continuously during the marches, which would have gladdened the heart of Mr. W. J. T. Kerr.

Mayor J. W. Beech welcomed the guests. Recorder, Col. N. R. Nagle. Judges, Mrs. D. Henderson, Mrs. S. Wise, Mr. W. Shenton.

Winners: Comic—(ladies) Mrs. Kelsey, Mrs. M. Smith; (men) Norman Nagle, Fred Porter. Period Ladies—Mrs. Macleod, Louise Purdie; (men) Mayor Beech, Frank Muldoon. National Ladies—Betty Smith, Marguerite Porter; (men) Mr. Macleod, Carl Rohde and Mrs. Mackay, Costermonger. Spirit of the Beach—(ladies) Mrs. Nan Macleod, Mrs. Phil Cox; (men) Ed. Hill, Eric Miller.

Knock — Knock . . . Who's There?

Last Saturday night there was a loud knock on the door of a Sunset Blvd. cottage. The lady of the house went to answer it and saw standing at the door a ferocious looking Indian. She rushed back to her husband and in the dusk of the evening he saw the be-painted and be-feathered form resembling Pocohontas in his most evil mood. He said to his wife, "There seems to be a tribe waiting in the background there." "Whatever you do don't let them in, they mean no good to anyone, here's a dollar, tell him to go away and buy some meat." In guttural tone the Indian replied, "Me want no meat, me want firewater." At that there were peals of laughter from the tribe at the back and the game was up. Who was it? It was Quinton McKay and a party of his friends, in costume, on their way to the Clubhouse masquerade. But the good lady of the house remarked as she closed the door much relieved in mind, "I think Quin is taking a big chance; I don't think they'll let him in the Clubhouse in that terrible makeup."

Animals At Large In Restricted Area

Constable Cain, R.C.M.P., states that every day he receives scores of complaints from irate cottagers about wandering cattle and horses.

The gardens are going to be judged on August 13th by Mr. W. G. Kotchapaw. Many of the people who have nice cottage grounds had much damage done by horses breaking their fences and then cows entering the grounds to feed on plants.

The municipality has developed with officials of the R.C.M.P. that it is not necessary to impound horses and cattle at large in the restricted area; all that is necessary is to have someone swear before the local Justice of the Peace that the beasts were at large in the cottage area and if the owner is found guilty a heavy fine may be imposed.

Beach People

Mr. Howard Carlyle, of the Winnipeg Free Press editorial staff, and Mrs. Carlyle, are spending a two weeks vacation at Victoria Beach Inn.

Mr. and Mrs. Daniel McIntyre and family are enjoying the summer in their cottage on First Ave. A member of one of the first pioneer families in Winnipeg, coming to Fort Garry in 1873, his father, the late Alexander McIntyre, built the first pretentious business block on Main Street in Winnipeg, which was sold last year by the executors of the estate, after having been in the family since 1884. Mr. and Mrs. McIntyre take pride in their cottage grounds at the Beach.

Miss Ruby Anderson, who recently completed a three years course in nursing in a Winnipeg hospital, the third year being a special course in advanced nursing, is spending the summer assisting in her father's office at the station, before going "on her own."

Mrs. M. M. Graham and daughter are spending their vacation at the Garland cottage on Seventh Avenue.

Mr. and Mrs. G. M. Williamson have been occupying "Stonehaven", 316-6th Avenue, for the month of July. During this period they have had as guests, their son Murray Williamson, Bill Irwin, Mr. and Mrs. G. B. Stringer and Mrs. J. H. Sibbald.

Mr. and Mrs. J. T. Irving spent the week-end of July 12 at Kenora, the guests of Mr. and Mrs. C. Butchard.

Mr. and Mrs. Jack Spencer and children, Nancy, Peter and Hughie, also Mrs. Adam F. Spencer, a bride of December, who flew from England, are enjoying a holiday with Mrs. R. J. Spencer, Bayview.

Mr. and Mrs. R. J. King spent the week-end the guest of Miss Cherie Archibald at her cottage on Centre Avenue, "The Cat's Whiskers."

Mrs. Agnes Kelsey, prominent as a concert soloist in Winnipeg, will contribute the offertory number at the community Church Service this Sunday morning in the Clubhouse.

