

Victoria Beach News-Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. VII.

VICTORIA BEACH, MAN., JULY 23rd, 1932

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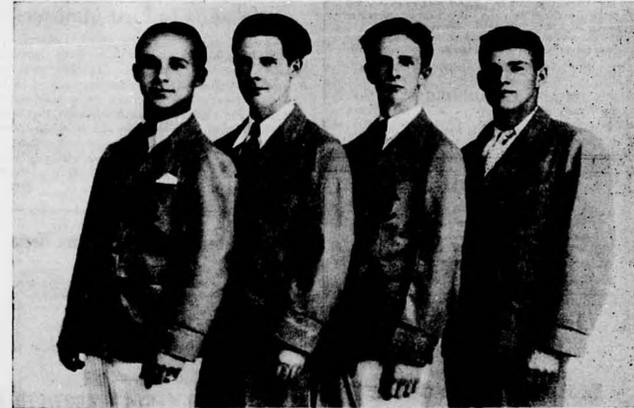
Contrast Worth Noting

ONE can speak with the utmost pleasure at the good taste always displayed in dress by the young ladies, by the matrons and the young gentlemen resident during the summer at Victoria Beach, when congregating at the station or walking along the beaches or the avenues. It is such a pleasant contrast to what is witnessed daily at other beaches serving the Winnipeg public.

The vulgarity, the immodesty and the lack of harmony in dress as witnessed at other beaches when trains arrive or where summer visitors gather publicly, is a severe shock to many people; we are thankful to say that nothing disrespectful or what might offend

is shown at Victoria Beach where bright young ladies and our smart young gentlemen make their appearance in public.

This distinction at Victoria Beach has a remarkable good effect on family life as it is lived here. When the youth deport themselves with good taste it has an influence for good and makes for a better standard of beach life. At one time there was a discussion on where the line should be drawn in admitting to the club house some of the new fangled ideas in pyjamas. Some of the girls had appeared in public in the most outlandish creations. This new dress reform had only been introduced at the time and in playful mood a



The Four Members of the Victoria Beach Orchestra
Left to right—Johnny McCormick, Jack Davidson, Dick Misener and Thorny Bridgwater.
They will also play for dancing on Monday, Wednesday, Friday and Saturday during first two weeks in August.
Club members are free at the dances; non-members 25c each. Everybody welcome.

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 Monday 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

number of the young ladies had donned the ridiculous.
But there was no reason why there should have been
alarm. The idea righted itself. The mis-shapen designs
were cast aside, never saw the interior of the club
house; and only those which fitted in with the beach
plan were retained.

These notations on dress have been written because
of the complimentary remarks which this summer
visitors have been heard to say on this subject. It is
worthy of every praise and emulation. It fits in with
the many other characteristics which have made this
beach stand out as the one place in the minds of
many to go in the summertime. The mothers, the
wives and the daughters of Victoria Beach are worthy
examples of what is going on in thoughtful circles of
society, to add to the sensibilities and to prove that
after all the world and its people have not got out
of hand.

The scene on the station platform any evening or
afternoon, when trains arrive or depart, is one to give
a thrill to all who have near their heart this matter
of dress at the beaches. Nothing is done to hurt the
finer feelings of others and this is as it should be.

Welcome to First Minister

I HIS week-end Victoria Beach residents are
honored in having as their guests Hon. John
Bracken, Premier of Manitoba, and Mrs.
Bracken. When the first minister was invited to the
beach as a spot where he could rest quietly after a
successful and vigorous political campaign, he readily
accepted. He will be one of the judges at the "Hard
Times" masquerade tonight with Mrs. Bracken and
will also open the new tennis court officially when
some of the leading players of Winnipeg in tennis
will be down to try out the courts.

Laundry Service at your Summer Home

This summer you don't have to worry about your
laundry during your holidays at Victoria Beach.
Our Representative can give you a three-day
service at city prices plus a small sum for express
charges.

We are represented at Victoria Beach by Mr. G. B.
Barager, general merchant.

THE NORTH WEST LAUNDRY LTD.
Dry Cleaners and Dyers
Main Street at York Avenue, Winnipeg

MANAGER VISITS TRANS-CANADA RESORTS

Mr. Frank E. Sprague spent two days on the Trans-
Canada highway this week inspecting some of the new
resorts being laid out and to see if the management of
Victoria Beach could learn anything on beach resort im-
provements. Mr. Sprague said that there is no resort on
the new highway that could in any way be considered a
rival to Victoria Beach. None of the beaches impressed
Mr. Sprague very highly. None have any beach to be
worthy of being called a beach. Victoria Beach is a family
beach where the surroundings are safe for children and
where there is no over-crowding. At Kenora one leading
business man said: "Of all the beaches Victoria Beach is,
we consider, our only rival." Mr. Sprague quickly relieved
him of that misconception; there is room for Victoria
Beach and also for Kenora, in the same group of people,
he stated. Mr. Sprague learned little to benefit Victoria
Beach, except that for the time being the auto must be
kept out. Mrs. Sprague and Master Jackie Sprague accom-
panied Mr. Sprague on the trip.

