

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

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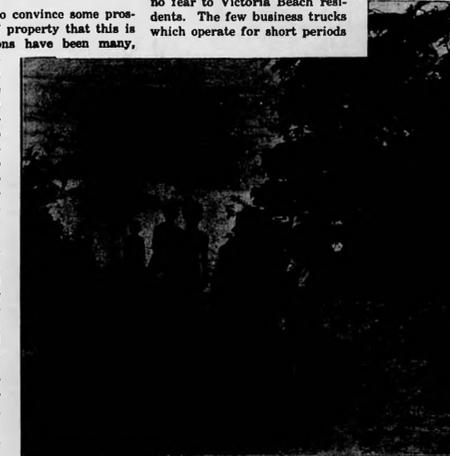
Autos Cannot Enter Victoria Beach

VICTORIA BEACH has one great advantage, one distinction over all other beaches in the Winnipeg district; its avenues are unknown to the automobile. Nearly every cottage-owner back in the city possesses an auto, but they all recognize the value of keeping Victoria Beach, wide in expanse as it is, free of the privately owned car, so that its roads, its trails and its tree-shaded avenues may be safe for the pedestrian, in particular, for the women and the children. So the family car stays in its city garage.

It has been no easy task to convince some prospective tenants or owners of property that this is the better policy. Temptations have been many, but there is now a united expression of feeling, a firm conviction, that once the authorities of Victoria Beach have decided that no encouragement would be given to the dust-raising, gasoline-propelled vehicle, it is best to stay with the decision and to lend what influence may be at hand to back up a beneficial policy.

Many miles of avenues are the heritage of Victoria Beach. These are beautiful beyond description. Nothing has been done to mar their natural, century-old charm. As one Church of England clergyman remarked after a visit to Victoria Beach, "These avenues remind me of the flower-bordered lanes of England"; and nothing he had seen in Western Canada, he said, could equal their refreshing and alluring invitation.

These beautiful walks are worth preserving; the Victoria Beach Company, the municipality and the Community Club came to this verdict years ago, and in holding to their opinion, which they believe was in the interests of the majority who make Victoria Beach each year their summer home, they have steered a straight course and have seen in the flow of years the wisdom of their choice. Groups of children move from their cottage homes to the beaches safe from harm. The multitude of accidents caused by autos on public highways in recent years create no fear to Victoria Beach residents. The few business trucks which operate for short periods



ARE YOU COMING, MOTHER?

of the day are well controlled, and the joy-rider and the road-demon are unknown species at this resort. "They shall not pass!"

One should not overlook the golf course when outlining some of the delightful spots at Victoria Beach. This playground is bordered by the birch and elm, the fir and the jack pine, lending to the surroundings a scene only poets can fittingly sing about and portray in living words. The greens are in fine condition, and the fairways, although the season has been rain-lacking, are in good condition, and are receiving the earnest attention of the superintendent of the course. The walks from the cottage to the links are among the chief joys of a day's play; and here, as in every other part of the beach, there are no autos to interrupt a ramble through leafy bowers.

So one could go on singing and writing about the

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delightful features of Victoria Beach. Poets are born here; singers are encouraged to go on; life is made more receptive, and joys are multiplied. The dream of the year is realized, while friendships are broadened and deepened, just because there is such a summer beach in Manitoba like this one on the eastern shore of Lake Winnipeg.

PINE OPPORTUNITY FOR CHILDREN

A "children's mission" is to be started next week at this beach, by representatives of the children's Special Service Mission, the party of instructors having arrived a few days ago from Australia and England to take charge of the work this summer. The idea is not to be in opposition to any of the organizations at the Beach—the Community Church and the Community Club—but rather to co-operate with them and the parents of children in arranging wholesome activities for the children, who gather in such large numbers at this beach each summer.

It is inter-denominational, and has been in existence for the past 50 years, working in every country. The present head of the mission is Bishop Smith, of London, England.