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 ½ 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.

Mr. and Mrs. Douglas Irving are holidaying at the Beach at 311 Third Avenue.

Mr. and Mrs. A. H. Conklin, Elizabeth, Bobbie and Murray, will arrive this week-end to spend the next two weeks at the family cottage on Sunset. Mr. and Mrs. J. J. Conklin will return to the city Saturday and will be back at the cottage on Monday, August 11.

Miss Florence MacIntyre has returned to the city after spending a week with the Misses Goulden at their cottage on Sunset.

Mr. and Mrs. Douglas Irving and Mr. and Mrs. Gordon Winthrop had a very exciting few minutes when the canoe they were in was swamped by the high waves at the point north of Patricia; luckily they were good swimmers and managed to reach shore after recovering the canoe. They lost a few personal items in the mishap.

Jack Spencer is in Toronto for two weeks visiting his brothers George, Bob and Adam.

Mr. and Mrs. Henry Wilkinson were guests of Mr. and Mrs. J. T. Irving over the week-end. Mr. Wilkinson is a broker on the Winnipeg Grain Exchange.

Mr. and Mrs. James Paulson are spending the summer at the Beach, occupying the cottage of their daughter and son-in-law, Mr. and Mrs. Stewart, Pine Road.

Constable Richardson of the R.C.M.P., who was stationed here a few years ago, has purchased the home of Mrs. Mary Wood on Birch Ave., and is now occupying it with Mrs. Richardson and family.

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**.

Mr. and Mrs. Stan Evans have completed a two week's vacation at the Beach, and have returned to the city. They arrived and departed on an airplane which landed on the lagoon water each time. Mr. Evans is well known as a Portage Ave. merchant, and is prominent in hockey and football circles.

Mr. and Mrs. H. R. McBain, of Vancouver spent last week at their cottage, 326 Fifth Avenue.

Mr. John Christie is again spending the summer at Victoria Beach, assisting his grandson Robert Kilpatrick, at the meat shop. Mr. Christie will be 80 years old next month, and he thinks the health-giving surroundings of Victoria Beach have enabled him to reach four score years. It is not given to every man to reach that age in the span of life, but sons of the heather have solved the secret to a larger extent than have men of other race. "Scots Wae Hae" explains it to some extent.

Frank Ball enjoyed two week's vacation at the home of his grandparents, Mr. and Mrs. Chas. Ball. Frank is regarded as the best junior sculler in the ranks of the Winnipeg Canoe Club, and if a Junior crew is sent to Ottawa next month to the Canadian Canoe regatta he will be a member.

Fred McBain, who spent the early years of his life at Victoria Beach, has been visiting the family cottage at 326 Fifth Avenue for the past two weeks, accompanied by his bride, Ruth. They returned to the city Monday, from where they will go to Vancouver to reside.

Mr. Galbraith, prominent in Winnipeg banking circles and Mrs. Galbraith are guests at Victoria Beach Inn.

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 —

The many friends of Mr. E. N. Dack, president of Victoria Beach Club, will regret to learn that he is in the Winnipeg General Hospital suffering from an external complaint.

Miss Isabel Campbell and Miss May McInnes are spending a holiday at the Beach.

Mr. and Mrs. J. J. Conklin entertained at dinner Saturday evening in honor of Mr. and Mrs. Leslie Bishop and son Nigel, who left this week to reside in London, Eng. They sail on the Ss. Queen Elizabeth next Tuesday.

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

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

Mrs. Herbert Tessier of Winnipeg, Herbert and Brendon Guilfoile of Montreal, spent last week at the Beach, the guests of Mr. and Mrs. Fred Porter, 211 Seventh Ave.

Miss Delsie Kleven of Hudson, Ont., along with Miss Meryle Hacking, were guests last week-end of Enid Jonsson. The girls hope to spend the long week-end at the Beach also.

Dr. and Mrs. Adamson are occupying the cottage of Mr. F. D'Coursey Davies, Sunset Blvd., for a few weeks.

Guests at **San Fairy Inn** on Sunday, July 20th: D. C. M. Florrie Spickett, Cubmaster Lorna Vining, Miss Edna Harman and Mrs. E. Greening.

