

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

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 Store.

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.

A Practical Problem For Experts

The demand for a road leading from Victoria Beach to Albert which was brought before the Municipal Council at its last meeting here by a large delegation of permanent residents is a proposal that comes up every year and the solution is not yet in sight. There should be an outlet such as has been suggested, but the question is, how can a settlement of limited financial resources carry it out to a successful conclusion. The Council sees the necessity of such a highway, and the all year round residents claim they cannot live at Victoria Beach without it. So it just gets down to a matter of practical local politics. The estimate of the cost is conservatively placed at \$34,000; some estimates made in years gone by were much greater, running up to \$50,000. There is plenty of stone here for the foundation, but there are parts of the route where it would be hard to find bottom, and a bridge might have to be built, just as the railway had to do. This would add to the cost. The grade would have to be as high as the railway grade, but twice as wide. If the Council issued debentures for the amount required, bearing 4% interest, and pay it off at the rate of \$1,200 a year, the interest for the first few years would be \$1,200 to \$1,300 a year. The upkeep expense must also be considered: thus the entire project would be beyond the means of a summer resort. It would add \$15.00 to \$20.00 each year to lake-front residents' taxes, and \$10.00 a year to the tax bills of those living back of the lake front. It would require, if these intimated taxes are to be lowered, considerable help from the Dominion and Provincial Governments, and this no doubt would be forthcoming if advantage were taken of the proper time to make the request, and the right people in authority were consulted. In the meantime the whole proposition should be placed before road building experts to plan and map out the area, and give a report to the Council. No doubt the Council would take the steps outlined and when the entire project has been worked out, the tax payers will have a clear understanding as to what it will cost, and how they will vote on it. But nothing that may be done should not interfere with the traffic by-law granted by the Legislature to the Municipality of Victoria Beach.

The entire matter is one for cool judgment;

figures are cold facts, and everyone must realize it. The situation is one where threats and hotheads have no place; it must be carried out in a business-like way.

A Welcome Preacher

The announcement of the Church Committee that the Rev. W. G. Berry will be the preacher at the Sunday Community Service in the Clubhouse at 10:45 a.m., will be welcome news to churchgoers here. Mr. Berry always has a message of interest, and the fact that, with his family, he is now a cottage owner, after being a renter for a few years, brings him in closer contact with the community. Mr. Berry is Secretary of Christian Evangelization for the United Church in Saskatchewan, and has his permanent home in Regina, after a successful several years as minister of King Memorial Church in Winnipeg.

Report of Ladies' Auxiliary Sale

The Annual Sale of Work and Home Cooking organized by the Victoria Beach Ladies' Auxiliary was brought to a successful conclusion on Friday, July 9th. The local ladies home cooking was first to disappear in quick order. The sum realized was \$230.65, including a donation of \$5.00 from Col. and Mrs. Baxter.

The first quilt raffled was won by Mrs. H. Hanstead and the second was won by Raymond David. The cake was won by Mrs. B. Munro and Miss Eileen Ateah won the pillow cases.

This sale was a great success and the committee wish to thank all those who gave their services and time towards this end. A special vote of thanks goes to Miss Muriel Pratt, who so ably assisted us in many ways, with a smile we all know so well.

We wish to thank the management for the use of the clubhouse for this occasion, "March of Dollars", in our endeavor to build a church.

No Issue of The Herald on July 31st

No issue of the Herald on July 31. The printers of Winnipeg will take their annual summer holiday of ten days, from the close of Friday, July 23 until Tuesday August 3rd, when the printshops will again be open. This will mean that the Herald cannot issue on July 31, after that date there will be two more issues, on August 7 and 14. Anyone wishing to announce events during the week of July 26th should have them in the week before.

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

LEGION DANCE



Don't miss the Monster Dance to be held in the Victoria Beach Clubhouse on July 23rd at 9:00 p.m. Five Mink Chokers will be given away as door prizes to the Lucky Ticket Holders. Furs are on display at the Moonlight Inn. Tickets available at any store. A good City orchestra will supply the music. Proceeds to go towards the completion of the Legion Hall and Recreation Grounds. Ticket holders are eligible for prizes whether in attendance at the dance or not. Sponsored by the Victoria Beach Legion, No. 96.