"HARD TIMES" TONIGHT

There should be a large attendance at the "Hard Times"
masquerade tonight in the club house, and of the children
who also might like to appear in pretty costumes. This is
one night where all the beach people gather in the club
house at a novelty review. Prizes are being offered for
the best costumes in children and adults, and the judging
will be over early so that the floor can be free to dancers.
The orchestra has prepared a fine programme for the
dances.

Ice and wood deliveries can be arranged for at the sta-
tion office of John Anderson.

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 Com-
pany's office at the Beach, or at the stores, will
receive my prompt attention.

S. MILLS

Fencing and Jobbing BAY VIEW

J. H. FALLS

GROCERIES, CONFECTIONERY
AND GENERAL MERCHANDISE

18 years of service to Victoria Beach residents

QUALITY AND MODERATE PRICES

Latest fashions in Bathing Supplies

Cheerful Librery Servants

LONG DISTANCE TELEPHONE

VICTORIA BEACH - MANITOBA

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 LUNCHEONS

WE DELIVER

R. H. BROWN, Manager

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 nine 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

DREWRY'S DRY Ginger Ale

—and 18 other popular
drinks to quench sum-
mer 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 now
in the big bottles
family size 25 CENTS
plus deposit

THE DREWRY'S LIMITED
Established 1877

Beach Notes

The popularity of mesh stockings has led to a new hosiery development, the chemically treated stocking. It looks no different from the ordinary shin-covering, but is distasteful to mosquitoes. Hurray!

Mr. I. Goulden tore himself away from bowling to spend another week-end with the folks at Balsam Lodge. Also, from Friday to Sunday George Tuckett was down. The latter, in trying out the golf course, found it so much to his liking that he is wondering why he has put in so much of his past time with British rugby. Such drives! The tramways will need to be lengthened.

Miss Lily Goulden is down for the rest of the month, a guest of Mrs. W. Walkden, Balsam Lodge.

The church attendance last Sunday, July 16th, was 223 and the collection amounted to \$22.72.

Mrs. H. S. Ross and family who are holidaying at Victoria Beach, entertained a house party from the city during the week-end and has as her guest Mrs. F. S. Keelo, of Winnipeg.

The Monday and Wednesday evening dances at the club house were well attended, but a great shortage of male folk was noticeable. The young ladies wish to stimulate greater interest in the mid-week dances as they are most enjoyable.

Rev. George A. Woodside, minister of St. Stephen's Broadway church, will conduct the Sunday morning service in the club house. Mrs. Roy Wydemann, who was unavoidably prevented from being present last Sunday, will be the soloist.

Mr. G. B. Darager has secured three canoes and two row boats for the use of beach visitors and cottagers. The dock of spruce is located near the old air station, by the forestry. This is a convenience that Mr. Darager should be given great credit in providing.

C. S. M. BIRTHDAY SERVICE

On Wednesday July 27th, at 3.30 p.m. will be held the Birthday Service of the Children's Special Service Mission when the successful contestants will receive their rewards for the various competitions held during the past weeks.

Last year, thanks to the co-operation of the parents and friends, a large platform was erected on Patricia Beach and beautifully decorated. Flowers for the same purpose will be needed this year, and we hope the parents will again show their interest in this respect.

There will be no morning service but at 3.30 p.m. all parents and friends are invited to join with the younger people at this service. Besides the rewards already referred to, another interesting event will be the cutting and serving of the Birthday cake which has been kindly donated.

Community Church Service

SUNDAY MORNING, JULY 17th, at 11 o'clock

Rev. GEORGE A. WOODSIDE
Minister of St. Stephen's, Broadway, Winnipeg

This is the only service when those interested can show their appreciation of the mission by giving at the free-will offering which will be taken at the service to defray the expenses of the mission.

Wednesday July 27, 3.30 p.m., Patricia Beach, Birthday Service.

CHILDREN'S SPECIAL SERVICE MISSION

Activities for week ending July 30th, weather permitting.

Morning services daily on Patricia Beach, 10.30 a.m., except Wednesday.

Monday 26th—Sunset services: 1. Patricia Beach, 8 p.m., girls 14 and over; 2. King Edward Beach, 7.15 p.m., girls 10 to 14 years.

