

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. II.

WINNIPEG, MAN., JUNE 8th, 1931

No. 1

The Ideal Children's Beach

CITIZENS of Winnipeg and residents of the province generally are now well advised of the fact, through personal visitation or through friends, that Victoria Beach is pre-eminently "the children's beach." On its sandy shores, amid its leafy bowers, along its restful avenues, there is found the ideal spot in this province where the children may find scope for their young activities, for their summer joys unconfined, amid the most healthful surroundings.

There is a series of beaches at Victoria Beach. There is no overcrowding. There are wide, long stretches of clear shallow water, plenty of fine clean sand situated close to every cottage. No resort was ever blessed with more natural advantages. It is high and dry, a part of the great mineral district that stretches across Canada. Yet it is an island, and to this fact may be credited its superior advantages. Winds from every quarter have carried and deposited the soils of fertile districts, as well as the fine sand of lake and river, at this alluring spot.

There is a great variety of trees on the island, while there is soil that can produce the best fruits and vegetables. Wild fruits abound, and the birch, the oak, the elm and the poplar are found in every locality, giving shelter and refreshment to all who seek shade and rest.

There is every variety of wild flower nestling in the woodland and in the open. Strawberry and fern are to be had in every quarter, and the delights of the woodland are here combined with lake shore and sandy beach to an extent unknown at any other beach in this vast western country. Victoria Beach

has been accepted by the public generally as the ideal place for a summer's holiday.

To its natural qualities there has been associated for many years the executive ability and the wide forethought of a management which had vision of what Victoria Beach was to be, long before there were any cottages on this island. A foundation was laid in a policy of development that had for its chief consideration the welfare of the children. Mr. Charles Kennedy, the pioneer of this resort, camped on this island for many seasons, and surveyed and laid out in his own mind what it should be. Mr. Kennedy possessed great qualities of heart, and he associated with him men of his own feelings; and

the result of the policy laid down these decades ago is being reaped in a bountiful harvest of happy hours and invigorating health.

The auto and its honking horn are banned from Victoria Beach. Its avenues and its shores are free only to the pedestrian. True, there are a few delivery cars operated by the stores and the

transfer men for quick service, but when their work is over for the short period of the day there is no traffic carried on to the detriment of the cottage owner or tenant.

Victoria Beach, in its 16th season, welcomes again the people of Winnipeg and other centres of Manitoba. You will find improvements to your liking since last you were down. The Company's office has a courteous and obliging staff in charge. The stores are stocked with the best that the city can offer, and here, also, you will find friendly and attentive service. The Community Club is also at your service, and it has not been idle since the



Patricia Beach, 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"

Crescent Ice Cream

is a Health Food

It Should Be a Part
of
Your Daily Menu

A. R. McNichol, Ltd.

4½ PER CENT.
Paid on Deposits made with us.

MAIN OFFICE 288 PORTAGE AVENUE
BRANCH OFFICE 285 MAIN STREET

close of the 1930 season, but has here and there secured something which adds to the unselfish service rendered in seasons past.

Victoria Beach is now open. It is yours for the asking, waiting cheerily to do your bidding.

Conversion Loan Advantages

The Conversion Loan of 1931 of the Dominion Government makes an appeal to Canadian thrift by providing an opportunity to holders of maturing bonds to continue the benefits they have enjoyed as holders of Canada's premier security. They may enjoy the war-time interest rate and other privileges of the bonds they are holding until expiration and at the same time may extend the period of their secure investment for a period of fifteen to twenty-five years on the basis of yields now prevailing—yields which are constantly, if slowly, growing smaller and are almost certain to continue to do so; at least this is the opinion of those who are closely in touch with financial conditions and who are in a position to forecast investment trends of the next few years.

Bracken Approves Loan Conversion

Winnipeg, Man., May 8, 1931.

D. I. McLEOD,
Chairman, Press Publicity Committee,
Metropolitan Building,
Toronto.

Having read the Prime Minister's announcement in regard to the new Conversion Loan of the Dominion Government, may I express the hope that the people of Manitoba will realize the desirability of taking advantage of the offer being made and the importance to Canada of making the Loan a national success.

