

# Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. IX

VICTORIA BEACH, JUNE 28th, 1934

No. 2

## Victoria Beach Has Much to Offer

**T**HE birds are singing their welcome song in the thick foliage of the unsurpassed groves of Victoria Beach. The summer season is on! Victoria Beach never looked lovelier; never had so much to offer the summer resort public as it has to-day. Large expenditures have been made since last season, and the Victoria Beach Company, with their usual enterprise and forethought, has left nothing undone to add to the comfort and the contentment of the residents and their visitors.

The regular train service over Canadian National Railway lines started to-day and a complete schedule will be maintained until Labor Day.

The stores are looking their best, and what the management of the Beach wishes to impress on

everyone is that prices at Victoria Beach stores are the same as in Winnipeg stores, plus the freight charge, which is very little. The management of the Beach wish the public to verify this. There is no need of anyone bringing down goods or pastries; everything is handled with despatch, and fresh goods are on hand at all times received daily.

Victoria Beach takes great pride in its nine hole golf course. The greens are perfect. One also gets an eyeful of the prettiest scenery when trudging over the fairways. The tennis court, convenient to the station, is also something which the company can take much credit for its finished appearance. It is as good as any in Winnipeg, state the Winnipeg net champions, when down



THE INN GROUNDS



UPPER—The grounds, Victoria Beach Inn.

UPPER RIGHT—View of the Inn Lounge.

LOWER RIGHT—Aerial View giving a splendid idea of Victoria Beach, showing large stretches of sand and beautiful wooded country. Elk Island is on the horizon.



AERIAL VIEW

**The Victoria Beach Lot Sale is on! Buy Now!**

last season for a week-end.

The hotel, Victoria Beach Inn as it is now known, under the management of Mrs. C. E. Moore, as hostess, has everything that is included in Moore's famous catering in Winnipeg; and the rooms have been improved and made even more pleasant.

The view from the Inn up and down and across the lake is majestic; and the proximity to the Victoria Beach dock, the largest on Lake Winnipeg, adds to the attractiveness of the location.

The Beach is getting well filled up, and those who desire to secure accommodation or cottage locations should not delay.

#### Eager Buyers

Those who desire to secure one of the 170 Victoria Beach lots at one-third the price for cash, only on sale this summer, will have to hurry.

Many inquiries have been received by the management and the choice ones are being selected in a way that indicates the campaign to sell this property for cash was a move that visitors to Victoria Beach keenly appreciate.

Fully twenty have asked for a few days' delay; they desire their families' opinions before closing, and have practically optioned these lots. It is, however, first come, first served, with the management. All the lots have been marked. A walk through the residential section will reveal the lots included in the 170, as each one has a distinctive sign.

Mr. Frank E. Sprague, the company's manager, is spending all his time at Victoria Beach meeting purchasers and prospective purchasers and giving whatever information the public desires. No one can do it better; no one is more capable.

The regular train service is now in effect on the Canadian National Railways and offers unexcelled opportunities for those who desire to go down to Victoria Beach to see for themselves what is listed. It's a clean-up of all the Victoria Beach residential lots and not one will be held back—every lot must go.

#### RUMFORDS LIMITED FINE SERVICE

Mr. Walter Thomas is around again this season collecting the parcels of soiled linen for that reliable firm in the laundry business, Rumfords Limited. The collection system of Rumfords is a great convenience to cottage residents. When the regular service on the railway comes into effect the service is very rapid.

## MOONLIGHT INN

#### PICARDY CANDY CENTRE

This week and every day from now on we will receive a fresh supply of the famed PICARDY'S delicious oven products—pies, cakes, tarts, fancy bread, buns. Layer cakes of unsurpassed flavor ALL AT WINNIPEG PRICES.



#### PICARDY FLAVORED CAKES

We ask the residents of Victoria Beach to visit Moonlight Inn. A public inspection of our show cases will convince everyone that we are here to cater to the bakery needs of the families of Victoria Beach.

**THIS WEEK'S CAKE SPECIALS**—Walnut Swanadown Layer (Chocolate Butter Icing), Iced and Plain Windsor Cake, Two Pound Dark Plain Fruit Cake, Two Pound Iced Dark Fruit Cake, Devil's Cake, Angel Cake, Sultana Cake, Boston Shortbreads, Canadian Cookies.

Picardy's Candies are always fresh. Moonlight Inn carries a varied assortment in house. The same principle which built up 14 stores in Winnipeg will be our policy in Moonlight Inn. Reasonable prices, unexcelled quality, courteous service.