Tuesday 26th—Squash meeting, 7.30 sharp, 309, Second avenue. All young people 14 and over are welcome.

Wednesday 27th—3.30 p.m., Birthday Service, Patricia Beach. See special notice.

Thursday 28th—Hike to Elk Island. Special notice at Squash meeting Tuesday.

Friday 29th—Boys' hike, 10 years and over. Girls' hike, 10 years and over. Further notice at morning service.

TIMELY ADVICE TO BATHERS

"It is impossible to prevent boys and girls from foolish thoughtless adventures", declares Dr. Speechly, of Winnipeg, "but they can be taught to swim. Even knowledge of swimming does not prevent them from going into the water within an hour or two after meals. Indeed adults often do this very thing."

"Bathing in cold water after a meal gives a peculiar shock to the nerves of the heart with the result that death sometimes comes from failure of the heart, not from drowning."

Boats that are leaky or defective in equipment should be made seaworthy or be destroyed, he said. It was also a risk to bathe alone anywhere but especially out of a boat without a companion. Cramp was a real thing and was responsible for many deaths by drowning. The bather seized with a cramp when alone had not the ghost of a chance. He just sinks.

JAMES KILPATRICK BUTCHER

QUALITY MEATS UNRIVALLED SERVICE

VICTORIA BEACH - MANTORA

Thom's Bakery

BREAD CAKES PASTRY

OUR GOODS ARE UNSURPASSED IN QUALITY

WINNIPEG TENNIS CHAMPIONS DOWN

Tennis Court Opens This Afternoon

The new tennis courts at Victoria Beach will be formally opened this afternoon when four of the outstanding players of Winnipeg will try them out shortly after the arrival of the 3.10 o'clock special.

These players are Messrs. Thomas Simpson, Gordon Pirt, Humphrey Bonnycastle and Charles Jones, all of whom had a prominent part in the recent Winnipeg tournament. Mr. Grant Watson, who won the Manitoba Championship in the singles, is a Victoria Beach boy, his father, Rev. J. S. Watson, being a cottage owner and a shareholder in the company. The family cottage is on Arthur Road. Premier John Bracken, who came down to the Beach Friday evening, will also toss a few balls and wield his racket, just to show the lads what a first minister can do. The courts have been played on for 10 days and are rounding into shape. The centre court has not been played on having been reserved for today's opening games.

THE CLUB-HOUSE ORCHESTRA

The Victoria Beach club is extremely fortunate in securing the services of a fine and capable dance orchestra for the season. To-night is going to be a big evening for the boys that compose the band, it being the club's annual masquerade dance, when entire proceeds are devoted to expenses of the orchestra. A special programme has been provided, to fit in with the occasion and the musicians will be suitably costumed.

During the first two weeks of August, all the members of the orchestra are spending their holidays at the Beach, and the club has made special arrangements to have them play Monday, Wednesday and Friday nights in addition to the regular Saturday night dance. This will be the first time an orchestra has provided dance music during the week nights at the Beach and the innovation will undoubtedly meet with considerable support and interest.

Members of the band are practicing faithfully for programmes to-night and Water Sports night, next Saturday, and their efforts are much appreciated by club members and are worthy of hearty support.

THE QUALITY ICE CREAM PURITY

To be had only at

MOONLIGHT INN

Special Flavors for this Week-end

Take a Quart of this Superior Product Home with you

R. E. BROWN, Manager

A. LARSON

Contractor and Builder

ESTIMATES CHEERFULLY SUPPLIED

230 2nd AVENUE - VICTORIA BEACH

Oscar Paulson

GENERAL CONTRACTOR AND BUILDER

VICTORIA BEACH - MANTORA

Anderson Transfer

WOOD ICE

VICTORIA BEACH - MANTORA



Playing Safe

Have you recognized the importance of actually knowing under what conditions the clothing you send for cleaning is handled... the process through which it passes... and the company it keeps? Quinton's modern plant is open to your inspection at all times.

If you value your clothes send them to

Quinton's

CLEANERS - DYERS - FURRIERS

Beach People

Mr. Jim Farrick was the guest of Mr. Joe Stacey last week-end.

Miss Glad Little arrived back this week at Victoria Beach having spent the last two weeks at Detroit Lakes.

Mr. Fraser Sweetman and Mr. Don Daloy returned last Friday to the City. They left for Detroit Lakes on a motor trip to spend several weeks.

Mr. Jack Pratt is the guest of Mr. Joe Stacey for the week.

Mr. "Rusty" Prowse is the guest of Mrs. Travers Sweetman for this week.

