

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. II.

WINNIPEG, MAN., JULY 11th, 1931

No. 4.

Victoria Beach Golf Course

THE Victoria Beach Company has always been a strong believer in the Great Outdoors. The Company has encouraged in every possible way and in many directions the cottagers and their families to take advantage of the heritage close to their doors. While there may be many delightful hours spent within cottage walls, it is on the beaches, in the water, through the woods and on the golf course that health is built up and the body strengthened for the rigors of city life that follows the return home from a summer spent at this beach.

Among the blessings which the Company has conferred on the residents of Victoria Beach is the golf course. Many will remember, almost 12 years ago, the first manifestation of the community spirit at this beach, a spirit which has been fostered and broadened as the years have rolled along, and which is so signally displayed in the present Community Club organization, with its headquarters at the club-house.

Early in the season of 1919, a score of the elders of this beach, with their sons, wended their way to the site of the present golf course, armed with axes and siney arms and made slaughter on the small trees that lined the former Paulson garden and the playground of the public school. One will never forget the leadership given that band by Dr. C. Ogilvie Wood, Mr. J. S. Little, and Dr. Neil John MacLennan. The attack was a grand success, and when the order for "cease chopping" was given out that beautiful Saturday evening in early July, many hundreds of young striplings had been laid low. A great area had been cleared, reaching far into the primeval wood. There the effort ended as far as the cottagers carried on. The expense of laying out a course appeared to be too heavy a burden; there were only a few dozen residents in those days.

When Mr. Frank E. Sprague shouldered the management of the beach affairs, he decided that such a spirit towards the formation of a golf course should not be lost. Backed up by the directors, he carried forward the enterprise and a nine-hole golf course was the result.

From year to year the course has been improved. Thousands of dollars have been laid out in its development, and many a season the greens in the early weeks are equal to the city courses, and superior to some. Grass seed from England has been imported and the difficulties of a sandy soil has been gradually overcome. The fees for the children and the younger folk for five days of the week have been made accessible to all. The week-end fees have been fixed so that the older residents and the visitors have been able to enjoy the game without the course being cluttered up with too many beginners or by the youngsters. Of this week-end fee there has been considerable discussion, but the view of the directors in this regard has not changed. Father and his friends have been given the utmost consideration.

This year the season opened on the links with the greens in fine condition, in better shape than golfers in the city found their favorite exercising spots.

The company decided to add this year the services of a professional, well versed in the sport in this country and in the old land. Mr. A. E. Potts has already proved himself capable, patient and courteous. His presence has added to the betterment of the play. Tournaments will shortly be arranged by Mr. Potts which will add to the zest of the sport, and while there have been many requests that outsiders be allowed to come to Victoria Beach and play representatives of this summer resort, the Company's chief desire is to keep the course for the residents and their families and friends.

The club-house is well equipped with lockers and spare, well-filled club bags; soft drinks are there for the thirsty, and the company, through their manager, appears to have left little out of the scheme of things to meet the wishes of those who love the "king of outdoor sports" at Victoria Beach.

It must not be forgotten in reviewing the benefits of the Victoria Beach Golf Course that many a lad and many a girl learned the game here, and learned it well. The play of the boys has been the marvel of onlookers. Some of the best exponents of the

game in Greater Winnipeg had their first experience in the years they lived the summer on the golf course here. This feature it is the intention of the management to continue to encourage and improve, and no cottage resident should neglect the opportunity offered his family.

AUTO AND MOTOR BOAT RIDES

G. J. Olafson is prepared to take visitors or cottage residents on a taxi ride to Elk Island and along the shores of Traverse Bay. Motor rides from Victoria Beach pier to Elk Island, Pine Falls, Grand Beach and other points arranged. Leave orders at Victoria Beach stores or with John Anderson's transfer office.

G. J. Olafson - Victoria Beach

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
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Sunday's Speaker



MR. C. STACKY WOODS.

of Sydney, N.S.W., who will conduct the service in the club-house Sunday morning at 11 o'clock, and who has a special message for the residents of Victoria Beach to hear.

CHILDREN CHAVE TO SWIM

I don't wonder that sculptors who are planning fountains always have little children or young, slender boy or girl figures as part of the design. Children and water seem to belong together. Children have a real craving to be close to the earth and in the water. I feel sorry for the child whose parents have taken a place in the country where there is no water—whether it be a brook, a pond, or the sea.

