

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.

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,
Ablon Press 50 1/2 Princess Street, Winnipeg, or left in boxes in
Victoria Beach Stores.

Social Editor: Miss M. F. Pratt.

ELECTION HERE IN AUGUST

The entry of two newcomers into the municipal arena will necessitate an election here this summer. Nominations for two vacancies on the municipal council closed at the Beach on Tuesday. Lorimer Fairfield and Col. N. R. Nagle, the retiring councillors, were re-nominated, as were also Dr. T. H. Williams and Henry E. Gibson. The council will set election day at a meeting this week-end and it likely will be around August 7th.

Mayor J. T. Irving was elected last year for a two year term, and Councillors Spencer Guest and John Ateah will serve until end of 1949.

Grand Beach Visitor

Mr. David Mulligan, former alderman of Winnipeg, and President of the Rate-Payers' Association of Grand Beach, was here one day this week, with Capt. John George Thomas, father of Walter Thomas, chief mariner of the Valtannis. Mr. Mulligan had gone on an exploratory trip to the Northern part of Elk Island. On their return their motor boat developed engine trouble, and they had to spend the weary night in the open on Elk Island. They arrived here exhausted but were able to navigate their boat with the help of Capt. Thomas' fifty-three years of navigating steamers on Lake Winnipeg. Mr. Mulligan says "Grand Beach people are envious of Victoria Beach Municipality, as the community there is anxious to separate from St. Clements, and form their own Municipality, so they can direct auto traffic, and the sixteen general stores at their Beach, which are far too many to serve the needs of their 800 cottagers. So far we have been unsuccessful in securing separation."

Friends of Mr. Neville Smith have named his log cottage, which he erected this summer on Sunset Boulevard, "Road's End". It is to be hoped that this will not bring a flock of visitors to the cottage and crowd the interior, for everyone knows that when you come to the end of the road, rest and refreshments are needed before one starts the journey back home. Christening of the cottage has not been announced, but if Mr. Smith's friends have anything to say about it, Wow! What an event that will be.

Major J. I. Munro brought his cruiser "Audrey M" to the dock this week on a short vacation.

No Issue of The Herald Next Week

The Printers of Winnipeg are taking their annual holiday next week and their vacation will extend over Winnipeg Civic Holiday, which has been proclaimed by Mayor Coulter for Monday, August 2nd. The next issue of the Herald will be on Saturday, August 7th.

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.

Sign Contest Winners

A ladies' Committee of Mrs. N. R. Nagle, Geo. P. Macleod, T. D. Poyntz and J. W. Beech met at Mrs. Nagle's to judge the signs for the Children's Masquerade. Later they were joined by Mrs. J. Irving and T. W. Low and Misses Audrey Macleod and Louise McCallum for afternoon tea. The winners of the sign painting were Joan Black and Elenora Williams. Special: Barbara Joan May, first; Lawrie Davis, second; Gail Donally, first; June Albert, second; Janet Gibson, first; Teddy Jackson, second; Terry Gibson, first; Kenneth Milburn, second.

Calls For Courage

Rev. W. G. Berry preached a stirring sermon on "Courage" in the clubhouse last Sunday morning, emphasizing the subject with many episodes from the lives of fishermen which came to his notice when he was in Mission work on the rocky shores of Labrador, where each day men risked their lives in wresting the resources of the sea from the stormy Atlantic Ocean. He spoke of the courage it required to live in every day pursuits, and led his hearers to the most courageous of all tasks, to live the life of a christian. Margaret Hood gave the offertory solo. She sang "Green Pastures" with simplicity and sincerity; possessing a well trained contralto voice of tonal quality. Mrs. Hood gave a clear interpretation of the beautiful words of the composition. Mrs. D. C. Henderson was a sympathetic and intelligent accompaniste.

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

FRIDAY, JULY 23rd at 9:00 p.m.

Victoria Beach Clubhouse

DOOR PRIZES — CITY ORCHESTRA

Sponsored by Victoria Beach Legion, No. 96.

Instructions for Bathers in Case of Accident

Each Beach Resident should upon knowledge of a drowning immediately contact the nearest physician and immediately send three couriers —

1. To Dr. H. R. Macphail, resident physician, at the corner of Birch and Sixth Avenues.

2. To Constable R. E. Guy, R.C.M.P., at 8 Pier Road to obtain the resuscitation apparatus — at his office (near the depot).