Mr. P. Bramer, Dominion Street, has returned to the city for a few days.

Miss Dorothy Sharpe is the guest of Miss Maurine McLean for the week-end.

Miss Margaret McLean returned to the city, Sunday, and is now at Sandy-hook where she is the guest of Miss Donna Manders.

Mr. Johnny McCormick (of the Orchestra) arrived Wednesday at Victoria Beach to spend several weeks, the guest of Mr. Bert Polta.

Major and Mrs. Goolias of Minneapolis, are the guests of Mrs. Leroy Borrowman for the week. They motored up from Minneapolis. Mrs. Goolias is a sister of Mr. Borrowman.

Miss Margaret Whyard was the guest of Miss Verona Conklin over the week-end.

Misses Frances and Helen Congalton, with Mr. Charles Creelman, were the guests of Mr. Aidan Conklin over the week-end.

Mr. Bob White and Claude Harvey have returned to the city after spending several weeks at Victoria Beach.

Mr. and Mrs. Lyall Harvey with Mr. Allan Fawcett were guests of Dr. Neil John McLean's cottage for the week.

Misses Dohy, Myrtle and Edith Pratt with Mr. Fred Holmes returned to the city after spending several weeks at Victoria Beach.

Mr. A. C. Michael, grain broker, Winnipeg Grain Exchange, was a week-end guest of Mr. and Mrs. W. J. T. Kerr.

Chief Inspector of Detectives, George Smith, spent Sunday with his family at the Beach, after a busy week in police circles.

Mr. A. S. Cummings, of Wesley College, with Mrs. Cummings and sons, are spending their holiday at Victoria Beach, staying at the "Nine Birch", Sixth avenue.

Mr. J. Battersby is spending the week-end with his wife and daughter at "Boydwood", First avenue. Mr. and Miss E. Battersby are staying at Boydwood for the season.

Miss Peggy Steele is the guest of Mrs. C. A. McKenzie for the season.

Mrs. A. Melroe is the guest of Mrs. M. E. Taylor, Seventh avenue.

Mr. and Mrs. A. W. Muldrew and family are occupying their cottage at 315 Second avenue for the summer.

Mr. and Mrs. J. Allister Mitchell and Jackie are holidaying at the Beach.

Mrs. R. McP. Miller and children, Montreal, and Miss Gertrude Herbert, Winnipeg, are at present the guests of Mrs. M. W. Easton, Seventh avenue and Arthur.

Miss Corrie Fritschler, Jack Mills and M. McPhee spent the week-end the guests of Miss Janet McKenzie, Fifth avenue.

Mr. and Mrs. J. F. Mitchell and family are occupying a cottage on First avenue for the holiday season. Mrs. Mitchell has as her guest Miss Jean Mitchell, of North Dakota. Mr. and Mrs. Mitchell are leaders in all Highland movements of a benevolent character in Winnipeg.

Mr. and Mrs. W. H. Pratt are returning to the city for a fortnight after a pleasant stay at their cottage, "San Fairy Inn", Fourth avenue.

Mrs. W. W. Kennedy has been spending a few days at the beach, the guest of Mrs. J. Kerr Brown, Fourth avenue.

Mr. J. Kerr Brown and Miss Margaret have been spending the week-end at the family cottage "Permannagh", Fourth avenue.

Dr. and Mrs. J. S. DeLury were guests of Mr. and Mrs. P. V. Selbert over the week-end. Dr. DeLury is chief geologist of the Manitoba government.

Mr. and Mrs. George Merry, and Miss Donna Merry are the guests of Mr. and Mrs. J. M. Rice, Fourth avenue, for the remainder of July.

Miss Davina Easton is residing in Birch cottage, Seventh avenue and Arthur Road, for the month of July.

Mr. and Mrs. H. H. Palera and Miss Joan Palera with Master Norman, are spending the week-end at 315 Fifth avenue.

Mr. and Mrs. J. Jack and family are spending the week-end at 324 Fifth avenue.

Mr. N. Frank Neal and family are occupying 445 Sunset Boulevards for the summer. Mr. Neal is president and general manager of Neal Bros., wholesale grocers and chain store owners.

Mrs. John Kay is occupying Lot 4 cottage, Bay View.

Mr. and Mrs. Arnold Campbell and family arrived July 15th to spend their holidays at the Beach.

Miss N. Parsons, of Winnipeg, spent last week at the Beach the guest of Mrs. R. K. McClung, Fifth avenue.

Mrs. H. C. Howard, of Winnipeg, spent Wednesday at the Beach the guest of Mrs. R. K. McClung.

Lieut.-Col. and Mrs. N. H. Nagle and son, Norman, are spending a few weeks at the Beach.