Mr. C. Stacey Woods has arrived in Winnipeg from Sydney, Australia, and Mr. H. Scott, of Cambridge University, has joined him to start the work. Mrs. A. Keith, Canora Street, Winnipeg, a former school teacher, has been appointed "House Mother." All the instructors are university students or school teachers.

The form of programme is as follows: Children gather at the beach shore in the mornings. A sing-song is held, games are arranged, and a religious service is interspersed. In the afternoons, hikes are made and races and competitions carried out; and in the evening there will be camp-fires.

The programme is changed each week, and the first programme starts Thursday morning, July 2. Parents are asked to co-operate with the instructors. No programme is arranged for Sundays, the Mission co-operating with the Church, and any help they can give to the community club will be gladly given as they wish to work in harmony with all the club's activities. Prizes will also be given to the children. Mr. Stacey asks all to look out for the "Red Banner." Bright talks will be given on the beaches with object lessons, pictures, and, three afternoons in each week, there will be novelty events. This is the first introduction of this mission in western Canada, although it is known in Eastern Canada and on the Pacific coast.

Givings, to support the mission on the part of the community, are purely voluntary.

REDUCTIONS AT THE BAKERY

Mr. Charles Thom announces a reduction in bread prices of two cents, his famous and appetizing loaves now selling at the bakery at seven cents. Pies are also down in price five cents from last season being now at the 25 cent figure. Bread rolls are 13 cents for the half dozen. Mr. and Mrs. Thom are enabled to do this owing to a reduction in the raw material. More power to you, Charlie!

Rev. Canon Gill, of St. John's Cathedral, will take the first church service in the club-house this season, Sunday morning, June 28th, at 11 o'clock.

A "PRO." FOR THE GOLF COURSE

A "pro." for the golf course has been engaged by the manager of the Victoria Beach Company, Mr. Frank E. Sprague. The gentleman is Mr. A. E. Potts, who was with the Winter Club for the past few months, and was associated with Archie Compton, the Manchester pro. for a number of seasons. Mr. Potts began his duties Monday of this week, and will instruct those who patronize the course and who desire to improve their game. He will arrange and manage all the golf competitions to be held this season at Victoria Beach.

Mr. Albert Larson, the pioneer contractor, reports a busy season in general repair work and extensions this year. There are a few cottages also going up. Mr. Larson looks forward to plenty of work being done at Victoria Beach during the summer, and orders left for him at the Company's office will be promptly attended to.

The Crescent milk and cream wagons are making the rounds, and the drivers in charge are giving their usual prompt, courteous and adequate service. Their butter and ice cream are available in any of the stores at the Beach. Dreyfus' products are again meeting the heavy demand, even this early in the season, and their popular ginger ale is receiving special attention on the part of residents.

Mr. E. A. Blow, Woodlands, Man., for many years in the Canadian National Railways Publication Service, was a week-end visitor.

Mr. Arthur E. Parker, assistant to the president of the Winnipeg Electric Company, with Mrs. Parker and children, have taken a cottage for the season at this beach.

Miss Simpson, teacher of the Victoria Beach School, has purchased the well-treed triangle lot at the corner of First Avenue and Arthur Road, and will build a cottage on the site. At present Miss Simpson has leased the cottage on the road to the Inn beyond the Club-house for the summer.

Mr. Fred de C. Davies, Dominion Government engineer, with Mrs. Davies has been in their cottage on Sunset since the season opened.

Mr. George Melvor, chief selling agent of the Wheat pool, has taken Mr. P. E. Archer's cottage on Sunset again this season, and Mrs. Melvor and the children will be down this week.

Jack Gilman, two years ago premier of the Boys' Parliament, was down the last week-end.

Harold C. Knox, of the Daniel McIntyre Technical High School, who purchased Mr. Araud Smith's cottage on Sunset, last year, is down with Mrs. Knox and family.

Mr. Travers Sweetman, K. C., has taken a cottage for the season, and is down with Mrs. Sweetman.