3. To pick up the "teeter board" life saving apparatus near the Fire Hall.

Those physicians who are not official members of the Safety committee, and therefore, have not yet received communication from the chairman are asked kindly to co-operate to the fullest extent in aiding the patient until my arrival.

H. R. MACPHAIL, M.D.,

Chairman Safety Committee.

North Ladies' Auxiliary to Hold Sale

The North Ladies' Auxiliary will be holding a Sale of Work and Home Cooking in the Clubhouse on August 6th at 3:00 p.m. Two quilts and two hand-hooked rugs will be raffled. All kinds of fancy work, home baking. Proceeds for their church fund.

Canon Frederick Hughes, Rector of St. Alban's Church in the west end of Winnipeg, will conduct the service in the Clubhouse at 10:45 a.m., Sunday. Canon Hughes has been a cottage resident here for several years with his family, and last year his parish erected a large addition to St. Alban's edifice to accommodate a growing congregation.

"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.

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.

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. Proceeds for Winter Church funds.

Masquerade Winners

Results of the Adults' Masquerade held July 17th are as follows:

Period: J. W. Beech (Beefeater); Geo. P. Macleod (Chef).

National: Louise McCallum (Minnihaha); Eddie Zastre (Chinese laundryman).

Spirit of the Beach: Louise Purdy; Marylow Erskine and Pat Snow (Tom Sawyer and Huckleberry Finn).

Comic: Dave Grant and Johnny McAllister (Bathing Beauties of 1915); Phil Nutter (Spark-plug).

Indications are that blueberries will be a disappointing crop this season, according to early pickers.

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!

"AND a fine time was had by all!" That was the feeling of everyone who attended the Masquerade Dance held last week at the Clubhouse. Although there was a shortage of entries, especially amongst the younger crowd, those who did dress up presented some fine costumes. Special thanks go to our judges who did such an excellent job.

We hear that there will not be an issue of this paper next week, so we'd like to mention a few coming events — the long week-end events in particular. On Saturday, July 31st, the Annual Programme Dance will be held from 9 till midnight. This is a very popular Club event, and we hope to see you all there. Programmes will be delivered right to your cottage door within a week or so. Watch for them!

On Sunday evening, August 1st, around 8:45 p.m. there will be some kind of a show. At time of writing it looks like it may be a Variety Show, so look out! Watch the station platform notice board for full details.

Sunday Midnite will see the first of our Midnite dances. Starting time will be 12:01 a.m., and it will run till approximately 3:00 a.m. There'll be novelty dances, prizes, and lots of fun. So make a note of this event.

This Saturday will see the usual "Saturday Nite Dance" from 9 till midnight, and on Sunday there'll be a sing-song and solos at the Clubhouse, starting at 8:45 p.m. We'd suggest you come out and enjoy yourself for an hour or so.

Tennis addicts are having a real "hey-day" this season. It seems everywhere one looks — tennis racquets! And no wonder! The courts at Victoria Beach are in exceptionally fine condition, thanks to the Tennis Committee under the capable direction of Mrs. Syd. Wise. There's nothing like a set of tennis to keep one in "shape." Why don't you take advantage of the courts? They are open to one and all, but special rates prevail for club members.

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 FINE ROAD,
directly opposite Railway Station.

All Your Needs Supplied by the Pioneer Storekeeper.
We Deliver

Community Church Service

Club House, Victoria Beach

SUNDAY MORNING, JULY 25th, at 10:45 a.m.

Preacher: CANON FREDERICK HUGHES

Rector of St. Alban's, Winnipeg

Accompanist: Mrs. D. C. Henderson

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

I guess we've just about had our quota of space for this week. In closing, may we say to those of you who have not as yet joined the club, that we'd like very much to see you soon. Help support the Community Club — who are working for the betterment of Victoria Beach.

See you in about two weeks.

