

A NEW STORE

... with REAL NICE THINGS

After twenty-five years on Smith Street, we are now located in our new premises at
298 KENNEDY STREET

Just a few steps North of Portage Avenue, with a wonderful stock of Antiques in all lines—and our famous reproductions. . . A welcome awaits you . . . Free parking in rear.

J. Quinton McKay

Importer of Antiques

298 Kennedy Street, - Winnipeg

Winnipeg's New Gift Shop

Mr. J. Quinton McKay's many friends at Victoria Beach will be interested to know that he is opening a new gift shop at 298 Kennedy Street, just a few steps north of Portage Avenue. It is a very modern and spacious store and a fine stock of lovely antiques, old silver, old Sheffield plate, brass, copper, china and crystal is on display, with prices very reasonable.

Featured are many pieces of Royal Copenhagen porcelain and Royal Doulton figurines. The genial host of "Hurkledale" cottage invites all his friends to visit him at his new location.

On the last two week-ends a number braved the coolness of the water and went far out at Patricia Beach for swims. It was quite a contrast to the Patricia Beach appearance on Arbor Day, when ice was piled up there fifteen feet high. Ice also lined the shore as far as the Inn.

WANTED — Cottage for the first two weeks of August. Write to Harry Steel, Free Press, Carlton Street, Winnipeg, Man.

WANTED — The Victoria Beach Club is looking for: A Caretaker for the Tennis Courts and a Door Keeper for the Clubhouse. For further information apply to Muriel Pratt, 643 Garwood Avenue.

The Concession for the Canteen in the Clubhouse is open and application may be sent to Muriel Pratt, 643 Garwood Ave.

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.

STEWART'S STORE

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

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.

"CANADA BREAD"

wish to announce to their many customers holidaying at Victoria Beach that they can obtain their regular supply of . . .

BUTTERNUT — DR. HALL'S BROWN

also a full line of assorted Cakes, Doughnuts, etc.,

— FRESH DAILY AT —

J. H. FALLS, GROCERY STORE

SPECIAL
CAKES
MADE TO
ORDER

QUALITY BREAD
and ROLLS
Shipped in Daily

FRESH
CAKES
DAILY

"The Quality goes in before the Name goes on."

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 23

VICTORIA BEACH, MAN., JULY 10th, 1948

No. 5

Credits For Municipal Councils

THE Municipal Councils of Victoria Beach in the course of years since the district was separated from the parent body, St. Clements municipality, has a long list of achievements to its credit, measures for the highest good of both summer and permanent residents. The tax-payers have stood behind their elected representatives, have paid their taxes promptly and without asking awkward questions, but always letting the council members know that they were watching their actions.

One feature of municipal planning has been the keeping out of any debt which the tax-payers could not wipe out within a reasonable time; and it is reassuring to know that at the present time the finances of the municipality are in excellent condition.

To the credit of the council of recent years is the enforcement of the Traffic By-law and seeing to it that each year the Mounted Police is stationed here for three months in the summer season to enforce the measures the council enacts. Many Manitoba municipalities have asked for this force to be the law guardians but have been refused the service; so in this respect Victoria Beach is lucky. This year the new member of the force is equal in efficiency and dignity to the high standard set in the past.

The Herd By-law has also proved it could be made to work and this is gratifying to residents of summer cottages who have suffered severely in the past. Mr. Cook, the municipal engineer, comes in for credit here. Sanitation at the Beach is a safeguard to health and this feature to our well-being has been carefully attended to so that disease from impure water has been absent here and any slight deviation as suggested by the Provincial Health Board has been corrected. The Council also maintains a doctor here, a valuable asset to all residents. So besides the health restoring qualities of fresh air in abundance here, the Council has made a barrier against evils that creep in to mar a summer vacation by maintaining a staff of administrators to protect and cherish the health of all who vacation here. The local school is at a high standard although its cost has mounted in recent years. The Council of the last two years deserves the highest praise for the way it got behind the proposal to build a new government dock and the fact it is almost completed is a feather in their caps. Without the council's continuous effort to secure it, the project could not have been achieved. Mr. J. S. Sinnott, M.P., never lacked for the Council's backing to help him in keeping the dock before the government.

There are many things the present council can yet accomplish. Let them move forward to even

greater endeavors. They will be sure of local support.