R. N. BROWN, Manager

- Our Advertisers are your Friends. Please Patronize Them -

#### Rush for Picardy's Popular Pastries

Crowds flocked to Moonlight Inn Saturday on the arrival of the goods from Picardy's, and Mr. Brown and his staff had a busy time satisfying the desires for these popular dainties. It was a great sale and the forty loaves of fancy bread went like the proverbial "hot cakes." There were pies, cakes, tarts and other dainties, not to overlook the highly priced candies in boxes and jars, all seeming to meet the wishes of the public at Victoria Beach. Mr. Brown's enterprise in securing this popular make of high quality pastries is to be commended.

This Saturday there will be another fresh supply from the ovens of Picardy's at Moonlight Inn; and this coming week orders may be filled daily with fresh supplies as the regular train service for the season begins and enables an up to date fresh Picardy supply. Mr. Brown's Cafe and ice cream rooms are popular spots for those who are seeking for Purity Ice Cream and dainty lunches. A full meal is also provided on the menu.

Picardy goods are sold at Moonlight Inn at the same figures as in Winnipeg.

#### CHURCH SERVICE APPRECIATED

A regular summer visitor to Victoria Beach writes to the Herald: "I am glad to see by your first issue that the religious service is to be continued in the clubhouse at the Beach this summer. I think one only has to attend the services to know how they are appreciated. The closing service last summer I will never forget. Rev. William Steenson had charge. There was a baptism of several little children and babies and the command: 'Come unto Me,' was beautifully exemplified!"

The Herald also notes that Mr. Steenson obligingly came to Victoria Beach last winter and conducted the burial service for Mr. John Rupert, which was largely attended. It was a deeply appreciated commission on the part of the minister.

Church Service will begin Sunday, June 24th; the piano is in the club house and a pianista will officiate. The Church Committee always endeavors to have the church service attractive and inspiring. The Archbishop of Rupert's Land will be down for one Sunday this summer, and the Oxford Group Movement leaders will conduct one of the services.

#### THE QUALITY ICE CREAM PURITY

TO BE HAD ONLY AT  
MOONLIGHT INN

Take a quart of this superior product home with you. In Assorted Flavors.

Ask for "PURITY" when visiting at Moonlight Inn.

R. N. BROWN - Manager

#### TENDERS WANTED

The Victoria Beach Club is calling for tenders for painting the front of the club house and the steps leading to the front doors.

## Canada Bread

To our many customers holidaying at VICTORIA BEACH, we wish to announce that you can obtain your regular supply of . . .

BAMBY —

BUTTERNUT —

Dr. HALL'S MELLO-CREME, Etc.

at

## Thom's Store

beginning June 28th

FRESH DAILY

FRESH DAILY

## JAMES KILPATRICK BUTCHER

QUALITY MEATS :: UNRIVALED SERVICE

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 ten 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 FRUIT AND VEGETABLES DAILY  
Large Stock of all Popular Magazines  
Everything in the Bathing Line  
Laundry Agency Weekly  
VICTORIA BEACH - MANITOBA

: There is a Superb Lot for Every Pocket Book at Victoria Beach :

**Victoria Beach Herald**

Published at Victoria Beach every Saturday throughout the summer season, June 5th 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 10,000 copies, and distributed free.

Communications to be sent to the Editor, Address Press, 44 Princess Street, Winnipeg, or left in boxes in Victoria Beach stores.

Advertisements to be sent to the Business Manager, Address Press, 44 Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

**With Our Beach People**

Mr. Arthur Rice-Jones, who has been in London, Eng. since last October, arrived home Sunday after a lengthy holiday.

A number of the members of the Alpha Phi fraternity were the guests of Miss Margaret Brown at her summer home at the Beach the past week, returning to Winnipeg Sunday night.

Mr. and Mrs. Earl Wilnot and family have taken a cottage at the Beach for the summer.

Mrs. Newton Brett and family are holidaying at the Beach.

Mrs. Charles Heath is spending a holiday at the Beach, the guest of her daughter, Mrs. Osborn Scott.

Back in Winnipeg again after a 7,880 mile automobile trip, which included a jaunt as far south as Escamado, Mexico, Fred M. Gee and his son, Arthur, have glowing accounts of beautiful roads through the western United States. Mr. Gee and Miss Beulah Gee spent a few days at the new family cottage on Third Avenue.

Miss Marjorie McMaster is spending a holiday at the Beach.

Miss Verona Conklin and Miss Pat Cooney have spent the past week at the Beach at Mr. Conklin's cottage, Sunset Boulevard.

Mr. and Mrs. William Moore are spending two weeks at Mr. and Mrs. Cyril Head's cottage, Sunset Boulevard.

