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Here's the solution to your caddy problems! TRIJA is the nationally advertised golf set... that gives you 6 line, 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

Complete
Shaft, three
heads and
canvas
travel case
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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 inquiries. Drop in and let's talk over what you may desire in a cottage or a lot at Victoria Beach. Agent for Victoria Beach Company'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.

VICTORIA BEACH HERALD
Published every Saturday throughout the season. Printed by the
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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.

ELECTION DAY AT VICTORIA BEACH

Victoria Beach's first municipal election was quite an interesting event. There had been on both sides a good deal of quiet canvassing for votes, in addition to two letters from each candidate and the election was the main topic of conversation the past week, gaining priority even over the changeable weather beach people have experienced lately.

The campaign was conducted with good temper on each side and while the differences were sharp there was no arguments and no mental hangovers.

The poll at the Beach opened up in a driving rain, which looked as if it could last all day. Returning Officer Dave Grant and his deputy, Burt Trainor, had set up their long table and two private booths, and the first few voters were handled with the aid of flashlights until a gasoline lamp was secured. Mr. Anderson was on hand at the opening with Alex Jonsson as his scrutineer. Mr. Irving was represented by Aidan Conklin, with Muriel Pratt as scrutineer. During the first two hours, as the rain continued, about 30 all-year residents came in vehicles of different kinds, while only four cottagers braved the downpour to vote.

In the afternoon numerous cars and trucks brought Mr. Anderson's supporters to the polls. Mr. Irving's committee did manage to have a car donated, through a sporting gesture of one of the permanents, but relied mainly on the use of an enthusiastic group of newspaper boys as messengers, bearing requests urging late voters to do their duty. The most effective of Mr. Irving's committee were Mrs. Marion Stuart and David McKay, who were very much on the job throughout the day, and they were assisted by a group of ladies.

One very bad feature of the voting was the number of people, particularly all-year residents, who had been left off the list and had to be sworn in and vouched for at the poll. The returning officer had only a few of the regulation forms and these had to be copied out by handwriting, until a typewriter was secured to make carbon copies. There should be an investigation by the council as to why a large number were left off the voters' list, as a great deal of extra work and delay were caused. Mr. Grant carried on his heavy duties in spite of not feeling well and did a very good job, in which he was ably assisted by Mr. Trainor.

Representatives of both side co-operated in a very friendly manner at the poll and when the votes

at beach and town were added up and Mr. Irving declared elected, there were congratulations all around. Mr. Anderson declared he had no regrets and wished the Mayor-elect a successful term. Mr. Irving wired his workers sincere thanks for all they had done, with the hope that he might be able to serve well all sections of the community.

The number of votes for Mr. Anderson in Winnipeg came as a surprise to cottagers, but they no doubt indicate the regard many have toward him as a reliable and honest business man, who has served beach people well for thirty years.

Mr. Irving's supporters at the Beach are very satisfied that they were able to hold down the Anderson majority at the local poll to just 19 votes. Congratulations to Mayor-elect James T. Irving and also to Councillor Anderson for a good try!

Patronize The Stores

As a reminder to August Cottage Residents and to Vacationists spending the month at the Beach, the Herald can recommend the well stocked stores to their attention. Courteous and prompt service will be found to be the special care of the staffs and all the stores make deliveries relieving shoppers of their burdens. Fresh goods are received daily at the stores. Then there is the golf course which is now at its best and is being liberally patronized. A game on this beautiful grounds is well worth while. Victoria Beach Inn is an ideal place for your friends to spend their vacation. Its surrounding beauty is unsurpassed and the service given personally by Mr. and Mrs. Percy lends a personal touch to a holiday. The Bakery has an appetizing display on the counters, while Canada Bread and Weston's products are at the stores.

The Meat Shop under Robert Kilpatrick's personal care has a steady supply of roasts and chops at all times.