Sports Fund List to July 19th

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, Mrs. J. E. Jones, Mrs. M. Read, Mrs. Donovan, J. K. Morton, Anonymous, Mrs. J. K. Brown, Mr. and Mrs. H. Stewart, E. J. Rigby, Mrs. N. R. Nagle, J. J. Conklin, Rev. J. S. Watson, C. McNaughton, R. A. Copland, C. W. Pratt, Alex J. Smith, Curtis and William Elston, Anonymous, Chas. Thomas, Bert Martin, E. Bouthillier, The Beech family, Dave MacKay, Sam Ateah, J. I. Munro, G. Bowes, J. D. Arnold, F. W. Buchanan, R. W. Spiers, Mrs. H. Gibson, William Gray Jr., O. W. Struthers, H. R. Turner, Anonymous, Mrs. R. S. Bowles, T. Thompson, Mrs. T. Purdy, Mrs. John Morphy, J. F. Holland, E. A. Ford, J. G. Scott, Mrs. S. Wise, A. S. Cook, W. J. H. Chittick, Mrs. A. C. McMillan, John Ateah, Dulcie Ann Thomson, Mrs. H. Hanson, Mr. A. More, G. P. McLeod, Mrs. H. Little, Mr. Quinn, Mrs. Brock.

Throngs of guests are enjoying themselves on the lawns of Victoria Beach Inn, in the Lounge with its cozy log fire, and at the quality meals served in the dining-room. The bathing beach close by is well patronized.

"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. A. Graham and daughters are spending their vacation at Victoria Beach.

To honor Miss Jessie Chuiak and Mrs. H. R. Julius, Mrs. G. C. Leckie entertained at a house warming in the rafters of Miss Chuiak's new cottage on Bay View. The guests of honor received many useful gifts and best wishes.

Miss M. Papernik and Miss E. Macrovicz had as their guests, last week, Mrs. J. Fedora and Mrs. C. Hample of Winnipeg.

Master Barry Masters of Winnipeg is spending his holidays as guest of Mrs. H. R. Julius.

Mr. Don Downey is spending a short vacation with his parents Mr. and Mrs. R. F. Downey, Victoria Crescent.

Mr. and Mrs. Geo. Kennedy are spending a vacation at the Beach.

Dr. and Mrs. Geo. Brock are guests at the Gee cottage on Sunset.

Miss Margo Tupper, daughter of Sir Charles and Lady Tupper, with her companion is a guest at Victoria Beach Inn.

Mr. Chas O'Connell spent two weeks at his cottage at Bay View this month.

Dr. and Mrs. Dandreault with their children are occupying the Oscar Paulson cottage on Sunset this summer.

Mr. and Mrs. E. P. Withrow will leave Wednesday for the Great Lakes and for Perth, Ont., where they will reside. Mr. Withrow was one of the first residents to build a cottage at the Beach, in 1920, erecting a summer home on Third Avenue near

IT'S A TREAT
TO EAT

Weston's

Bread and Cake

ASK FOR
DUTCH OVEN
LOAF

QUALITY FIRST — PRICES ALWAYS RIGHT

at



WORLD FAMOUS WATCHES
Mimo · Waltham · Elgin · Hamilton

DIRECT IMPORTERS OF FINE
QUALITY DIAMONDS

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

Patricia. For some years Mr. Withrow was Treasurer of Victoria Beach Club, and his son Jack was leader of the Clubhouse orchestra. Jack is now managing a weekly newspaper in Perth.

Rev. Wm. Conly, former minister of Atlantic Avenue United Church, but who is now stationed in a Southern Manitoba town, is visiting with Mrs. Conly's sisters the Misses Riddell at their cottage on Sunset. Mr. Conly is leaving next week to visit in Chicago.

Mr. and Mrs. B. Zeglinski and children, Betty and Paul, recently bought a cottage at 317 Fourth Avenue and were pleasantly surprised when thirty of their friends came from Winnipeg to give them a house warming party, and presented cutlery and other gifts. A buffet luncheon was served. Mr. B. Zeglinski who is supervisor in the Department of Health and Public Welfare, Provincial Government, has been enjoying his holidays at Victoria Beach since 1919.

Glad to see our own Donna Smith back again with her dad in his new cottage on Sunset. Donna is one of our oldest "youngsters" and still thinks Victoria Beach is the best spot on earth. Dad, or as the younger fry call him, Uncle Neville is enjoying his holidays and his new home at 109 Sunset.