Mention must not be forgotten of the fire protection service here. It will go a long way to guard against the spread of a blaze. The well system is always adequate during the season.

Annual Children's Sports Day

The Children's Sports will be held Tuesday, July 20th, at 10:00 a.m., in the field back of Moonlight Inn. Sand castle, swimming and coat of tan events will be held at Patricia Beach, 2:30 that afternoon.

Mr. C. S. Gow has consented to act as chairman for the committee in charge. Donations for the sports fund will be received by Miss Muriel Pratt.

The Road Question

A representative group of permanent residents met with members of the Municipal Council last week-end and freely discussed the existing road situation in and out of the Beach. It was emphasized that due to the storms last fall and the higher lake levels some sections of the present road are in a precarious condition. As a consequence it was urged that serious consideration be given, on the one hand to the re-routing of the present road so as to get away from the hazards of high water and storms, and, on the other hand to the building of a new road entirely, from Albert to the Beach. The delegation expressed a decided preference for a new road running along the West side of the railway track instead of on the East side as at present, and they were all agreed that the existing controls should be retained by the Municipality.

It was recognized that any such development besides involving a radical change in the present road policy of the Municipality entailed construction problems and financial considerations aggregating, according to present estimates, up to \$34,000.00, which would necessitate exhaustive study on the part of all concerned. It is understood that these studies are now in progress.

Children's Masquerade

The Children's Masquerade, which was a highly successful event last year, will be held Saturday, July 24th at 7:30 p.m., in the Clubhouse. Children—start working on your costumes now!

Competition of posters advertising this event will close July 17th and children are invited to draw posters and take them to Miss Pratt at 209 Sixth Avenue. They will be judged July 19th and prizes will be presented at the masquerade.

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.

CLASSIFIED ADVERTISING

Cottages to rent and for sale	50c
Card of Thanks	50c
Properties for sale	50c
Lost or Found	25c

THE HERALD will be mailed to any
address throughout the season for 50c.

MUNICIPAL REGULATIONS

A. S. Cook, municipal engineer and supervisor, wishes to remind everyone at the Beach of the following regulations which have been passed by council:

WATER SYSTEM: Those with hose and sprinklers on their lawns will please see that they are closed off at 5:00 p.m. daily and not left trickling all night. The latter practice results in water lines being emptied.

The cisterns under small hand pumps contain drinking water, regularly tested for purity. Children must be kept from playing with these pumps and anyone found doing any washing of any kind will be prosecuted, as it is against the laws of sanitation.

FIRES: Any person lighting or causing to be lit an outside fire in any place in this municipality will be liable to prosecution.

LIFE BELTS. These are placed on the beaches for use only if some person is in distress in the water. Parents will be held responsible for children playing with the buoys or the ropes attached.

CYCLING ON FOOTPATHS: The footpath from the bakeshop to Arthur Road is being used for cyclists. This must stop or swing gate barriers will have to be placed at the ends, to the inconvenience of all users.

DOGS: Owners of dogs are liable to a heavy fine for allowing them to run at large on the beaches. Think . . . it may be your nice pet, but it is a nuisance to people sitting on the sand; so please

keep dogs on leash if you must take them to the bathing beaches — and they must not be allowed in the water where people are bathing.

Last Sunday night's concert at the Clubhouse took the form of a sing-song led by Mrs. D. C. Henderson, with Mrs. Holbecke as accompaniste. The gathering stood for a moment in memory of Mrs. J. Quinton McKay, Mr. W. J. T. Kerr, Mr. E. N. Dack and other members of the Victoria Beach community club who had passed on since last summer. T. D. Poyntz, vice-president of the club, presided.

Big Dance Blacked Out

On account of the C.N.R.'s generator breaking down, there was no power in the clubhouse last Saturday night and the "Welcome Down" Dance had to be called off. Through the kindness of Mr. Neville Smith sufficient light was obtained for a dance on a smaller scale for the crowd that had gathered and piano music was played by Ken Babb and Tammy Scott. Vice-President David McKay welcomed those present and asked for their support and co-operation in the summer's activities of the club.

No admission was charged to this dance, on account of the conditions that prevailed and consequently the club suffered a financial setback, as the door receipts would have been very good on this lovely night.

