

# The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. I.

WINNIPEG, MAN., JULY 19th, 1980

No. 6

## Fine Opportunity for Beach Talent

**T**HE remarkably well-arranged programme, carried off so successfully at the Victoria Beach recognition of Manitoba's Diamond Jubilee in the Club-house Tuesday, gives food for thought.

The fine talent appearing on the musical contributory part of the proceedings, and the very excellent addresses given by members of the community of cottagers, were listened to with the closest attention; and it is a great credit to the framers of the idea. Thus Victoria Beach, in common with many other parts of the province, did its share in recognizing the great event, and fastened on the minds of a good many, particularly the young, what the day signified.

It all goes to show that, even on short notice and in a hurried way, something tangible can be produced at this beach. Why not one or two more of such well selected entertainments during the short summer at this resort?

Not only do such features not interfere with the enjoyment of the summer, rather they add to the zest of things down here. Many get better acquainted with one another; experience is given the talented young people in an environment altogether different to what they meet with in city life. The good that is done is lasting, and the benefits secured by those who appear on the programme and those who are in the audience, a mutual understanding will be felt long after the warm days spent at this lake have passed into history.

Greater good can be secured if the programme is given on some outstanding anniversary day. But still, no one is too self-satisfied at this beach not to appreciate and recognize the painstaking work of those who arrange and carry out a well regulated programme of singing and speaking at any time.

The way in which the young people sang indicated without words that they enjoyed the duty they had been asked to perform. They were not taking up a task, but enjoying the sensation themselves.

The programme given Tuesday, and those given in seasons past, shows that talent is to be had in

unlimited numbers at this resort, and the opportunity should not be lost once in a while to give the cottagers of the Beach the joy of hearing the art of singing and some of the worth-while material in the brain storehouses of those who have made a study of history.

Saturday morning, August 2, on Patricia Beach, a number of the pioneer cottage-owners of Victoria Beach will endeavour to entertain the youngsters who are spending the summer here. There will be castle-building on the sand, a parade of those who have "tanned" themselves to see who have been most successful, and probably some water races, to conclude with the ice cream cone festival. Unfortunate are those who miss the sight. Let every one, when asked, contribute to the success of the morning and the afternoon by working or giving financial assistance, for success depends on work and on finances. It's a great day, and the children's races the following Monday afternoon will also be a fitting conclusion to the mid-summer holiday.

### MASQUERADE PRIZES

Prizes will be given at the Masquerade to be held next Saturday night in the club-house. For the Lady's prettiest costume; Gentleman's handsomest costume; best comic Lady's costume; best Gentleman's comic costume; best Lady's character costume; best character in Gentleman's costume; best costume of Lady's portraying spirit of Victoria Beach; best costume of a Gentleman portraying the spirit of the Beach. All these classifications will apply to the entries made by children in costume.

### MRS. LLOYD AT THE CLUB-HOUSE

The club-house is open Mondays, Wednesdays and Fridays under the direction of Mrs. Lloyd, who will see there is some kind of entertainment. Mrs. Lloyd will also give information as to the suggested bridge party the afternoon of Thursday, July 24, and she is anxious to receive the assistance of all the ladies of the Beach to put it over in the interests of the Club's funds. Mrs. Lloyd will also give information as to the swimming classes she is holding at Patricia Beach for life-saving instruction.

Mrs. Lloyd will also accept masquerade prizes.

**Masquerade, Saturday, July 26.**

**Water Sports Day, Saturday, August 2.**

## Re-Elected Councillor



Mr. ROBERT CRAWFORD

Who has been unanimously selected councillor for Ward 3 for the two-year term beginning Jan. 1, 1931, in the municipality of Victoria Beach, in whose welfare he has always shown a broad and generous interest for many years.

A walk along the beach cottage districts will reveal many beautiful gardens. The flowers have bloomed this summer away ahead of anything seen in Winnipeg's back or front yards.