For children who know how to swim the water has an irresistible fascination. Left to their own devices boys and girls will practically live in it. The fact that they are cool and act so wild and exhilarated while swimming makes many parents less vigilant about this than they are about other forms of exertion.

Swimming is strenuous exercise, is tiring and certainly does keep children thin, especially in fresh water. We need to exercise some discretion in the matter, and particularly at the beginning of the season when their swimming muscles are soft—before they have worked up any endurance we should insist that their swims be short and only once a day, at first.

Spending my summers among a group of swimming mad and water crazy children of all ages I know these things I suggest are not easy, but—as an old southern friend of mine said—

"You can't expect to get to heaven
On beds of flowery ease!"
Certainly not a parents' heaven!

—Gladys Bevans, in Chicago Tribune.

Sunday's Soloist



MR. VICTOR SCOTT

who will be the offertory soloist at the church service in the club-house at 11 o'clock, July 12. Mr. Scott is soloist in Augustine Church and leader of the choir there, and is well known to all radio audiences. Mrs. Scott, who is a noted pianist and a very efficient and sympathetic accompanist, will assist at the service.

AT THE CLUB-HOUSE

Mr. A. E. Potts has been engaged to assist at the club-house week nights, Mondays, Wednesdays and Fridays, and at the weekly dance Saturday night. He will take charge of the entrance door, and assist the committee and the young people in providing entertainment.

The club executive has also arranged to secure a new record playing instrument, which it is believed will be more powerful and will be heard to advantage by those on the floor. This is for the week nights, outside of Saturday. On the latter night the club's orchestra will provide the music for dancing. On week nights club members will be free, and a small charge will be asked from visitors.

The club hopes for a large attendance this Saturday, as the expenses of the club are heavy and must be met. The executive is doing all it possibly can to make the evenings at the club-house enjoyable.

ENEMIES OF BIRDS

At the Sixteenth American Game conference held in New York recently, the following resolution was passed: Whereas the common house cat, when permitted to run at large, constitutes one of the worst enemies of small game and birds; Therefore be it resolved that the American Game conference recommend that all states enact legislation to restrict the numbers of vagrant cats.

The American Game conference is held annually under the auspices of the American Game Protective Association, the most representative and influential organization of its kind in the Americas.

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.

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

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

JAMES KILPATRICK
 BUTCHER
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 QUALITY MEATS - UNRIVALLED SERVICE

THE MOONLIGHT INN
 Close to Station, Victoria Beach
Carries a Complete Stock of Fresh Groceries
 Our business is growing because we please customers.
 SOFT DRINKS - ICE CREAM
 CONFECTIONERY - LIGHT LUNCHES
WE DELIVER
 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
 FRESH FISH - VEGETABLES

VICTORIA BEACH HERALD
 Published at Victoria Beach every Saturday throughout the summer season, June 1st 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. Communications to be sent to the EDITOR, 211 Main Street, Winnipeg, or left in boxes in Victoria Beach stores.
 Advertisements to be sent to the BUSINESS MANAGER, ALBION PRESS, 211 Main Street, Winnipeg, or left in boxes in Victoria Beach stores.

WRITES TEXT BOOK AT VICTORIA BEACH
 An interesting incident in connection with Victoria Beach activities is associated with Mr. H. J. Russell, Notl. Awasaga Cottage, 321 Third Avenue. Last spring he was asked by the well-known publishers, Sir Isaac Pitman & Sons, Limited, to write a business text book for them for use in the senior courses of Canadian High Schools.
 The time limit set by the publishers made it necessary for the work to be done during the summer. Mr. Russell therefore brought two stenographers to the beach, and a temporary office was set up in his cottage. Office hours were from 9 to 12, the remainder of each day being spent in usual vacation style.
 The manuscript was completed in time, and this summer the publishers will issue the book under the title of "The Canadian Secretary." The book has already been adopted for use by several important schools. One of its special features is the inclusion of messages to students supplied by Sir Henry Thornton, president, Canadian National Railway; Mr. E. W. Beatty, president, Canadian Pacific Railway; the presidents of Canadian Universities and the Prime Ministers of most of the provinces.
 Mr. Russell states that he found the surroundings at Victoria Beach highly conducive to writing, and he hopes some day to repeat the experiment. To mark his experience in writing "The Canadian Secretary," he has included in the book several letters from the offices of the Victoria Beach Company.
 Mr. Russell is Commercial Master at St. John's High School, Winnipeg, and is General Secretary of the Manitoba Educational Association.

