



VICTORIA BEACH CLUB-HOUSE
Community Work at Its Highest Standard

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. I.

VICTORIA BEACH, MAN., JUNE 21st, 1930

No. 2

Safe Beach for the Children

WHAT can appeal more to the family than a beautiful beach free from the menace of the dust-creating and death-dealing automobile?

It is to be found at Victoria Beach, where no autos are allowed to use the roads and avenues except those owned by the merchants and the baggage transfer.

There is no road leading into Victoria Beach or none leading out of it, except those made temporarily by the all-year-round residents in the winter. The railway line has the only entrance route into Victoria Beach.

The subject has been debated many times with the government of Manitoba and at Victoria Beach Club gatherings, and the decision has always been arrived at that no encouragement should be given to the owner of an auto who wishes to reach Victoria Beach by such conveyance. To preserve the Beach and all its natural beauties, and to keep it safe for the children, who make free use of the avenues the summer long, going to the beaches and returning to their homes, the auto has been ruled out of the picture.

Those who have spent a summer at Victoria Beach have seen the wisdom of the ruling. Even the occasional auto that passes by on business creates discomfort. What would it be if the auto had the freedom of the roads enclosed in the island of Victoria Beach? The result is that peace and quietness reign throughout the day and night, and the honking and the whirring of the auto is not present to annoy and worry.

This decision has been made by members of the Club, all of whom are owners of cars, and has been carried out for the general good of visitors and residents, and to make Victoria Beach healthful, safe and popular with all.

MORNING THROUGH TRAIN, JULY 1

The Railway Committee of the Victoria Beach Club has arranged for a through train, Dominion Day, Tuesday, July 1, from Winnipeg to the Beach and return. The train will leave the Union station at 9:00 o'clock, and go through to the Beach without a stop arriving at 11:30 o'clock. The train will leave on the return trip at 8:20 o'clock, Tuesday night. The Company is handling five trains to Grand Beach Dominion Day morning, and some of these will also go to the Beach. These five trains delayed the hour of departure of a through train to 9:30 o'clock.

Victoria Beach Club's Secretary's Report

The report of the Victoria Beach Club's Secretary, submitted at the annual meeting is as follows:—

During the summer of 1929 the activities of the Club were all very successful. The members of the executive and the officers all worked very faithfully. There were seven executive meetings held, five in the City, and two at the Beach. The railway committee worked very hard, and several improvements were obtained from the railway for the good of the Beach. Our thanks are due to Mr. Conklin the convenor of this committee.

The masquerade was held the last Saturday in July, and was bigger and better than ever. Nearly \$200 was taken in to go towards the \$275 needed for the orchestra's expenses. This special dance is held for the purpose of raising orchestral funds and is open to the whole Beach.

The Company and the young men of the Beach managed the Regatta on the first Saturday in August. I believe this was a success again, but was not able to be present. I understand more entries are needed to make the affair a real lively success.

The orchestra was of its usual high order, and gave us faithful service on Saturday nights.

The Club's thanks are due the Church, which gave us sufficient money to pay off two more loans with interest, and also advanced two weeks' rent for 1930, hoping that we would be able to clear off the last loan. We regret we were not able to do this, as our funds did not admit paying off the last one; but we have kept the \$24 marked "for loan."

Having paid all but one loan, we now feel that we can look forward to improving the club-house, and there are several things that can be done.

I wish to thank the members of the executive who did my work for me when I was unable to come down to the Beach.

MURIEL PRATT.

Crescent Ice Cream

is a Health Food

It Should Be a Part
of
Your Daily Menu

Club Treasurer's Report

The report of the Club's Treasurer, Mr. W. P. Withrow, submitted at the annual meeting, follows:

Victoria Beach Club, Statement of Cash Receipts and Disbursements, January 1, 1928 to April 28, 1930

Balance on Hand, January 1, 1928	\$ 15.55
Bank Interest	1.40
Fees	206.00
Admissions	317.15
Masquerade	209.80
Church	161.00
Donations	3.20
	789.14
	\$804.72

Expenditures

Postage and Printing	\$ 26.45
Plane Rent and Freight	42.55
Orchestra	275.00
Supplies	20.77
Car taking	80.00
Prizes—Masquerade	12.00
Annual Meeting	5.00
Fire Insurance	137.12
Loans repaid with interest	168.00
Balance on Bank—not drawn against	45.83
	880.72

Fire Insurance carried—\$1750 on building, expiring July 6, in Royal Scottish, \$1700 on building expiring July 28, 1930, \$250 on contents.