LATEST ARRIVALS AT THE INN

Among recent arrivals at Victoria Beach Inn are the following: Miss Francis Sibbald, Miss Myrtle Graham, Mrs. W. E. Colborne, Mr. and Mrs. H. Carlyle, Mr. and Mrs. McMullen of Des Moines, Iowa, Mr. and Mrs. Gulland, Mrs. Bremer and child, Mrs. Ryan and child, Mrs. Docker and children.

The judges of the children's Sun Tan would like every one to know that sunburns and the marks of same dis-qualified some of the children.

Financial Statement for Sports Fund to-date \$134.50; postage 21c; extra prizes \$4.60; Ice cream \$30.25; express on ice cream \$1.02.

"CANADA BREAD"

wish to announce to their many customers holiday-ing 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
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"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)
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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 —

SPORTS DAY WINNERS

4 years and under—Boys: Mel Fairfield, Bill Coupland, Girls: Pat Ryan, Sally Massey.

5 years—Boys: Denny O'Brien, Geoffrey Belden. Girls: Heather Raycraft, Stephenie Foxcroft.

6 years—Boys: Harvey Munroe, Michael Quigluin. Girls: Shelagh Kelsey, Dianne Bowes.

7 years—Boys: Geo. McKay, Robt. Mills. Girls: Janet Gibson, Gail Thomas.

8 years—Boys: Carl Ateah, Jimmie Day. Girls: Nancy Brown, Judy Darwin.

9 years—Boys: Walter Nevis, Bobby Spear. Girls: Patricia Foxcroft, Joan Chittick.

10 years—Boys: Dick Barling, John McMillan. Girls: Sheila O'Brien, Judy Hanson.

11 years—Boys: Greig Sammons, Geo. Ateah. Girls: Naomi Henderson, Dianne McMillan.

12 years—Boys: Warner Shick, Warren Purdy. Girls: Dale Ateah, Frances Struthers.

13 years—Boys: Terry Bramwell, David Taylor. Girls: Margaret McDonald, Jocelyn Carey.

14 and 15 years—Boys: Edwin Smith, Richard Allden. Girls: Beverley Whyte, Sylvia Hunter.

16 years and over—Boys (100 yds.): Larry Shick, Ken Chittick. Girls (75 yds.): Betty Robinson, Mavis Hudson.

16 years and over, High Jump—Boys: Larry Shick, David Onions. Girls: Betty Robinson, Marion Rose and Beverley Whyte tied for second.

Broad Jump—Boys: Larry Shick, Earl Treble. Girls: Betty Robinson, Catherine Shearer.

Distance Run—Boys: Terrence Hazleton, Larry Shick. Girls: Betty Robinson, Kay Phenix.

Three-Legged Races—8 to 10 years—Boys: Dick Barling and Jim Chatwin; Garth Bell and Ronny Simonite. Girls: Joan Chittick and Judy Hanson; Janice Chatwin and Agnes Kruse. 11 and 12 years—Boys: Bruce Gow and Lawrie Fairfield; John Macpherson and Trevor Holland. Girls: Naomi Henderson and Dianne McMillan; Ruth Burrows and June Alberts. 13 to 15 years—Boys: Richard Allden and Joe Kerr; Terry Bramwell and David Taylor.

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.

Girls: Frances Struthers and Margaret Macdonald; Barbara Fairfield and Shelagh Bastick.

Sack Races—8 to 10 years—Boys: Dick Barling, John McMillan. Girls: Janice Chatwin, Sheila O'Brien. 11 and 12 years—Boys: Warner Shick, Lawrie Fairfield. Girls: Dianne McMillan, Naomi Henderson. 13 to 15 years—Boys: Richard Allden, Terry Bramwell. Girls: Shelagh Bastick, Barbara Fairfield.

Father and Son—W. A. Shick and David; E. J. Foxcroft and Don Marlatt.

Mother and Daughter—Mrs. P. J. O'Brien and Sheila; Mrs. R. Chatwin and Janice.

