

Victoria Beach News-Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. VII.

VICTORIA BEACH, MAN., JUNE 18, 1932

No. 2

Victoria Beach Safe and Saves

HERE is an economic feature beneficial for those who contemplate spending the summer holidays at Victoria Beach. Besides the excellence of the resort in the matter of healthful surroundings; bathing beaches, beautiful sand along its shore, tree bordered avenues, quiet environment, fast train services, golf and tennis, boating and canoe-

ing, bathing and life-saving instruction, it costs far something which no other beach in the entire country possesses, where the company has guarded against a shortage of bread occurring at anytime no matter how crowded Victoria Beach may be with visitors; a modern hotel; inviting restaurant, a meat store with the highest class of supplies; daily milk delivery, and daily ice delivery to cottagers; everything that a modern city has to please the householder is found at Victoria Beach meeting the purse of the most economical holiday seeker.

The "Children's Beach" is yours for the asking.

Outside of the method adopted to make the avenues and lanes, the beaches and the swimming waters at Victoria Beach safe for families, no one should overlook this economical feature of a summer spent at this highly favored resort. Railway fares are low, the railway service is convenient and ample; every store is well stocked, so there is no need to bring down supplies from the city; the variety and the wholesomeness of the stocks being of the best; rates on the golf course lower than in Winnipeg; in fact everything possible has been done to make the holiday or vacation at Victoria Beach one of pure unalloyed enjoyment. Freedom from worry is one of the allurements of this Beach.

This situation at Victoria Beach is outstanding. Ask anyone who has been down for confirmation of these statements and get in touch with the Victoria Beach Company's staff in the city or at the Beach for further information.

The Canadian National Railways is placing a buffet parlor car on the "110" through train to Victoria Beach, starting June 25, and it is hoped that all residents who come down that day will patronize the service. The plan is to place the car near the engine on the trip to the Beach and at the rear of the train returning to the city.



Playmates on the Beach.

Everyone these days whether they are compelled to or not, is saying: "Why go away to distant Canadian points to spend the summer?" "Why go to United States resorts where Canadian money is only taken at fifteen per cent. discount, when right at hand is the very safest and most economical resort within easy reach of your home?" There are stores well stocked, selling at Winnipeg prices; a bakery all your own, less money to be a tenant or owner at Victoria Beach than at any other resort in the Winnipeg locality.

FIFTY CENTS
will send the Victoria Beach News-Herald to any address.
Subscribe and be sure of your copy.

PLEASE LEAVE YOUR ORDERS FOR LAUNDRY WITH WALTER THOMAS.
Calls are made each Tuesday for parcels and delivered to cottages Thursday evening. No charge for picking up or delivering parcels at Victoria Beach.
RUMFORD LTD.
PROMPT SERVICE

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".

Crescent Ice Cream
is a Health Food
It Should Be a Part of Your Daily Menu

THE VALUE OF SUN BATHS

Sunbaths have been popular within the last few years at Victoria Beach, and this is one fact that is approved and highly recommended by the medical profession, for sunlight aids in promoting health, happiness and strength. Sunbaths have greatly aided in lowering the number of victims of certain diseases of childhood. In treatment of rickets the value of sunlight cannot be overestimated. Rickets at one time was known as the "disease of tenement children," who suffered from it because they did not have sufficient sun, air or nourishment. It is known that even though the diet might be lacking in Vitamin D, rickets can be prevented if the child receives plenty of sunshine.

For many years tubercular children in Switzerland have benefited by the action of the sun. Unhampered by clothes, they play about in the sunlight in winter as well as in summer. In those days all institutions caring for tubercular children and adults, take advantage of the benefits of sunlight.

Not only for the diseased, but for the healthy individual, the therapeutic value of the sun is now recognized. Many will recall a time when the direct rays of the sun were believed to be harmful to children. Due to such unfounded notions as "heating the blood" and "heat stroke," the child was kept in the shade and away from the beneficial rays of the sun.

To-day all authorities agree that infants should be reasonably exposed to the sun's beneficial action, and mothers are taught that sunlight is necessary for the proper growth of babies. It stimulates the growth of a child's bones and prevents infections and constitutional diseases.