CHURCH SERVICES
 Rev. Harry Atkinson conducted the service in the clubhouse Sunday morning, July 5, and was listened to with the closest attention by a gathering of 200 worshippers. The collection amounted to \$16.89. His subject was the success of the work he has had with delinquent boys, and the results as he told them were amazing. Mrs. W. W. Musgrove was heard in the offertory solo, which she rendered with feeling and power. Both Mr. Atkinson and Mrs. Musgrove have taken part in these beach services for ten successive summers.
 The service this coming Sunday will be taken by Mr. C. Stacey Woods, of Sydney, N.S.W., Australia, who enjoys the reputation of being a fluent and interesting speaker. He particularly has a message for the children.
 The fine seamanship of Mr. W. R. Kicketly saved from destruction the cruiser Elmsjean, while he was on a cruise in northern waters with Mrs. Kicketly and a party of friends last Friday. The Elmsjean is not seriously damaged.

Beach Items

Mr. Olafson is planning auto drives to Elk Island for those who desire to inspect the blueberry patches, and to view the bay and the mouth of the Winnipeg River from the island heights. Orders for the auto rides to Traverso Bay and points of interest on the island may be left at the stores and J. Anderson's transfer.

Mrs. Ateah is meeting with success with her vegetable and fish truck, and this pioneer is finding that Victoria Beach products are always acceptable to cottagers.

Oak fences will be built by S. Mills on orders left at the stores or the Company's office. The sample fence is at Mr. C. C. Head's lot, Sunset.

The annual masquerade is to be held at the club-house, Saturday, July 25, and costumes should already be kept in mind and planned. This is one of the gala nights of the year at the Beach, and the children are always a picturesque sight.

Constable Purvis is down at the depot and platform, representing the Canadian National Railways for the past six seasons.

Frank's Cafe is always cool and inviting these summer days. Its location on Donald Street, opposite the Capitol Theatre, is convenient for Victoria Beach cottage-owners and tenants when in the city. Special dishes form the menu, and first class chefs make the lunch or dinner appetizing. Courteous and prompt service may be had at all times.

As soon as cottage owners and tenants arrive they should leave their addresses at the Company's office, where telegrams and urgent messages may be received and delivered promptly.

Fifty cents will send the "Victoria Beach Herald" to any address for the season.

Advertisements for the "Victoria Beach Herald" may be placed in the boxes in J. H. Falls' and G. B. Barager's stores; also any news paragraphs, social and general.

Victoria Beach has become particularly popular this season, says the "Winnipeg Tribune." In a recent issue, and the beaches are crowded from daylight to dark with children in gay colored swim suits and their attendants, who are invariably shaded by large umbrellas in oriental colors.

PRESIDENT PINE FALLS BOAT CLUB
 The Pine Falls Boat Club held their annual meeting recently, when the following officers were elected for the coming season: Honorary president, J. K. Gordon; honorary vice-president, M. W. Turner; president, D. F. Reid; vice-president, E. N. Hunter; secretary-treasurer, W. Billingsley; captain, L. Seeback; vice-captains, J. Dulake and H. Hatpin; skipper, W. Rousseau.

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. 307 Sunset Boulevard. To close an estate we wish to dispose of this attractive summer cottage of 5 rooms.
The Royal Trust Company
 430 Main St. Phone: 848 478

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

Beach People

Miss Lou Henderson was the guest of Miss Peggy Sprague last week-end.
 Miss Gladys Pace has been the guest of Miss Jacqueline Sprague the past week.
 Miss Dorothy Sprague, who has spent the past two weeks at the Beach, returned to the city Sunday evening.
 Mr. Reginald Von Whelliams and three friends are occupying the cottage, Mo d'Chardot, at 212 Seventh Avenue, for a fortnight, and are being catered to by Mr. R. Brown, Moonlight Inn.
 Mr. and Mrs. A. S. Groom and family are spending a month at the Beach.
 Mr. and Mrs. Jas. A. Fraser opened their cottage, "Moray Bank," Sunset Boulevard, June 29, and have as their guests Miss Jean Gunn and Master Ian Melvor.
 Dr. Vincent McKenty, Mr. John Donally, and Mr. Wilson Iverson spent the Dominion Day holiday as the guests of Miss Mildred Simmons and Miss Phyllis Donally.