Children's Masquerade

The Children's Masquerade will be held on Saturday, July 24th. Judging will commence sharp at 7:30 p.m. Classes: 4 years and under; 4 to 8 years; 8 to 16 years. Original, Comic, Character, Odds and Ends.

Masquerade Signs: These must be in to Miss Pratt, 209 Sixth Ave., by Sunday night, July 18th.

Entertained

Mrs. J. Fraser, 218 Fourth Avenue entertained the Friendly Club of Transcona last Wednesday at her cottage. Those present were: Mrs. Gunn, Mrs. Duncan, Mrs. Fowles, Mrs. Coppack, Mrs. Copeland, Mrs. Mutch, Mrs. Youngson, Mrs. Esslemont and daughter, Dorothy; Mrs. Cochran. Mrs. McGregor and Mrs. Davie of Winnipeg. Mrs. Cochran who is leaving to make her home at the coast was presented with a string of pearls and lots of good wishes by Mrs. Duncan. They all enjoyed the scenery of the Beach.

The flowers sent to the church each Sunday morning this summer were from the garden of Mrs. Roy Borrowman, who has undertaken this duty for the past sixteen years.

"ROBIN" HOOD'S

(Formerly Donnell's)

An Old Store Under New
Ownership.

COURTEOUS, FRIENDLY SERVICE

We Deliver



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.

Bush Fires Continue a Danger

Reports of the provincial government through the Natural Resources department, show that bush fires to the north of Victoria Beach are again breaking out and destroying much valuable timber. Here, at Victoria Beach, we cannot be too careful in guarding against the starting of the smallest fire in the dry leaves, twigs and other fallen refuse. Cigarette smokers should be particularly attentive to warnings; and also those who throw out ashes from kitchen fires. In the past many incipient fires have been traced to these careless causes. This is largely an individual responsibility. We cannot afford to lose one clump of trees or one cottage if warnings and safe-guards can stop any fire destruction. The council has done all it can afford to do in providing fire protection, with an air force engine which throws a good stream of water once it gets going, and the water supply in the wells is adequate for a moderate cottage fire. There is also a truck with ladders; all stored in a convenient fire house at First and Fourth Avenue. Learn its location so you may assist in fighting a fire. The place is painted red.

Miss Audrey Munro was the soloist at the Community church service Sunday morning, singing with warmth and expression the sacred words of the composition. The soloist this coming Sunday will be Margaret Hood. Mrs. D. C. Henderson is acting as accompanist to the soloists, and also the congregational singing.

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



Confidentially!

WELL, this is it. Yes, this is the week-end that the big affair will be held. Saturday is the night, starting time is 9:00 p.m., and the event is the annual Club MASQUERADE. We hope you are well prepared because its going to be a lot of fun. The costumes will be judged in four classes as follows: Period, National, Spirit of the Beach, and Comic. There are wonderful prizes for the winners in each class, so if you haven't finished your costume, better hurry. The Grand March will be at 10:15 p.m. At that time the judges will parade you around the hall, and pick the winners. Judges will be Mrs. W. R. Stuart, Mrs. R. Wengel, and Mrs. Harry Gibson, with Col. N. R. Nagle as recorder. Don't forget, its this Saturday night, starting at 9:00 p.m., the Club Masquerade with the Grand March at 10:15. We'll see you there!

We'd like to take a minute out here, and thank the soloists who made our last Sunday night show such a success. Mrs. Ena Foley Scott gave us some lovely songs, and along with recitations by Marcia Besson, and original poems by Mrs. Ken Brown, a well balanced show was presented. Why don't you drop around this Sunday evening around 8:45 p.m. We'll guarantee you a good time.