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## MAYOR AND COUNCILLORS RE-ELECTED

There will be no change in the personnel of the Victoria Beach Council for the coming year. At the nominations held Wednesday, July 16, at noon, Mr. F. C. O'Brien was again elected Mayor for the 1931 term. The present Councillors, Robert Crawford for Ward 3, and G. J. Olafson for Ward 4, were re-elected without opposition. Two councillors are elected each year for two years. Ward 1 and 2 election took place last year, when Councillors Grant and Young were selected. They have another year in office. The election of Wednesday means that the new terms of the Councillors and the Mayor begin Jan. 1, 1931. Mr. A. L. Webb, Clerk of the Municipality, presided at the nominations.

## SPORTS DAY CHAIRMAN

Mr. Frank J. McKinney, the well-known wholesale jeweller, has accepted the position of chairman of the Sports Day Committee, with Mr. Harvey Kavaner vice-chairman, and Mr. J. J. Conklin treasurer. The Victoria Beach Club will have general supervision over the sports days. The committee will meet next week to complete arrangements and to confer with the Winnipeg Canoe Club on a programme.

There will be a meeting of the Victoria Beach Club this evening at 8 o'clock in the club-house.

Miss K. St. John and Mr. Robert V. Edgar are recent charter members of the Victoria Beach Club.

Mr. William Aldridge, assistant city engineer, Winnipeg Civic Office, spent the last two week-ends at the Beach and "enjoyed every minute of it," he stated. He was a guest at Mr. R. Eyres' cottage.

Mrs. Leroy Horrowman continues to send to the Church each Sunday morning a lovely basket of blooms from her Winnipeg garden, which is much appreciated by the committee.

Mrs. MacGregor Davis has consented to the wishes of the Church committee, and will officiate at the piano each Sunday morning at the club-house service.

The church services are keeping up to the high mark of last season. There was an attendance of 340 Sunday morning to hear Canon C. C. Carruthers' fine address and the singing of Mrs. McGill.

Mr. H. C. Whellans, Reeve of North Kildonan, with Mrs. Whellans and son, Tom, are again occupying their cottage, Hay View section. Miss Mount is a guest this week at the cottage. Mr. Whellans is one of the pioneer "stakers" at Bay View, and has one of the largest lots on which he will probably build next season. As a golf player at Elmhurst and Victoria Beach he has few superiors, and at present is discussing with Mr. F. E. Sprague a proposed new fairway and greens sprinkler system for the course at Victoria Beach.

There will be a fishing contest at the pier Friday, August 1. For the largest catch, for the smallest catch and for the biggest fish secured. Prizes will be given.

## Preaches Sunday



PROF. W. G. SMITH

former assistant principal of Wesley College, Winnipeg, at present director of child welfare, in the department of the Minister of Education, Hon. Robert A. Hoey, Manitoba Government.

Prof. Smith will conduct the services in the club-house Sunday morning, July 20, at 11 o'clock. Mrs. Roy Wyde-man will be the soloist. Prof. Smith recently was elected president of the Canadian Conference on Social Work for the ensuing year, and is one of the most modern thinkers and advisers in welfare work.

## TO PRESENT CHINESE PLAY

"The Stolen Prince," a Chinese play by Dan Totheroh, the well-known Chinese playwright, will be given out of doors in the picturesque Chinese manner by a group of children on Tuesday, July 29th.

Adults and children alike will find this novel and entertaining.

Proceeds will be devoted to the Fresh Air Camp Fund.

The railway committee is working on a through train for Wednesday and Saturday evenings, for next season. Last Wednesday the 7 o'clock train pulled out of this Beach with 21 coaches. Wednesday and Saturdays, with the morning service to the Beach, means a great number of visitors, and the railway will no doubt recognize the convenience it will give patrons of their line.