Miss W. Leech, sister of Mrs. D. MacKay spent a week-end at "Devonia" cottage.

Mr. and Mrs. D. C. McKinnon are spending the next few weeks at Miss Siegerist's cottage and have as their guests Mr. and Mrs. Ernest W. Sellors.

Major S. Masson and Mrs. Masson were guests of Mr. and Mrs. Harold Nixon over the week-end at their cottage on Third Ave.

Mrs. S. H. Sutherland, with her young son and daughter are occupying a cottage for the summer on Second Avenue, near Patricia. Mrs. Sutherland will be remembered by many as Elfreda Leahman, daughter of the noted Winnipeg surgeon, the late Dr. Leahman and Mrs. Leahman, now of Montreal, who spent a number of her youthful years at this Beach.

Mr. and Mrs. Geo. Catlin and their son, Glen, are spending a two weeks holiday in a cottage on Fourth Avenue.

QUALITY FLOWERS
AT LOWEST PRICES



Victor Scott 311 DONALD ST.

The MacKays are occupying their cottage "Devonia," 305 Sixth Avenue until August 15th. Mr. MacKay is down enjoying two weeks holiday at present.

Mr. and Mrs. Bustead, Winnipeg, have been the guests of Mr. and Mrs. Harry McPhee for the past week.

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

Guests At The Inn

Among the recent guests enjoying the comforts of Victoria Beach Inn were: Mrs. Aird and daughter; Mrs. Stewart; Mrs. Harris; Chas. Bonny and wife; Mr. and Mrs. Coval and Virginia; Mrs. John McEachern; Mrs. R. D. Chase; Mrs. Coates; Miss Anne Coates; Miss Joan McGown; Miss Doris Richardson; Miss D. M. Cocking; Mrs. Muir and family; Mr. and Mrs. D. R. Bennet, Carol and Donna; Mrs. Bannister; Mrs. Franklin; Mrs. Frederick Finn; Miss Marjorie Gibbs; Miss McKean; Mrs. Henderson; Miss Henderson; Mr. and Mrs. Harold Turner and David; Mrs. Gordon Webb; Miss Eileen Webb; Mrs. Thompson; Mr. and Mrs. W. D. Fallis; Mrs. Ruth Marshall and Son, Vancouver; Dr. and Mrs. Geo. Ryan and daughters; Mr. and Mrs. E. A. Ford and family.

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.

Miss Mary Boyd is a week-end guest of Mrs. W. H. Quinn at 121 Sunset.

Dr. M. J. Lougheed, medical health officer of Winnipeg, is spending a vacation with his daughter at her cottage on Sunset. The Doctor went into the city for a few days this week, but he will be back to finish his holiday.

Colonel J. M. Baxter, president of Osler, Hammond and Nanton, and head of the Canadian Legion, who was occupying a cottage on Second Ave., was stricken with a heart seizure this week and was taken to the train on a stretcher, by four young men of the Beach; he is now resting in a Winnipeg hospital.

Flight Captain Michael McCallum, who spent his boyhood years in the summer at Victoria Beach, has arrived in Winnipeg from the island of Java, to visit his mother, Mrs. James McCallum.

Constable Bill Richardson who was formerly stationed at Victoria Beach, spent three weeks working on his cottage and garden on Birch. Bill is now back at work but Mrs. Richardson and their two children intend to finish off the season with the occasional visit from Bill.

Miss Ruby Anderson, who is a registered nurse, is spending the month with her parents, Mr. and Mrs. J. G. Anderson, and assisting her father in his office at the station.

Mr. James Paulson spent a few days at the Beach during which he observed his 77th birthday at the home of his daughter, Mrs. Violet Stewart.

Mr. and Mrs. Jim Stevens have spent a short holiday with their grandma, Mrs. Thom, Sixth Ave.

Mr. and Mrs. R. Duff, Winnipeg, have been the guests of Mr. and Mrs. Harry McPhee, 223 Sixth Avenue for the past three days. Mr. Duff is Grand Secretary of the Odd Fellows of Manitoba.