During the present outbreak of infantile paralysis in Manitoba, with 75 cases in the Province and including 49 in Winnipeg, the safest place for the children is at Victoria Beach. During a previous epidemic doctors advised cottage residents with families who came to Winnipeg for advice to go back to Victoria Beach and stay there until school re-opened. There has been no case of polio reported this summer at the Beach by the medical officer.

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, the long week-end has come and gone, and "confidentially," if you missed the numerous events that went on over at the Clubhouse, you really missed something.

The Programme Dance held on the Saturday night was a lot of fun, and we'd like to suggest that this become an annual affair. Highlight of the evening was a special dedication to Mr. and Mrs. Geo. P. Macleod, who were celebrating their twenty-fifth wedding anniversary.

Sunday evening, we certainly kept Al Irving on the run, getting the chairs up for the Sunday Nite Concert, then getting them down again and the floor swept up, for our Midnite Dance. Both events were a success, and we'd like to thank all who helped out.

We have been having a little bad luck with our movies for the past couple of weeks, due to the generator not working properly. However, steps have been taken to correct this situation, so we'd like to invite you all over to the Clubhouse this Sunday around 8:30 p.m., for a lot of fun. See you then.

That's about all we have room for this week, but we'd like to remind you to keep reading this column for details regarding our future events.

The Title "Mayor" is Official

The honorary title of Mayor which is conferred on the chief magistrate of this Beach came about in this way: When Hon. John Bracken was a guest of this community twelve years ago he had one of the finest long week-ends it was his privilege to enjoy at any summer resort. So he stated to many on leaving. He was accompanied by Mrs. Bracken and Mr. and Mrs. Pym, Mr. Pym being manager of the Dominion Bank in Winnipeg at the time. Mr. Frank Sprague, who was Reeve at the Beach gave his cottage to Mr. Bracken and his guests, and before his departure the Premier of Manitoba said: "I think you should be called the Mayor of Victoria Beach." This was agreed to by those in Mr. Bracken's company, and when he returned to Winnipeg the Premier of Manitoba told his Cabinet that the honorary title of Mayor would be conferred on the Reeve of Victoria Beach, and, not to make it too one-sided, he said it would also be conferred on the Reeve of Winnipeg Beach and from that year the title has been accepted.

During his visit Mr. Bracken opened the new tennis court, attended a dance in the clubhouse in his honor, was guest with his party at a tea given by the ladies and was also at the church service. When asked on leaving for home if he would come again Mr. Bracken said "anytime I receive an invitation to visit Victoria Beach I will arrange my time so that I can accept it."

Community Church Service

Club House, Victoria Beach

SUNDAY, AUGUST 10th, 1947 at 10:45 a.m.

Preacher: REV. W. G. BERRY

Soloist: LINTON R. KENT

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

Vote For Mayor In Detail

The details of the vote held last Tuesday for Mayor of Victoria Beach shows that Mr. J. T. Irving had a majority of 84 in the total vote. Mr. J. G. Anderson had a majority of 19 at the Beach poll, and Mr. Irving had a majority of 103 at the Winnipeg poll. The vote was:

Victoria Beach Poll—J. G. Anderson, 114
J. T. Irving, 95

Majority for Anderson, 19.

Winnipeg City Poll—J. T. Irving, 138
J. G. Anderson, 35

Majority for Irving, 103

Total vote for Irving . . . 233

Total vote for Anderson 149

Irving majority . . . 84

There are 680 names on the voters list and only 382 voted. Many of those on the voters list, however, are living in other parts of the country, or are away on holidays at this time of the year; while others have not had their names transferred from former owners.

Miss Ida Twining held her last Sand Service on Thursday, July 31st much to the regret of all the children who had been attending. Miss Twining was very satisfied with the attendance and the children hope there would be the same thing next year. Two of the Children had attended every service and over one hundred were on the Roll.

The minister at last Sunday's church service was Rev. W. G. Onions, who preached on "God as a lover of beauty," turning his listeners' attention to God's great purposes exemplified in the wondrous working of nature. Mr. Frank Farmer gave an impressive baritone solo, with Mrs. Farmer accompanying.

