

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. I.

WINNIPEG, MAN., JULY 12th, 1930

No. 5

The Urge Behind Sports Day

HERE are two major events in the course of the summer on which the cottagers of Victoria Beach concentrate their attention, the annual Masquerade in the Club-house and the long week-end Sports Day.

The Masquerade has always been one of the artistic and picturesque features of the season at this Beach, especially, as the number of children who appear in costume numbers nearly 150; and every one of them is worthy of a prize.

Not only do the younger set of this community occupy themselves for days in planning and making their costumes, but the interest of the whole family is aroused. The result is, it is an evening well worth attending.

As for Sports Day, which this year is Saturday, August 2 for the water sports, and August 4, Civic Holiday, for the land sports for the children, these are two days of real entertainment. The Winnipeg Canoe Club comes down and assists on the afternoon of Saturday, when the war canoe race between the Beach residents and the Canoe Club is always looked forward to with keen interest. The Beach boys are handicapped in not having a war canoe, but for all that they make a good showing each year and make the Canoe Club members exert themselves.

The idea underlying Water Sports Day is to encourage the boys and the girls to learn the art of swimming and diving, and to be able to take care of themselves when in any kind of danger in the water or to help others who may be in danger.

Those who were present at the dock one afternoon two years ago will never forget the canoe filled with girls which was towed out into the lake quite a distance by a small steamer, and then the rope was loosened and the canoe upset in the trough created by the propeller. Many rushed to the rescue of the four girls. But when they came to them they found them all swimming around and laughing at their misadventure. All could handle themselves in the water, and were cool and courageous, having confidence in their own ability to get back safely to the dock.

The plan of encouraging swimming has not met with much success the past two years. Many good swimmers and divers at this beach have refrained from entering because they say to themselves or to their friends: "I cannot beat him" (or her).

That is not the way to view a programme of water sports. Each person who is at all capable should make the try. It is good experience, and as the judges are competent and on the watch, each entry is given a fair show to make the best of it.

It is an accomplishment for any one to be able to swim. There always comes a time in the life of every youth or maiden when their services are required to help some one save himself or herself. There is probably a time ahead when it may be needful to save oneself.

It is a more gratifying position to be in when, if danger comes, one can save himself without the assistance of others.

That is what is behind the urging of the Sports Day committee—to see that everyone is able to be at home in the waters of this lake whose waves lap the shores of this island. Fathers and mothers should not be backward in encouraging their children, under proper guardianship, to be able to swim and to undertake the many other "tricks" of the skilful swimmer.

This summer there will be at the Beach the lady president of one of the swimming clubs of Winnipeg, a lady who is a genius at handling girls and boys, and who will establish life-saving classes for a month at Victoria Beach.

The Community Club, recognizing that this lady's presence is of great value at the Beach, are offering her some inducement to take a deeper interest than she had intended, and it is hoped that their efforts will be successful.

The drownings which have already taken place this season on the other side of the lake might have been averted if the youths could have been able to swim any distance. It is an object lesson for all cottagers with children. One never knows when

members of one's family, on a holiday with friends, may get into water difficulties, and the knowledge of how to act under the circumstances has created many a hero.

The early residents of Victoria Beach taught their children to swim, and they made the annual contests very interesting because members of the families were keen and daring competitors. The Vokes, the Rosses, the Elliots, the Spragues, the Kennedys and the Withrows were always well to the forefront in swimming contests. But this spirit seems to have died down in recent years and it should be revived.

The annual Sports Day gives the opportunity to see what the boys and girls have accomplished. Let's see what can be done this year.

What the cottagers should not forget is that the arranging of these various programmes requires executive work. Members of the Club's committees have to assemble at meetings during the hot nights of the summer when the desire of each one is to peel off coats and sit around and do nothing at a beautiful resort like Victoria Beach. But the work has to be undertaken by someone in order that the greater number be entertained.

So every head of a cottage should view with sympathy any solicitation for assistance when called on.

Only a few lots left in Bay View Section. Building is rushing along at this location, and the changed appearance of the district will make a strong appeal to visitors.

Crescent Ice Cream

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Your Daily Menu

Canon Carruthers to Preach Sunday

Rev. Canon C. C. Carruthers, M.A., rector of Holy Trinity Church, one of the brilliant preachers of Winnipeg, will have charge of the Sunday morning service at the Club-house, July 13th.