Mr. A. M. Adams, Canadian National Railways engineer, with Mrs. Adams and family, are down for the season.

Mr. Sheldon Dalton, of the Canadian National Railways, is down with Mrs. Dalton and family at their cottage.

Dr. and Mrs. Deet are down for the season. Mr. George A. Woodside, wife of the pastor of the St. Stephen's Broadway, congregation, is down for the season with her family, while Dr. Woodside is in Europe.

Mr. John E. Yarnoll, branch manager of the Sun Life, has taken a cottage on Sunset, and is down with Mrs. Yarnoll and children. They were visitors last summer.

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 Manitoba. Enjoy your vacation where you may golf, swim, or fish.

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 Close to Station, Victoria Beach
 Beautiful two-story building. Centre for
Refreshments, Light Lunches
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 Courteous staff in attendance
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Beach Items

CLUB OFFICERS

Officers of the Victoria Beach Club, elected at the annual meeting held in the Marlborough Hotel, on Monday, May 26, were the following: Past president, Dr. H. K. McClung; president, Canon Gill, of St. John's Cathedral; first vice-president, Mr. Aidan Conklin; second vice-president, Mrs. Ross Mitchell; secretary, Miss Muriel Pratt, re-elected; treasurer, Mr. E. P. Withrow, re-elected; auditors, Mr. Dan Sprague and Mr. Cecil Pratt.

Executive committee, elected for two years: Mr. Dan Sprague, Mr. Angus More, Mrs. Arthur Hemmison, Miss Hope Burnham, Miss McWhirter, Mr. Shirley Brookes, Mr. "Bob" Kerr.

Elected for one year: Mr. J. J. Conklin, Mr. Wm. Gray, Mr. C. H. Ball, Mrs. J. W. Hooke, Dr. F. Sedziak, Mr. C. Rice-Jones, Mr. J. A. Walker.

SHERIFF INKSTER FEELS GOOD

Louis Howe, a Beach cottage resident last season, is sheriff for the Eastern Judicial district of Manitoba, but at this season of the year he abdicates for an hour as a tall, gaunt figure marches along the corridors of the Law Courts' building in Winnipeg, or stops to thrust his head into the doors as he passes, to acknowledge cries of "Hello, Sheriff."

It is Colin Inkster, come to exchange summer greetings and heartily grasp the hands of those who served with him during his tenure of office as sheriff, which lasted more than half a century.

He marches. As he enters the familiar building and makes for his old headquarters, his 87 years seem to slip from his shoulders as would a well-worn cloak.

"Never felt better in my life," was his usual reply to his old friends who greeted him this summer.

Sheriff Inkster has a cottage at this Beach.

Rev. W. E. Matthews, formerly pastor of Broadway Baptist Church, Winnipeg, and a Beach resident for a number of seasons, who was obliged to resign from Temple Baptist Church, Windsor, Ont., owing to having been the victim of two accidents and the consequent ill-health which developed, has been appointed a secretary to Cyrus Eaton, multi-millionaire public utilities magnate of Cleveland. Mr. Matthews and Mr. Eaton were classmates at MacMaster University some years ago. The latter is listed as the sixth richest man in the United States. Mr. Matthews was formerly president of the Baptist Union of Western Canada and president of the Winnipeg General Ministerial Association. He had charge of many church services in the church tent, and later in the club-house.

The Canadian National train service to Victoria Beach so far this season is the best residents have ever enjoyed. Trains are arriving promptly from the city, and are heavily patronised. The station grounds are being made more presentable, and next season the plots will be filled with flowers and shrubs.

A beautiful Shetland colt was born to the stable of C. C. Head a few days ago, and is playful and bright—another pet for the children.

NOW ON A VACATION

Mr. and Mrs. W. McCullough, 1359 William Avenue, won the Arctic Ice Co.'s competition conducted last spring, and were awarded two weeks' vacation in a Victoria Beach cottage, and came down June 20. Their children (Eitel, age 11, Billie, age 9 and Margaret, age 3) are with the family. The "Arctic" will pay their expenses.