"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!

PHOTOGRAPHY CONTEST

CAMERA ENTHUSIASTS:

Here is an opportunity for you to realize a profit from your hobby. The Victoria Beach Club is again sponsoring the annual Photography Contest for which prizes of \$5.00, \$3.00 and \$2.00 will be awarded for the three best pictures submitted. This year an additional five prizes of \$1.00 will be awarded for the best pictures of any of the Club's functions such as, the Winter excursion, Masquerade, Dances, Sports Day, Sunday night entertainment, or of any other of the Clubs many activities.

The contest has now begun, any number of black and white prints 5"x7" or larger, of typical beach scenes may be submitted and entries should be sent to Norm. Nagle, Jr., First Avenue, or to the Moonlight Inn, or to any member of the Photography Committee with the name and the mailing (city) address of the contestant enclosed.

This year's photography committee: Mr. Norm. Nagle, Jr., Mr. L. D. Best and Mr. Gordon Roberts wish to take this opportunity to thank all of you who submitted pictures for the contest last year and hope that you will enter again this year. Last year's winners as judged by Mr. Duncan, A.R.P.S., of Strains Limited from twenty-six entries were: Mr. L. D. Best, 1st; Miss Joan Woodbury, 2nd; Mr. Jack Beech, 3rd; and a special award of \$1.00 to



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.

A. C. Starke of Hamilton, Ontario for a picture of children in masquerade costume.

Kindly submit your entries early so that your pictures may be displayed in the Clubhouse as soon as possible. The contest closes August 23rd, 1947.

MASQUERADE A SUCCESS

A very successful Children's Masquerade was held Saturday, July 26th and there were many fine costumes that we were not able to give prizes to. The Recorder was Col. N. R. Nagle and the Judges Madams David Guest, Bob Cockrane, C. L. Anderson, T. D. Poyntz, Misses Tagg, Kay Donovan, M. Garbutt, Ida Twining, Mr. Bob Kerr. Mrs. E. N. Dack presented the prizes. After a few words by the president, Mr. E. N. Dack, the judging of the different sections started and a very difficult task was finished in time for the 9 o'clock train. The winners were:

Character—Girls: Lynn Hunter, Aunt Jemima; Audrey Hogg, Little-Bo-Peep. Boys: Albert Larson, Doctor; John Leech, Gypsy.

Comic—Girls: Jean MacDonald, Minnie Mouse; Nancy Docker, Indian Princess. Boys: Richard Still, Chinaman; Bryan Rogers, Buggs Bunny.

Original—Girls: Janet Hamilton, South Sea Islander; Melvie McKelvie, Philco Radio. Boys: Michael Guiggin, Peanuts; Leslie Thomas, A. Chief. Special: Bruce and Ross Cumberland, Angel and Devil.

Odds and Ends—Girls: Fraser Garland, Picnic; Heather Joscelyn, Towel Girl. Boys: Roger Shick, Aunt Jemima; Diane Bowes, Indian Princess.

Outstanding Costume—Richard Still.

Over Eight Years

Character—Girls: Marie Christian, Hiawatha; Judy Darwyn, Queen Elizabeth. Boys: Roy McKenzie, Hula-Hula; Billy Elston, Capt. Kidd.

Comic—Girls: Nancy Brown, Bumblebee; Georgia McKay, Clown. Boys: Curtis Elston, Sadie Hawkin; Bruce Purdie, Hula-Hula Girl.

Original—Girls: Margaret McKay, Peapod; Carol Brown and June Chittick, Twin Butterflies. Boys: Paul Dymment, Ceasar; Warren Burdie, Sheik.

Odds and Ends—Girls: Joanne Meyer, Tan H. Freckles; Florence Inglis, Fir Tree. Boys: Jim Scott, Carman Monoxide; Dave Dymment, Coolie.

Outstanding—Judy Darwin.