Miss Catherine Alice Crandall, of Los Angeles, Calif., who is spending the summer in Manitoba, is at present at the Beach.

Mr. and Mrs. Anderson Grant and Mr. and Mrs. Maurice Patton will occupy a cottage at the beach for the month of August.

Misses Elaine and Marcelle Hrabant spent the week-end at the Beach, the guests of their sister, Mrs. C. Thagard.

Miss Victoria Turner has returned to the city after spending two weeks with Miss Jean Laidlaw.

Mrs. W. Ross McKenzie and family are spending the summer at Mr. F. Davies' cottage.

Barber Shop Open

Next to Company's Office

(City prices prevail. Hair cut 20c; neck shave 25c; shave 25c)

Ladies given special attention by one with 25 years of experience in barbering

Miss J. I. MacKenzie has arrived from Toronto to be the guest of her sister-in-law, Mrs. W. Ross MacKenzie.

Mr. and Mrs. Chas. H. Laing, Mount Royal Apartments, have returned to the City after a most enjoyable week's holiday.

Mr. and Mrs. C. S. Pim are spending the week-end at the beach, guests with Premier and Mrs. Dracken of Mr. and Mrs. Frank E. Sprague.

SPORTS DAY NEXT SATURDAY

Next Saturday in Sports Day at Victoria Beach; further announcement will be found on the cards to be posted up early next week. The club is hoping to have the Winnipeg Canoe Club members down, and to stage the war canoe race for the Frank McKinney trophy. There will be races and castle building on the sands at Patricia Beach, commencing at 10:30 o'clock Saturday morning, to conclude with the ice cream cone distribution.

The swimming and diving events will be at the pier at 2:30 o'clock after the arrival of the 3:10 through train. Mr. Frank J. McKinney is chairman of the sports committee; Aid. C. Rice-Jones, vice-chairman; and Mr. Aidan H. Conklin, secretary. Mr. Arthur Morrison will be starter.

MAYOR O'BRIEN'S FIFTH TERM

The annual election of the council of Victoria Beach Municipality was held this week, nominations being received by A. I. Webb, clerk, in the Community club house, Tuesday, at the noon hour. The result was that Mayor F. C. O'Brien was re-elected for the fifth term, unanimously. The councillors re-elected for two years were Mr. Robert

Crawford in Ward 3, and G. J. Olafson in Ward 4, the sitting members. The two other councillors, Messrs. Grant and Young have yet a year to serve.

TO ALL INTERESTED IN SWIMMING

Mrs. S. C. Lloyd will personally conduct classes under the auspices of the Victoria Beach Community Club, for the purpose of encouraging the art of swimming and life-saving methods as sponsored by the Royal Life Saving Society.

Mrs. Lloyd is an active member of the Victoria Ladies' Swimming Club, of Winnipeg, and is a past president of that organization.

Classes for beginners

Every Tuesday afternoon, at 2:30, on Patricia Beach.

Classes for more advanced swimmers

Every Thursday afternoon on the Pier at 2:30.

ENROLL NOW. SEE NOTICES

BEACH NOTES

A pair of locked horns, the result of a grim tragedy of two wild bucks, were found by Mrs. Rex Lester on Elk Island last fall. They are on display for everyone at the Ateah Headquarters, on Front Street.

Visitors will find golfing at Victoria Beach at its best at present. The golf course is running true to form, the roughs being larger than last year.

For the benefit of new-comers the Crescent Creamery drivers will be found at convenient points where their excellent milk and cream, butter and ice cream will be delivered promptly.

Come for the week-end, or a month,
to beautiful, thrilling

MINAKI

GOLFING SWIMMING FISHING HIKING
TENNIS DANCING BOATING

Minaki Lodge

Traditional, fine service at this fully modern hostelry at rates as low as \$5.50 per day (meals included)

A holiday paradise set in a land of forest, lakes and streams, offering the city-worn vacationist an ideal spot for fun and relaxation

TRAINS FROM WINNIPEG

TU WED TH FR	SATURDAY	FRIDAY	DAILY	TUES FRI
10.00	1.30	5.10	6.20	10.30
A.M.	P. M.	P. M.	P. M.	P. M.

CANADIAN NATIONAL

Visitors to the Beach

will have an opportunity this week-end to

See How Champions Play Tennis

TOM SIMPSON
GEORGE PIRT
HUMPHREY BONNYCASTLE
CHARLES JONES

four of the best amateurs in Western Canada
have kindly consented to play several games

One game will commence at 4 p.m. and
another at 7 p.m. on

Saturday

July 23rd

All lovers of the game should make it
a point to attend