JOHN BRACKEN,
Prime Minister of Manitoba.

SUBSCRIPTIONS TO "HERALD"

The "Victoria Beach Herald" will be forwarded to any address for 50 cents, the entire season's issue. Send addresses to Albion Press, 848 Main Street.

NEWS WANTED

Leave paragraphs of news for the "Victoria Beach Herald" at J. H. Falls' or C. N. Barager's stores, at Victoria Beach; or send to the Albion Press, 848 Main Street. Items of news, movements of people, visitors to the Beach are always acceptable.

ADVERTISE IN "HERALD"

When advertising your cottages for rent or for sale use the "Victoria Beach Herald." Several thousand copies of the first few issues are distributed throughout the city and province, as well as around the Beach. It is a good medium to meet Victoria Beach prospective renters and buyers.

J. H. FALLS

GROCERIES, CONFECTIONERY
AND GENERAL MERCHANDISE

12 years of service to Victoria Beach residents

QUALITY AND MODERATE PRICES

Latest fashions in Bathing Supplies

Circulating Library Souvenirs

LONG DISTANCE TELEPHONE

VICTORIA BEACH . . . MANITOBA

To enjoy Best Special Dishes, cooked by
Experienced Chefs.

PATRONISE

FRANK'S CAFE

DONALD STREET Opp. CAPITOL THEATRE
Open all night

SUNSET BOULEVARD

No. 207 7th Street. To close an estate we
wish to dispose of this attractive summer cottage
of 5 rooms.

The Royal Trust Company
680 Main St. Phone: 846 478

Mr. James Kilpatrick, the pioneer meat vendor of the Beach, came down the last week-end and arranged to have everything in shape for opening, Wednesday, June 10. His stock will be as fine and as appetizing as at any time in the past. Mr. Kilpatrick and family will occupy their

Mrs. H. L. Cunningham, owner of Pinhurst Inn, has been busy all the past two weeks getting things in shape at Pinhurst Inn, was joined a few days ago by Mrs. Ronald Haig (of Vancouver, B.C.), her daughter, who will again spend the summer with her. You will find Pinhurst Inn just to your liking, and the best of accommodation and home cooking will be featured.

Mrs. Frank E. Sprague is spending a holiday with her daughter, Mrs. Archie Doyle, in Toronto.

Mr. C. C. Head and family will occupy a cottage on Sunset, overlooking the park at the top of the hill.

The Canadian National Railways will lay out beds of flowers and shrubs; the company will do the labor, and the Victoria Beach Company will donate and plant the flowers and shrubs.



A Cottage at Victoria Beach

MRS. J. H. FALLS, LOST A COMPASS

Mrs. J. H. Falls, of the Victoria Beach pioneer store, has a brand new compass, so her friends report. One evening, shortly after Mr. and Mrs. Falls had opened their store for the summer months, Mrs. Falls set out for home after doing duties at the store. A spring blizzard suddenly blew up, and a thick fall of snow coming down, made it impossible for her to see her way to her residence, only 200 yards distant. She wandered around the locality for hours until search parties were organized and started out to locate her, to find she had wandered for miles without recognizing any familiar sign and entirely lost as to proper direction to take. Mrs. Falls will take no more chances on unreasonable blizzards, and so the compass has been bought and carried as a safeguard.

A CHANGE AT MOONLIGHT INN

"Moonlight Inn" is now under new management, Mr. Robinson finding his duties in the city will require his close attention all the year round, and with regret he had to sever his summer connection with Victoria Beach. He recommends to his former patrons the new management, Mr. and Mrs. R. N. Brown.



**DREWRY'S
DRY
GINGER
ALE**

You'll find DREWRY'S
back at "The Beach"
again—just as bubbly
and sparkling as ever.
Ask for DREWRY'S!