Certified correct.

THE AUDITORS.

Chairman of Railway Committee's Report

The report of the Railway Committee of the Victoria Beach Club, submitted at the annual meeting, is as follows:—

To the Members of the Victoria Beach Club:—
I have not called a meeting of the transportation committee of the Victoria Beach Club this year, as I did not think we could do very much to change the schedules as set out by the company for this season.

Both the two big railroads of Canada are facing the problem of falling receipts, compared to the showings made in 1929. The declines are millions of dollars each month, and the word has gone forth from the chief executive to economize as they have never done in the past.

"Do not press us for anything this season," the passenger department stated to me recently. "Each department is on its own responsibility, and if we incur expenses and do not make good, we hear about it in terms not very complimentary."

The operating department of the Canadian National had fully decided that the 5.50 Friday evening through train should be taken off this season; but the passenger department, fortunately, held a different view, and said that, as the Victoria Beach cottagers had had the train only one season, better let it continue and give it a good try-out. The

operating department claimed it did not pay last year, and had it on their list as one of this year's economies. The train will arrive at the Beach at 7.45 p.m., same as last year, making the run in 1 hour and 55 minutes.

Five minutes have been taken off the running time of the 1.10 afternoon train, which will arrive at the Beach at 3.55 o'clock each week day; also, the early morning train in from the Beach will arrive five minutes earlier—at 8.35 o'clock. The "Moonlight" will arrive at the Beach each night at 8.40 o'clock, five minutes earlier. The Wednesday and Saturday morning trains will also arrive at Victoria Beach five minutes earlier—at 11.25 o'clock. The 1.10 Saturday afternoon through train will arrive at the same time as last season, 2.10, making the run in two hours.

The summer schedule, with the 1.10 Saturday through train, starts Saturday, June 14 and, will continue to Labor Day. There will be through trains each holiday morning to Victoria Beach.

The Company states the Arbor Day train was better patronized to Victoria Beach than one year ago, when it was very gratifying to the Company; and that the "May 24" business this year to the Beach was much better. So the season has started out quite cheerfully from the Company's standpoint.

The ultimate object of the Club's missions to the company is, as I understand it, a through and separate service from Winnipeg to Victoria Beach and return, covering the entire season. This, of course, excepts the "Moonlight," but it includes every train that operates to the Beach during the summer season. From conversations I have had privately with officials of the Company, it also is the desire of the Company. It is the only way the annoying waits at Grand Beach can be eliminated to the satisfaction of all concerned. The company has rejected all other suggested solutions.

The elimination of stops between Grand Beach and Victoria Beach is also a matter of deep concern. These unnecessary stops hinder greatly the arrival of trains at Victoria Beach in good time. The matter has been taken up with the company a number of times, but no progress has been made. We are where we were five years ago.

It might be a good idea to wait on the Company's officials some time early in June. They will be quite agreeable to such an arrangement. The delegation, however, should be numerically a strong one, and it should be well organized, so that there should be no overlapping, a direct appeal made along reasonable lines. One speaker to a point. The officials, I am sure, would welcome generously and heartily any such delegation.

One thing the officials are always pointing out, that all through trains to Victoria Beach have to be returned dead-head, an additional expense, they have to meet. As to the delays at Grand Beach, their only answer is "We must give you a through service, all your very own."

It might be well for the Club to decide what should be done about meeting the Company. If a large delegation could wait on the Company's executive, I think it would have a good effect in a general way, even if it did not accomplish much this season. With Mr. Osborne Scott, general passenger agent, a cottage-owner, we should receive a sympathetic hearing.

Respectfully submitted,
JOHN J. CONKLIN.