An event you won't want to miss is coming up next Friday, July 23rd. The permanent residents are taking over the clubhouse, and are presenting a dance—music to be supplied by a Winnipeg orchestra — from 9:00 p.m. to 1:00 a.m. Five — repeat, Five — Mink Chokers will be given away as door prizes to lucky ticket holders. And by the way, should you have a few tickets, but are unable to attend the dance, you are still eligible to win the door prizes. Proceeds are for extensions to the Victoria Beach Legion Hall, No. 96. So we'd suggest you get yours now. They are available anywhere in the Beach. If you'd like a peek at those chokers, they are on display in Moonlight Inn.

How's your camera these days. Did you know the Victoria Beach Club run an annual photography

Community Church Service

Club House, Victoria Beach
SUNDAY MORNING, JULY 18th, at 10:45 a.m.
Preacher: REV. W. G. BERRY
of Regina, Saskatchewan
former minister of King Memorial, Winnipeg
Soloist: MARGARET HOOD
Accompanist: Mrs. D. C. Henderson
CHARLES H. BALL, President . . . Residence, Sixth Ave.

contest? Not only that, but there are some swell prizes to be won, and you may as well win them. Photography Committee Chairman, Norm. Nagle tells us that if you drop your entry into the Moonlight Inn, or send it to his cottage at 309 First Ave., he'll do his best to see that you win. Any typical Beach scene has a good chance of winning some dough, so get yours in, soon!

That's "30" for this week. See you at the Masquerade Saturday night.

Hint to Bicycle Riders

Riders of Bicycles at this Beach should remember that the paths running alongside the roads are not intended for their use. These paths are narrow, and there is not room for pedestrians to pass vehicles unless they take to the underbrush. Some of these riders have little thought for the purpose for which these paths were intended. Bicycles should keep to the roads.

Judgment Reserved

The case of Victoria Beach Company versus Mrs. J. H. Falls was heard before chief justice E. K. Williams in Winnipeg, Thursday afternoon, with E. D. Honeyman appearing on behalf of Mrs. Falls and W. P. Fillmore for the Company. Judgment was reserved but is expected to be given shortly.

Will Receive Donations

The members of the Victoria Beach Club Finance Committee who will receive donations for Childrens Sports Day are the following: Col. N. R. Nagle, chairman; J. J. Conklin, Geo. P. Macleod, T. B. Poyntz, David McKay and J. W. Beech.

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. G. S. Andrews of Toronto is spending the summer with her mother, Mrs. James Munro and her brother, Mr. J. I. Munro at the family cottage, 203 Sunset.

Mr. and Mrs. Angus More are occupying "Newton Lodge," Fourth Avenue, for the summer season. Miss Helen More spent the week-end with her parents.

Mr. and Mrs. Cecil Pratt and daughter are occupying "San Fairy Inn" for two weeks.

Mr. and Mrs. Arthur J. Hemmeon are occupying their cottage on Sixth Avenue. They have as guests their son-in-law and daughter, Mr. and Mrs. Sidney Wise and little daughter.

Mrs. Fitzsimons is in her cottage on Fourth Avenue for the season. This is her twenty-seventh summer at Victoria Beach.

Professor and Mrs. F. J. L. Bonner of McMaster University, Hamilton, are guests of Mrs. Margaret Johnston, Fifth Avenue.

Mr. and Mrs. J. Peary of Winnipeg, with their two daughters, Joy and Marylyn, were recent visitors at Victoria Beach, guests of Mr. and Mrs. T. H. Morris.

Mrs. Elsie Moore was a week-end guest of Mr. and Mrs. J. Fraser, 218 Fourth Avenue.

Mr. and Mrs. Hodgert spent the first two weeks of July at a cottage on Fifth Avenue.

Mr. and Mrs. G. Matthews and daughters, Betty and Maureen, are occupying 205 First Avenue for the month of July. Mrs. Matthews had as guests for the first week in July, Misses Margaret Henderson and Phyllis Chable.

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WORLD FAMOUS WATCHES
Mimo · Waltham · Elgin · Hamilton
DIRECT IMPORTERS OF FINE
QUALITY DIAMONDS

McKinney's buy direct—McKinney's save you money

Audrey and Tommy MacDonald from Manotick, Ont., are spending the summer with their grandparents, Mr. and Mrs. J. Fraser, Fourth Avenue.