SOLD
EVERYWHERE

BUY IT
BY THE CASE

AN OPPORTUNITY TO HOLDERS OF EARLY MATURING
CANADIAN GOVERNMENT BONDS
TO EXTEND THE TERM OF THEIR INVESTMENT IN
THE PREMIER SECURITY IN CANADA



GOVERNMENT OF THE
DOMINION OF CANADA
1931 CONVERSION LOAN

The Minister of Finance of the Dominion of Canada offers to holders of the undersigned Dominion issues the privilege of exchanging their bonds into longer dated issues, in the following terms and under the following conditions:

This offer affords to holders of bonds eligible for conversion, the same interest payment and tax-free privilege, for the life of and as contained in the present bonds, and the opportunity of extending the term of the investment at 4 1/2% per annum.

WAR LOAN 5% BONDS MATURING 1st OCTOBER, 1931—Holders of these bonds have the privilege of exchanging into bonds maturing 1st November, 1936, bearing interest from 1st April, 1931. The first coupon will be for six months' tax-free interest at the rate of 5% per annum payable 1st October, 1931; the second coupon will be for seven months' interest at the rate of 4 1/2% per annum payable 1st May, 1932; thereafter to maturity interest will be payable half-yearly at 4 1/2% per annum.

RENEWAL LOAN 5 1/2% BONDS MATURING 1st NOVEMBER, 1932—Holders of these bonds have the privilege of exchanging into bonds maturing 1st November, 1937, bearing 4 1/2% interest payable half-yearly from 1st May, 1931. There will also be attached to these bonds three adjustment-coupons payable respectively on 1st November, 1931, and 1st May and November, 1932, for additional interest at the rate of 1% per annum.

Conversion applications in the terms of the foregoing are invited to a total of \$250,000,000. The Minister of Finance reserves, however, the right to increase or decrease this amount at his discretion.

Applications will be received and receipts issued by any branch in Canada of any Chartered Bank and by recognized Canadian Bond Dealers and Stock Brokers, from whom may be obtained application forms and copies of the official prospectus containing complete details of the loan. Applications will not be valid unless accompanied by these printed by the King's Printer.

The subscription lists to the foregoing will open on 11th May, 1931, and will close on or before 23rd May, 1931, at the discretion of the Minister of Finance.

DEPARTMENT OF FINANCE,
OTTAWA, 11th MAY, 1931.

VICTORY LOAN 5 1/2% BONDS MATURING 1st NOVEMBER, 1933—Holders of these bonds have the privilege of exchanging into bonds maturing 1st November, 1938, bearing 4 1/2% interest payable half-yearly from 1st May, 1931. The first five interest coupons, being those to and including 1st November, 1933, will be tax-free. There will also be attached to these bonds five adjustment-coupons payable respectively on 1st November, 1931, and 1st May and November, 1932 and 1933, for additional interest at the rate of 1% per annum.

VICTORY LOAN 5 1/2% BONDS MATURING 1st NOVEMBER, 1934—Holders of these bonds have the privilege of exchanging into bonds maturing 1st November, 1939, bearing 4 1/2% interest payable half-yearly from 1st May, 1931. There will also be attached to these bonds seven adjustment-coupons payable respectively on 1st November, 1931, and 1st May and November, 1932, 1933 and 1934, for additional interest at the rate of 1% per annum.

"CALL THE CRESCENT!"

The Crescent Creamery are again this season supplying Victoria Beach with milk and cream, and their famous high-class ice cream. In the many years in which the "Crescent" has been the sole source of supply for milk and cream at this beach no complaints have been heard at the Company's office or at the municipality office in regard to the quality, the service and quantity of Crescent products always on hand, and their delivery service to cottagers is, without question, filling the needs of summer visitors in a way to call forth the highest praise. This is no easy task when four or five thousand people have to be supplied some of the week-ends.

Here the children find the supply ample, and the appetite for milk and cream grows on the youngsters so that when they return to the city they demand equal service and quantity.

The Crescent wagons will soon be on the route. Call the driver, and he will give you the best of attention and courteous service.