Canon Carruthers has been rector of Holy Trinity since the autumn of 1927. He came from Edmonton to Winnipeg. He was educated at Belmont School, Montreal, and spent seven years at McGill University, studying arts and theology, graduating in theology from the Montreal Diocesan College, being the valedictorian of his year. He was made a priest of the Church of England by the Bishop of Montreal.

Canon Carruthers' first charges were Shawville, Quebec, and St. Stephen's, Montreal; in the latter parish he was curate. In 1906 he answered Bishop Lloyd's call for assistance in the diocese of Lloydminster, Sask., and remained



CANON CARRUTHERS, M.A.

Rector of Holy Trinity Church, Winnipeg, who will preach in the Club-house Sunday morning.

there for six years, establishing 12 churches in the town and district. In 1912 he went to Edmonton, where he was rector until he removed to Winnipeg. He visited the Arctic regions as the guest of the Bishop of Mackenzie River.

During the Great War Canon Carruthers helped to organize the 22nd Saskatchewan Light Infantry, and went overseas as chaplain of the 51st Battalion, remaining there 14 months, and being associated with the Fort Garry Horse, of Winnipeg, for a time. He has all the service clasps.

Canon Carruthers is Canadian born, of Irish descent, and is rector of a parish in Winnipeg which was founded in 1866, and where his services are highly appreciated. The Community Church of Victoria Beach will warmly welcome Canon Carruthers.

During the service Canon Carruthers will refer to the week's commemoration event, Manitoba's Diamond Jubilee.

Church Soloist



MISS GRACE MCGILL

Winner of the Grade "A" soprano solo contest at the Manitoba Musical Festival, held in Winnipeg each year, the past two years in succession, and who will sing twice at the Sunday service, July 13, in the Club-house.

NIGHT SOUNDS

In the dim twilight of a summer's night the tall, straight-limbed silver birch trees rear their trunks, ghost-like, straight upwards, against a dark, mysterious background of green foliage, until they reach the leafy screen where their grand summits, tossed against the peeping stars and the faintly blue sky.

The night winds rise and fall in soft cadences, and the lullaby of the lake answers ever. A semi-twilight pervades the moonless night; a night-lark rustles through the woods; some shy animal skurries through the underbrush; a leaf stirs as the breeze lifts it against your window screen, and the dark form of a bat flits by on its midnight foraging. Night and its mysterious life encircles you; its particular sounds that are drowned by the teeming voices of the day, or are peculiar to it alone.

We have time to ask ourselves what lies behind the veil, and to approach reverently the eternal mystery of endless life. Those night-creatures—who taught them to hunt by night? From whence came their instinct for preservation? A Hand is at the helm; through the seeming chaos of conflicting interest each barque will sail on to its ultimate harbour if the right Pilot be taken on board. Through the storm and stress of daily life these are incidents, if rightly interpreted: there are moments if rightly understood, that steal on our world-choked senses with a tender, revealing touch, as delicate and intimate as the atmosphere that envelops us when the world appears to sleep; and, listening to the night-sounds, we find time to realize the mystery of our own immortal souls.

—Crosbie Shearman.

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THE VICTORIA BEACH HERALD

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MUNICIPAL MEETING HELD

The municipal meeting was held at the Club-house on Saturday evening last, as announced in the "Beach Herald."

Professor R. K. McClung, President of the Community Club, occupied the Chair, and explained to those present that the meeting was held at the request of the Mayor, F. C. O'Brien, who wished to give information with regard to nominations for Councillors and Mayor, and to inform the property owners as to the work of the Council.

Mr. O'Brien gave a very interesting account of municipal affairs, and asked those present for any suggestions or criticisms. He explained that nominations for Councillors for Wards 3 and 4 and for Mayor must be filed with the Secretary, Mr. Webb, not later than one o'clock on Wednesday afternoon, July 16, and can be left with Mr. Webb any time prior to the above date.

The meeting asked that the Council request the owners of dogs to see to it that dogs are not permitted to run loose on the bathing beaches.

Those taking part in discussion subsequent to Mr. O'Brien's address included Angus More, J. S. Little, Mrs. St. John, Mr. Lane and Mr. Lloyd.

MRS. LLOYD DIRECTRESS OF CLUB-HOUSE

The executive of the Victoria Beach Club feel they have been very fortunate in securing the services of Mrs. S. C. Lloyd as directress of the Club-house during the week nights throughout the season. Mrs. Lloyd is president of the Victoria Ladies' Swimming Club. She has held the office for the past three years and the two previous years she was secretary-treasurer of the club. For two years she has also been secretary-treasurer of the Canadian Amateur Swimming Association.