Miss Jessie Kerr has had a number of guests for the first two weeks of June, including Miss Dorothy McGillivray, Miss Margaret Keir and Miss Jean McDougall.

The Misses Frances Gowan, Florida Webb, Elsie Parker, Sophie Clutta, May Moore and Barbara Carruthers will

arrive Saturday to spend the next two weeks at 318 Fifth Avenue.

Dr. Ross Mitchell and Mrs. Mitchell spent the week-end at the family cottage, going into the city Sunday night, leaving their son "Jim" down for the season.

Mr. and Mrs. Shirley Brooks, Transcona, have been regular visitors at their cottage each week-end this season.

Canon and Mrs. Wells with family are enjoying the season in their cottage, along the lake shore and through the woods.

Mr. and Mrs. Lyle Harvey and Miss Maureen MacLean were week-end visitors at the cottage of Dr. and Mrs. Neil J. MacLean.

Mr. Earl Kennedy, Montreal, son of the late Mr. F. C. N. Kennedy, spent Sunday at the Beach, and toured the island with Mr. Frank E. Sprague. Previous to 1924 Mr. Kennedy spent twenty years during the summer at Victoria Beach. He is now a group superintendent in the Aluminum Company of Canada plant in Montreal.

H. A. Bayne, 1802 Union Trust Bldg., and family will occupy a cottage on Sunset Blvd. for the season.

A. W. Gibb and family have taken up residence at "Strathavon Cottage," Sunset Blvd., where they will remain until the middle of August.

Mr. and Mrs. Titoe Neasey are occupying a cottage on Second Avenue.

Since the 24th of May, Strathavon Cottage has been "open house" to the friends of Miss Louise Strath. Among those spending week-ends or several days there were Mr. and Mrs. S. Dalton, Mrs. Riggs, Mr. and Mrs. S. McBride and sons Allen and Glen, Mrs. G. Barker, Misses Molly MacPherson, Viva Disor, Ruth Barker, Jean Dalgleish, Isobel Beggs, Dora Beer, Lee Mathias, Betty Parker, Marjorie Gould, Susie Brown, Diana Tate, and Messrs. Harold Moberly, Bill Fletcher, Jerry McIlwain, Geo. Gould, Marshall Pratt, Tom Caldwell, Jim and Bill Tate.

Mrs. M. C. Garroni entertained a number of friends at her camp at this Beach over the last week-end. Those who

**Fifty Cents . . .**

will send the VICTORIA BEACH HERALD to any address.

SUBSCRIBE—and be sure of your copy

**"Grass Widowers"**

and THOSE WHO REMAIN IN TOWN  
DON'T MISS MEALS ON ACCOUNT OF HEAT

ADVERTISERS' TEST COUPON . . .  
Drop in any morning before 11 a.m. and have a cup of McLean's Delicious Coffee and a Turvot Cigarette.  
Present this Coupon to the Waitress

**MOORE'S**  
Water Washed Air Cooling System

∴ Our Advertisers are Worthy and at Your Service ∴

spent a delightful time as her-guests were: Mesdames M. Garroni, T. Spooner, M. Shanahan, P. Kohnen, Earl Bassy, N. Lemieux, A. Kunza, A. P. McDonald.

Mrs. Gordon Donaldson and three children, of Barris, Ont., arrived this week to spend several weeks with Mrs. Donaldson's parents, Mr. and Mrs. Fred Gee, in Winnipeg and at Victoria Beach.

N. N. Macaulay and family will occupy Gowen's lake front cottage for July.

Sir Charles Tupper, Bart., Lady Tupper and family are occupying a cottage on Second Avenue, their fourth season at Victoria Beach. Sir Charles spent the week-end at the cottage, returning to the city Sunday night.

Mrs. H. E. Jackson is spending next week on Second Avenue.

Mrs. G. B. Barager joined Mr. Barager at the store last Friday and is again in charge of the post office.

Miss Dorothy Sprague, after a week spent at the family cottage, returned to the city Saturday night.

Mrs. Shields, mother of Mrs. Walter Thomas, spent a recent week with her daughter, returning to Winnipeg to undergo medical treatment.

Mr. and Mrs. W. B. Banfield and family arrived this week-end to spend the month of July.

Mr. and Mrs. J. S. Skinner were among the early visitors to the Beach, spending the past two weeks on Sunset Blvd.

Mr. and Mrs. L. Christie are spending the first two weeks of July on Fourth Avenue.

F. W. Gaston, 101 Park Blvd., Tuxedo, will occupy the log cottage on First and Arthur for July.

For the past three years, Mrs. Sheldon Dalton and son Kenny have been among the earliest visitors to the Beach, spending some time in May and June at Strathavon Cottage, the guests of Miss L. Strath.