WHERE OUR TAXES GO

At this time of community discussion it is well to remember how the \$11,000 collected in taxes is sub-divided and spent. The permanent residents pay 10% of the total and 60% of it is granted for their benefit, while cottage residents pay 90% of the taxes gathered here, and receive 40% in benefit.

Beach People

Miss Minnie Kelsey of Montreal was a visitor to the Beach recently after an absence of seventeen years. She paid a visit to Mr. Reeves and recalled happy days at St. John's Technical. She was a guest of Miss St. John, Fifth Avenue.

Mrs. S. A. Willis and Mrs. W. M. Peking are spending two weeks at the Beach, guests of Miss K. St. John, 341 Fifth Avenue.

Mrs. T. A. Brown is occupying her summer home at 435 Sunset Boulevard for the month of July, accompanying her are her two grandsons, Dennis and Garry Brown and their other Grandma, Mrs. J. J. Clark of Fleming, Sask.

Mr. R. J. Donnell, former merchant, Mrs. Donnell and her sister, Miss Hazel Berryhill, are on their way to Kenya, East Africa, where Mr. Donnell will accept a business opening. The party made the trip by plane from Winnipeg to London, Eng., via Montreal last week, and arrived safely in the world's capital where he met future business associates.

Mr. and Mrs. G. J. Reeve and three members of their family are in their cottage for the season, their 25th summer at the Beach.

Mrs. H. Magnusson and Miss M. Ritchie were guests over the long week-end of Mr. and Mrs. A. S. Cooke, Fifth Avenue and Arthur.

Miss Wilma Leech was the guest of Mr. and Mrs. David McKay at "Devonia" cottage for the long week-end.

Col. G. C. Leech and young son, John, spent a happy week-end, July 26th, with his sister Mrs. David McKay at "Devonia."

Mr. and Mrs. G. Mills and Bobby have spent their vacation the guests of Mr. and Mrs. A. S. Cooke, Fifth and Arthur.

Mr. and Mrs. John Scott and three children have returned to the city after an enjoyable holiday.

Mr. and Mrs. Malcolm Wredon and daughter arrived in Winnipeg from England this week and will be visiting Mrs. Wredon's parent's Mr. and Mrs. F. J. Manning at Victoria Beach this week-end.

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. Kenneth Campbell of London, Eng., and Misses Margaret and Rae Campbell of Winnipeg have been recent guests of Mr. and Mrs. William Moore and family. Mr. and Mrs. Campbell will sail shortly from New York aboard the "Mauretina" for their home in London after a visit of several months in Canada.

In honor of the twenty-fifth wedding anniversary of Mr. and Mrs. George P. MacLeod, a number of their beach friends surprised them last Saturday night and spent a very enjoyable evening with them.

Mr. and Mrs. Harold Wooley and Barbara returned to Winnipeg Monday after a vacation.

Rev. and Mrs. Gerald Burch and daughter, Peggy, have returned to the city after a month's holiday.

Mr. and Mrs. John Boyd and daughter, Marilyn, arrived last week-end for a two weeks' stay at the Beach.

Mr. and Mrs. Fred McRae are spending August in Winnipeg and will return to the Beach for September.

Mrs. J. W. Beech received a phone call from Mayor Beech that their home on Overdale St., Deer Lodge, had been entered and ransacked during the last week-end, and she took the next train for the city, hoping to return in a day or so.

Dr. and Mrs. L. J. F. Van Riemsdyk find that it is a little too much for him to come from Victoria, B.C. to Victoria Beach to spend two months and they have sold their cottage. Dr. Van Riemsdyk is in fairly good health and they expect to travel extensively in the future.

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.

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. Jack Lewis and their daughter, Jacqueline, visited Mrs. Lewis' parents, Mr. and Mrs. Harry E. England for the week-end.

Major and Mrs. Norman J. Black have returned from a six weeks holiday at the coast and are now occupying their cottage "Rockliffe" on Sunset.

Mrs. C. McBride of Gladstone, Man., is spending a week with Mrs. T. A. Brown at 435 Sunset Blvd.