Mr. Lloyd, her husband, is secretary of the Royal Life Saving Society, and is also the secretary of the St. John's Swimming Club. He is also a noted writer on life-saving work.

Besides organizing the young people three nights each week in the Club-house, Mrs. Lloyd has undertaken to organize two "bridges" during the season with the help of the ladies of the executive and the wives of the members of the executive of the club and the lady members.

The first will be held Thursday afternoon, July 24. The "Herald" asks for the hearty co-operation of all its readers in this work. Mrs. Lloyd has promised to do her part to make her club entertainments this season a success, and her wide and experienced work in organizing classes of young people and children should go a long way to make this season one of the best in the Club's history. But she must have the united support of the cottage-owners.

LIFE-SAVING CLASSES START TUESDAY

Mrs. S. C. Lloyd, president of the Victoria Ladies' Swimming Club, which office she has held for nearly two years, is a cottage resident of the Beach, having arrived to-day with Mr. Lloyd and two daughters, Dorothy and Peggy, both of whom have been given awards of merit in life saving classes.

Mrs. Lloyd is desirous of renewing her acquaintance with the children of Victoria Beach, so that her life-saving classes this year will be a tremendous success. Her first class will start on Patricia Beach on Tuesday afternoon, July 15. She will undertake to make any child proficient, so that they can overcome the dangers of the water.

Last season at this beach she had a class of 30; this year she desires 100. They will be given a chance to show their skill in the art at the Sports Day regatta. Parents may feel assured that in the care of Mrs. Lloyd and her staff their children are safe.

THE ANNUAL MASQUERADE

Saturday night, July 25, is the date of the annual masquerade of the Victoria Beach Community.

This is not an exclusive club affair. The club directs it and arranges for its success. But it is the one great open night of the year when club members as well as visitors and transients "pay their way in." It is well worth the price of admission to see the hundreds of beautiful costumes.

Prizes will be given for the best character costume, the most beautiful or handsomest costume, the best comic and the ones that best portray the "Spirit of Victoria Beach." Two each for adults and two each for children, in each sex. One outstanding prize will be given for the most striking costume on the floor.

There is 33 prizes in all. The committee in charge of the affair desires contributions in prizes from cottagers. Intention to donate such prizes may be communicated to any members of the executive at the Club-house any Saturday evening. Quite a number have already been given, but more are needed to make the event a big success. Send in your prize or make an offer, and your deed will not be forgotten.

Mrs. S. C. Lloyd will be in charge of the sale of tickets, and will organize the children to sell them. A commission of five cents on each adult ticket and 2 1/2 cents on each of the children's will be given to those who dispose of them under Mrs. Lloyd's direction.

Beach Notes

Cottagers are congratulating Mr. James Kilpatrick on his fine choice of meats this season, equal to any stocks he has carried in the past, and kept in one of the finest refrigerated store rooms on the Beach.

Souvenirs of value, and with many fine choices, are to be found at the store of Mr. and Mrs. J. H. Falls.

The demand for the bread at the bake-shop continues to more than meet the expectations of the proprietors, Mr. and Mrs. Charles Thom. We congratulate the owners on their splendid products this season.

The co-operation of a number of residents in assisting in keeping the recent cottage fire from spreading to the trees on Seventh Avenue is much appreciated by the municipality.

The accommodation at Pisehurst Inn is now meeting the demands of the Winnipeg public, the choice of rooms being single or double or en suite. The public are showing the appreciation of the enterprise of the Victoria Beach Company, the owners, and Mrs. H. C. Cunningham, the lessee of the inn, by a generous patronage.

The municipality made a start this week filling in the holes on the roads, the ruts and depressions being caused by the unusually heavy rains this summer. The shuded pathways running alongside the roads on First Avenue are being liberally patronized.

Prices at the Beach stores this year are not above the prices prevailing at any of the stores in Winnipeg, except probably those on the bargain tables in the chain stores and the groceries of Winnipeg. The "Herald" man has made a special investigation and can vouch for this.

IMPORTANCE OF THE ART OF SWIMMING

(From the "Free Press")

Two more youthful drownings should arouse the Winnipeg public in regard to these summer tragedies. A drowning reported, the public lamented, a rescue from drowning reported, and the public rightly pays tribute to the gallantry of the rescuer. What ought to be remembered is that, if the rescuer had not been able to swim there would have been another drowning accident. There is a very definite importance in the art of swimming, and it should be the duty of every responsible adult to encourage the boys and girls to become efficient in that art.