FALL'S STORE CASE

Judge Campbell has not yet set a date for the hearing of arguments by counsel in connection with the injunction taken out by the Victoria Beach Company against Fall's store. In the meantime the store is still doing business.

Children's Sand Services

Boys and Girls, did you enjoy the Children's Sand Services last year? Then here is good news for you. They will be held again this year from July 12th to 31st, every day except Sunday, on Patricia Beach, 10:30 a.m. They are sponsored by the Christian Business Men's Committee of Winnipeg, and conducted by Miss Ida Twining, Director of Manitoba Child Evangelism. Plan now to attend.

Guard Against Careless Fires

There are twelve forest and bush fires burning in northern Manitoba, the forestry department reports this week, twenty-five per cent having started from lightning. This should be a warning to cottage residents and visitors not to do anything that might start a blaze at the Beach for the leaves and moss are very dry and susceptible to a carelessly thrown match or lighted cigarette. We do not want to add to the unsightly blackened spots at this Beach; there are too many as it is.

Mrs. George Sanborn reports an oriole visits her bird bath daily, on Third Avenue.

ROSEBUD FLORISTS

J. J. Hill, Proprietor

Visit the best place where requirements in Bedding Plants can be filled with high quality, home grown garden products. Now is the time to secure shrubs and early blooming plants.

264 Ellice Ave. — Opposite Grace Church



Confidentially!

Membership in the Victoria Beach Community Club this season shows a slight increase over the membership at this time last season. This we like to see, especially so because quite a few new members have joined. However, as we are no where near our objective, we suggest that you join as soon as possible, if you haven't already. Membership in the Club includes free admission to dances, special rates on the tennis courts, and Clubhouse privileges.

Last Saturday night, a good time was had by all at the Welcome Down Dance — power or no power. Thanks to Neville Smith loaning us a lamp, and the talented young men who played the piano for us, a large crowd enjoyed the "novel" dance. Come on out this Saturday around 9:00 p.m., and we'll guarantee you a good time. And by the way, for you lucky people who can stay on the platform and watch the Sunday night "8:20" pull out, we'd suggest that you wander over to the Clubhouse shortly after — around 8:45 p.m. to be exact — and give your lungs a workout. There'll be a sing song, and solos, so don't you be one of the few to miss the fun.

Right about now, we'd like to carry on with our little series of telling you about the different committees of the Victoria Beach Club, committees that are working for the betterment of Victoria Beach. This week, we've picked the Garden Committee, under the able chairmanship of J. W. Beech. Working members of this committee are Col. N. R. Nagle, J. Quinton McKay, Geo. P. Macleod and Mr. Verdin. Around August 11th this season, these gentlemen will accompany Mr. W. G. Kotchapaw of Winnipeg around the Beach while he judges the gardens and grounds of any cottage which enters this annual club competition. There are a great many prizes and cups for this affair, including the Orchid Cup for the best large garden; the Hurlkedale Cup for

Catholic Church Services

For the information of Catholic summer residents, Mass will be said at the Clubhouse, Victoria Beach, each Sunday at 9:00 a.m.

the best rock garden; the George Macleod Cup for the best small garden; and the J. W. Beech Cup for the most improved grounds. Anyone may enter — the cost is nil — simply by giving your name to Mr. A. S. Cooke, the Municipal Engineer, any member of the garden committee, or enquire at any store in the Beach. The Victoria Beach Community Club, through its Garden Committee will do the rest. Don't forget the date — its approximately August 11th that the judging will take place. The Committee would appreciate receiving your entry as soon as possible.

Seems we are nearing the end of the column for this week, so we'd better let you in on the Masquerade. This annual event is going to be held next Saturday night, July 17th, beginning at 9:00 p.m. Full details will be posted on the notice board, and in this column next week. This is your dance, Mom and Dad, as well as the kids, so let's get out the needle and thread and begin creating our costumes.

Just room enough to remind you of Friday, July 23rd, at the Clubhouse. The permanent residents are taking over, and it promises to be one of the season's highlights. Its a dance—with an orchestra from Winnipeg — and the door prizes alone are worth the price of a ticket. That's right, mink chokers are definitely in style this year, and why buy one when you can win one for free — well, practically for free! Tickets are available anywhere in the Beach. Get yours now!