A Happy Time Was Had By All

It was generally remarked that never before had so many children congregated at Patricia Beach as was seen on childrens' sports day, and one and all seemed to be having a hilarious time. The many kegs of ice cream were surrounded after the contests, and the generous supply of the childrens' favorite refreshment gave added zest to the afternoon charming weather. The mothers also enjoyed the treat, and a few dads around forgot their mature years and went back to the days "When we were just a couple of kids."

CHILDREN'S SPORTS

Announcer: Dave McKay. **Starters:** C. Vincent, H. McKelvie. **Course:** T. D. Poyntz and Mr. Morison. **Recorder:** Wm. Moore. **Places:** W. Spear, D. Stewart, Wm. Gray. **Tape:** A. More and Dr. Rigby. **Jumps:** J. C. Wherett, J. Bothe. **Distance:** F. Holland, Mr. Bowes, L. McNeill, L. Johnson, R. Copland. **Sand Castle:** Mrs. F. Holland, Miss G. Newton, Mrs. L. Fairfield, Mrs. J. Kelly, Mrs. R. K. McClung, Miss Tagg. **Sun Tan:** Mrs. J. T. Irving, Mrs. T. Poyntz, Mrs. Guy Swimming, Mr. L. C. Fairfield, E. Ford, J. Isbister, R. Cox, H. Chittick, R. Chittick, Miss Marguerette Porter and Louise McCallum. **Ice Cream Servers:** Misses Heather Munro, Cath Shearer, Gyta Finklestein, Beth Bastin, Paul Galbraith, Dean Griffith, Howard Agnew, Ed. Semple, Ross Edmonds, Joe Kerr.

Races, Foot—Boys 4 and under: Billy Mathews, Richard Farrally. **Girls:** Pat Ryan, Janet L. Hamilton.

Five years—Mel Fairfield, Peter Ball. **Girls:** Carey Fitzgerald Wise, Lily Brook.

Six years—Harvey Munroe, Danny O'Brien. **Girls:** Gabriel L. Wredde, Linda McMillan.

Seven years—Allan Hodgson, Mike Quiggin. **Girls:** Eileen Jane Ateah, Arlene Epps.

Eight years—Geo. Mackay, David Clapham. **Girls:** Janet Gibson, Audrey McDonald.

Nine years—Carl Ateah, Keith Black. **Girls:** Donna Munroe.

Ten years—Don Wallace, Norman Thompson. **Girls:** Patricia Foxcroft, Joan Chittick.

Eleven years—Leo Schultz, John McMillan. **Girls:** Sheila O'Brien, Lorette Ateah.

Twelve years—Bill Douglas, Geo. Ateah. **Girls:** Dianne McMillan, Shelby Larson.

Thirteen years—Guy Wilson, Warren Purdy. **Girls:** Barbara Birch, Francis Struthers.

Fourteen and Fifteen—Roy Vincent, Stanley Wylynko. **Girls:** Anne Patterson, Margaret Macdonald and Dorothy Erskine.

Sixteen years—Robert Grant, Ross Edmonds. **Girls:** Gyta Finklestein, Dorothy Troop.

Three-Legged Race—Boys: Geo. Mackay and Keith Black, Charles Garland and Bobby Garland. **Girls:** Pat Robinson and Rosemary Warriner, Lillian Cundall and Barbara Hunter.

Nine and Ten—Boys: Brian Longley and Campbell Fairfield, Billy Bell and Jim Griffith. **Girls:** Pat Foxcroft and Sharon Kelly, Barbara Tod and Lynne Fairbrother, Joan Chittick and Nancy Brown.

Eleven and Twelve—John McMillan and Barry Bell, Ken Melburn and John Taylor. **Girls:** Dianne McMillan and Sheila O'Brien, June Alberts and Ruth Burrows.

Thirteen and Fourteen—Ron Schettler and Stan Wylynko, Stewart Martin and Terry Gibson. **Girls:** Anne Patterson and Beverley Arnold, Francis Struthers and Margaret McDonald.

Broad Jump—15 and over: Bob Grant, Ross Edmonds, Barbara Birch, Dorothy Troop.