Mrs. C. S. Boyd, Miss Helen Jasper and Mr. P. R. Cann, spent the week-end at "Blythe-Moor," Seventh Avenue, as guests of Mr. and Mrs. G. Moore.

Mrs. H. L. Falls has returned to Victoria Beach with her two daughters, Norma and Audrey, for the rest of the summer as guests of her parents, Mr. and Mrs. F. Taylor, "The Wishing Well," Seventh Avenue.

Mr. and Mrs. Mabb have returned to the City after spending two weeks as guests of Mr. and Mrs. F. Taylor, Seventh Avenue.

Mr. and Mrs. Harry McFee are occupying their cottage at 223 Sixth and Patricia. Mrs. Wm. Wilson of Winnipeg spent the past two weeks as their guest.

Mr. and Mrs. R. Duff, Winnipeg, were guests of Mr. and Mrs. Harry McFee, 223 Sixth Avenue from Friday until Monday night.

Mrs. Harry McFee, 223 Sixth Avenue had as her guests this week Mrs. S. Bradford, Toronto; and Mrs. F. A. Tallman.

Mr. Frederic French, J.P. has resigned magisterial duties at the Beach owing to ill-health. An effort to induce former Chief Constable George Smith to take the position was declined as the former chief desired an uninterrupted rest while at the Beach this summer.

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 —

Mr. and Mrs. W. J. T. Kerr and Miss Jessie Kerr will return to the city Sunday night after a month's holiday at their cottage on Sunset.

Mr. J. K. Morton, a well known barrister, with Mrs. Morton and family, have been occupying their cottage on Sunset, the "Bow and Arrow," which Mr. Morton purchased from Miss Inkster last year. Mr. Morton is a brother of Hon. W. Morton, municipal commissioner in the Manitoba Government, and a son of the late Hon. T. L. Morton, of Gladstone, Man.

Mr. and Mrs. E. W. Pierce will occupy their cottage, the former Dr. Ogilvie Wood summer home, Arthur Road and Fourth Avenue, which Mr. Pierce purchased from Dr. Wood last month. They will be down on Saturday for a month's vacation.

Mr. Wilbur Little is now at his home, Palmerston Avenue, Winnipeg, after four weeks in the General Hospital following a recent accident. He will not be able to visit the Beach this summer.

Fort Garry Chapter No. 17, O.E.S. Winnipeg held their annual picnic at the home of Mr. and Mrs. Mark Lancaster, 318 Second Avenue on July 23rd. There were 30 present.

BARBER SHOP

HAROLD JENKINSON, Proprietor
BEST OF SERVICE

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

Later Arrivals At The Inn

Dr. and Mrs. G. A. Grant and Beverley, Mr. and Mrs. Sydney McMullen, Des Moines, Iowa; Mr. and Mrs. E. R. Young, Sylvia and Carol, Mr. J. K. May and Marilyn, Mr. and Mrs. C. E. Fleming, Miss Louell Crawford, Mrs. D. Crawford, Mr. and Mrs. W. H. Wallace, Mrs. A. Thompson, Mrs. S. J. Dale, Mrs. A. Muir and Roddy, Mr and Mrs. Gordon Ritchie, Mrs. Frank B. Hazelton, Mrs. Chas. Pollon, Mr. and Mrs. H. R. Turner.

ADDITIONAL GIFTS TO THE SPORTS FUND

Mr. J. Anderson, cartage of ice cream and gift; Mrs. J. McKeag, Miss Straith, Mrs. O. W. Struthers, Crescent Creamery Company, Mrs. Jean Isbister, Mr. J. W. Irving.

Tuesday night July 29th "The Thunderbird" had a very trying time returning from Winnipeg Beach. When half way across a heavy wind came up and Walter Thomas was called upon to once again use his skill and knowledge to bring all home safely.

"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
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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)
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 —

Public Meeting Suggested

341 Fifth Avenue,
Victoria Beach, Man.

To the Editor:

By the time this goes to press the Reeve of Victoria Beach will have been elected.

