

The Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. II.

WINNIPEG, MAN., AUGUST 1st, 1931

No. 7.

Welcome to Sports' Day!

THIS mid-summer period is one of the most important in the annals of Victoria Beach. Today (Saturday) is Sports Day, when the cottage owners and tenants join with the Winnipeg Canoe Club in a programme of water sports for the pleasure of many visitors and the enjoyment and edification of the younger residents.

Today we also welcome to the beach a host of new-comers and say good-by to those who have been down for the month of July. "Au revoir," and "Pleased to meet you!"

The Sports Day programme has been arranged to permit many keen contests and the winning of

prizes, by a committee who have been working on it for some weeks, and it is hoped that all the younger members of the beach community will do their share to make the various events interesting.

Commodore Dan Sprague has his war canoe paddlers in good condition, handicapped though they may be by lack of a war canoe. Some day the people of this beach are going to present Dan with a "boat" that will enable the boys at the beach to have a proper practice and fit themselves for the contest. The children will be at Patricia Beach in the morning where Messrs. J. E. Little, G. J. Reeve, W. G. B. Dailley, Victor Scott, F. C. O'Brien, Dr.



WAL-CANOE PADDLERS TO VISIT VICTORIA BEACH

This is a recent picture of members of the Winnipeg Canoe Club paddlers on their way from the club-house to enter canoes for mid-summer regatta contests on the Red River.

Neil John MacLean and C. Stacey Woods will direct their efforts.

At the government pier there will be water sports and canoe events.

At the golf course there is a competition for 18 holes of play.

To the new-comer we might say this is one of the best periods of the year to be down; the water is unusually warm and the days are bright and pleasant, all too short for the feast of good things nature has provided at Victoria Beach. We hope one and all will have a perfect summer holiday.

IS "IT" HERE TO STAY?

Sober-minded citizens are wondering where the full dress pyjama craze is going to stop, if it is going to stop at all. Is it a brief interlude, or is it here to stay? Will pyjamas become as common in offices as smocks, or in banks as N.S.F. cheques, or will they pass like a young man's fancy or last year's frenzy for miniature golf? Some say emphatically that they should. Others hope they won't. They may be foolish, but a little foolishness adds a gleam to the drabness of existence.

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

BLINDERS NEEDED!

What do you think of these big little girls running around the Beach with ankle length socks on?

Maybe, I'm due for the mouball chest in the attic, but I don't like 'em. I say, if you have a good ankle, why clutter it with sock material? And if you haven't a good one—why call the world's attention?

I haven't noted that the fad has struck the Winnipeg streets—yet. But it's one of the season's things beaches have to stand for. Talent that it's anything to write the police about. But it's ugly worn with a shoe, or an abbreviated sock. For bathing suit all right. But one Sunday a.m. a woman was skidding down to the traia platform ahead of me wearing a good-lookin' summer street frock, her feet clad only to the ankle rim, and there banded and striped. She wasn't 16, or double it.

A friend of mine says: "Who are they doing it for? The men don't like it. I heard them panning the style last night!"

So maybe it's true that the gals don't dress for men. Not the sector referred to anyway.

But with the wide open meshed stockings that are available this season, surely that skin exposure ought to content the most avid sun fan. As a matter of fact, bare legs, as a matter of decoration — with street clothes, I mean—just never will be decorations until some one thinks up cute scenes to paint on them, or evolves some fetching color scheme in water colors for their benefit. Until such time they're just legs that ought to be kept behind a mesh or a thread of chiffon.

But as I say, I may be just too old fashioned, and blinders are what I need, but I don't like 'em, do you?

PASSING FAD IS PYJAMA DRESS

Victoria Beach, July 27th, 1931.

Editor, Victoria Beach Herald:
There seems to be considerable controversy as to whether or not pyjamas should be worn at the club-house on Saturday night.

"Dress is a matter of custom, and if "pyjamas" have been established as semi-dress for evening at other first-class summer resorts, there would be no reason why they should not be worn at our own Beach. Those of us who "belong" are very jealous of the prestige of Victoria Beach, and do not wish some transient to come down and give, or leave with a bad impression.