The company decided that the best reward they could give, out of all the suggestions made, was a vacation at Victoria Beach, a "Made-in-Manitoba" resort. The holiday at Victoria Beach was selected because it was one that would undoubtedly be most beneficial to the family winning; one in which all could share the enjoyment. It is a source of gratification to the "Arctic" management that the prize of two weeks' holiday, with expenses paid, has been won by a family in which the youngsters are just at the right age to thoroughly enter into the spirit of their real holiday at Victoria Beach. "We surely hope they will have a whale of a good time," said W. G. Mulock, the general manager of the company.

The request to the municipality, urged by the executive of the Victoria Beach Club, that dogs be refused permission to the beaches, has been acted upon by the Council, and the official patroller of the beaches has been instructed to act on the suggestion. It was stated that some families gave their dogs a bath in the water where children go in to bathe. This practice will be stopped.

The photographic detachment, No. 2, Royal Canadian Air Force, from Ottawa, made the flight from Sudbury to Lac du Bonnet recently. The detachment, in charge of Flying Officer Marlowe Kennedy, son of Mrs. C. W. N. Kennedy, one of the pioneer residents, is en route to Lac du Bonnet by way of Oba Lake, Ont. The party will conduct photographic and exploratory work in the north-west country.

One misses Charles O'Connell and his skiff in these waters. He promises to be down for two weeks with a rejuvenated boat beginning July 1. Fred O'Connell has been gracing the family cottage at Bay View week-ends since the season opened.

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 G. B. Drager'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.

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12 years of service to Victoria Beach residents

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Latest fashions in Bathing Supplies

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

SOLD EVERYWHERE



Beach People

Mr. Nudie, who was in charge of the club-house on week nights last August, will be unable to act this year, and the club is looking for another man to watch the door.

Jack Withrow's orchestra has been again engaged for the club-house Saturday night entertainments. The opening night at the club-house is Saturday, June 27. Everyone attend! Snappy music and a fine floor.

Mr. and Mrs. Lester have again been engaged to look after the cleaning of the club-house this season.

The first church service of the season will be held in the club-house, Sunday, June 28.

The annual masquerade will be held in the club-house Saturday night, July 25. Start planning your costumes.

Mr. and Mrs. W. H. Pratt opened their cottage, San Fairy Inn, June 13. Mr. Pratt returned to the city Sunday night, but Mrs. Pratt remained over the week.

Dr. and Mrs. Ross Mitchell, Jim and Miss Jean, were at their cottage June 14. Mrs. Mitchell remained down with the family, the doctor returning to the city Sunday night. Miss Jean Mitchell entertained a number of her sorority girls, class members, Friday, June 15.

Mr. and Mrs. Angus More have been down each week-end since the opening of the season, at their cottage, Fourth Avenue.

Mr. and Mrs. Harry Little, Sunset, who have spent three months in Europe, returned to Winnipeg late in May.

Mrs. W. G. Campbell, First Avenue and Patricia, had an extended visit in Eastern Canada this spring. While in Montreal, she was the guest of her parents, Mr. and Mrs. Denison, and during her visit in Toronto, she was the guest of Dr. and Mrs. M. B. McElheran.

Mrs. Ronald Haig, of Vancouver, B.C., has arrived to spend the summer months with her mother, Mrs. H. Cunningham.

Mr. and Mrs. C. R. Garland were early visitors this season, to spend a two-weeks' holiday.

Mr. and Mrs. Alex Stenhouse, with Miss Aileen Garland, spent the holiday week-end at their cottage, May 24.

Mr. and Mrs. James Smith, Brock Street, spent the 24th holiday week-end at their cottage.

Miss Tannis Carson was the guest of Mr. and Mrs. James Smith over the 24th holiday.