Mr. W. Smallcombe will again occupy the same cottage on First Avenue for July.

Miss Ethel Hicks, secretary to the Canadian National Railways' treasurer, Mr. F. P. Farley, spent the week-end at the Beach.

**Taylor's for Development**

Take your Films to the Drug Store and we will give you the promptest service. Our attention to patrons last season brought us a large business and a satisfied public.

LATEST PROCESSES  
**Taylor's at the Drug Store**  
VICTORIA BEACH - - MANITOBA

**J. H. FALLS**

Groceries, Confectionery and General Merchandise at Winnipeg prices  
Latest Fashions in Bathing Supplies. Circulating Library. Souvenirs. Long Distance Telephone.  
VICTORIA BEACH, MANITOBA

**Modern Dairies**

MILK  
CREAM  
BUTTER  
ICE CREAM

This year we will operate our own Delivery Service under the supervision of Mr. J. English, who has been connected with Barager's Store up until this season.

MODERN DAIRIES PRODUCTS COME TO YOU FRESH DAILY  
WE SOLICIT YOUR PATRONAGE  
PHONE 201101

**William Fournier**

SADDLE HORSES AND PONIES TO RENT  
Experienced for the Beach Roads  
HIGH CLASS PAINTING, DECORATING, OILING AND VARNISHING  
Leave Orders at the Store - Victoria Beach, Man.

**Community Church Service**

IN THE COMMUNITY CLUB HOUSE  
Opening Service will be  
SUNDAY, JUNE 24th, at 11 a.m.  
Preacher - REV. J. S. WATSON  
President  
CHARLES A. BALL

**BARBER SHOP**

NEXT TO COMPANY'S OFFICES  
COMPLETE SERVICE - CITY PRICES

∴ Read the Greatest Summer Resort Lot Sale in History ∴

Beach Notes

Mr. Fournier has a number of fine saddle horses and ponies on hand for the use of Victoria Beach residents.

The fresh meat shop is open and is again under the direction of Mr. J. Kilpatrick. Quality with service is Mr. Kilpatrick's motto, and the public appreciates it.

Mr. Baragar has again arranged for meeting the wishes of the boating public, and will have this coming week canoes and row boats at his dock adjoining the former air station.

The water in the lake is at its highest in five years, heavy rains having poured a great volume into the big body.

A visit to Olafson's dock on the far side of the island is one of the popular rambles.

Raspberries should be a big crop after the heavy rains of this month.

The Winnipeg Press Club are visiting the Beach today, dining at Victoria Beach Inn.

Visitors are admiring Mr. Thomas Hay, M.P.'s new cottage on Sunset.

The beautiful new bungalow of Mr. Fred Geo is a fitting setting for his fine site covered with tall pines.

P. J. Rich, of the Winnipeg Grain Exchange, who last year secured a beautiful home on Sunset, has this summer spent several hundreds of dollars terracing his front lawn property and making the surroundings very beautiful.

CRESCENT WAGONS ARRIVE

The Victoria Beach streets and avenues are bright with the orange wagons of the Crescent Creamery Company, delivering all their special lines of certified milk and cream to cottages early and promptly.

The company has been serving this Beach many years, and has been efficient and faithful. Orders may be left at J. H. Falls' store.

BEACH TRAINS HELP EMPLOYMENT

The running of trains to Victoria Beach effective from May 24th, involves assignment for six complete train crews

Victoria Beach Drug Store PRESCRIPTION SPECIALISTS. Full line of COSMETICS, PATENT MEDICINES, TOBACCO, FIRST AID and FIRST AID KIT, KODAK SUPPLIES and PRINTING. Location in Victoria Beach Company's Office.

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 Limited PROMPT SERVICE

Victoria Beach Inn. AN ATTRACTIVE 24-ROOM HOTEL located on the point overlooking both the bay and lake and having an almost constant breeze. WEEKLY RATES INCLUDING MEALS. Single Room \$1.00, Double Room \$1.50, Two Persons in Cottage \$1.75, Two Persons in Main Building Double Room \$1.50 and up. Reservations may be made at MOORE'S COOLED AIR RESTAURANT 327 Portage Avenue, Winnipeg. Phone 22 054.

Our Milk is specially selected for Victoria Beach from our best shippers, including Kinalmealy Farms, and R. J. Smith & Co., Bird's Hill Jersey Farm, and is under the control of our laboratory from the time it is received in our plant until it is loaded out for shipment. Crescent Creamery Company Limited. WATCH FOR OUR WAGONS EARLY DELIVERY, PROMPT SERVICE.