Must away and mow the lawn and water the flowers now. Garden competition you know.

See you next week.

"ROBIN" HOOD'S

(Formerly Donnell's)

An Old Store Under New
Ownership.

COURTEOUS, FRIENDLY SERVICE

We Deliver

★

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

Sail on the Lake . . .

on the

"VALTANNIS"

Leaving Government Dock every few hours.

CONSULT . . .

Capt. WALTER THOMAS
at the Pier — for outings to many points of interest.

Club Executive Meets

The executive of the Victoria Beach Club met in the clubhouse last Saturday evening with Vice-President T. D. Poyntz in the chair. In connection with the regular Sunday night entertainment, it was announced that there would be no movies until August, as this form of entertainment is not desirable when the evenings are warm and not dark until later.

The Dominion government has offered to sell the club property at the foot of Fourth Avenue for a memorial park at cost of \$560.00, which is the assessed value. The executive felt this amount is high, as the municipality is selling property at half assessed value. The government will be approached again for use of the grounds on a long term lease, with low annual rental, and then a good sum of money can be used for equipment.

On account of the government pier not being ready, the annual regatta and water sports will not be held this year.

The ladies' committee is being asked to arrange a tea in aid of the memorial park fund.

Fire insurance to the amount of \$4,900 is carried on the clubhouse and according to recent estimates replacement value is at least \$10,000. It was decided to place \$9,000 on building and contents.

There was a good deal of discussion regarding charges at the door for Saturday night dances. There was some feeling that 50 cents was too much for

Community Church Service

Club House, Victoria Beach

SUNDAY MORNING, JULY 11th, at 10:45 a.m.

Preacher: REV. P. V. SAMPSON

Minister of John Black Memorial Church, Winnipeg

Accompanist: Mrs. D. C. Henderson

CHARLES H. BALL, President . . . Residence, Sixth Ave.

admission of non-members, but it was decided to continue on this basis and watch the situation closely. The club lost money last year and it was felt that the higher admission might result in more family memberships, which are very essential to the club; also the feeling seemed to be that those who are casual attendants should pay more than the small fee of 25 cents.

A nice birthday card was signed by those present at the meeting and sent to Harry England, esteemed member of the executive, who was celebrating his 79th birthday. Mr. England has been ill for some months.

Golf Competitions

The Golf Committee of the Victoria Beach Club has laid its plans for the "July" Competitions which include a Ringer Board, a competition for Juniors, a competition for the Ladies (The McKinney Cup) and a competition for the men (the Fred Porter trophy).

These competitions are now underway and all competitors are urged to file their entries right away. All rules governing these competitions are posted at the Golf Club House, and the Committee will appreciate the co-operation of all entrants in their endeavor to provide fun and enjoyment for winners and losers alike.

What I Saw From My Window

Four diamonds sparkled glistening in the sun-rays, their beautiful colours of the rainbow. What! Diamonds at Victoria Beach? Yes! In colour, sparkle and beauty, but only four rain-drops, held in the folds of four green leaves. Nature's beauty.

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 —

"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!

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.

Beach People

Mrs. W. W. Macleod is a guest of Mr. and Mrs. G. P. Macleod, 223 Fifth Avenue.

Dr. Norman F. Black of Vancouver has been a visitor at Victoria Beach for the past two weeks, the guest of Mr. and Mrs. N. J. Black, "Rockcliffe," Sunset Blvd.

Miss Catherine Ball spent the last week with her grandparents, Mr. and Mrs. C. H. Ball, Sixth Ave.

Mr. and Mrs. H. E. Gibson, 304 Third Avenue, have had as their guests over the long week-end Mrs. Gibson's brother and his wife, Mr. and Mrs. Alex Taylor. Mrs. Taylor is the former Miss Joy Fitzgerald of Toronto.

Dr. and Mrs. Edgar Gee and daughter, Carolyn, have been visiting periodically at 303 Sunset Blvd.

Mrs. Gordon Donaldson and daughters, Marilyn, Marguerite and Linda have been occupying "Hilltop" at 303 Sunset.

Mr. and Mrs. Edward Gee are occupying their cottage at 317 Sunset.

Mr. and Mrs. Archie Taylor and their son, Pat, have returned to Winnipeg after having spent the latter part of June at the Beach.