In summer the sunbaths should be given outdoors and the exposures to the sun gradually increased until the baby has a protective coat of tan.

Care must always be taken, however, against too much sunlight. When quickly exposed to the sun the skin receives a burn that is similar to a burn from fire or scalding liquids, which is dangerous and may produce serious complications. This is rarely seen in children, but is too frequently encountered in the enthusiastic adult vacationist who wishes to obtain a coat of tan.

Tanning the skin is a protection against the harmful action of sunburn, but it can be accomplished safely only by gradual exposure to the sun. Once you have a good coat of tan, you need not be concerned about how long you stay in the sun, but until then be careful. Many vacations have been ruined by neglect of this rule.

The sun was worshipped by the ancient Egyptians and Greeks as a god who gave them health. They paid homage to the sun, but they knew it could be harmful as well as beneficial. It would be a good plan for vacationists to remember the sun-wisdom of the ancients.

MR. STACEY WOODS RETURNING

It was good news the receipt of word from Mr. Stacey Woods that he is again coming to prepare for services it is proposed to hold on the sands at Victoria Beach, commencing July 4, for the children who are down this summer. A rally conducted by Mr. Woods, was held at Elgin Chapel, Winnipeg, on Friday, for those who were at Victoria Beach last summer, as well as for all members of the Scripture Union in the city, and Mr. Woods received a warm welcome back.

BARAGER'S STORE
ACROSS THE TRACK

Complete Stock in Every Department

Groceries, Bathing Suits, Running Shoes, Drugs,
Dry Goods, Hardware, Crockery, Paints, Magazines.

Fresh Fruit and Vegetables arriving daily.

Let Us Fill Your Opening Order

Three-Day Laundry Service.
Circulating Library of 300 Good Books.

We welcome you to our store.

Compare our prices.

Boat Livery, good row boats and canoes.

POST OFFICE.

Our Motto: Pleasant Service.

Victoria Beach News-Herald
 Published at Victoria Beach every Saturday throughout the summer season, June 11th to the end of August. Devoted to the best interests of the cottagers the Victoria Beach Company, and the merchants of Victoria Beach.
 Initial circulation 12,000 copies, and distributed free. Communications to be sent to the EDITOR, 142 Main Street, Winnipeg, or left in boxes in Victoria Beach stores.
 Advertisements to be sent to the BUSINESS MANAGER, ALBION FRASER, 142 Main Street, Winnipeg, or left in boxes in Victoria Beach stores.

Beach Notes

The retirement of Mr. A. A. Tiedale from the Canadian National Railway, will be regretted by members of the Victoria Beach club executive. Mr. Tiedale was a good friend of Victoria Beach. He attended the opening of the club house as the railway's representative, with Mr. W. J. Quilan, and has been a steady and true friend of this Beach ever since.

The "5.50" Friday night through train will not be operated Dominion Day, but will leave Thursday afternoon, departing from the city at the hour scheduled. Several additional coaches will be attached to the train.

There will be a through train back to the city Friday night, Dominion Day, July 1.

Congratulations are being offered Mr. Dan Sprague at attaining his C.A. Degree from the Accountancy branch of the University of Manitoba.

The eyes of all cottagers are on the tennis court and watching with interest its progress towards completion.

The golf course is in excellent condition; do not fail to bring down your clubs and try the greens. There is no change in the fees this season from last, and these are low enough to meet the purse of everyone.

There will be a through train to Victoria Beach at 5.50 o'clock next Thursday evening from Winnipeg; and no 5.50 train leaving the city Friday, July 1.

Some confusion has arisen over the announcement of the death of Mrs. Finlay Fraser, Gertrude Avenue, Winnipeg, in last week's "News-Herald", many being of the opinion reference was to Mrs. James Fraser, who has a

Community Church Services
 opens in the Club-house
 SUNDAY MORNING, JUNE 28, at 11 o'clock
 Canon Gill officiating
 Good Music—Hearty Singing

cottage on Sunset. Mrs. Fraser says the report as to herself, as Mark Twain expressed it, is "grossly exaggerated", as she is in excellent health and will be down for the summer months at the family cottage on Sunset.