Sand Castle Building—6 years and under—Boys: Jim Shepherd, Roger Shick. Girls: Heather Joselyen, Heather Raycraft. 7 to 9 years—Boys: Bryan McNeil, Keith Byers. Girls: Barbara Wookey, Ann Houlden. 10 to 12 years—Boys: Peter Buchard, Dick Barling. Girls: Dianne McMillan, Dulcie Ann Thomson. Special Mention: Naomi Henderson. Special Illustrating Bible Story: June Alberts.

Coat-of-Tan—4 years and Under—Boys: Richard Pierce, Freddy Young. Girls: Cheryl Yates, Lindsay Scott. 5 and 6 years—Boys: David Dymant, Robt. May. Girls: Shelagh Kelsey, Penny Dugdale. 7 to 8 years—Boys: Gary Talbot, Campbell Fairfield, Ted Jackson. Girls: Melvie McKelvie, Charlotte Rigby, Dixie Schwab.

Swimming—8 years and under—Boys: Chas. Garland. Girls: Judy Darwin, Melvie McKelvie. 9 and 10 years—Boys: Dick Barling, Garth Bell. Girls: Barbara May and Sheila O'Brien, Tie; Judy Hanson. 11 and 12 years—Boys: Jim Scott, Lawrie Fairfield. Girls: Frances Struthers, Dianne Mather. 13 to 15 years—Boys: Owen Griffiths, Richard Allden. Girls: Shelagh Bostick, Lauris Miller. 16 years and over—Boys: Alan Johnson, Earl Treble. Girls: Maryon McKay, Catherine Shearer.

Mail for the city goes in on the Moonlight each Friday night at 9.20 p.m. On the other nights the Mail closes at the Post Office twenty minutes before the departure of the 7 p.m. train for Winnipeg. Mails arrive each day at the noon hour.

BEACH MAIL SERVICE

Mail for the city goes in on the Moonlight each Friday night at 9.20 p.m. On the other nights the Mail closes at the Post Office twenty minutes before the departure of the 7 p.m. train for Winnipeg. Mails arrive each day at the noon hour.

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.	

When you return from your vacation

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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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MID-IRON

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canvas
travel case

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near Lou's Grocery Store.

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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.

Golf Links in Perfect Condition

The weeks of labor put in by the groundsmen on the greens and fairways of the Victoria Beach Golf Course have brought it to a perfect condition, according to the players who are patronizing the lovely spot these days. From early in the morning until late in the evening the Course is dotted with young and more matured players, many of whom are engaged in the competition arranged by the Victoria Beach Club.

FURTHER DONATIONS TO THE SPORTS FUND

Mrs. Foster, R. E. Birchard, Quinton MacKay, Mrs. V. Stewart, Mrs. D. C. Henderson, J. Y. Yarnell, W. R. Purslow, C. H. McKelvie, W. E. Mortimer, S. C. Stewart, W. D. M. Stewart, F. E. Bell, The Beech Family, Mrs. E. Falls, A. Smith, J. F. Hollands, Mr. and Mrs. A. More, Mrs. Cooper, J. K. Morton, K.C., A. Larson, Mrs. W. J. H. Chittick, Mrs. G. Ball, Dr. T. Belton, Mrs. E. Gibson, C. S. Gow, J. F. Brown, L. L. MacNeill, Mr. and Mrs. C. Fairfield, Mr. and Mrs. H. J. Wookey, Mr. and Mrs. J. D. Morison, Mr. and Mrs. T. D. Poyntz, Mrs. J. K. Brown, Geo. Smith.

A GOLF CLUB THAT WINS FRIENDS

Each week adds many friends for the Trija golf club, a single club that can do its duty with accuracy under any difficulty. No hazard is too difficult for it to overcome and a golfer is not tossing a clumsy bag to one side at every green. Fitting in the various heads is done with ease and without loss of time.

Be a follower of the Trija and speed your playing.

LOST between 225 Second and 355 Sunset, July 1st Week-end, a man's baseball mitt; treasured as a memento. Please return to 355 Sunset.

For Sale — BROWN STEEL BED & MATTRESS apply to 307 Sunset BOULEVARD.