Surely "pyjama" adornment is just a passing fad, for nothing uglier was ever donned by the female of the species. Some few of the young girls "get away with it," but the average girl, after giving one look at herself in a full-sized mirror, would put her pyjamas in the fire. Every member of the Victoria Beach Community club is anxious to give the young people a good time, but men wear their "jackets" and girls "nice frocks" at other clubs, even on the hottest nights, and would not be allowed in otherwise.

A POSSIBLE VICTORIAN.

Life saving classes are held every Monday morning and Thursday morning at 11.30 o'clock on Patricia Beach, under the supervision of Mrs. E. C. Lloyd, 308 Seventh Ave.

WANTED

Thoroughly experienced English cook-general and laundry maid desires work three days a week, 25 cents an hour remuneration. Phone Mrs. H. L. Humphries, Hillside Beach, Man.

Sunday's Soloist



MRS. J. M. RICE

One of Winnipeg's most highly esteemed concert and radio singers and church soloists, who will sing twice at the church service in the club-house, Sunday morning at 11 o'clock. Mrs. Rice is a resident of Victoria Beach with her family, and never forgets to help out the musical portion of the church service during each summer season.

THE MASQUERADE A SUCCESS

The club-house was the setting of the annual fancy dress dance, the "Masquerade," last Saturday evening, and the large number of members and their friends who attended vouched for the popularity of the "costume party." Spanish ladies hobnobbed with "Amos and Andy;" a "Dismal Diamond" was picturesque and true to form, with an extremely sorrowful expression; "Miss Hard Times," in sackcloth, with shoes of another day was truly the spirit of the times. The mighty pine tree was well represented by a smart maiden in costume of green and brown, with pine cones forming her hat and decorating her frock. A diminutive "Victoria Beach Spider," in flame-colored costume, showing a golden web with two unwary flies, whose fate had been decided, was a smart outfit. Outstanding were the "three men in a tub, the butcher, the baker, the candlestick maker," whose clever costumes and over-grown tub, brought a round of applause. Ladies of the beach in the smartest of beach pyjamas, Indian maidens, harem ladies, colored gentlemen, and tramps vied with each other. A beautiful blue and black butterfly was most attractive and was selected as one of the prettiest costumes by the Judges, who with difficulty made their decisions. The winners of the prizes were: Mrs. Charles David, Misses Muriel Chapman, Eileen Chandler, Shirley Birt, Ella McGregor, Isabel Fraser, Carroll Borrowman, Shirley Craig, Marion Haig, June Little, Phyllis Birt, Messrs. Nelson Gee, Bruce McLean, Paul Banker, F. Gifford, B. Lloyd, Don McLean and Fred David. The judges were: Mayor F. C. O'Brien, Mrs. Frank Sprague, Mrs. W. S. Kieley, Mrs. Norma Elliott, Mrs. Nell J. McLean, Messrs. Alex. Stenhouse and A. D. Gillan. Following the parade, Mayor F. C. O'Brien presented the prizes. The receipts for the club coffers totalled \$110.

A stirring and practical address was given in the club-house Sunday morning at the church service by Rev. Dr. W. A. MacLean, of Riverview United Church. Dr. MacLean took occasion to congratulate the church committee in maintaining the fine service at the club-house throughout the summer, and the large attendance on each occasion was an indication of the community's appreciation. The talk to the children, given by Dr. MacLean, was one of the best features of the morning. The soloist was Mrs. Howarth, who beautifully interpreted "Wings of a Dove." Mrs. Davies accompanied with sympathetic feeling, and also played the hymn accompaniments. The attendance was 250, and the collection \$20.00.

PINEHURST INN

Mrs. Cunningham is again managing 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."

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

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

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

CHILDREN'S SPECIAL SERVICE MISSION

It may be of interest to the newcomers of the Beach to know that Children's Services are being held every morning on Patricia Beach from 10.30 to 11.30 under the leadership of Mr. C. Stacey Woods.

During July Mr. Woods has become well known to adult, intermediate and junior visitors to this Beach. Besides taking charge of the services in the morning, Mr. Woods and his capable colleagues have organized paper chases, hikes and competitions. Last week a hike and paper-chase for the 'teen-age boys and girls, began at 317 Third Avenue and ended with a bonfire and sing-song on Rocky Beach, having travelled at least one half of the district. A sand building competition was also held during the month, when nearly 40 children competed, the following being successful in gaining prizes:

Ages 7 and under.	Ages 8 to 11	Ages 12 and over.
Pearl Palmer	Arthur Dyson	Margaret Pascoe
Babe Wilcox	Donna Cruikshank	Art Beck
Barbara Banker	Doreen Hill	Jessie Pascoe
		Shirley Bird

All children are welcome to come. Those not children should see Mr. Woods, on Patricia Beach, any morning after service, and hear about the Squash Meetings and other activities for young people.