Victoria Beach - - The Place to Spend Your Holidays

and the equipment of nine additional engines with occasional extras. Indications of a steady improvement in railway employment are made manifest by the amount of work coming into the round houses from day to day through summer resort-business. Any large increase in the handling of locomotive power out of Winnipeg engine shops means the temporary employment of additional men.

PARADISE FOR "LITTLE TOTS" In an introductory to the summer resort season for 1934, the Free Press this week said: "Victoria Beach is strictly a family beach. The bathing beach is an ideal place for the little tots to spend their outdoor hours playing in the sand and getting the benefit of the warm sunshine that turns their white skin to a healthy golden bronze. The "Safety Lanes" are one of the features."

COMMUNITY CLUB CALLS ANNUAL MEETING Victoria Beach Community Club executive, at a meeting held Tuesday night in the Victoria Beach Company's office in Winnipeg, arranged for the holding of the annual meeting Thursday, June 28th, in the company's office. A slate of officers and executive committee for 1934-35 was nominated for presentation at the annual meeting. Some new ideas were suggested for an orchestra for the season, which

opens at the club house, Saturday, June 30th, with the idea of putting more pep into the weekly dances. Tenders will be called for painting the front and steps of the club house. A very interesting report was received from the transportation committee, which carried the information that the railway route to the Beach may be shortened by seven miles in the near future. The regular train service for the season was inaugurated this afternoon, when the members of the Winnipeg Press Club are guests of the company and the Canadian National Railways in their annual outing. A lowering of the fees to members and the abolishing of the life membership, which has done service, will be brought to the attention of the annual meeting. The treasurer, Daniel Sprague, reported a good balance in the treasury. Aidan Conklin, president of the club, was in the chair.

MODERN DAIRIES' DELIVERIES The Modern Dairies is this season trying a new experiment in their milk deliveries. Last season a service was given from G. B. Baragar's store. This year, by special arrangements with the Victoria Beach Company, a truck is in service, and Modern Dairies calls at cottages with their milk and cream by a new method. The milk from several well known farms is brought direct to Victoria Beach from their St. Boniface plant.

Train Service VICTORIA BEACH Grand Beach, Hillside & Albert Beaches. Table with columns for No. 31, No. 42, No. 43, No. 44, No. 45, No. 52, STATIONS, No. 40, No. 42, No. 44, No. 45, No. 52. Includes text: GOLF COURSE at Victoria Beach Victoria Beach INN to stop at CANADIAN NATIONAL Our Advertisers are your Friends. Please Patronize Them

## Lots at Reduced Prices

### SUNSET BOULEVARD —

Lot 6, Bk. 1—Regular Price \$1,000; Sale Price \$350  
 Lot 11, Bk. 5—Regular Price \$1,000; Sale Price \$350  
 Lot 4, Bk. 13—Regular Price \$900; Sale Price \$300  
 Lot 13, Bk. 12—Regular Price \$800; Sale Price \$275  
 Lot 16, Bk. 12—Regular Price \$750; Sale Price \$250  
 Lot 12, Bk. 11—Regular Price \$500; Sale Price \$175

### THIRD AVENUE —

Lot 11, Bk. 7—Regular Price \$400; Sale Price \$135  
 Lot 23, Bk. 30—Regular Price \$400; Sale Price \$135

### FIFTH AVENUE —

Lot 7, Bk. 19—Regular Price \$300; Sale Price \$100

### SIXTH AVENUE —

Lot 19, Bk. 21—Regular Price \$250; Sale Price \$85

### SEVENTH AVENUE —

Lot 2, Bk. 24—Regular Price \$150; Sale Price \$50  
 Lot 30, Bk. 27—Regular Price \$200; Sale Price \$70

### EIGHTH AVENUE —

Lot 19, Bk. 23—Regular Price \$100; Sale Price \$35

### Cor. EIGHTH and PATRICIA AVENUE —

Lot 1, Bk. 26—Regular Price \$200; Sale Price \$70

### CENTRE ROAD —

Lot 4, Bk. 37—Regular Price \$350; Sale Price \$120

### CENTRE ROAD and EIGHTH AVENUE —

Lot 11, Bk. 37—Regular Price \$350; Sale Price \$120

The above are a few of the lots available

Every Lot is at least 75 feet frontage to a depth of 120 feet. Many are larger. On the cheaper lots the value of the wood as cordwood is more than the price asked.

### Prices Quoted are for Cash

Maps and full information as to lots available can be obtained from the office at the Beach or 317 Portage Avenue — Phone 21 029

## Victoria Beach Company Ltd.

FRANK E. SPRAGUE, Manager

■ The chance of a life-time to buy Victoria Beach lots! ■