Mr. and Mrs. H. E. Gibson and their children, Terry and Janet, are at their cottage, 304 Third Avenue for the summer.

Mr. and Mrs. Russell E. Standing and family are occupying 328 Fourth Avenue for the first part of July. With them are their daughter, Mrs. Bert-ram, F. Williams and granddaughter, Patricia Joyce of New York City.

Miss Carolyn Reed of Winnipeg is now visiting Miss Sharon Kelly on Third Avenue.

Dr. and Mrs. E. J. Rigby, with their three girls, Eleanor, Charlotte and Margaret, are occupying their cottage, 321 First Avenue for July.

Mrs. Eric Sandberg, Mrs. M. Bruckner and Mrs. M. Brockie spent Sunday with Mrs. Peppard. They had a very nice walk through the trees and over the rocks on the beach and returned to Winnipeg satisfied with the beauty of Victoria Beach.

Mr. and Mrs. Warrender from St. Vital and Mr. and Mrs. Jardin from Detroit, Mich., spent Saturday, June 27th with Mrs. Peppard at her cottage, 318 Eighth Avenue.

Mr. Alfred Collins came down for the day on the 27th to take his daughter, Jackie, home after spending 3 weeks with her grandmother, Mrs. Peppard.

Mr. and Mrs. J. K. Brown opened their cottage on Fourth Avenue in July and will remain until the end of July. They have as their guests, their daughter, Mrs. G. H. Craig and little twin daughters Diane and Elaine. Mr. Craig spends every week-end with his family. Mr. James Brown and Miss Evelyn Fridfinnson were guests of Mr. and Mrs. Brown during the week-end.

Mr. and Mrs. Harold Brown with family will occupy the family cottage the first two weeks in August. Harold was one of the returned service men who graduated at this year's University convocation, winning the University Gold Medal in Pharmacy.

Miss Verona Conklin, who spent her girlhood at Victoria Beach, left Vancouver, in which city she now resides, Friday for San Francisco, on a visit to her brother, Mr. E. D. Conklin, later she will go on to Hollywood where she will be the guest of Miss Beulah Hanna, daughter of Mr. and Mrs. J. T. Hanna. Miss Hanna spent two seasons at Victoria Beach and gave her services as pianiste during week-nights for those who desired to dance. That was before the present music system was installed.

Mr. and Mrs. Spencer Guest with members of their family have been occupying their cottage on Sunset since early in early June.

In answer to an enquiry sent to the Herald we can state that Mrs. G. B. Baragar died one year ago last Christmas in her home near Vancouver where Mr. Baragar still resides.

Canon F. Glover, rector of St. Margaret's parish, Winnipeg, with Mrs. Glover and the Misses Glover, will be in their cottage for the season by the third week of July.

Mrs. Harry Little opened her cottage for the summer on Tuesday of last week, accompanying Mrs. Little were Mr. and Mrs. J. S. McDiarmid, Jr., and daughter, Joy, and Mr. and Mrs. Charles Harvey and daughters.

Mr. and Bruce Scott of Toronto are visiting Mr. and Mrs. Victor L. Scott at their cottage on Arthur Road. Accompanying them is their little granddaughter.

Know Poison Ivy and teach children to avoid it in every way.

Blueberries and strawberries are coming into green state.

Patronize local stores and keep down imports to as small quantities as possible.

IT'S A TREAT TO EAT

Weston's

Bread and Cake

ASK FOR
DUTCH OVEN
LOAF

QUALITY FLOWERS
AT LOWEST PRICES

The Orchid

Victor Scott 311 DONALD ST.

Miss Florence MacWhirter and Miss Hope Burnham, the M.Y.O.B. ladies, for many years residents of Sixth Avenue until their cottage was destroyed by fire, will shortly spend a holiday at the Beach. This Spring they had a long holiday on the Pacific coast, with a party of friends, travelling by auto as far as California.

The Preacher at the Sunday Morning Community Church Service in the Clubhouse this coming Sunday will be Rev. P. V. Sampson, Minister of John Black Memorial Church Winnipeg. The service begins at 10:45 a.m.