The place of swimming should be well known and marked; suitable life-preserving equipment should be on hand; and an efficient guard should be on duty.

The swimmers, young and old, should also exhibit caution: no calling "wolf," no pretended drownings; no venturing where the water is too deep; at least an hour between eating and swimming; no entering the water while overheated; no jumping out of boats, or off wharfs, until the depth is known; no delay in going to shore when tired; and no panic when in difficulties.

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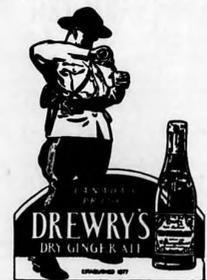
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Beach People

Dr. and Mrs. W. G. Campbell have opened their cottage at the Beach.

Mrs. W. Mitchell, of Brandon, is holidaying at this Beach with her sisters, Mrs. McGregor-Davis and Mrs. W. R. Chandler.

Mrs. Wallace Smart and family are spending a holiday at the Beach before leaving for Regina.

Mrs. Frank Hale and family are holidaying at the Beach. Mr. and Mrs. J. C. Coster and family, of Winnipeg, will leave early next month to take up their residence in the Old Country. Mr. Coster purchased the fine cottage on Sunset from Mr. D. P. Smith two years ago, and has been one of the most esteemed residents during the past two seasons. Mr. Coster is manager of the Holland-Canada Mortgage Company, which was merged this week with the Credit Foncier, of Montreal.

Mrs. F. Marshall is the guest of Mr. and Mrs. J. Knott, of "Derwent," Fifth Avenue.

Mr. and Mrs. E. Ellis have taken Lehnice cottage again for July. There guests for the week-end were Mrs. C. N. Lush, and Master Raymond and Master Ernie Phillips.

Miss Grace McGill is a week-end guest of Mr. and Mrs. Harvey Kavaner, Sunset. Miss McGill, for the past two years, was the winner of the soprano solo, Grade "A" contest, at the Manitoba Musical Festival.

Mr. and Mrs. Jack Strang and Miss Avis Strang, Winnipeg, are holidaying at the Beach.

The unexpected death of Sheriff Rupert Inkster, son of former Sheriff Colin Inkster, for years a warm supporter of Beach development and community efforts, was received with sincere sorrow and sympathy for the family. Mrs. Inkster is a sister of Mrs. Charles Vokes, now of San Francisco, California, but, with her family, pioneer residents of Victoria Beach.

Mrs. A. K. Ferguson, Misses J. McLeod and Muriel McLean, and Mr. H. S. Rooke were week-end guests at Mrs. J. W. Rooke's cottage, "Blue Bird Lodge."

Mrs. W. C. Kinman and small sons, Barrie and Jerry, and Miss Connie Millward have returned to the City from a three weeks' vacation at Victoria Beach.

Mrs. Reginald Matloy, a former well-known resident of Victoria Beach, has gone to Montreal, via the Great Lakes, and while in Montreal will be the guest of her son-in-law and daughter, Mr. and Mrs. W. Gordon Aird.

Mr. and Mrs. Thomas Henry Brooker, who, with their children, were residents of the Beach for a number of seasons, have disposed of their cottage and have gone in for fruit farming on Vancouver Island, a few miles from Victoria, B.C.

Miss Hilda Cornes, Winnipeg, is a guest of Miss Theima Russell, at Nottawaaga Cottage.

Mr. Angus McCloud and family have returned to the Beach after an absence of two years.

Jack Withrow and Terry Rooke have returned from a visit to friends at St. Joe, Missouri. They report an enjoyable trip, free of worries.

Mr. and Mrs. Norman Young and family have returned to the City from a holiday at the Beach.

Miss Margarette Merrill spent the week-end at the Beach, the guest of Canon and Mrs. A. E. W. Gill.

Mrs. J. M. Loney and Miss Margaret Loney are guests at Pinehurst Inn.

Miss Jean McTavish spent the week-end at Pinehurst Inn.

Mr. and Mrs. A. E. Warren spent the week-end in their private car at Victoria Beach, and had as their guests Dr. and Mrs. Loney and Miss Doris Aliva. Mr. Warren is vice-president of the Canadian National Railways and is a thrice-welcome visitor.

Mrs. Jaxon is the guest of Mrs. Daly for two weeks. Mrs. Lloyd Palford and son, are the guests of Mrs. Edward Anderson, Sunset Boulevard.

Mr. and Mrs. Kerby and son, Brant, are occupying their cottage on Fourth for the balance of the season.