High Jump—Ross Edmonds, Bob Grant. **Bev. Whyte, Barbara Birch.**

Distance—Bob Grant, Howard Agnew. **Hilda Kehrar, Dorothy Troop and Catherine Shearer, Tie.**

Sack Race—7 and 8: Geo. Mackay, John Thompson. **Lily Cundall, Janet Gibson.**

Nine and Ten—Campbell Fairfield, Norman Thompson. **Nancy Brown, Joan Chittick.**

Eleven and Twelve—Laurie Fairfield, John McMillan. **Dianne McMillan, Shiela O'Brien.**

Thirteen and Fourteen—Guy Wilson, Barry Bell. **Francis Struthers, Margaret MacDonald.**

Father and Son—Dave and Geo. Mackay, Norman and David Clapham.

Mother and Daughter—Mrs. Brown and Nancy, Mrs. Farrer and Anne.

Men's Backward Race—Mr. W. Farrer, Bill Gray.

Swimming—Eight and under: Jim Arnold, Charles Garland, Susan Struthers, Rosemary Warriner.

Nine and Ten—Gordon Bowes, Don Marlett. **Pat Ross, Bernice Lewis.**

Eleven and Twelve—John MacKelvie, Bruce Gow. **Beverley Arnold and June Alberts, Barbara May.**

Thirteen and Fourteen—Bill Munson, Stan Wylynko. **Francis Struthers, Joy Harris.**

Over Sixteen—Roy Chittick, Bob Grant. **Dorothy Troop, Beth Bastin.**

Castle Building—Six and under: Peter Ramsay, Ricky MacLean, Marion Morison, Penny Morris.

Seven and Eight—Billy Porter, John Thompson and Alan Birxhard. **Judy Thornhill, Janet Gibson and Cybthis Scott.**

Nine and Ten—Bill Bell, Norman Thompson. **Sharon Kelly, Judy Sutherland.**

Eleven and Twelve—Ken Milburn, Don Taylor. **Dianne McMillan, Gail Donally.**

Coat of Tan—Four and under: Bruce Clapham, Ricky Rice. **Beverley Smith, Norma Cammell.**

Five and Six—Melvin Fairfield, Tommy MacDonald. **Sharell Yates, Linda Thomas.**

Seven and Eight—Jim Arnold, Chuck Honeyman. **Joan Onions, Arlene Epps and Susan Brock.**

Capt. Walter Thomas took a party of tourists to Pine Falls on Thursday where besides visiting the large paper mill they spent some time admiring the \$700,000 tourist hotel, which is filled with United States guests.

When you return from your vacation

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and other "quality guarded" dairy products.

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

Our "Mounties"

The Royal Canadian Mounted Police continues to be the upholder of law and order at Victoria Beach and this year the detachment has sent us a constable with the necessary dignity and authority we always look for in this noted Force. He is Constable R. E. Guy who has had eight years experience with the Mounted Police, joining in January 1941, and has been stationed since his graduation at various detachments in Manitoba including two years at Churchill.

Constable Guy did not come to the Beach alone but brought his bride, the former Miss Evelyn Young, daughter of Mr. and Mrs. A. Young, St. Vital, Man. They are in residence at their cottage No. 8 Pier Road.

Since the opening of the summer season Con-

For Sale — LAWN-MOWER, \$3.00. GOLF CLUBS, BAGS, \$1.00 each. Apply 439 Sunset Boulevard.

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 — Boy 17 or over to look after Tennis Courts, Aug. 1st to Aug. 31st. Hours 9:00 a.m. to 1:00 p.m. and 6:00 to 9:00 p.m. Apply to Mrs. Wise, 212 Sixth Avenue, or Miss Pratt, 309 Sixth Avenue.

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.

stable Guy has been visited by Inspector Stevenson of Winnipeg who flew in by the Mounted Police plane which is based in Manitoba and also by Sergeants Stafford and Alcock. Several other members of the Mounted Police have been spending their annual leave at Victoria Beach including, Sgt. and Mrs. Smythe and family of Winnipeg, Cpl. and Mrs. Hall and daughter, of Killarney, Man., Cst and Mrs. Stuart who with their young son Robby stayed in the family cottage on Fifth Ave., making the fourth generation to holiday in the same cottage. Cst. and Mrs. Vachon are at present holidaying with their son, "Lee". Sgt and Mrs. Lee and son, Tony, of Winnipeg were also week-end guests of Cst. and Mrs. Guy.