Rev. Mr. Onions who is taking an advanced course in theology at the University of London, is also this summer occupying the pulpit of a Presbyterian church near by. Mrs. Onions is occupying the family cottage on Sixth Avenue this season, where she and her husband have been spending their vacation this last two seasons.

Mrs. Ernest Locke is spending the week with her sister Mrs. Jack Donnally at the Sprague cottage on Arthur Road. Mrs. Locke will leave at the end of the month to reside in Seattle to which centre Mr. Locke has been transferred by T.C.A., to their station at the Seattle Airport.

Mr. G. B. Baragar was in Winnipeg recently attending the funeral of a niece, and when he returned to his home in Vancouver he was accompanied by two children of his niece. Mr. Baragar has opened a general store near his home, and he is again in business.

Mr. and Mrs. Dan Sprague were recent week-end guests of Mr. and Mrs. Vincent at their cottage on Sunset.

Major J. I. Munro came down to the Beach last week with a party of friends in his cruiser, the "Audrey M."

Mrs. R. B. Nixon, with her two sons, Keith and Brian, have been spending the last two weeks with Mr. and Mrs. A. S. Cooke on Fifth and Arthur.

Miss Hilda Clark, now residing in Chicago, was a guest of her parents, Mr. and Mrs. P. A. Clark, 304 Seventh Avenue, last week-end.

Mr. and Mrs. D. P. Martell and family arrived June 30th to occupy Mr. and Mrs. S. C. Hall's cottage at 321 Sunset for the season.

Miss K. F. Giles, now residing at Victoria, B.C., is spending the summer at her cottage "Thornecombe," 219 Fourth Ave.

Mr. and Mrs. Harold Ridd and baby, "Bobbie", are enjoying the holiday season with their parents, Mr. and Mrs. Ernie Pascoe.

IT'S A TREAT
TO EAT

Weston's
Bread and Cake

ASK FOR
DUTCH OVEN
LOAF

QUALITY FLOWERS
AT LOWEST PRICES



Victor Scott 311 DONALD ST.

Miss Audrey Munroe spent last week-end at her summer home on Sunset, returning to the city Sunday night to resume her studies, which were interrupted last winter by a skating accident resulting in a breaking of an ankle, which laid her up for nearly three months.

Mrs. Back of Oaklands, Calif., is visiting her daughter, Mrs. Victor Scott, on Arthur Road.

Mr. and Mrs. W. H. Quinn opened their cottage on Sunset this week for the season.

Dr. and Mrs. Ian Maclean and family are occupying the family cottage on Sunset.

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

Mrs. Roger M. Smith has arrived from Deep River, Ont., to spend the next three weeks with her parents, Mr. and Mrs. Ernest Pascoe, at "Norwood," Sixth Avenue.

Mrs. J. R. Gibson, of Bay View, has her three cousins visiting her. Mrs. Geo. Paul from Honolulu, Mrs. John Desch, Alameda, California and Mrs. A. M. Erskine, San Diego, California.

Mr. and Mrs. Fred D'Coursey Davies are in their cottage on Sunset for the summer. Mr. Davies, whose pride is his garden, is busy catching up with the weeds, which have attacked his cottage grounds during his year's absence.

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.

Dr. J. S. Watson and Mrs. Watson are occupying their cottage on Arthur Road for three weeks. Miss Jean Watson was a week-end visitor last week.

Mr. and Mrs. A. H. Conklin and three children returned to Winnipeg Sunday night after a short summer vacation.

Mr. and Mrs. J. J. Conklin are now occupying 127 Sunset Boulevard.

Miss M. C. McLean spent the long week-end as the guest of Mr. and Mrs. A. S. Cooke, on Fifth and Arthur.

The staff at Cox's Bakery this season are: Gloria Cox and Helen Anderson clerks in the store; Mr. Cox, Mr. Geo. Einfeld and Gordon Muir our bakers; and Mrs. Cox and Mrs. Geo. Einfeld our cooks.