Mrs. J. W. Rooke opened her cottage early this season, and had as her week-end guests on May 24th, Miss Muriel McBean and Miss J. McLeod.

Miss Gertrude Newton, soprano soloist of Knox church, who, during the last year has been studying in London, has returned to Winnipeg. Miss Newton frequently broadcast for the B.B.C. in London, in Stockholm, Oslo and Copenhagen. She has resumed her work in Knox choir. Miss Newton will be down this summer at the family cottage at this beach.

Dr. and Mrs. Neil John Maclean announced recently the marriage of their daughter, Alberta May, a well-known beach resident, to Mr. Loyal Harvey, son of Mr. and Mrs. C. E. Harvey, 138 Yale Avenue.

Dr. Neil J. Maclean was elected president of the Winnipeg branch of the Royal Astronomical Society of Canada, at the recent annual general meeting.

Dr. Gordon Campbell has returned from Minneapolis, having graduated from the dental school. At present he is the guest of his parents, Dr. and Mrs. W. G. Campbell, well-known pioneer cottage owners at Victoria Beach.

Canon E. A. W. Gill, president of the Victoria Beach Club, a member of St. John's College staff and canon of St. John's Cathedral, at the recent commemoration exercises of St. John's College, had the honorary degree of Doctor of Divinity awarded to him.

Mr. and Mrs. C. H. Ball and Miss Hall have been coming down week-ends since the opening of the season, their cottage on Sixth being one of the first erected at this beach.

Herbert C. Whellans, of North Kildonan, a pioneer resident of Bay View Section of Victoria Beach, again received an acclamation for the re-reelection of that municipality at the last election. This is his seventh year of office. He has been in public life for 25 years, having served as trustee and chairman of the school board of old East Kildonan and also on the council. While on the council he was chairman of the finance committee and also of the work committee. Mr. Whellans is married and has four children and for 32 years he has been a market gardener supplying the Winnipeg market.

Frank J. McKinsey, a well-known resident of the Beach, chairman of the Sports Day committee, concluded a world tour recently. He returned convinced that Canada is "the only country in the world." Mr. McKinsey visited Japan, China, Straits Settlement, India, Persia, Egypt, Austria, Germany, Switzerland, France and the British Isles, and was accompanied on his tour by Mrs. McKinsey. Mr. McKinsey travels on an average eight months in every year, and has done so for the past 23 years. He is at present on a business trip to New York.

Mr. and Mrs. H. J. Russell recently made a visit to Neepawa, where they celebrated the fiftieth wedding anniversary of Mrs. Russell's parents, Mr. and Mrs. T. Poole.

Mrs. A. F. Stenhouse and Miss Evelyn McEwen, of Edinburgh, Scotland, are the guests of Mr. and Mrs. Alex. Stenhouse at their summer home at Victoria Beach.

Mr. and Mrs. W. J. T. Kerr, with their family, Miss Jessie, Messrs. "Bob" and Jim, opened up their cottage early in the season, and have been down each week-end. One is not surprised Mr. Kerr remains at his cottage during the entire week-end, the surroundings being just the kind to make one "stay at home." Chipmunks are so tame at his cottage that they enter Mr. Kerr's pockets to find a storehouse of nuts he always brings down from the city to tempt the little pets.

Mr. Terence D. Rooke, well-known to the younger set of Victoria Beach as "Terry," has been enjoying a motor tour in the States, having gone as far as Denver, Colo. Terry was accompanied by his mother, Mrs. S. Denison Rooke, and he expects to be back at the Beach by the end of the week.

Mr. Charles Creelman, well known at this beach, son of Mr. and Mrs. Robert Creelman, former cottage tenants, left Vancouver, B.C., with his friend, Gordon McLaughlin, by ocean to Montreal, via the Panama Canal. They expect to visit in Winnipeg next month.

Mrs. G. Mason-Apps has returned from England, where she spent the winter with her husband. Capt. Mason-Apps, formerly stationed at Victoria Beach, will take part in the Trans-Canada air pageant before returning to Winnipeg.