After reading the literature that has been circulated regarding the suitability of both candidates for this office I feel sure, there are many like myself who feel that a ratepayers' meeting should be called by the Reeve at Victoria Beach where matters pertaining to the welfare of the community could be discussed. It would give the Councillors a background on which to work in the coming year and the ratepayers would also gain some knowledge of the problems the Council have to meet.

The end of August might be a suitable time for a meeting as many cottagers are down for that long week-end.

KATHERINE ST. JOHN.

REPLY TO "OLD-TIMER'S" REMARKS

After having read "Old-Timer's" remarks about Victoria Beach needing her "face-lifted," I'm wondering could not some thought be given to the why of the accusation?

Some of it may be true, in part. But not the whole of it, at least not by the original owners of the place. It takes co-operation to keep the most beautiful of natural resorts lovely. If some of the lucky renters would consider keeping the precincts of their rented homes as they found them, there might not be so many papers, orange skins, empty bottles, etc., in their neighborhood.

As for the weeds — well with cattle and horses roaming with abandon on gardens, through lanes and footpaths, and with vacant lots such as Lot 5 on Sunset with

When you return from your vacation

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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.

its crop of shoulder high noxious weeds, what can anyone expect?

But is it fair to blame these conditions on Victoria Beach? Anyone who has been here for some time may have seen all the cottage owners slaving in the Spring and late in the Fall to keep the place as it was, orderly and beautiful.

Another "Old-Timer."

Clear The Beach of Willows

A job for the Municipal Engineer and his trusty band of woodsmen would be to clear the willows from the sand between Arthur Road and the Clubhouse. This is a beautiful section of the Beach, but it is marred by the sight of swaying willows, which hide the view of one of the prettiest spots along our lakefront. It would not take long to clear the entire expanse, and would be greatly admired by visitors when completed.

A test alarm of the new fire siren was made June 30th by Constable Cain, R.C.M.P., and various reports have been given as to how far it was heard. On the whole, the test showed the siren to be quite satisfactory. The alarm brought out the volunteer brigade, most of whom happened to be near the fire hall and water was poured on the old airport grounds in nine minutes.

The Community Church Committee and all who attend the services would like to thank Mr. and Mrs. Roy Borrowman for their help in making the services brighter for twenty-two years by loaning each Sunday the lovely flowers. Mr. Borrowman has carried them from town and the Church has had a share of their glory.

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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canvas
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Platform or at Office
near Lou's Grocery Store.

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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.

The Ladies' Auxiliary of Victoria Beach held a very successful sale on July 25th in the Clubhouse. The proceeds amounting to \$153.00. The lucky winners of the draws were: Quilts, Mrs. Lockhart and E. Boutillier. Tea Set, Mrs. Alex Jonnason. Fruit Cake, Mr. Brown. The Auxiliary wish to thank all those who donated and helped to make the sale a success. Also the Club for the use of the hall. The proceeds will be used for the erection of a church for the use of the all-year round residents.

There was great excitement on the station platform on Sunday July 27th when the first section of the train pulled in, but it was not until the second section arrived that the railway truck decorated with red, white and blue bunting and signs quoting "Just Married" and "England Expects This Man To Do His Duty," etc., were used. Phil Nutter had jumped on the train before it stopped and gave the high sign to those waiting on the platform. "Here they are." Then Sub-Lieut. R. N. G. (Bud) Smith, R.C.N., and his bride, Joan Clark of Vancouver were placed on the truck and pulled along the platform. The happy couple whose wedding had taken place in Vancouver Cathedral on July 21st and they had come to Victoria Beach to spend the day with Bud's father, Mr. Neville Smith and friends on their way to Halifax where Bud was to board the "Warrior" for its trip to England. Mrs. Bud Smith was given a real Victoria Beach welcome and we hope to see more of her next season.