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

Guests at The Inn

Among those enjoying the comforts of Victoria Beach Inn were the following: Mrs. Allman, Miss Florence Allman, Mr. and Mrs. Aitkin, Mrs. Besson and Marcia, Torrence Hazelton, Mr. and Mrs. Whitbread and Eleanor, Miss Lillian Cook, Mr. and Mrs. G. C. Galbraith, Jocelyn Galbraith, Paul Galbraith, Mr. and Mrs. J. S. McMillan, Frances Harvey, Mr. and Mrs. McKerchar, Lois and Duncan; Mr. and Mrs. Flook, Mrs. S. P. Gemmell and John, Mrs. Clark and Bobby, Wm. Blackstock, Mrs. J. D. Patterson, Mr. and Mrs. Fogarty and Ernest, Mrs. Williamson.

Anderson's Transfer
VICTORIA BEACH, MAN.

WOOD and ICE

● Office at C.N.R. Station. Arrange with our representative on train for delivery of your baggage, freight or express. Call at office or place orders with our drivers.

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-Seventh Year "at Your Service"
VICTORIA BEACH, MAN.
Under the personal direction of Robert Kilpatrick.

An Incident at a Wedding Feast

A puzzling episode was brought before the Manitoba Liquor Board last week. There was a marriage in the family of a Victoria Beach cottage resident and to make it a bang-up event the indulgent father decided to hold the marriage supper and reception in one of the leading hotels in Winnipeg. As there was an invitation list of over a hundred the good daddy bought as refreshments four cases of beer and two bottles of wine, the latter to be used when the toast to the bride and groom was proposed with up-lifted glasses. When dad got to the refreshment reception room he found the board had delivered fourteen cases of beer but no wine. And no one in the hotel service could explain the presence of the over-stock of beer or the missing wine.

When the guests were departing they found many uncapped bottles of beer remained so many of them decided to take a liberal supply home with them. Before the last guest had departed every case of filled bottles had been taken away in bulging pockets. It was a treat of a lifetime and few neglected the opportunity. A few days later the hotelman called up the Victoria Beach resident and said: "At that wedding supper for your family at my place you and your guests got away with fourteen cases of beer, bottles and all, but you only paid for four cases. You will have to settle for ten more."

In reply the entertaining father said: "I ordered four cases, paid for them and that's all I am paying for. By the way what became of the two bottles of wine I paid for?" "Oh, I put it in my refrigerator, and forgot to send it in to your supper," said the hotelman.

"Well, you had better forget about the beer, too" said the local resident.

"But that's a poor excuse for me to take to the commission," was the parting shot of the hotelman.

It appears there was a second wedding event booked at the hotel for two nights later, but the Commission had sent the two orders to the Victoria Beach family's reception. To make good the beer, the hotelman had to go to his beer parlor stock and provide the second wedding with their wet refreshments.

But the Hotelman as he looked down his ledger at the accounts of the two weddings both on the red side crossed over to the other side of the book, and wrote in large black letters: "Credit, two bottles of port wine," which the Victoria Beach daddy never received; "but then I was lucky at that" he remarked to the Herald when concluding the story.

Carlessness causes fires — please be careful.

Hold It!

One roll of film
One Camera, any size
One 5x7 print
Won first prize.



Yes the old saying, "Nothing ventured, nothing gained," is still true. To venture something . . . Enter a picture into the Victoria Beach Club's Photography Contest. To gain something . . . Win one of the valuable prizes offered in the Club's contest.

Just send in to Norm Nagle, 309 First Avenue or to the Moonlight Inn, any number of 5x7 Prints of typical Beach Scenes and you may win \$5.00, \$3.00 or \$2.00. Also if you have any pictures of the Club's activities, we are offering five prizes of \$1.00 each.

Remember — If your print pleases you'll click on cash!

Meeting of Church Committee

The first Community Church service of the Summer season was held at 10:45 a.m., Sunday, June 27th in the Community Clubhouse conducted by Prof. Owens of the United College, Winnipeg; who preached a very inspiring sermon. After the service a meeting of the Church Session was held in order to appoint a temporary Secretary-Treasurer to act in the absence of Harry England through sickness; a letter of sympathy was sent to Harry wishing him a speedy recovery back to health. A letter was also forwarded to Mr. J. J. Conklin wishing him many happy returns of his 80th birthday. Mr. England and Mr. Conklin have been Elders of our community church for many years and faithful workers for a good cause.