The Victoria Beach Golf Course is now in excellent condition, with the greens better than they have been in years, according to statements made by players this week.

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.

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Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. 23

VICTORIA BEACH, MAN., AUGUST 7th, 1948

No. 8

The Real Election Issue

THE August 10th Victoria Beach Municipal Council elections brings to the surface a very vital issue that requires the serious consideration of every voter. It is this:— Should Victoria Beach continue to expand along the lines conceived by its founders 35 years ago and carefully developed ever since by close co-operation of the Municipal Council, the Victoria Beach Company, the Community Club and the Canadian National Railways into a unique place among summer resorts? Or should its course be changed by concessions to interests that are out of harmony with the desires of the great majority of the summer cottage residents?

Voters should mark their ballots for the two candidates who will guard and advance THE VICTORIA BEACH WAY OF SUMMER LIFE. Col. Nagle and Lorimer Fairfield, the present councillors, have proved that they stand for and support the projects and regulations that have made this Beach what it is today. They are supported by a large group of Victoria Beach people who have worked together for years in a common cause. The other two candidates, who have hitherto taken no part in community leadership or activity here, are supported by those who want our existing laws changed to permit automobiles to enter Victoria Beach.

There has been a steady pressure for a motor road for years and only constant vigilance and far-sightedness have enabled our past and present municipal councils to prevent what would be a catastrophe to summer living here and a terrific financial burden to cottage taxpayers.

The permanent residents want the convenience of a good road and have received sympathetic consideration from our present and past councils, within the limits of sane financing. The attitude of Col. Nagle and Mr. Fairfield, throughout their terms of office, is that the permanent residents should have as good a road as possible without placing a heavy burden on the cottagers who, after all, pay seven-eighths of the taxes. A recent estimate of the Government engineer is that a permanent motor road would cost a minimum of \$34,000, with an annual upkeep of at least \$1,000, a great financial burden on those who for the most part wish to come here and stay for a part of the summer in the quietness of this resort.

The road question should be handled by councillors who are experienced, who have a tolerant atti-

tude towards the problem, but who wish to preserve Victoria Beach as "a haven for human beings."

The issue of the motor road has aspects that are ridiculous. What is the sense of a huge expenditure for a fine road, two miles long, when for the next ten or fifteen miles the route to Winnipeg is just a prairie trail? There is no motor traffic of any account into Grand Beach, because there are stretches of the road from Winnipeg that are very poor, and beyond Grand Beach to Victoria Beach is even worse, and the settlements are too small and

(Continued on Page 2)

Special Event — Dog Show

Hey kids! Here's something new, and just for you. The Victoria Beach Club is going to run a Dog Show on Saturday, August 14th at 7:30 p.m., in the Memorial Park Grounds. Any dog may enter, it doesn't matter what breed, what size, what age your puppy is. The only rule is that the dog must be entered by a boy or girl not over the age of 14 years.

There are all sorts of classes, and loads of prizes to win. Some of the classes are: The biggest dog, the dog with the longest ears, dog with the shortest tail, etc.

So, boys and girls, start brushing your doggie's coat so he'll shine at your dog show. Don't forget, its next Saturday at 7:15 p.m. If you don't own a dog, borrow your neighbor's. Judges will be J. L. Anderson, Bill Johnston and Robin Hood.

Pioneer Merchant Must Close

The injunction which the Victoria Beach Company obtained against Mrs. J. H. Falls in connection with the operation of a store on the site where she has been in business for several years, since her old store was burned down, will prevent her continuing as a merchant after this week, and her present structure may be used only as a dwelling.

The solicitor of the municipality waited on the company to see if the business could be continued for the remainder of this season, but without success. Mrs. Falls kept her store open all year round and the 250 or more permanent residents are faced with a dilemma, as many of them depended on the store for their daily household needs. A large group of Victoria Beach cottagers who remain after September 15th until into October are hoping that some arrangement will be made whereby a store will be kept open for them.

VOTE at the Clubhouse, Victoria Beach, or at 403 Hamilton Building, Winnipeg, South-east corner McDermot and Main. Polls Open: 10:00 a.m. to 6:00 p.m. Daylight Saving Time, August 10th.