Mrs. Ernie Pascoe, Sixth Avenue, had as her guests for the week-end Mrs. Hamford, Mrs. Keir, Mr. and Mrs. Devine, Mr. and Mrs. A. J. Tedford.

Mrs. J. B. Daly and family are occupying their cottage on Eighth Avenue for the season.

Mayor Webb was the guest of Mr. W. S. Kiekley on a cruise from the Red River dock in Winnipeg to Victoria Beach last Saturday afternoon and evening. Mr. Kiekley's two daughters were also on board the "Elmjean." A wait at the mouth of the Red River until the lake waves abated gave guests an opportunity to study the district.

Mr. W. S. Kiekley, president of Dominion Motors, and of the Gem Lake mine, a warm friend of Victoria Beach and a frequent visitor in seasons past with his family in the cruiser, "Elmjean," has taken a cottage on Sunset and is down with Mrs. Kiekley and three daughters.

Mr. and Mrs. A. P. Jamieson and children have taken up residence in their cottage, King Edward Street, for the season. Mr. Jamieson is treasurer of the Manitoba Telephone Commission.

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For Sale, 25-ft. Day cruiser in excellent condition. At present at Victoria Beach. For demonstration, apply at 218 Sixth Avenue, or City phone 42 202 evenings.

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Miss Helen Moss, Newton Lodge, had as her guest Miss Dorothy Smith for the week-end.

Dr. Morrison and family are spending a month at the Beach.

Mr. J. T. Mitchell, editor of "The Western House Monthly," and Mrs. Mitchell and family are renting Hank's Taber's cottage on First and Fifth for three weeks.

Mr. and Mrs. Alister Mitchell are the guests of Mrs. J. T. Mitchell for two weeks.

Mr. and Mrs. Walter Brown and family are occupying one of the Victoria Beach cottages on Fourth for three weeks.

Mrs. Louis Redmond, Tuxedo, has returned to the City having been the guest of Mr. and Mrs. Osborne Scott.

Mr. and Mrs. Godfrey McDonald and two small sons, returned to the City Sunday from a holiday at the Beach.

Mr. M. J. Flakelstein and two small daughters and nurse are holidaying at Pinehurst Inn.

Mr. and Mrs. McConnell, Devon Court, are holidaying at Pinehurst Inn.

Col. and Mrs. J. C. Gillespie returned Sunday to the City. They were the guests at the cottage of Mrs. C. C. Carruthers.

Mrs. A. W. Gardner and Master Billie Gardner are holidaying at Pinehurst Inn.

Miss Frances Moss spent the week-end at Pinehurst Inn.

Dr. and Mrs. Herbert and Miss Kathleen Herbert returned to the City Sunday after a stay at Pinehurst Inn.

Mrs. George McLean, Miss Jean McLean, and Miss Margaret Gordon, were week-end visitors at the Beach.

Mr. Donald Stewart was a week-end visitor at Pinehurst Inn.

Mr. Edward Anderson spent the week-end with his family at the Beach.

Miss Olive Carruthers returned to the City Sunday, from a holiday at her summer home, at the Beach.

Miss Muriel Miller (New York), Miss Miller and Mr. Eric Miller, were week-end guests of Mrs. A. J. Hemmeon.

Mrs. J. D. McQueen and little Miss Roberta Jean are holidaying at Pinehurst Inn.

A SUGGESTION TO TENANTS

Would it not be better for those of you who have small children, who will be needing a summer home for a number of years, to purchase a home rather than pay rent year after year?

We have many tenants who have been coming to the Beach year after year, and who have paid more in rent than the value of the house.

We also have many clients whose families have grown up and who, having received from their summer homes a substantial return in health and happiness, will now sell at considerably less than present replacement values.

For instance, on Patricia, close to the bathing bench, we have a three-bedroomed house with large verandah, wash basins in two bedrooms, sink in kitchen, the house well furnished and located on a corner lot, which can be bought for \$1,700 on easy terms. It is a house that rents for \$260.00 for the season, and is easily worth \$2,500.

On Sunset Boulevard we have one of the largest log cottages of the Beach for sale for \$2,500.00.

On Fourth Avenue, close to Patricia, there is a comfortable two-bedroomed cottage which rents for \$225, and which can be bought for \$1,050, on terms of \$250 per year.

Full particulars of the above and many others can be obtained from

THE VICTORIA BEACH COMPANY LIMITED

317 PORTAGE AVE.

OR BEACH OFFICE

FRANK E. SPRAGUE, *Manager.*