Miss Joyce Snowdon was a guest of Mr. and Mrs. H. A. Cox and Mr. and Mrs. Geo. Einfeld for the first week of her holidays. Mr. Lloyd Jonsson was kind enough to drive Miss Snowdon to Gull Lake where she will spend her second week of holidays.

Misses Hermine and Lillian Brokke are spending the months of July and August with their grandparents, Mr. and Mrs. H. A. Cox.

Miss Louise McCallum is spending a two weeks vacation at the Beach the guest of Mrs. J. W. Beech.

Mrs. Ross Mitchell and little granddaughter are spending a short vacation at the family cottage on First Avenue.

Mr. Dan Sprague, who spent his boyhood and youthful years at Victoria Beach, has been elected chairman of the Industrial Development Board of Manitoba, a branch of the Winnipeg Board of Trade.

Rev. W. G. Berry has joined his family at their cottage on Bay View for a short vacation.

Plant More Trees on Cottage Grounds

Where a tree will not interfere with the development of a cottage garden, new ones should be planted. This Beach is losing many valuable trees each year, through decay, heavy gales and their use required in kitchen stoves. These can be and should be replaced. Any nursery will provide the best stock; while the Natural Resources department of the Manitoba Government will help anyone desiring new trees as their nurseries are many and have fine growths suitable for Victoria Beach.

So do not neglect this close to home duty. Trees are yours for the asking, birch, elm, ash, pine and fir. Many trees may be dug up around the Beach area; look for them on hikes and rambles.

**DON'T FORGET THE BIG
MASQUERADE DANCE, SAT., JULY 17.**

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.

Cleaning Wells is a Hazardous Task

In the late spring and early days of the summer the men who work for this Municipality must go down into the deep wells, clean them out and make repairs. When one realizes that some of these wells are 85 feet deep, and that the sand and cribwork near the bottom are unstable, one can see clearly that the man lowered to the work risks the danger of stones and sand falling on him while he is looking up at the stars from the darkness of the excavation. Bert Martin is one of the most courageous of the workmen. Many a time after he has been lowered to the depths he finds the cribwork so loose that it may fall on him and carry down quantities of earth and sand which might bury him beyond the aid of help. But he goes about his task unmindful of the risk and completes the job for the season. Municipal Engineer Cook hesitates each Spring when confronted with the well-cleaning and sometimes feels that he will recommend to Council the closing of these wells, relying on the shallow wells alone for cottage water supply. But the freshness and coolness of the water from the deep wells are very popular with cottage residents, and now and again when one is closed, there is a clamor against the action. There is no doubt a great deal of reliance upon the deep wells, and so far the Health Department of the Provincial Government has approved them, reporting each one is free of contamination, and answers the purpose of refreshing drinks to the householder. The shallow wells are also well suited for cottage use, but the water is warmer and not so refreshing to the taste.

When you return from your vacation

Please Call **37 101**

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MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

Crescent Creamery Co. Ltd.
WINNIPEG

CHILDREN'S SPORTS DAY

The Children's Sports will be held on Tuesday, July 20th. Land Races on the field back of Moonlight Inn (Memorial Grounds), will be held in the morning at 10:00 a.m.

Foot Races—Boys: Four and under Five, Six, Seven, Eight, Nine, Ten, Eleven, Twelve, Thirteen, Fourteen, and Fifteen, Sixteen and over. 100 yards.

Girls: Same. — Sixteen and over 75 yards.

Broad Jump—Boys: 15 and over. Girls: 15 and over.

High Jump—Boys: 15 and over. Girls: 15 and over.

Distance Run—Boys: 15 and over. Girls: 15 and over.

Three-Legged Race—Boys: Seven and Eight, Nine and Ten, Eleven and Twelve, Thirteen and Fourteen.

Girls: Same.

Sack Race—Boys: Seven and Eight, Nine and Ten, Eleven and Twelve, Thirteen and Fourteen.

Girls: Same.

Father and Son — Mother and Daughter.

PATRICIA BEACH — 2:30 p.m.