THOM'S BAKERY

VICTORIA BEACH - MANITOBA

BREAD CAKES PASTRY

OUR GOODS ARE UNSURPASSED IN QUALITY

J. H. FALLSGROCERIES, CONFECTIONERY
AND GENERAL MERCHANDISE

11 years of Service to Victoria Beach residents

QUALITY AND MODERATE PRICES

Latest fashions in Bathing Supplies

Circulating Library Nouveaux

LONG DISTANCE TELEPHONE

VICTORIA BEACH - MANITOBA

JAMES KILPATRICK

BUTCHER

VICTORIA BEACH - MANITOBA

QUALITY MEATS UNRIVALLED SERVICE

**MEET ME AT
THE MOONLIGHT INN**

Close to Station, Victoria Beach

Beautiful two-storey building. Centre for

Refreshments, Light Lunches, Ice Cream

and all

Soft Drinks, Fruit and Candies

Courteous staff in attendance

Comfortably furnished for convenience of patrons,

with mezzanine floor overlooking Lake.

R. A. ROBINSON, Proprietor

Kindly support the advertisers in this paper, who make it possible to issue it each week.

THE VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 14th to the end of August. Devoted to the best interests of the cottagers and the merchants of Victoria Beach.

Initial circulation, 5,000 copies, and distributed free. All communications to be sent to the EDITOR, 848 Main Street, Winnipeg. All advertisements to be sent to the BUSINESS MANAGER, ALBION PRESS, 848 Main Street, Winnipeg.

Beautiful Bay View Section

The new sub-division, Bay View section of Victoria Beach, the former camp-site, is attracting very favorable attention from those who have inspected the property, and the new plan of the lots as approved by the Manitoba Government town planning department.

Here is to be found as fine a sandy beach as at any part of the island and good water in abundance. The outlook across the bay and the lake is one of the finest to be found in any part of Manitoba.

A rustic bridge has been constructed at the entrance to the pedestrian's walk. The new road runs to the outside of the former camp-site and crosses the strawberry garden of Mr. Taylor's, continuing down along the shore to the end of the property.

Those looking for a desirable site for a cottage on the lake, with an unobstructed view from the cottage, would do well to look over the remaining lots at the Company's office. Those who have already purchased sites are: Charles O'Connell, D. C. Evans, R. J. Spence, J. Julius, J. Robinson and W. E. Smith.

Mr. Frank E. Sprague, manager of the Company, states: "Every effort is being made to bring Bay View section up to the high standard of the other portions of the Beach. It has all the natural advantages of Victoria Beach. In all probability those who have been located there for the past eight to ten years will purchase sites. The Beach is sandy and enjoyable to all. It is now under the town-planning act, which means that no cottage can be built there under a cost of \$500. It is an exclusive residential district."

MAIL THE "HERALD" TO YOUR FRIENDS

The "Herald" will be sent to any address through the mails if 50 cents is forwarded to The Albion Press, business managers, 848 Main Street, the entire season's ten copies.

To enjoy Best Special Dishes, cooked by Experienced Chefs.

PATRONISE
FRANK'S CAFE
DONALD STREET Opp. CAPITOL THEATRE
Open All Night

THE CLUB-HOUSE

Although the Community Club is practically free of debt, the time has not yet arrived, in the opinion of the executive, to erect a residence for a superintendent of the Club-house, who would be on duty during the week, afternoons and evenings, at the Club-house, for the convenience of members.

If the Club comes out with a surplus this year, it is the intention to submit to a meeting of members certain proposals for the betterment of the Club's work, including a fitted-up room in the Club-house for the ladies. This is something which should have been attended to long ago; the executive has always recognized the situation as one worthy of criticism, but have been handicapped for funds to carry on the work.

The cost and fitting up of a superintendent's residence would be \$500 and this expense has to be faced soon. Probably some cottage owner could suggest a practical solution of the difficulty, and might convey it to a member of the executive.

NEW BAGGAGE SERVICE

As a convenience to cottage owners the Canadian National Railways have accorded to John Anderson, the privilege of placing a man on trains running to Victoria Beach who will look after the baggage of those who wish it taken to their cottages or to the hotel. This will be a distinct advance and is only another sign of how kindly disposed the railway company is to facilitate the pleasure and comfort of passengers.