We look forward to a series of very fine Sunday morning services during July and August with some of our best Ministers from Manitoba and Saskatchewan as supplies for our pulpit and we invite everyone to attend these splendid services and enjoy the hearty singing which gives you a lift for the week's enjoyment; "for a Sunday well spent, brings a week of content."

With the thermometer at 95° in Winnipeg the days were cool and pleasant here; but a dip in the lake did feel refreshing.

When you return from your vacation

Please Call **37 101**

for Regular Daily Service.

MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

Crescent Creamery Co. Ltd.

WINNIPEG

Early Summer Visit to Cottages

Early in May is a profitable time to visit a summer home. There the cottage stands uncovered, with its background of bare trunks and leafless drab branches. A glance around shows all your neighbors cottages and you have a clearer view of the settlement within which you reside. In a few weeks the vista will have changed and summer homes will be nestling in leafy bowers of green, cozy and comforting. Its the proper time to clean up the fallen branches and twigs left by the fall and winter storms, for the winds do blow in the late fall in this neck of the northern woods. This cleaning up saves much labor later on when coarse grass and weeds get a grip on the sprigs of wood and entangle into a mess of unsightly debris. Its good to have an early check up on grounds and cottage exterior.

The drive back to the city is thoughtful with minds in a reminiscent mood, of summers spent and gone. But there is also the forward look. In a few weeks we will be back again to see Victoria Beach, bright and charming in its summer loveliness, with wild roses and early flowers bordering the pathways heightened in joyous pleasure by the shouts and laughter of children and the cheery calls of the birds to nesting mates.

As the glow of the evening fades with the sinking of the sun in the waters of the lake, we retire to our cottage home assured of safe lodging, a restful sleep in the cool of the night.

The motor boat "Valtannis" will make trips to Black Island, Pine Falls or Winnipeg Beach or any other point suggested by a group of people interested in seeing the sights of the lake. Arrangements can be made at the Government pier, with Captain Walter Thomas.

The youngest member of the Victoria Beach Club is Bonnie Lee Irving, three months old granddaughter of Mayor James T. Irving, who purchased a membership for her.

Ateah's Baggage Transfer

★
**WOOD
AND
ICE**

See Our Men on Station Platform

or at Office near

"Robin" Hood's Grocery Store.

A NEW STORE

... with REAL NICE THINGS
After twenty-five years on Smith Street, we are now located in our new premises at
298 KENNEDY STREET
just a few steps North of Portage Avenue, with a wonderful stock of Antiques in all lines—and our famous reproductions. . . A welcome awaits you . . . Free parking in rear.

J. Quinton McKay

Importer of Antiques

298 Kennedy Street, - Winnipeg

Tennis Courts

The Tennis Courts are open from 9:30 a.m. to 1:00 p.m., and 6:00 to 8:30 p.m. each day except Saturday, when hours are 9:00 a.m. to 8:30 p.m.

Rates for playing are 25 cents a day; \$1.00 a week; \$1.50 for two weeks; \$2.50 a month and \$4.00 per season. Members of the Victoria Beach Club are given special rates of \$2.00 a month and \$3.00 for season. Children under 16 may play for 10 cents an hour.

Mrs. Syd Wise, chairman of the club's tennis section, is looking for a good boy of 17 or over to look after the tennis courts from July 14th to August 31st. Hours of work are 9:00 a.m. to 1:00 p.m., and 6:00 to 9:00 p.m., with playing privileges.

Send In The News To The Herald

Send to the Herald any news items of interest—arrivals for the season, opening of cottages, guests at cottages.

WANTED — Cottage for the first two weeks of August. Write to Harry Steel, Free Press, Carlton Street, Winnipeg, Man.

WANTED — Boy 17 or over to look after Tennis Courts, July 14 to August 31st. Hours 9:00 a.m. to 1:00 p.m. and 6:00 to 9:00 p.m. Salary \$60.00. Apply to Mrs. Wise, 212 Sixth Avenue, or Miss Pratt, 309 Sixth Avenue.

The Concession for the Canteen in the Clubhouse is open and application may be sent to Muriel Pratt, 643 Garwood Ave.

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.

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.