A MUCH NEEDED CHANGE

Residents of Arthur Road have drawn the attention of the Herald to the used part of that thoroughfare, which is dusty and runs too close to the homes. Those occupants of cottages claim Vehicular traffic should take the centre of the road and not run too close to the buildings or the fences. There is plenty of space to allow the change to be made, is their claim. Mayor O'Brien and the councillor for the ward should confer with those interested in the change and see if something could not be done to clear up the situation. The interested parties are becoming quite insistent that it is time a move be made to meet their wishes, as they have suffered from the dust raised by the traffic, for these many years!

A MOMENT OF MAGIC

"One warm summer afternoon, in my living-room on Sunset, I was idly gazing out of the window at my nasturtium vines. They were trained to go up over the window, and I was just wondering how far up this vine would reach when my eye was caught by a beautiful little humming bird hovering over the flowers.

It hovered a moment, then came on up and up the vines, slipping at each blossom, until we were separated only by the thickness of the wire screen. What was my amazement to find that that tiny creature had actually a voice! It tweeted and chirped all the way up that vine, and right into my amazed face, all in the twinkling of an eye, and then vanished. I have often seen them, but never before had I heard a humming bird.

With the care and thought that has gone into the preparation of the golf course for the residents of the Beach, so that enjoyment may be enhanced, one must not forget that preservation of the bunkers and the greens go hand in hand with the pleasure. Do not damage the bunkers or the greens by careless strokes. Watch your play carefully, in the suggestion of the greensman.

ICE CREAM CONES FOR ALL

Mr. J. M. Rice and Staff will have charge of the distribution of ice cream cones from the high banks at Patricia Beach at the close of children's sports at the beach Saturday morning, August 1, at 11.30 o'clock; and a feature this year is that the mothers and the dads will also have their cones, after the children have been served, an extra five gallons and 200 cones having been ordered for their refreshment.

Mr. Alfred Atoah has donated a beautiful live mink to be drawn for at the club-house Saturday night, August 1, when the Sports Day prizes are given out. Those eligible must be summer residents at Victoria Beach, or have been one of the contestants in the regatta and water sports. The prize is valued at \$75.00.

The golf competition started Friday of this week for the children, and will continue over the week-end for the older players, a continuous play of 18 holes being necessary before a player is eligible for a prize. The score card must

be endorsed by one's opponent. The hidden hole will be named after the close of play.

The draw for Mr. Frank J. McKinney's valuable prize will take place in the club-house Saturday at the close of the distribution of Sports Day prizes. Married ladies are only eligible, and the successful one must be in the club-house during the drawing.

This is Mr. F. C. O'Brien's fourth term as mayor of Victoria Beach, the Herald being in error in stating it was his third, the fourth term beginning in January, 1933.

The special thanks of the club goes to Mrs. W. J. T. Kerr for the large and beautiful selection of prizes donated to the masquerade and Sports day. Mr. Kerr gives his wife all the credit for the thoughtfulness in the act.

Two beautiful baskets filled with snap dragons of variegated hue, from the garden of Mrs. Leroy Horrowman, graced the pulpit platform last Sunday.

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

DRY CLEAN them!



GOOD looks are three-fourths neatness, and no man can be distinctive with spots on his suit, nor can a woman be really lovely unless her dress is impeccable.

Quinton's two distinct services of Dry Cleaning—handled in entirely separate departments—are designed to suit all pocketbooks. If you are not familiar with these services it will pay you to obtain particulars.

QUINTON DYE WORKS
FORT ROUGE - WINNIPEG

DREWRY'S DRY GINGER ALE



BUY IT BY THE CASE

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

Mrs. E. R. Field, Miss Hayworth and Miss Donald, of Centerville, N.B., who have spent the month of July at the Beach as guests of Mr. and Mrs. W. K. Maxwell, left this week for Banff and Vancouver, B.C.