OAK FENCES BUILT

Having on hand a large supply of oak suitable for fences, I am prepared to build artistic fences for cottage owners or owners of lots at Victoria Beach at reasonable prices. Sample of work at Mr. C. C. Head's lot, Sunset. Orders left at Company's offices at the Beach, or at the stores, will receive my prompt attention.
S. MILLS - VICTORIA BEACH

LEAVE YOUR FISH ORDERS

Fresh fish filets from Lake Winnipeg, daily. Leave orders at any of the Victoria Beach stores, or with John Anderson's transfer office.

G. J. OLAFSSON

VICTORIA BEACH - MANITOBA

THE QUALITY ICE CREAM PURITY

To be had only at the
MOONLIGHT INN
 Special Flavors for this Week-end
SPECIAL BRAZIL NUT SPECIAL VANILLA
FRUIT ICE CREAM
 Take a Quart of this Superior Product Home with you.
H. N. BROWN, Manager

Sherriff and Mrs. Louis J. Howe and little Miss Frances Howe have arrived at the Beach to holiday for the next few weeks.
 Mr. and Mrs. Lally Denton and family have opened their summer home for the season.
 Mrs. Park Tucker and two small daughters are occupying Mrs. Arthur J. Hemmison's cottage, Sixth Avenue.
 Miss Gwen Fullerton, daughter of Justice Fullerton, is holidaying at this beach.
 Miss Mildred Simmons arrived Tuesday, accompanied by Miss Phyllis Donally, who will be her guest for a short time.
 Mr. Melvin Hunter spent the week-end at the Beach, the guest of Miss Elaine Powell.
 Mrs. W. E. Macara, widow of the former president of the Victoria Beach Company, who has spent the past nine months in Victoria, B.C., has returned to Winnipeg, and is a guest at the Fort Garry Hotel.
 Miss Elaine Powell arrived at the Beach to spend the month of July with her parents, 312 Second Avenue.
 Miss Margaret Maclean is down for the month of July, convalescing after a recent operation.
 Miss Stewart Millar, B.A., recent graduate of Saskatchewan University, is spending a month at the Beach.

Mrs. J. W. Rooke spent the week-end at her cottage, Sixth Avenue, and had as her guest Miss Helen Howard.
 Mrs. William Desrois has arrived to spend the next month at Pinehurst Inn.

Edwin Spence, one of the pioneers of Bay View section, was the recipient of a beautiful electric clock from the Claims Agents' department of the Canadian Pacific Railway, on his retirement from the service after a continuous connection of 49 years with the company.

Dr. and Mrs. P. H. Grant and family are occupying their cottage, "Greenwood," Sixth and Patricia. They have as their guests Mr. and Mrs. R. R. Kinread and daughter Christine, of Winnipeg.

Mrs. J. J. MacDiarmid, Winnipeg, came to the Beach on Wednesday morning to spend a few days, the guest of Mrs. J. M. Rice, Fourth Avenue.

Mr. A. J. M. Poole, M.P., and Mrs. Poole, of Kelwood, Manitoba, were week-end visitors with Mr. Poole's sister, Mrs. H. J. Russell, 321 Third Avenue.

Mr. Marshall Baker is the guest of Jack Rice, Fourth Avenue, for a few days.

Mrs. C. J. Card and her daughter Louise are spending the summer at their summer home and have as their guest Miss Catherine Mitchell, Overdale Street.

Mr. and Mrs. A. M. Berkwell and family are occupying their cottage for the summer, 202 Fifth Avenue.

Mrs. W. H. Stuart, Miss Joy and Master Billie, of Montreal will occupy Mrs. M. Press' Spanish bungalow during the month of July.