The vacant lot on Sunset, facing the lake has been sold by Mr. McCarthy to a Winnipeg woman, who intends to erect a cottage on it next year. The lot was denuded of trees right to the bank of the lake as it was found when the clearing of the property got underway, that nearly all the trees were decaying at the roots and would soon have been victims of a strong wind. But it left the lot unsightly.

A prominent Winnipeg contractor who suffered injuries in a train wreck two years ago and has been undergoing treatment from time to time ever since he got the injuries, has now been told by attending physicians that the pains he felt from time to time were not caused from the train accident in which he had been severely bumped but were due to his drinking unpasteurized milk at farm homes while carrying out contracts in rural districts.

STEWART'S STORE

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

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 23

VICTORIA BEACH, MAN., JULY 17th, 1948.

No. 6

Outdoor Event of the Summer

THE big outdoor event of the summer at this favored resort is Children's Sports Day. It is held on a Tuesday each July, when mothers and youngsters are not burdened with week-end visitors and all families can have the day all to themselves. Even "Daddy" is absent, unless he is taking his vacation at the time; and in every respect it is Children's Day completely. There is a family atmosphere about the entire day, and even "Dad" is forgotten in the excitement of the hour to hour entertainment.

For all of this pleasure in prospect The Victoria Beach Club deserves the credit for carrying on from season to season. Wars or rumors of war; dull or showery weather, cannot interfere with the programme; it is set for a certain day and must be held sunshine or cloudy weather.

So don't forget the Big Day this month, Tuesday, July 20th!

In the morning the running races and novelty events are held on Memorial Park grounds, the former air force grounds; coat-of-tan, castle building and swimming races are held at Patricia Beach, with the free distribution of ice cream cones at 4 o'clock at the conclusion of the competitions, at the top of the hill.

The programme is directed by Mr. C. S. Gow, a school principal, and an experienced promoter of athletics, and he will have a committee of school principals and members of the club's executive to assist in the exacting duties connected with the day's many features dear to all children.

The success of the programme depends also on donations of money to the sports finance committee, and the Herald asks everyone to hand a donation to the members of the committee. In this respect the community never has failed to respond, and the committee looks forward to a generous response this year.

Sports Day at Victoria Beach dates back to 1924, when it was arranged by the Victoria Beach Company, when the late W. E. Macara was president and Mr. Frank Sprague, manager. The cost of the first sports day was \$35.00, where now it requires \$200 in cash to see it through and it will be much more next year when the water sports are revived for the older boys and girls. The first Sports Day was largely confined to water events and Mr.

Sprague was assisted by Mr. Aidan Conklin in announcing and judging. The first champion was George Ross, son of Dr. Ross of Selkirk who had a camp here at the time. Every Lieutenant-Governor since that opening year has at one time or another, opened Water Sports Day; and fifteen years ago, the children's land sports was added to the programme, with Mr. J. S. Little, principal of Kelvin High School, taking charge for the first few years.

So this great event has moved forward to its peak of today in enjoyment. Its success is largely due to the painstaking efforts of the Victoria Beach Club Executive. May this year's programme add fresh laurels to the members!

Masquerade Dance

SATURDAY, JULY 17th

Classes are:

PERIOD, NATIONAL, COMIC,
SPIRIT OF THE BEACH.

Dancing starts at 9:00 p.m.

Grand March at 10:15 p.m.

PRIZES — FUN — COME EVERYONE!

NOTICE

A Silver Tea will be held at the home of Mrs. Mary Wood on Centre Avenue on Wednesday, July 28th from 3:00 to 6:00 p.m. There will be a door prize and other attractions. Open to all. We hope to meet many of our Summer friends.

Sand Services

The Sand Services at Patricia Beach have been very well attended this week. Many of last years children being joined by new ones. Miss Twining has been asked to hold one in the afternoon for children on the East side who found it too far to go to Patricia. So she is very busy.

Sports Fund List to July 13th

M. Lancaster, Mrs. M. Wood, Mrs. J. Kinsman, Miss Ida Twining, Bert Trainer, Mrs. T. D. Jackson, T. D. Poyntz, P. H. Letchford, W. R. Stuart.

Children's Sports Tuesday, July 20th

Morning—Memorial Park (former Airforce grounds)

Afternoon—Patricia Beach