This will greatly relieve the confusion and crowding on the station platform on the arrival of trains, when passengers come to realize that they need not worry over their luggage on arrival. Walter Thomas will be placed on the trains representing Mr. Anderson's business, and Mr. Anderson promises a prompt service to all those who patronize his trucks.

TAKING OVER AIRPLANE BASE

The minister of defence has stated that the government will not sell the air base at Victoria Beach. It is their intention to use it in connection with the forestry service, maintaining a forestry base here, a calling station and refueling point. Some day it may be developed into a large airplane base, as aviation in the service of Canada develops.

Wing Commander Anderson, head of the Manitoba Royal Air Force, visited the base this week and went into every detail of the location. Some of the old buildings will probably be demolished and the site cleared of unsightly structures. It will be impossible to move the heavy timber platform. It will still be available for tennis for the club members.

The desire of the Victoria Beach Club is to lease the base for the club purposes and this is receiving the sympathetic attention of Commander Anderson; a nominal fee is offered, and under certain conditions it may be placed at the disposal of the club members. President R. K. McClung, of the Club, was with the Commander during his visit and is now awaiting his report.

Beach Notes

THE CRESCENT CREAMERY

Victoria Beach is happy in having the splendid and experienced service of the Crescent Creamery in daily milk deliveries. For the past five years the Crescent with their wagons have served the cottages at this Beach, promptly and consistently. Their product always calls for the highest praise for quality and reasonableness in price and all varieties of their factory product is carried by the drivers.

Every cottager will receive a call when they arrive at the Beach and there will be no delay in deliveries. There has been no complaint of a serious nature recorded against the Crescent in their five years of responsibility at Victoria Beach.

DREWRY'S GINGER ALE

Winnipeg citizens are proud of the fine record of Drewry's Ginger Ale which is a household word not only in the city and at Victoria Beach but throughout the continent. Each year the company expands into new cities and communities and once established there is nothing but compliments heard of this product.

In almost every hamlet in the West Drewry's Dry Ginger Ale is to be had and throughout the length and breadth of the Dominion and into the United States their sales are made. This increasing patronage not only brings business to Winnipeg but gives to the city a high standard name in keeping with the quality of this refreshing drink.

PLAYERS ON GOLF COURSE

The names of players on Victoria Beach golf course the week of June 9, included, Mr. Larson, Mr. H. H. Hill, O. O. Hill, W. M. Thompson, P. H. Longstaff, A. H. Collin, T. H. Hancock, G. B. Hamilton, R. G. Anderson, W. T. Brown, J. B. Duffie, M. J. Thompson, E. H. P. Nohbit, G. Craig, W. Craig, I. Craig, Murray Grant, K. Healy, A. Hall, S. Tall, J. Panaro, B. Milne, C. Arent, B. Walker, W. McNab, G. H. Hood, J. R. Taylor, Mrs. Taylor, G. C. H. Hamilton, A. More, E. Sullivan, L. Powick, F. F. Doyle, M. B. Black and G. Jacobs.

Stephen Drewe is in charge of the club house and will look after registration, starting and refreshments. Steve Houthillier will again be in charge of the greens and fairways.

Eighty lockers have been installed at the club-house where golfers may for a small charge keep their clubs under lock and key.

A. LARSON
CONTRACTOR AND BUILDER

ESTIMATES CHEERFULLY SUPPLIED
220 8th AVENUE - VICTORIA BEACH

Pioneers in Hydro Development

Millions of dollars have been saved to citizens for light and power bills by reason of the fact that Winnipeg Electric Company pioneered and proved the feasibility of hydro power development at Pinawa on the Winnipeg River in 1906. Since then the market for power has grown enormously. Improved machinery has resulted in lower production costs and this, coupled with greatly increased consumption, has led to lower rates until now Winnipeg has the cheapest hydro power on the American continent.

Winnipeg Electric Co.

"Your Guarantee of Good Service."



A. R. McNichol, Ltd.

4 1/2 PER CENT.
Paid on Deposits made with us.