The Winnipeg Press Club members will be guests of the Canadian National Railway and the Victoria Beach Company at the Beach, Saturday, June 15, the annual dinner being held at Pinehurst Inn in the evening.

QUEL PADDLERS COMING
 Arrangements are being made so that the lady paddlers of the Winnipeg Canoe Club will spend their long week-end over the Dominion Day holiday at Victoria Beach. They intend to come down Thursday night, June 30, on the "1.50" and remain until Sunday night. There will be fifty paddlers, chaperones and some of the young men of the club will help in the arrangements, but it is primarily a "stag" for the girls. They will bring down a car filled with canoes, including the war canoes, and will on the holiday, stage exhibition canoe events off the dock. It is an ambitious undertaking and it has the approval of the Canoe club executive.

APPROPRIATE MILK DELIVERIES
 Milk deliveries started by the Crescent Creamery Company, and cottagers much appreciate the service. Cans are made by the wagons and the drivers are keen for business so that no one will be neglected. The supply is fresh from the city when delivered and there is an abundance each day received by the management of the distribution. Quality and flavor of Crescent products are not surpassed in the opinion of cottage residents at Victoria Beach.

OPENING CHURCH SERVICES
 Church Services in the club house will start this season, Sunday, June 26, a few days earlier than the date in past seasons. Canon Gill of St. John's cathedral, will be the officiating clergyman. The committee urges a large attendance, as the Canon will have interesting things to say in his message. There will be good singing. The hour is eleven o'clock Sunday morning.

JAMES KILPATRICK BUTCHER
 QUALITY MEATS UNRIVALLED SERVICE
 VICTORIA BEACH - MANITOBA

Thom's Bakery
 VICTORIA BEACH - MANITOBA
 BREAD CAKES PASTRY
 OUR GOODS ARE UNRIVALLED IN QUALITY

APPRECIATED STORE TRADE
 Mr. G. B. Barager thanks his many customers for the trade given his store last year; and announces he was never better prepared to take care of the wants of the people, with a complete stock in every department. Prices in Victoria Beach stores have never been so low in years.

DREWRY'S DRY Ginger Ale
 —and 16 other popular drinks to quench summer thirst—ice cold and refreshing at all the Beach stores—by the bottle or by the case, be sure it's DREWRY'S.
"BIG BOY" BOTTLE
 DREWRY'S DRY new CRATE in the big 8-glass family size **25**¢
THE DREWRY'S LIMITED
 Established 1877

Quinton's
 Look with us along the royal road of economy and witness the spectacle of an army of thrifty-minded women all bent on securing greater clothes-mileage. They are having them dyed! Quinton's Dye House is manned and equipped to take care of your dyeing problems at a material saving in your clothes budget. Consult us at any time. Dresses, coats, sweaters, drapes dyed.
 RUG REPAIRING BY ORIENTAL RUG WEAVERS
Quinton's
 CLEANERS — DYERS — FURRIERS
 WINNIPEG — PHONE 43 241

Special attention will be given to the laundry department. Best livery, and circulating library; three hundred carefully chosen books to read.
 When comparing prices with the city, reckon in transportation and cartage. Deliveries every day, if customers wish. No over-stocking needed of perishable goods, when you buy from Barager's.

FIRST CLUB HOUSE DANCE
 The first dance at the club house will be Saturday night, June 15. This is earlier than usual but it is hoped that all the young people and the older residents will turn out and give the new orchestra a "hand". There are musicians in store from the new musicians who will enter to the dancers this season; so be there to enjoy music to the fill.