## PRIZES DENIED FOR MASQUERADE

The Annual Masquerade takes place one week from to-night, Saturday, July 26. The club-house will be the scene of much merriment and much gaiety that night. Those wishing to donate prizes should notify the members of the executive at the club-house or send them to the Company's office. Many more are needed to make the event a success. The orchestra promises a good programme. The masquerade is open to all the Beach people.

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### 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, 248 Main Street, Winnipeg. All advertisements to be sent to the BUSINESS MANAGER, ALBION PRESS, 248 Main Street, Winnipeg.

#### GET TANNED GRADUALLY

We are now in the midst of vacation time. Most of us are able to spend more than our usual time in the sunshine. Of course, this is to be desired. Very few, especially among city dwellers, spend enough time in the sunshine.

But we must exercise care so that the skin is not severely burned by being exposed for too long a time at first. Pretty soon your skin will adapt itself to the sunlight. Last season many young women suffered greatly due to their desire to acquire the fashionable sun tan.

Not long ago I read a fashion note which stated that the backless dresses which were so popular last year would probably be less in demand. This is probably because of the suffering experienced by many women who tried to tan the skin in too short a time.

But if you do desire a tanned skin, begin temperately. If you are light complexioned, you must be especially careful to avoid a red, unsightly-looking skin. The results of sunburn may be much more serious than the irritation of the skin. There may be fever and considerable constitutional disturbance following a severe sunburn. As a result, your efficiency will be lowered for several days.

But if you are not seeking a deeply tanned skin, or if your skin is easily irritated, take pains for a few days and avoid trouble. It is a good plan to wear a broad-brimmed hat. Even a thin veil gives a lot of protection.

Quinine applied locally is useful. It may be prepared as a powder—one part to 15 parts of talcum powder—and dusted on the skin. Or the quinine may be dissolved in petroleum oil and applied to exposed surfaces.

Cold cream may be used to prevent burning, also it is soothing if the skin has been burned. Do not wash after exposure to the sun. After a drive, or a half-day or more on the beach, cleanse the skin with cold cream, rubbing it off gently with a soft cloth.

Whether or not you want to be tanned, accustom yourself to the sunlight, because you need its healthful effect. Sunlight kills germs, enriches the blood and has a tonic effect.

The annual "Tan" display of the kiddies will be held Saturday morning of August 2, on Patricia Beach.

#### GOLF COMPETITION ANNOUNCED

The Company has decided to hold a competition next Friday for the children, and for the adults on Saturday, one week from to-day, on the golf-course. There will be five prizes for the lowest scores and for hidden holes. Particulars can be learned from the manager of the course, Mr. Drewe, at the golf club-house.

There should be good scores, as many of the cottagers'

families are playing an excellent game. There is no entrance fee.

Do not forget Sports Day! Children's sports on the lake front at Patricia Beach; water sports and Winnipeg Canoe Club events off the dock; and the war-canoe race as the finale, the Beach against the Winnipeg Canoe Club. Children's land sports on the Air Board's grounds Monday afternoon.

The Assinibois Golf Club is sending down the weekend of August 2 a team of six players, among their best, with the plan to lower the golf course record at Victoria Beach. There will be a match game, six from the visitors and six from the Beach's best players, during their stay.

#### JUBILEE PROGRAMME AT THE BEACH

The Manitoba Diamond Jubilee was observed at Victoria Beach Tuesday morning at 10.30 o'clock by a service at the club-house.

The proceedings opened with the singing of "O, Canada!" with W. A. McKean at the piano.

Major F. C. O'Brien then welcomed those present, and stated that, in keeping with the rest of the province, Victoria Beach was glad to do its part in celebrating the important event. The programme, which was under the direction of Mr. J. S. Little, principal of Earl Grey School, was then proceeded with as follows:—Hymn, "O God, our Help in Ages Past"; Prayers by the Rev. C. Carruthers, rector, Holy Trinity Church, Winnipeg; Duet, "Canadian Boat Song," Hazel Miller and Phyllis Wydemar; "Historical Development of Manitoba" Mr. G. J. Reeve, principal of St. John's Technical High School; Song, "Bo Peep," Dorothy Allen and Stuart Wydemar; Song, "The Dear Little Shamrock," F. C. O'Brien; Song, "Land of Hope and Glory," Mrs. J. M. Rice; Short address on the early history of Victoria Beach, Mr. F. E. Sprague, former Mayor; Song and Chorus, "The End of the Road."