Mrs. J. E. Thomas is spending a few days at the Beach, the guest of Mrs. G. McMillan.

Mr. and Mrs. Thomas F. Iverson and family are holidaying at the Beach.

Mr. Jack Donnelly spent the week-end at the Beach, the guest of Mr. Wilson and Fred Iverson.

Sir Charles Tupper, Bart. returned Sunday evening to the city after spending the week-end with his family, at their summer home at the Beach.

Mr. and Mrs. A. T. Esner, Harvard avenue, were the guests of Mr. and Mrs. A. W. Wilcox over the week-end.

Mrs. Stewart McKiechan and Miss Helen McKiechan are holidaying at the Beach, the guests of Mrs. Harrison Highmore.

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 store, will receive my prompt attention.

S. MILLS - VICTORIA BEACH

LEAVE YOUR FISH ORDERS

Fresh fish fillets 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 - MANTOBA

THE QUALITY ICE CREAM PURITY

To be had only at the
MOONLIGHT INN
Special Flavors for this Week-end
CHOCOLATE BUTTER SCOTCH ORANGE
BRAZIL NUT SPECIAL VANILLA
Take a Quart of this Superior Product Home with you.
R. N. BROWN, Manager

Mr. Wilson Iverson has returned to the city for a few days.

Mr. and Mrs. E. C. Stovel are occupying Mrs. W. H. Quinn's cottage on First Avenue.

Miss Doris Macfarlane is spending a few days at the Beach, the guest of Miss Elaine Powell.

Miss Jean MacFavish has returned to the city from a visit at the Beach.

Miss Betty Banning is the guest of Miss Betsy Bingham at the Beach.

Miss Audrey Glasgow is the guest of Miss Jean Kieley, at the family cottage on Sunset.

Mr. Robert Smith has returned from Detroit Lakes, and spent the week-end at Mrs. Harry Little's summer home, Sunset.

Mrs. Harry Little has returned to the Beach, having spent several days in Winnipeg.

Mr. W. S. Kieley is spending a few days at the Beach with his family in their cottage on Sunset.

Canon and Mrs. C. C. Carruthers returned to the city Sunday evening, after an extended holiday at the Beach.

Mr. W. T. Sweatman, K.C., returned Sunday evening, after the week-end spent with his family.

Mr. J. F. McCallum, K.C., is spending a few days at the Beach with his family, on Sunset.

Mr. R. Webster is the guest of Mr. and Mrs. W. S. Kieley at the Beach.

Mrs. O. F. Maw, Miss Pearl Maw, and Master Franklin Maw, have returned to the city after spending a holiday at the Beach, the guests of Mrs. J. T. Poor.

Miss Phyllis Donnelly has returned to the city after spending the past three weeks with Miss Mildred Simmons, Sunset.

Mr. J. H. Evans returned to the city Sunday evening.

Mr. and Mrs. J. H. Parkinson and Mr. and Mrs. Kelsey are spending two weeks at the Quinn Cottage on Third Avenue.

Mr. and Mrs. Pratt, and Miss Muriel Pratt, secretary of the Victoria Beach club, arrived this week-end to occupy during August their cottage, San Fairy Inn, Fourth Avenue.

Mr. and Mrs. Roy Roberts and daughters who have been occupying a cottage during July, have returned to the city.

Frank Kinney, for many years a beach visitor, member of the younger set is now managing his father's hotel property, in Moose Jaw, Sask.

Mr. and Mrs. Rhey Bosworth and family returned to the city this week-end after spending several weeks at the Beach.

Mrs. Blanche Poole, a resident of London, England, who is the guest of her daughter, Mrs. J. F. McCallum, at her cottage on Sunset, is enjoying her Victoria Beach visit to the fullest extent.

Community Church Service

in the Club-house
SUNDAY MORNING, AUGUST 2nd
at 11 o'clock
Speaker: PROF. J. NORRIE ANDERSON,
Of Brandon Baptist College.
Soloist: Mrs. J. M. RICE.

Mr. Fred B. Furgeon, secretary to Mayor Webb, Winnipeg, was the guest of Mr. and Mrs. W. J. T. Kerr, Sunset, over the last week-end.