Mrs. Mason-Apps was formerly Miss Norma Kennedy, daughter of Mrs. C. W. N. Kennedy.

Percy Costello, who has given excellent and courteous service for a number of seasons at the Canadian National Railways station, is again the company's agent this year, and came down with Mrs. Costello, May 24. He is now in residence.

Mr. Victor Scott, proprietor of "The Orchid Shop," and tenor soloist in Augustine Church choir, has purchased Mr. Downie's cottage on Arthur Road and Fourth, and will move his family down this week from the city. Mr. Scott fits in splendidly with the Beach's activities, being a good organizer of children and a hike leader of quality.

Mr. Turner, of the staff of the Workmen's Compensation Board, was a week-end guest of Mr. and Mrs. T. E. Williams, King Edward.

Mr. T. E. Williams will have as fine a garden as ever at his cottage, King Edward and Fifth.

Mr. Smith, general agent of the Canadian National Express, states his perennials did wonderfully well the past winter, and are now looking healthy and full of promise in his cottage garden, King Edward and Sixth.

Mr. and Mrs. C. C. Head and family have been enjoying the week-ends since the opening of the season at their cottage, Sunset.

Dr. Glen A. Hamilton, well known as a psychic, will be down this week-end. Mrs. Hamilton has been in the family cottage, Bay View, the past few days.

Mr. and Mrs. Osborne Scott had as their week-end guest, Mr. Somerville Doupe.

Mr. Art McFadyen has taken a cottage at Bay View for the season.

Charles Y. Card, department manager of the T. Eaton Company, has opened up his cottage for the season.

Mrs. Frost has erected a cottage this year at the corner of Patricia and Sixth, moving over from Bay View. Her son, Syd Frost, and her daughter, Mrs. Wheeler, have joined her in the new home.

Mr. and Mrs. George H. Bradshaw, the former one of the Canadian National Railways engineers, have enlarged their cottage by the addition of an 18 by 32 foot verandah.

Among those noticed in Bay View over the last week-end were: Mr. and Mrs. Fred Heath, Miss V. McKelvie, Miss Gerlie Brown, Miss Irene Southall, Mr. Fred O'Connell, and Miss Evans.

Mr. and Mrs. Robinson have opened their cottage at Bay View.

P. E. Archer was down looking over his cottage on Sunset last week.

BECOME A CLUB MEMBER

Every resident should be a member of the Victoria Beach Club. Not only does the Club promote entertainment, but it watches over the interest of the community conferring to secure better facilities from the railway, the Company and

the Municipal Council. Cut this application out and hand it in to the Company's office, or give it the secretary, or to any member of the Club executive, or take it to the club-house Saturday evening.

MEMBERSHIP FEES

TEXANTS—(Including Family)—For Season, \$5.00; One Month, \$2.00; Two Weeks, \$1.00.

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Charter Membership and Five Years' Fees \$25.00

Charter Membership, for Life \$50.00

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Members are allowed the privilege of introducing their guests, and a charge of Twenty-five Cents (25c.) is made for each guest attending the Club-house on Dance Nights.

THE VICTORIA BEACH CLUB

APPLICATION FOR MEMBERSHIP

I hereby make application for membership to the Victoria Beach Club for the period of

State whether Two Weeks, One Month, Season, One Year, Five Years, or Life-Membership.

commencing _____, and attach the sum of \$ _____, the fee required.

Proposed by _____ Name _____

Secoded by _____ City Address _____

Beach Address _____

NOTE.—This form should be sent to the Hon. Secretary, Miss M. PRATT, 356 Waterloo Street, Winnipeg, or left at the office of THE VICTORIA BEACH CO. LTD., at Victoria Beach.

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.



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The Victoria Beach Co., Ltd.

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Or at the Beach office.

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City office open evenings, except Wednesdays and Saturdays.