Sand Castle Building—Boys: Six and under, Seven and Eight, Nine and Ten, Eleven and Twelve.

Girls: Same.

Swimming—Boys: Eight and under, Nine and Ten, Eleven and Twelve, Thirteen to Fifteen, over Sixteen.

Girls: Same.

Coat of Tan—Boys: Four and under, Five and Six, Seven and Eight.

Girls: Same.

The Honorary Executive

The ten past presidents of the Victoria Beach Club who have been made honorary members of the Executive, are the following: Frank E. McKinney, Victor L. Scott, L. F. Borrowman, Aidan H. Conklin, Dr. R. K. McClung, Dr. Ross Mitchell, A. Petrin, Angus More, J. T. Irving and Geo. P. Macleod, K.C.

DOGS: Owners of dogs are liable to a heavy fine for allowing them to run at large on the beaches.

**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

MUNICIPAL REGULATIONS

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.

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.

For Rent — 4 ROOMED COTTAGE, all or part of August. Accommodate Six. Inquire at 212 Eighth Avenue, Mrs. F. Olson.

For Sale — THREE-BURNER OIL STOVE and LARGE REFRIGERATOR, also a number of Mattresses. Apply James Munro, 203 Sunset

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 heaviest series of showers to visit the Beach this summer came down Thursday and gave flowers and vegetable gardens a thorough drenching. Woe betide any leaky roof. Between the showers the sun came out and the day was bright and warm, but the roads held many puddles which made walking difficult.

The threatened Railway strike came to an end just in time to prevent a large exodus of cottage residents and guests at the Inn from taking the Wednesday evening train into Winnipeg. Many people who had to be back at their work next Monday were afraid they would be left stranded here, but when word came at the noon hour that a settlement had been reached plans to leave for Winnipeg were cancelled.

Carlessness causes fires — please be careful.

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 24th, 1948

No. 7

Proper Dress At Victoria Beach

It has always been a matter of pride to observe the way the young people adorn themselves in modest attire when appearing in public around the Beach. People arriving on trains and walking along the platform have universally admired this feature of community life here, and contrasted with what they have observed at Winnipeg Beach and Grand Beach where many residents appear in almost vulgar costumes. We have tried to observe a high standard in this respect at Victoria Beach, and have succeeded without the posting up of restrictions which might be too obvious to the general public. Lately, however, many have been seen on the railway platform, young people who disregard this rule of summer resort life and have appeared in bathing suits, which, if these had been covered by coats or cloaks, would have added to the finesse of their public appearance. There are many lovely sports costumes which set off the figure of young people in a way that is favored by all.

Beach should be the railway, and in 1914, when lots were first made ready for sale, there were only three permanent residents here. But there are now 150 of this class, and it is only right that they should have a permanent road leading out of the Municipality. But every loophole must be watched as even now there are autos running up and down the roads at all hours, and these are not engaged in a taxi service, but appear to be going back and forth to please the owners whims and fancies. We have had a bitter fight over this question here, and only close observance of the provisions of the Highway Traffic By-law will keep our roads free from unnecessary vehicular travel.

DON'T MISS THE . . .

Programme Dance

SATURDAY, JULY 31st, 1948

9:00 to Midnight

WATCH FOR THE PROGRAMME TO BE
DELIVERED TO YOUR DOOR.

Sunday Midnite Dance

AUGUST 1st, 1948

DOORS OPEN AT 12:01 a.m.

EVERYBODY WELCOME

Special Sunday Nite Show

This Sunday, July 25th, something new and different will be presented at the Clubhouse. A group of 15 juniors are going to present their version of "Goldilocks and the Three Bears," complete with costumes. These young Beach people have been working very hard on this show, with Mrs. Edith Henderson, Audrey Macleod, and Mrs. Clarke. With Margaret Hood giving the narration, this promises to be a very entertaining evening. Don't miss it! That's this Sunday, July 25th, starting at 8:45 p.m. Ray Black will be in charge of the sing-song.

Children's Masquerade Saturday, July 24—7:30 p.m.