#### ODE TO THE SILVER BIRCH

Forgive my poor endeavour, lovely Tree!  
I fain would paint the wonders that I see;  
Express, tho' feeble, all thy grace and glory,  
An ancient minstrel sang in ancient story,  
Thou art to me a symbol of all beauty,  
Most lovely tree, I render thee my duty,  
As knights of old did, for their ladies' sigh:  
Thy loveliness uplifts my soul on high,  
Like as sweet maidens, passing thro' life's maze,  
Keep their souls free from earthly taint and mire,  
And, mingling with us, purify our ways;  
So art thou lovely, slender silver Birch,  
So dost thou elevate my thoughts to God;  
Let me sleep near thee, when men turn my sod!

—CROSBIE SHEARMAN.

James Regal is the new assistant to the station agent this season.

Swimming classes will be held each afternoon on Patricia Beach in charge of Mrs. Lloyd.

### Beach Notes

George W. Murray, the well-known pioneer builder and lumber merchant of Winnipeg, visited the Beach last Saturday, accompanied by his son.

Any of the thousands who suffered from the heat this week in Winnipeg envied those who were able to sojourn at Victoria Beach, by pleasant waters and unencumbered by conventional city garb.

The quality of fruit and vegetables on display at "Moonlight Inn" warrants a fair share of patronage from the residents of Victoria Beach. Mr. Robinson, having several years' experience in the fruit business, is in close touch with the fruit market, and has fresh stock arriving daily.

"The only objection I have to Victoria Beach," stated Major J. F. McCallum, K.C., "is that as soon as you get down here, it appears one has to return, so quickly and so pleasantly does the time pass." Which is, after all, not a common drawback at summer resorts.

If ever the Ford people want a worth-while testimonial they should get it from Ex-Mayor Sprague, as his car travels along the highways and byways of this beach and never fails. Some of the stones he hits would turn a house over. But the old Ford just shivers and then bumps into it again. The "Rocky Road to Dublin" is a piece of asphalt pavement compared to some of the trails Mr. Sprague travels over.

There has never been such a large demand for bread at the bakery shop as this season, and the hands in the bakery have been unusually busy.

How many of the youngsters have waded across to Elk Island? Don't miss it! Get a competent leader and hike there. It is a visit never to be forgotten.

The entire issue of this season's "BEACH HERALD" will be sent to any address for 50 cents.

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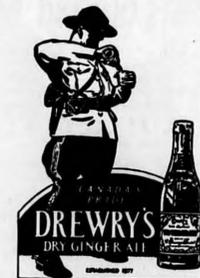
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### Beach People

Mr. and Mrs. W. S. Kieckley were dinner guests of Major and Mrs. McCallum, Sunset, Saturday evening.

Cyril C. Head, manager of the Hall Shipping Company, with Mrs. Head and children, have again taken Mrs. George A. Elliott's cottage, Sunset for the season.

Skipper W. S. Kieckley and First Mate Harry Parsons brought the "Emsjean" safe to the dock across the lake from the mouth of the Red River Saturday afternoon in the worst storm and heavy seas this crew had experienced. The dinghy, hanging by a rope to the rear of the cruiser, was torn away, and was lost on its way to the shore.

Mrs. C. N. Bawlf and her two daughters, Misses Monty and Jacqueline Bawlf, accompanied by Mrs. W. H. Montague, left Thursday for Victoria Beach, where they will spend some time.