MAIN OFFICE 208 PORTAGE AVENUE
BRANCH OFFICE 925 MAIN STREET

PINEHURST INN
VICTORIA BEACH

Mrs. Cunningham will again manage this popular inn, and has this year added a beautiful new building, with 12 single rooms.
Accommodation is clean, airy and comfortable; every room well furnished. Home cooking.
Come to the beauty spot of Manitoba. Enjoy your vacation where you may golf, swim, or fish.
For rates or accommodation, phone, wire or write

Mrs. H. L. CUNNINGHAM
VICTORIA BEACH - MANITOBA

OSCAR PAULSON
GENERAL CONTRACTOR AND BUILDER

VICTORIA BEACH - MANITOBA

G. B. BARAGER
GENERAL STORE

Our store is equipped with a complete stock in every department to meet the needs of visitors and cottagers at reasonable prices.
After 7 years of experience and careful study at this beach we feel that we can cater to your needs properly.

We ask a chance to give a quotation to anyone contemplating large opening orders. No order too large.

Large circulating library—moderate prices.
Large stock of all popular magazines.
Laundry Agency Weekly

VICTORIA BEACH - MANITOBA

ANDERSON TRANSFER
WOOD - ICE

VICTORIA BEACH - MANITOBA

Kindly support the advertisers in this paper, who make it possible to issue it each week.

Beach People

Mrs. R. K. Finlayson and two children will spend part of June and July at the Inn.

Mrs. George Wood and children spent a few days this week at Pinehurst Inn and will return again, later in July.

Mrs. Ronald Hals has arrived from Vancouver, B.C., with her daughter, to spend the summer with her mother, Mrs. H. Cunningham, Pinehurst Inn.

Mr. Albert E. Lewis, manager of the Prairie City Oil Company, with Mrs. Lewis and family, have been occupying their cottage on Sunset, week-ends.

Mr. J. G. Coster, manager of the Holland-Canada Mortgage Company, with Mrs. Coster and family, are occupying their cottage on Sunset.

Mr. and Mrs. E. F. Withrow were down the last week-end and had as their guests Mr. and Mrs. C. W. McDonald.

Mr. and Mrs. Norman Young are occupying Dr. and Mrs. Ross Mitchell's cottage at present and have with them Jimmy Mitchell.

Mr. and Mrs. William Gray are occupying their cottage on Third Avenue.

Mr. N. H. Walton, general superintendent of transportation Canadian National Railways, Manitoba Division, with Mrs. Walton, spent the week-end at the beach. Mrs. Walton is remaining over, occupying Mr. Quinn's cottage.

Mr. and Mrs. Osborne Scott were down for the week-end, in the new cottage they erected last season. They had as their guests Dr. and Mrs. A. J. Mathers.

Jack Withrow, Dan Sprague and Terry Rooks are planning a trip to Chicago and Kansas City by motor this month.

Mrs. Cotelough spent the week-end with her sister, Mrs. J. H. Falls.

Mr. and Mrs. Frank E. Sprague and Miss Dorothy Sprague occupied the family cottage on Sunset this week.

Mrs. Thompson and her daughter, Miss Mollie Thompson, are completing a two-week June vacation at the beach.

Mr. Harvey Kavaner has disposed of his cottage on Sunset and Arthur Road, to Mr. Joseph Harris, general manager of the Harris Abattoir.

Jack Duthie spent the week-end at the beach, principally on the golf course.

Mr. and Mrs. J. H. Simmons, and Lloyd Simmons, their son, Sunset Boulevard, will occupy their cottage at the Arthur Road intersection, July 1.

Dr. C. Ogilvie Wood, one of the first to erect a cottage at Victoria Beach, and whose attractive place on Arthur Road and Fourth is well-known to old timers, had decided to place his home at the disposal of a purchaser and had it listed with the Company. Although there were a number of prospective buyers, Dr. Wood a few days ago telephoned the Company after he had made a week-end visit with his family to the cottage, to take it off the sale list, as "we have fallen in love all over again with our summer home."

Mrs. W. H. Pratt, one of the most highly esteemed pioneers of Victoria Beach, is at present confined to a hospital in Winnipeg undergoing treatment. Mrs. Pratt's many friends will hope for a speedy recovery and a quiet summer holiday at Sea Fairy Inn.

Mr. Arnold Smith, one of the pioneer cottage owners, has sold his home to Harold C. Knox, of the staff of the Daniel McIntyre Collegiate, Winnipeg.