A. LARSON
 Contractor and Builder
 ESTIMATES CHEERFULLY SUPPLIED
 220 2nd AVENUE - VICTORIA BEACH

J. H. FALLS
 GROCERIES, CONFECTIONERIES AND GENERAL MERCHANDISE
 18 years of service to Victoria Beach residents
 QUALITY AND MODERATE PRICES
 Latest fashions in Hatting Supplies
 Circulating Library
 LONG DISTANCE TELEPHONE
 VICTORIA BEACH - MANITOBA

THE QUALITY ICE CREAM PURITY
 To be had only at the MOONLIGHT INN
 Special Flavors for this Week-end
 Take a Quart of this Superior Product Home with you.
 E. W. BROWN, Manager

Beach People

Canon Gill, president of the Victoria Beach Club, will be down for the season with his family next week.

Dr. Neil John McLean has been a regular visitor at the family cottage on Sunset for the week-ends this season.

Ald. C. Rice-Jones and Mrs. Jones were down the last weekend inspecting their summer cottage.

Miss McWhirter and Miss Hope Burnham have spent the last few week-ends at their cottage, Sixth Avenue.

Dr. R. K. McClung and Mrs. McClung, after a week at the Beach returned to the city Sunday night.

Mr. and Mrs. Tomlinson and family spent the last week-end at the family cottage on Fifth Avenue.

Mr. and Mrs. Charles Ball, and their daughter, Miss Kathleen Ball, have been at their summer home, Sixth Avenue, for two weeks, returning to the city last Sunday night.

Mr. and Mrs. David McKay, the former a well known man of the Canadian National express, were down for the last week-end, and had as their guests, Jack Life and Jack McPhail.

Mr. and Mrs. Kingsman were down for the last week-end.

Mr. and Mrs. Speirs and family spent the last week-end at their cottage on Third Avenue.

Mr. Freeman was down at his cottage on Seventh Avenue last Saturday.

Mr. Campbell Grant and family occupied the family cottage on Birch Avenue last week-end.

Mr. and Mrs. James Kilpatrick are occupying the family cottage on Birch Avenue for the month of June.

Mr. and Mrs. Kirby, the former of the Canadian National express, were down last week-end.

Jack Withrow's familiar form is missed at the Beach. Mr. Withrow has accepted a position in insurance in Toronto.

Mrs. Fred H. Pike and family have arrived to spend the next two days.

Mrs. Osborne Scott and family have arrived to spend the next two months at their summer home.

Miss Jackie Sprague has been visiting at the family cottage on Sunset for two week-ends, looking after "dad", Mr. Frank Sprague.

Mr. Hedg. Moir reports business flourishing at the lumber yard and the warehouse of the company.

Mrs. E. O. Denison and her two daughters, Mrs. McGregor Davis and Mrs. Stuart Watson, have returned to the city from a visit from the Beach.

Mrs. Archie Doyle, formerly Kathleen Sprague, will arrive in Winnipeg, Sunday from her home in Toronto, to spend the summer with her parents, Mr. and Mrs. Frank E. Sprague. Mrs. Doyle will visit the Beach next week.

Mr. and Mrs. W. S. Kieckley, and daughters, are spending a few days at the Beach.

MR. AND MRS. MUDIE HONORED
A unique event for Victoria Beach, and a very happy one, will take place this afternoon, the golden wedding anniversary of Mr. and Mrs. George G. Mudie, 1053 Dominion Street, Winnipeg, which will be observed in the presence of many well wishers.

Anderson Transfer
WOOD ICE
VICTORIA BEACH - MANITOBA

Artistic Fences Built
Having on hand a supply of timber suitable for fences, I am prepared to build artistic fences for cottage owners or owners of lots at Victoria Beach at reasonable prices. Orders left at Company's offices at the Beach, or at the stores, will receive my prompt attention.
S. MILLS
Fencing and Jobbing BAY VIEW

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
E. W. BROWN, Manager

DESTRUCT "TO LET" SIGNS
Victoria Beach is fortunate in having not only natural beauty but what is almost as important, property owners who are proud of and loyal to their beach. A small minority of thoughtless owners have made a practice of displaying "To Let" signs, in contravention of their contract. This practice cheapens the property and encourages prospective tenants to shop around, bidding one owner against another. If persisted in, it will undoubtedly have the effect of reducing rents and making the Beach less desirable for all. These signs are sometimes left exposed weeks after a cottage has been rented causing much confusion.