Mrs. Marion MacDougall is holidaying at the Beach, a guest at Pinehurst Inn.

Mrs. Arthur W. Wilcox is a guest at Pinehurst Inn.

Mrs. Crossley Greenwood is visiting at the Beach for two or three weeks.

Mrs. W. C. Kinsman and children, Barrie and Jerry, with their guest, Miss Connie Millward, have returned to the City, after spending eight weeks at Mrs. J. Kinsman's cottage, 338 Seventh Avenue. Mrs. J. Kinsman is down for the balance of the season.

Mr. and Mrs. J. T. Mitchell and family are again holidaying at "Hideau Rest."

Mr. and Mrs. J. E. Thomas and Miss Margaret Thomas were recent week-end guests of Mrs. J. T. Mitchell. Miss Anne Mitchell spent the week-end at Victoria Beach.

Among members of the younger set who attended the last Saturday dance at our Beach Club-house were:—Gladys Little, Mildred Simmons, Dorothy Sprague, Elaine Powell, Jean and Betty Daley, Barbara Stacpoole, Phyllis Withrow, Mary Hemion, Elaine Paget, Harry Harvey, Jack Kilgour, Wilbur Little, Clark Murphy, Garry Powell, Quin Long, Felix Mann, John Hope, Sad Johnson.

Hugh Stacpoole and Jack Kilgour have been at the Beach during the last week.

Miss Barbara Stacpoole, daughter of Judge Stacpoole, is now visiting Elaine Powell on First Avenue.

Mr. Fred Griffin, Winnipeg, recently visited W. H. Parker, 303 Second Avenue.

Mr. and Mrs. Thomas Paynter are down spending a holiday with their daughter.

The Misses Paynter had as their guests recently Mrs. F. M. Turner and daughter, Betty, Miss Nellie Paynter, Mrs. W. Williamson and Mrs. B. Main.

Mr. and Mrs. Cyril Head motored out as far as they could go, from Winnipeg to Victoria Beach last week-end. They left Winnipeg at 3.30 o'clock in the morning, and got to Victoria Beach at 3.30 o'clock in the afternoon. Never again! is their decision.

Mr. and Mrs. Alex Meldrum, East Kildonan, who are occupying Mr. James Kilpatrick's cottage on Birch Avenue, have decided to take the premises for the entire season. May to the middle of September, so pleased are the members of the family with Victoria Beach surroundings.

The Cavemen's Tennis Club held their annual tournament during the week at the Rice Courts at the corner of Fourth and Alexander Lane. Members participating were: I. Drennan, J. Kerr, C. Drennan, K. Davidson, J. Rice, J. Sullivan and C. Newcombe.

Mr. and Mrs. J. C. Coater, who are leaving Winnipeg to reside in Holland (Europe), entertained 20 members of the staff of the Holland-Canada Company Saturday afternoon and evening at their beautiful residence on Sunset. It was in the nature of a farewell to the host and hostess and many regrets were expressed at the coming departure of Mr. and Mrs. Coater.

Mr. and Mrs. William D. Macfarlane, Wellington Crescent, were the week-end guests of Major James F. McCallum, K.C., and Mrs. McCallum, Sunset.

Miss N. Parsons, of Winnipeg, was the guest of Mrs. R. K. McClung, "Woodcrest," Fifth Avenue, during last week.

Miss Eleanor McClung had Miss Barbara Adams as her guest over the week-end.

Mrs. George Swan, of North Shields, Northumberland, England, is the guest of Mrs. T. E. Williams, "Cozy Corner." Mrs. Swan is in love with the Beach, and declares she has never seen stocks so beautiful as the Williams'—even in the Old Country.

Charles Williams and Allen Simm sailed from King Edward Beach to Pine Falls in their sail boat, returning the following day. They declare they had a wonderful trip.

Mr. FitzSimons severely sprained his foot a couple of weeks ago in the City, but was able, with the help of crutches, to get down to the cottage this week, and is now slowly getting better.