Besides completing the 12-room addition to Pinehurst Inn, Oscar Paulson, the well-known beach contractor, finished two cottages this spring at the beach, one for Mr. and Mrs. J. A. Fraser, Lot 7, Sunset Boulevard, and one for Martin and Mackenzie, next to George A. Elliott's cottage, facing the park on the hill, Sunset. Each of these were well finished off, frame construction, five rooms, including three bedrooms, large living room, and fireplace. Mr. Paulson is now engaged in turning the home of Mr. James A. Wilson, lumber merchant, 757 McMillan Avenue, Winnipeg, into a duplex house, at a cost of several thousand dollars.

Mrs. Oscar Paulson and children will occupy the family cottage on Sunset, this summer.

One of the Western Canada airplanes the C-C.A.F.P., spent Sunday at the beach, the pilot enjoying a holiday.

Mr. J. E. Yarnell, manager of the Sun Life Assurance Company, with Mrs. Yarnell and family, recent arrivals in Winnipeg, have taken Miss Strath's cottage for the summer.

Mr. and Mrs. W. J. Kerr have been occupying their pretty home on Sunset week-ends this summer.

Mr. and Mrs. Reginald Matley have sold their commodious log cottage on King Edward and Fourth Avenue, and will not be down this summer. Mr. and Mrs. Matley have

been residing at Victoria Beach for the past 10 years and will be greatly missed by their friends.

GUESTS AT PINEHURST INN

Guests at Pinehurst Inn, the past week-end were: G. M. Hair, J. A. Duthie, A. R. L. Collin, D. Campbell and niece, Audrey Coleman, and friend Madelyne Alexander, P. H. Longstaffe, J. H. Hancock and Mr. and Mrs. Taylor.

The members of the Winnipeg Press Club are spending to-day at the beach, and will be entertained to-night by the Victoria Beach Company at Pinehurst Inn. Going and coming they were the guests of the Canadian National Railways.

The agent at the beach this season is an old friend, G. R. Harnmeling, who has been agent at Grand Beach for three years, and before that time was agent at Victoria Beach, when he was a member of the Community Club and an active worker in co-operation with the cottagers. Mr. and Mrs. Harnmeling will be warmly welcomed back.

Perce Costello, last year's agent at the station, is in the telegraph department at the Union Station for the year.

VICTORIA BEACH
GRAND BEACH
TRAIN SERVICE

No. 41 Fri. only	No. 42 Daily ex. Sun.	No. 43 Daily ex. Sun.	No. 44 Daily ex. Sun.	No. 45 Daily ex. Sun.	No. 46 Daily ex. Sun.	No. 47 Daily ex. Sun.	No. 48 Daily ex. Sun.	No. 49 Daily ex. Sun.	No. 50 Daily ex. Sun.
6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30
4:30	5:30	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30

GOLF at VICTORIA BEACH
where mosquito control assures a splendid game.

PINEHURST INN
To Stop at.

CANADIAN NATIONAL

Your Summer Holiday

Should Be Spent At

VICTORIA BEACH

Where your children can play on miles of sandy beaches, away from automobile traffic, where you can walk for miles through forest groves, play golf on a sporty course, or enjoy yourself in the evenings in the Community Club, all in the company of congenial and worth-while friends. Victoria Beach is the only resort where mosquito control can be successfully attempted, and for three years this work has been done under the direct supervision of Mr. Jack Tully, who is also in charge of the Winnipeg Campaign.

You can buy a beautifully treed lot, 75x140, for as low as \$100. Building restrictions, which prohibit stores or boarding-houses in the residential section, are your guarantee that the standard of the district will not be lowered.



Cottages are for rent in various sections of the Townsite.

For those who wish to avoid housekeeping, Pinhurst Inn, with 40 rooms of the bungalow type, is the place to stay.

Cottages can also be purchased at attractive prices on reasonable terms.

When you want information about Victoria Beach, phone to us either day or evening.

THE VICTORIA BEACH COMPANY LIMITED

Owners and Managers of Townsite

317 PORTAGE AVE.

Phone: 21 029, or office at the Beach.

We are in business for YOUR health.