For Rent — LOG CABIN, all or part of August. Accommodate 7. Apply to Mrs. F. Olson, 212 Eighth 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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 22

VICTORIA BEACH, MAN., AUGUST 9th, 1947

No. 7

J. T. IRVING ELECTED MAYOR

THE result of the Mayoralty election held on Tuesday of this week was a success for Mr. J. T. Irving over Mr. J. G. Anderson, both Councillors of long standing and splendid records in service to the community. Mr. Anderson had the majority of the votes in the polls held at the Beach, and Mr. Irving led by a substantial majority in the voting at the poll in Winnipeg. Each candidate carried on an earnest campaign and the issues were clear to both Summer and Permanent Residents. The election was for the years 1948-49, Mr. J. W. Beech serving until the end of the year as Mayor of the Municipality. The new Council will consist of five members, and besides Mr. Irving those elected by acclamation are Mr. Spencer Guest, Mr. John Ateah and Mr. L. Fairfield, the latter taking the place of Mr. Irving for one year; and Col. N. R. Nagle, who has another year to serve of a two year term.

In Mr. Ateah, the Permanent Residents will be well represented. He was born at the Beach, served in the last great war, and has been successful in the enterprises in which he has been engaged in this Municipality. He is young, vigorous, progressive and public-spirited, and his career on the Council will be watched with interest by all here. Mr. Fairfield has been a summer cottage resident for the past two years and is a well known manufacturer in Winnipeg. He should be an excellent addition to the Council. Mr. Guest and Col. Nagle have won their spurs on the committees of the Council, and thoroughly know the needs of this Summer resort.

It will be of interest to publish again the platform on which Mr. Irving sought the votes of the electors. Here it is:—

"For the past ten years it has been my privilege to be a member of the Municipal Council, and in all its present policies with respect to public services, the protection of property, life saving facilities, and the curtailment of motor traffic to a minimum I am in full accord.

The present administration has followed a sound financial policy with the result that the Municipality is free of debt and in a position to develop the normal services required to maintain our position as Manitoba's finest family summer resort.

If I am elected I shall work for continuance of the present policies and endeavor at all times to safeguard the interests not only of the summer residents but of the all-years residents as well."

There was some talk of a movement to be taken to divide the Municipality into two, one for the permanent residents and one for the cottage area. It is hoped that this will not be carried out. There is a good field here for co-operation, for give and take, for a spirit of friendliness that should be for

the good of every resident of Victoria Beach. The cottage residents have wholeheartedly supported the public school, and its heavy cost to a summer resort community. They also approved three years ago a grant of \$2,000 for a road, even if it was not well located. The cottage area does not want the road for itself, neither did they need the school, but they submitted to a dual taxation, one here and one outside of this Beach, for the education of children. They have also supported the permanent residents' winter church services, and in many ways have shown their good will towards those who make their all year residence within this Municipality.

The new Council, the Community Club and the Community Church can do much to cement a feeling of friendship between Summer and Permanent Residents.

A tribute should be paid to Mr. John Anderson, who for fifteen years has been a member of the Municipal Council. Mr. Anderson has given experienced advice to the Council and the members have benefitted by it. It is to be hoped that Mr. Anderson will continue to take a keen interest in the public affairs of Victoria Beach.

Milk and Cream Prices

The price of cream as announced by the Manitoba Milk Control Board was increased by three cents by an order of the Board issued June 28th, compared to the first announcement of milk prices as set by the Board for Summer Resorts this season in their first schedule of prices. The advance made of is three cents over what is paid in Winnipeg for this product, the Milk Board has informed the Herald is based on the decision of the railway not to carry cream to Victoria Beach except at express rate which is over four cents a bottle, as the cream does not keep as well in warm weather as does milk. The Board prevailed on the railway not to increase the rate on each bottle of milk. That is why the milk price is only one cent over the city price, selling here at 15 cents a bottle. This explanation is due cottage residents as they could not understand why the difference in prices.

Contract For Dock Awarded

The contract for the repairs to the Government Dock at Victoria Beach was awarded this week to W. Newman Company, Limited, St. Boniface; the contract price being around \$50,000.00. The company will start soon to collect stone from around the Beach in preparation for the Winter's operations. The work is to be completed by next Spring.