DREWRY'S POPULAR BEVERAGES

The pride which the average citizen and beach resorter takes in the quality and popularity of "Drewry's Products," including the famous Dry Ginger Ale and the Ginger Beer, is a great tribute to the men who have made "Drewry's" a household word throughout the land. In no place is "Drewry's" products better appreciated than at Victoria Beach. Each year the demand has grown greater, and no cottage is complete without its case of Drewry's beverages; and many have two and three cases always on hand as a matter of choice and variety. The stores at Victoria Beach always carry a complete stock of "Drewry's," and the golf club-house has a large supply "on ice" at the stand.

CANADIAN NATIONAL SERVICE

Once again officials of the Canadian National Railways have shown their traditional courtesy and interest in Victoria Beach, doing all they possibly could to maintain the excellent service given last season intact, although there were orders out to economize and "cut down" in order to meet the present business and financial situation.

But the service to Victoria Beach has come through without reduction, with all its convenience and comfort of the past. In some instances it has been bettered. The meeting with the Community Club executive was all for the best, and the company displayed a broad and generous spirit in meeting the wishes of the delegation. The public will find again this season the Canadian National standing high in giving adequate service to Victoria Beach.

COMPANY'S STAFF BURY

The Victoria Beach Company's staff has never been so busy as this early in the season, answering inquiries, booking cottage-renters for the season, and attending to the demand for locations for proposed cottage builders. The season has started off with a rush, and indications are that once again Victoria Beach will find itself host to many thousands, even more so than in the past. At the Company's office in Winnipeg, 210 Kennedy Building, there is always a courteous and attentive staff ready to serve all who have a desire to spend the summer, or a part of it, at this most attractive spot.

PINEHURST INN

Mrs. Cunningham will again manage this popular Inn, where you will find health and happiness.

Accommodation is clean, airy and comfortable; every room well furnished. Home cooking.

Come to the beauty spot of Manitouba. 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
"The Simple Life amid Natural Beauty."

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 8 years of experience and careful study at this Beach we feel that we can cater to your needs properly.

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

FRESH FRUITS AND VEGETABLES DAILY

Large stock of all popular magazines.

Everything in the bathing line.

Laundry Agency Weekly

VICTORIA BEACH - - MANITOBA

ANDERSON TRANSFER

WOOD - - ICE

VICTORIA BEACH - - MANITOBA

THOM'S BAKERY
 VICTORIA BEACH - MANITOBA
BREAD - CAKES - PASTRY
 OUR GOODS ARE UNSURPASSED IN QUALITY

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
 Courteous staff in attendance
 Comfortably furnished for convenience of patrons,
 with mezzanine floor overlooking Lake.
 R. N. BROWN, Manager

A. LARSON
 CONTRACTOR AND BUILDER
 ESTIMATES CHEERFULLY SUPPLIED
 220 8th AVENUE - VICTORIA BEACH

Ateah's Baggage & Transfer
 SPLIT WOOD
 Prompt and Cheerful Service Given
 TRUCKS MEET ALL TRAINS

Beach Items

The golf course is in fine condition for playing. The greens are in fine shape. Mr. and Mrs. Steve Drews are again in charge of the club-house.

Work on the new pier will be carried on this summer. The new part will jut out from the old pier at a point half-way from the shore and the light-house.

Mrs. Cunningham reports many inquiries for accommodation at Pinehurst Inn this early in the season.

Sir Charles Tupper, Bart., and Lady Tupper will occupy a cottage on Second Avenue, coming down early for the summer.