Community Church Service

In the Club-house
SUNDAY MORNING, JULY 12th
 at 11 o'clock
 Speaker: Mr. C. STACEY WOODS,
 of Sydney, N.S.W., Australia.
 Mr. VICTOR SCOTT, Soloist.
 Good music; cool interior; comfortable seats.
 Everybody welcome

A party of ladies of St. Paul's United Church spent Wednesday at the Beach, the guests of Mrs. C. A. McKenzie, Fifth Avenue. The members included: Mrs. T. Saunders, Mrs. D. Gray, Mrs. F. A. Murray, Mrs. S. Bailey, Mrs. Wm. Milne, Mrs. C. H. Becker, Mrs. G. F. Smith, Miss S. McLeod, Mrs. E. Rennie, Mrs. A. B. Webster, Mrs. H. Chandler, Miss C. Webster, Mrs. H. Smith, of Folkestone, England.
 Miss Ruth Faulkner has spent the past week at Victoria Beach, the guest of Mrs. J. M. Rice.
 Mr. and Mrs. Doug. Gray have as their guests for the next two weeks Misses Mae, Kay and Bettie Lloyd.
 Mr. and Mrs. S. C. Lloyd and family are spending the summer at the beach.
 Miss Gwen M. Cox is holidaying with Mrs. W. H. Stuart for a week.

Goldsmith, who have spent previous vacations at the Inn; and several others who will arrive within the next two weeks.

PINEHURST INN GUESTS

Guests at Pinehurst Inn this week included: Miss Newcombe, Mrs. Beristow, Mr. Butt, Edward Loudon, Miss Whyte, Mrs. Purifit and son Maurice; Mrs. Eler, Miss Margaret Eler, Mrs. Grant Millar, Miss Helen Cork and little sister Ann, who will be joined by her sister Marion this week-end; Mrs. Henderson and daughter Blanche; Mr. Rowland, Mr. Leslie Rowland, Miss Morrison, Mrs. Frances Todd, Mrs. Booth and little daughter, Marion.

RUMFORD LTD.

We call for and deliver your laundry at Victoria Beach
 Laundry returned to your home the second day after it is picked up
WALTER THOMAS is our representative.
 QUICK SERVICE UNEXCELLED WORK

TRAIN SERVICE To and From VICTORIA BEACH

GRAND BEACH—HILLSIDE BEACH—ALBERT

No. 41 Ft. only	No. 42 Daily ex. Sun.	No. 43 Daily	No. 44 Daily only	No. 45 Wed. only	No. 46 Special Sunday only	STATIONS	No. 47 Daily ex. Sun.	No. 48 Daily ex. Sun.	No. 49 Daily ex. Sun.	No. 50 Daily ex. Sun.
7:30	8:30	9:30	10:30	11:30	12:30	Winnipeg	7:30	8:30	9:30	10:30
8:00	9:00	10:00	11:00	12:00	1:00	West Transcona	8:00	9:00	10:00	11:00
8:30	9:30	10:30	11:30	12:30	1:30	Grand Beach	8:30	9:30	10:30	11:30
9:00	10:00	11:00	12:00	1:00	2:00	Hillside Beach	9:00	10:00	11:00	12:00
9:30	10:30	11:30	12:30	1:30	2:30	Albert	9:30	10:30	11:30	12:30
10:00	11:00	12:00	1:00	2:00	3:00	Victoria Beach	10:00	11:00	12:00	1:00

No. 40 stops on flag at all stations Saturdays only and non-transfer Mondays. Trains Nos. 30, 40, 42, 43, 45, 46 stop at West Transcona for passengers to and from Beaches only, and at Belair, Hillside Beach and Albert for passengers to or from Winnipeg only. Mixed Trains leave Winnipeg 10:25 a.m. Mon., Wed., Fri., to the Beaches. Return Tues. only direct, Thursday via Pine Falls.

GOLF COURSE AT VICTORIA BEACH

PINEHURST INN TO STOP AT

CANADIAN NATIONAL

We Are Authorised To Sell

Two HOUSES and several LOTS at what we know to be away below the proper values.



We do not propose to advertise these properties, but if you are interested in picking up a house or lot at about half price, and can make a substantial payment, get in touch with the Sales Office at the Beach.

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.

'Phone: 21 029

Or at the Beach office.

FRANK E. SPRAGUE, Manager.

City office open evenings, except Wednesdays and Saturdays.