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 16th, 1947

No. 8

New Dock Assured For 1948

THE rebuilding of the Government Dock this Winter to be completed by next Spring will have a beneficial effect on the entire community at this Summer Resort. It has been sorely missed and every credit should go to those responsible for the reclamation of this public work. The dock was not assured except after a vigorous campaign had been successfully carried out. The Government had many places in which to expend its funds, and the fact that they have set apart \$50,000 for Victoria Beach is a feather in the cap of Mr. J. S. Sinnott, the member for Springfield. He worked wholeheartedly and persistently to have the dock replaced, and co-operated with the Municipal Councils steady and unbending effort to see that this beach would not lose any of its outstanding attractions. The Government wished to have the opinion of fishermen as to the usefulness of a dock at Victoria Beach for their industry, and the Mayor and Council provided the Government with the desired information, securing 175 signatures to a fishermen's petition requesting that the pier should be made 100% of its past efficiency, and this had strong influence with the Government. The fact that our Member and the Minister of Public Works listened sympathetically to the people of Victoria Beach is a good omen for future grants in this direction, as this Municipality stands high in the estimation of the powers at Ottawa.

The rebuilding of the dock should be of great value to permanent residents in collecting stone for the project, and assisting in the timber work and placing the stone in position. It is generally understood that the weakness of this dock was because there was not sufficient stone in the structure to withstand the wind and the waves that beat upon it. This time the stone work will be carried up to the top of the dock timber covering, and will form a barrier that will stand up against all attacks from the lake and the weather. A new dock will be a joy to the Community Club, which will now be able to resume its water sports each summer; it will also please amateur fishermen, promenaders and owners of cruisers and launches. In fact it will be a delight to everybody, and the Community has expressed its appreciation to all who have aided in this public enterprise.

Almost a Drowning

A member of the staff of Moonlight Inn, while walking on the Government Dock beyond the Light-house, Tuesday afternoon, got too near the edge,

Childrens' Masquerade, Wed., Aug. 20, 7.15 p.m.

lost her balance and fell into deep water. She could not swim, and Charlie Paulson, who happened to be near smashed the glass covering outside the lifebelt, and threw the preserver to the unhappy person. David Ateah, who was swimming at the time caught up to the belt and the woman just as she was going down for the second time, and by careful action and using a steady head he brought the woman to safety. Had David Ateah not been there a tragedy might have happened. In breaking the glass Charlie Paulson badly cut his hand, but fortunately the doctor did not have to put any stitches into the deep cuts, and he was able to resume his duties in the store.

Of the three involved, Charlie Paulson seems to have come out the worst, but as he modestly remarked "it's nothing, it's all in a day's travel."

A Unique Gathering

On July 31st Mrs. Margaret Warnock celebrated her 90th birthday at the home of her son-in-law and daughter, Mr. and Mrs. Spencer Guest. In the afternoon a large number of her friends attended a reception to bring her affectionate greetings. Later a birthday dinner was served down-town at Moore's to nineteen friends and relatives, four generations being present. A birthday cake decorated with 9 candles indicating the 9 decades of her life centered the table. As each candle was lit tribute was paid to nine sterling pioneer qualities which have made her life a memorable one. As a response to the toast in her honor proposed by Spencer Guest, Mrs. Warnock recited with quiet enjoyment one of the many selections memorized in her school days.

Born in Michigan, most of her life has been spent in Goderich, Ont. Now she makes her home with the Spencer Guests, and has spent many summers at Victoria Beach, as she is doing again this season. She retains a lively interest in all current events, and the doings of her five children, 22 grandchildren and 26 great grandchildren. Throughout the war and since, she has done much quilting and knitting for the Red Cross and relief agencies, and has travelled considerably in visiting her widely scattered descendants.

One daughter, Mrs. Roy Sparling, and granddaughter, Miss Carol Sparling, came from Port Elgin, Ont., to assist with the celebration.

Captain Walter Thomas will take a party of Beach Residents on Labor Day from the Beach, across the Lake to the Red River and up the river to the Alexander Dock in Winnipeg. There is still accommodation to be filled, and the trip will be a delightful one on the Thunder Bird.