Among those who will again have cottages at Victoria Beach for the summer, occupying them with their families, are the following well-known citizens: Mr. and Mrs. E. G. Powell, Mr. and Mrs. Kenneth A. Powell, Mayor Ralph Webb and Mrs. Webb, Mr. and Mrs. C. R. Garland, Mr. and Mrs. Donald McGregor, Mr. and Mrs. James F. McCallum, and Mrs. Blanche Poole (mother of Mrs. McCallum, of London, England); Mr. and Mrs. W. E. Perow, Mr. and Mrs. Osborne Scott, Ald. C. Rice-Jones and Mrs. Rice-Jones, Mr. and Mrs. Harvey Kavaner, Mr. and Mrs. Harry Little, Ald. Leroy Horrovan and Mrs. Horrovan, Mr. and Mrs. C. C. Head, Mr. and Mrs. John E. Yarnell, Mr. and Mrs. George McIvor, Mr. and Mrs. W. J. T. Kerr, Mr. and Mrs. Arthur J. Hemmeon, Mr. and Mrs. J. J. Conklin, Mr. and Mrs. Frank E. Sprague, Mr. and Mrs. W. S. Kieckley, Mr. and Mrs. Cummings, Dr. and Mrs. R. K. McClung, Mr. and Mrs. M. H. Blakeman, Mr. and Mrs. A. E. Quinton, Dr. and Mrs. J. Harold Best, Rev. and Mrs. J. S. Watson, Mr. and Mrs. J. S. Little, Mr. and Mrs. G. J. Reeve, Canon Gill and Mrs. Gill, Mr. and Mrs. D. R. Risch, Mr. and Mrs. J. K. Shook, Mr. and Mrs. Spence Lewis, Dr. Neil John MacLean and Mrs. MacLean, Mr. and Mrs. E. E. Henderson, Mr. and Mrs. T. Hargreaves, Dr. Howden, Mr. and Mrs. F. H. Semmens, Hon. Colin Inkster, Judge Stacpool and Mrs. Stacpool, Mr. and Mrs. W. Sheldon Dalton, Mr. and Mrs. Fred Gee, Senator Sharpe and Mrs. Sharpe, Mr. and Mrs. M. Whitley, Mr. and Mrs. R. G. Roberts, Mr. and Mrs. Shirley Brooks, Miss Hope Burnham, Miss McWhirter, Mr. and Mrs. Traversa Sweetman, Mr. and Mrs. H. C. Knox, Mr. and Mrs. Joseph Harris, Mrs. J. S. Rooke, Mr. and Mrs. C. H. Dall.

The Winnipeg Press Club will be guests of the Victoria Beach Company Saturday afternoon, June 20, coming down by Canadian National Railways. A dinner will be served at Pinehurst Inn.

The equipment for the new light on the pier arrived on the Bradbury over the last week-end. It will be a flash light.

The officers of the Victoria Beach Club for this year are: Past President, Dr. R. K. McClung; first vice-president, Mr. Alden H. Conklin; second vice-president, Mrs. Rosa Mitchell; secretary, Miss Muriel Pratt; treasurer, Mr. W. P. Withrow; auditors, Mr. Dan Sprague and Mr. Cecil Pratt.

JASPER

In the Canadian Rockies

LOW FARES

FROM WINNIPEG

\$54.⁵⁰ RETURN

No mountain resort approaches Jasper for sheer grandeur; none can challenge its scope for adventure. A championship golf course, mountain climbing, trail ride, motoring, warmed outdoor swimming pool.

JASPER PARK LODGE

Your Home So Luxe. Open June 1st to September 30th.

Extend Your Trip to PACIFIC COAST and ALASKA

On from Jasper's sport and adventure through scenic grandeur to the Pacific Coast, then North to Alaska, where flashing twilights leave lasting memories.

TRIANGLE TOUR



For full details, enquire City Ticket Office, N.W. corner Main and Portage. Telephone 847 442, or write W. J. QUINLAN, D.P.A., Winnipeg

CANADIAN NATIONAL

VICTORIA BEACH

Arrange to spend at least a portion of the summer at this beautiful resort.



Splendid Bathing Beaches—Lovely Walks—Golf
—Tennis—Dancing.

Good stores, where prices are reasonable.
Ice and Crescent Creamery products delivered daily.

Essentially a "Children's Beach."

A Medical Doctor always in attendance.

FURNISHED COTTAGES

For Rent in all parts of the Townsite
from \$15.00 per week, up

Make your reservations early, while there is
a good list from which to make a selection.



For full particulars, apply to

The Victoria Beach Co., Ltd.

317 Portage Ave.

Or at the Beach office.

'Phone: 21 029

FRANK E. SPRAGUE, Manager.

City office open evenings, except Wednesdays and Saturdays.