Prof. J. Norrie Anderson, of Brandon Baptist College, formerly of Wesley College, who has been occupying the pulpit of Augustine Church in Winnipeg during July, will have charge of the Sunday services at the club house August 2nd. Rev. Robert M. Frayne, of Atlantic United Church will take the services August 9th.

Mrs. H. Dyson and Mrs. F. M. Horn are occupying a cottage at 416 Sixth Avenue.

Sheriff Lewis J. Howe, with Mrs. Howe and daughter, are again holidaying at Victoria Beach, and are occupying the Guest Cottage, 411 Sunset Boulevard. The sheriff is a pioneer of Victoria Beach, having holidayed here on several occasions some years ago, prior to the completion of the line of railway, being the guest of his friend, the late Charles Vokes. At that time the only cottages at the beach were those owned by Mr. Vokes and the late Mr. Charles W. N. Kennedy.

Dr. and Mrs. Neil John Maclean, accompanied by Misses Margaret and Maurine Maclean and Ian, Allister, Bruce and Donald Spurgeon Maclean, left Thursday on an extended motor trip to Eastern Canada and the United States.

Dr. and Mrs. J. T. Whitaker, Oak Street, will leave this week-end to spend their vacation at Victoria Beach.

Mr. and Mrs. W. Steele and family arrived at the Beach Sunday, and are the guests of Mr. and Mrs. C. A. McKenna, at "Swastika" Cottage.

Miss Anne Irving of Saskatoon and Miss Merran Kavanagh of Winnipeg are the guests of Nannie Miller, Brass Side Cottage.

Mr. and Mrs. Mark Whitley with their daughter Gladys, and sons, Donald and Teddy, arrived at the Beach Friday, to spend the remainder of the season. Miss Catherine MacKinnon will be their guest for a few days this week.

Please Leave Your Orders for Laundry with

WALTER THOMAS.

Calls are made each Tuesday for parcels and delivered to cottages Thursday evening.

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PROMPT SERVICE

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 de luxe. Open to September 30th.

For full details enquire City Ticket Office, N.W. corner Main and Portage.
Tel. 847 422 or write to W. J. Quinlan, D.P.A., Winnipeg.

CANADIAN NATIONAL RAILWAYS

Mrs. F. Yeo and son, Melvin, Mrs. H. Malcolm and daughter, Nellie, who are occupying Mr. H. More's cottage "Comfy Cabin," 205 First Avenue, had for their week-end guests, Miss Elms Armason, Frank Thorliffson, Jack Malcolm, Don Ball, Jack Ransom, and Freddie Bawit of Winnipeg; Opal and Wallace Bagnell of Saskatoon, and Mrs. E. V. Ball of London, England.

Mr. Gordon Thornton and family are occupying a cottage on Fifth Ave.

Visitors during August will find the stores selling at Winnipeg prices, merchants absorbing the freight and the express, and visits to the business houses at this beach will find that there is no necessity in bringing anything out from the city. The meat store is stocked with the finest and freshest goods from the city abattoirs and the bake shop is carrying the best bread, and pastries at low prices.

New comers to the beach for the month of August will find the Crescent cream and milk service excellent, and at their disposal with prompt, regular and courteous service.

One of the outstanding preachers of western Canada, Prof. J. Norris Anderson, will conduct the service in the club-house Sunday morning, August 2 at 11 o'clock. Prof. Anderson is on the staff of the Brandon Baptist college, and was formerly on Wesley college staff. He has recently been occupying the pulpit of Augustine United Church for a few Sundays in the absence of Rev. A. E. Carr, the minister. Prof. Anderson has a cottage for August at the beach.

August visitors are down today in large numbers. Members of the community will give the newcomers a hearty welcome for one of the best months of the year at Victoria Beach, with the blue berries ripening on the hills.

There will be a sing song in the club-house Sunday night at 8.30 following the departure of the train to Winnipeg.

The Pine Falls Band, connected with the Manitoba Paper Company's service, visited the beach Sunday and played a number of selections in the morning at Patricia Beach.

The flags decorating the club-house this week-end are from the Winnipeg Free Press collection, a Union Jack, a Canadian flag, the Australian and the South African flag.

TENANTS!

Take advantage of present conditions and secure a permanent summer home for your family.

It will repay you in added convenience; in health and financially.

Frank E. Sprague, the Victoria Beach Company's Manager, will be glad to give you particulars of attractive buys in lots or houses.

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.