BUFFET PARLOR CAR
The Canadian National Railway is adding a parlor car to the regular Saturday afternoon service, the 110 through train, beginning June 25. Reservations may be made at the depot ticket office, Winnipeg, and at the down town ticket office, Portage Avenue and Main Street. A small extra charge is made each way for the accommodation.

Mr. and Mrs. Mudie were married in St. Mary's parish, Dundee, by Rev. Campbell, June 20, 1882 and in honor of the anniversary event a dinner and presentations will take place at Pinehurst Inn, this evening. About fifty friends of the family will be present, many from the city. The summer home is on Fifth Avenue, Victoria Beach, where a formal reception was held for the out of town guests.

Oscar Paulson
GENERAL CONTRACTOR AND BUILDER
VICTORIA BEACH - MANITOBA

TRAIN SERVICE TO and FROM VICTORIA BEACH
Grand Beach, Hillside Beach, Albert

No. 21 Fri. only	No. 42 Daily ex. Sun.	No. 24 Daily	No. 43 Sat. only	No. 20 Wed. only	Special Sunday only	STATIONS	No. 40 Daily ex. Sun.	No. 41 Sat. only	No. 44 Sun. only	No. 45 Daily ex. Sun.	No. 46 Daily ex. Sun.
8:30	8:30	8:30	8:30	8:30	8:30	Winnipeg	8:30	8:30	8:30	8:30	8:30
						West Transcona					
						Grand Beach					
						Hillside					
						Victoria Beach					
						Albert					
						Winnipeg					

No. 21—Effective June 24th to September 2nd inclusive.
No. 42—June 11, 17, 18, 24, 25, 26, thence daily except Sunday to August 31st inclusive; also September 2, 3, 4, 5, 10.
No. 24—June 11, 18, 19, 25, thence daily to August 31st inclusive; also September 2, 3, 4, 5, 10.
No. 43—Effective June 11th to September 3rd inclusive.
No. 20—In effect to Saturday, September 3rd and September 10th.
Sunday Special—in effect to September 4th, inclusive.
No. 40—in effect to August 31st; also September 2, 3, 4, 5, 11.
No. 41—in effect to August 28th inclusive.

No. 46—June 11, 15, 18, 22, thence daily except Sunday to August 28th inclusive; also August 31st, September 2, 3, 4.
No. 41—Effective June 11th to September 4th, and 5th.
No. 42—Stops on line at all stations Saturdays only and on Saturdays Mondays. Trains Nos. 21, 42, 43, 44, 45, 46 stop at West Transcona for passengers to and from beaches only, and at Hillside Beach and Albert for passengers to or from Winnipeg only.
Mixed Train leaves Winnipeg 10:25 a.m., Monday, Wednesday, Friday, to the Beaches. Returns Tuesday and Thursday only.

GOLF COURSE AT VICTORIA BEACH
PINEHURST INN TO STOP AT

CANADIAN NATIONAL

For Rent



A NUMBER OF COTTAGES IN VARIOUS PARTS OF THE RESORT TO RENT EITHER FOR SEASON OR FOR TWO-WEEK PERIODS, AT PRICES FROM \$100.00 TO \$325.00 FOR SEASON, OR FROM \$15.00 PER WEEK UP, DEPENDING ON SIZE AND LOCATION.

NO MATTER WHAT THE PRICE, EVERY COTTAGE IS THOROUGHLY CLEAN AND COMPLETELY FURNISHED, EXCEPT FOR LINEN AND PILLOWS.

IN THE LIST ARE INCLUDED SEVERAL LAKE-FRONT COTTAGES WITH FOUR BEDROOMS, FIRE-PLACE, SINK AND INSIDE TOILET.

THE CHEAPER COTTAGES ARE SMALLER BUT WELL LOCATED.

PHONE THE CITY OFFICE 21 029, DAY OR EVENING, OR VISIT THE COMPANY'S OFFICE AT THE BEACH FOR PARTICULARS.

The Victoria Beach Co. Ltd.

OWNERS AND MANAGERS OF TOWNSITE.
FRANK E. SPRAGUE, Manager.