Mr. A. J. M. Poole, M.L.A., and daughter Jessie, of Kelwood, are visiting Mr. Poole's sister and brother-in-law, Mr. and Mrs. H. J. Russell, Third Avenue.

### SNAP

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Prof. W. G. Smith will be the preacher.

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# CANADIAN NATIONAL

Dr. Cornish, medical health officer at the Beach, is spending his honeymoon with Mrs. Cornish at the Beach, "a better place there never was," as the saying goes.

Mr. and Mrs. C. F. Bullmore, Mr. and Mrs. N. Bodbera and Mr. and Mrs. J. F. Harvey, spent the week-end at the Beach, the guests of Mr. and Mrs. W. E. Hopson.

Miss Shelagh Cooney is holidaying at the Beach, a guest at Pinehurst Inn.

Mrs. and Mrs. W. J. Spence are holidaying at the Beach, guests at Pinehurst Inn.

Mrs. W. J. Dowler and small son are holidaying at Pinehurst Inn.

Miss A. Lang and Miss Mary Lou Dell and Master John Dell are holidaying at Pinehurst Inn for the month of July.

Miss Edith Menzies has returned to Winnipeg from a visit to the Beach.

Miss Jean MacTavish has returned to the city, after a stay at the Beach, where she was at Pinehurst Inn.

Mr. Fred Lars will again spend his holidays at the Inn, coming later in July.

#### CLIENTS AT PINEHURST INN

A few of the guests at Pinehurst Inn, Sunday, July 13th, 1930:—Mrs. C. N. Dawif, Mrs. W. H. Montague, and Mrs. Hugh Crawford, Moose Jaw, Sask.; Mrs. John Crawford and Misses Kathleen and Betty Crawford, Master John, and Miss M. Wardell, of Moose Jaw, Sask.; Miss M. Macdougall, Mrs. A. W. Wilcox, Dr. and Mrs. W. A. Gardner, Master Billy, Mrs. J. M. Loney, Miss Margaret Loney, Jean MacTavish, Shelagh Cooney, Mr. and Mrs. W. E. Hodgson, and daughter; Mrs. W. J. Dowler, and son, Mr. and Mrs. W. J. Spence, Mr. and Mrs. T. P. White, Mrs. J. R. Sharpe and son, Mrs. Albert Wilcox and granddaughter, Barbara; Banker, Baltimore, M.D.; Res. Struthers, Bruce Scott, Gordon Ferguson, Miss A. Lang and Master John and Mary Lou Dell; Miss Winnie Rawlison, Medicine Hat, Alta.; Mr. Cecil Roy, Mr. D. Campbell, Audrey Coleman, Madeline Alexander, Mrs. A. E. Anderson, Hope McQueen, Medicine Hat, Alta.; Miss Ester Brick, Miss Hilda Ashby, Winnipeg; Mr. and Mrs. Thornton East, Ottawa, Ont.; Mr. George Radach, Montreal, Quebec.

## A CONTRAST

One client has rented a cottage for five seasons, paying an average of \$250.00 per season. He could have purchased the same class of cottage for \$1,500.00 on reasonable terms.

Another client built his own cottage; has used it half of each season himself, and the rent he has received has more than paid interest, taxes and depreciation on his investment.

The first client has had all the inconveniences of hunting for suitable accommodation, carrying down the extras which a rented cottage does not have, and has now a very nice collection of rental receipts.

The building restrictions and careful management are a guarantee that Victoria Beach will always remain a high-class family summer resort, and those tenants with young children would be well advised to purchase their own home. No one is going to pester you to purchase, but our Mr. Sprague will be only too glad to show you some of the bargains in lots and houses that are now available, without the slightest obligation on your part.

## THE VICTORIA BEACH COMPANY LIMITED

317 PORTAGE AVE.

OFFICE AT THE BEACH

FRANK E. SPRAGUE, *Manager.*