

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XI.

VICTORIA BEACH, MAN., JUNE 20, 1936

No. 2

Victoria Beach Opened For 1936 Season

THE outstanding summer resort of Manitoba awaits your coming! Many Cottage owners and cottage renters have already arrived; others are on the way and preparations are being completed on every hand for a busy and enjoyable season.

The fact there are no autos admitted to Victoria Beach for pleasure-riding or for any purpose except deliveries from stores or transfer, adds to the desire of holiday-seekers to make Victoria Beach their summer home.

Children will not be startled by the sudden appearance of an auto across their path. One feature of the bathing beaches is that there is a wide expanse of sand; and mothers and guardians of the youngsters have ample room in which to be comfortable while they attend to their "knitting."

How enjoyable it is to look forward to residing at a resort where the auto finds no welcome; where a municipality equipped with a special act of the legislature of Manitoba has the necessary authority to keep out of its boundaries the gasoline car, permitting the air to be free from obnoxious contamination which afflicts all other summer resorts in the Winnipeg district. Not only that, but the children are safe to wander at will through the leaf-clothed avenues of Victoria Beach; there is no honking of horns in the evening to disturb the rest or "Nature's sweet restorer, blessed sleep."

There is also one of the finest tennis courts in Manitoba at Victoria Beach where the rates are reasonable. There is also a very pretty nine-hole golf course with tree bordered fairways, with greens that have been under the care of a competent staff of attendants; the greens have now reached a stage of perfection. Family parties have a gay time on this Victoria Beach course and the clubhouse is a convenient resting place with a staff officer there from daylight until dark.

But it is the Beaches with an unsurpassed sand that draws the greatest attention of visitors. The stores are filled with fresh stocks and courteous attendants serve cottage residents.

On one of the prettiest spots in Manitoba Victoria Beach Inn is located. It is away from the auto calling party, with a wide beach free of stones close at hand, right next door. It has a restful surrounding and is tastefully set off with green sward and flowers with an indoor rest room that is available to all guests. The vista from the front lawn up and across the lake is favored by many and the sunsets are something no other Inn in Western Canada has at its front door. The charm of a holiday at Victoria Beach Inn will linger in memory forever. Mrs. C. Moore is the hostess this year.

This year the foliage overhanging the avenues is unsurpassed, the weather in the early part of the summer being just the kind to develop and spread the branches of Victoria Beach's rich heritage of trees.

So "heigh and a ho" for Victoria Beach! Let's make 1936 the biggest season; so that many more scores of families may return to the city brightened, invigorated and built up for the later months of the year.

One must not forget the splendid milk and cream delivery service at Victoria Beach where quality and quantity, are available at the cottage door. "Drink more milk for health," is a wise saying.

Bread and tasty dainties may be secured fresh each day at the stores.

Each year Victoria Beach has so many friends who are prospective residents that these facts have been restated for their benefit and for the good of all summer holiday seekers. But best of all Victoria Beach retains its old friends.

With Wolseley at Fort Alexander and Elk Island in 1870

Victoria Beach lies on what was the main highway of travel between the Red River Settlement and Canada, the territory included in the present provinces of Ontario and Quebec. Part of the beaches travelled the north canoes and York boats of the French adventurers, the bourgeois of the North West Company and the officers of the Hudson's Bay Company, and its shores long re-echoed the gay songs of the voyageurs.

The extract which follows gives the first-hand impressions probably of Wolseley himself who was the leader of a military force organized to travel from Canada to Fort Garry in order to promote peace in the new province of Manitoba. These impressions appeared in Blackwoods' Magazine for December, 1870, January and February, 1871, under the heading, "A narrative of the Red River Expedition" by an Officer. Colonel Wolseley later gained fame as

(Continued on page 4.)

VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 2 to the end of August. Devoted to the best interests of the Cottagers, the Victoria Beach Company, and the merchants of the Beach.

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Advertisements to be sent to the Business Manager, Albion Press, 504, Princess Street, Winnipeg or left in boxes in Victoria Beach stores.

BEACH PEOPLE

Commander Eustace Brock, Mrs. Brock and children came down Saturday for the season.

Mr. and Mrs. Norman Smith, of Minneapolis, Minn. and children arrived Saturday night and are occupying Mr. Willis fine cottage on Third Avenue for the summer.

Mrs. Cochrane has been occupying her cottage on recent week-ends and has had a number of city guests.

Mr. and Mrs. F. de Courcy Davies have been down at their cottage since Arbor day, and Mr. Davies has put in a fine vegetable garden.

Mrs. Gordon Rusell and children have taken a cottage on Sixth Avenue, near Arthur Road, for the next few weeks.

Mrs. J. W. Rooke has been in her cottage on Sixth for the past few days.

Mr. Fred Gee and members of his family were in their cottage last week-end, returning to the city Sunday for a short stay.

Mayor Victor L. Scott was in his cottage, Arthur Road, last week-end with members of his family.

Inspector McLaughlin, of the city police force, was down at his cottage during the last week-end.

Dr. Lansdowne was in his cottage last week-end.

Mr. and Mrs. F. C. Walcott are with Mr. and Mrs. H. B. Shaw in their cottage on Sunset, arriving last week-end.

Mr. and Mrs. Charles Garland were in the family cottage recently.

Mrs. L. F. Borrowman has laid out an extensive bed of peonies.

Mr. "Jim" Kerr came in from Kenora to spend Sunday at Victoria Beach.

Mrs. C. Laurence Kennedy entertained the directors of

the Victoria Beach Company and their wives at an afternoon tea on a recent Monday in her home, Sunaet, being assisted by Mrs. A. L. Webb, and the Misses Webb and Mrs. H. L. Marchant.

Mr. Thomas French joined his family at their new cottage on Sunset last week-end.

Mr. and Mrs. William Humphries are occupying their new cottage on Sunaet built this early season.

Mr. and Mrs. W. Carmichael have been down at their cottage recent week-ends.

Mrs. F. Cumming, who spent the winter at the Beach in her new cottage has laid out a beautiful bed of tulips, now in bloom.

Mr. and Mrs. Jones are again in their new cottage on Sunaet.

Mr. and Mrs. Cy. Head are down for the season in their cottage on Sunaet.

Mr. and Mrs. James Walley are again in their cottage on King Edward and Smith.

Mr. and Mrs. Spencer Guest have been in their cottage on Sunaet, on recent week-ends.

Mr. and Mrs. Osborne Scott have been frequent visitors this summer.

Mrs. James Little and family will shortly occupy their cottage for the season on Patricia. Mr. Little, principal of Kelvin, plans to join the Vimy Ridge party and to visit France this summer.

Mr. and Mrs. Fred Lloyd have been in their cottage recently this summer to attend the unveiling of the Canadian memorial.

Mr. Frank J. McKinney, Victoria Beach Club's president for 1926 sailed from France this week and is expected home the end of next week.

Miss Minnie Neil, of the public school staff, has been down at her new cottage on Sunset, King Edward Beach, on week-ends this season and has had as her guests members of her family.

Mr. and Mrs. Harry Neil have been spending week-ends at Victoria Beach this season.

Mr. and Mrs. M. B. Whitley, 122 Home Street, entertained at a family dinner on June 12 in honor of Mrs. Whitley's parents, Mr. and Mrs. E. H. Hebb, Sr., who were celebrating their fiftieth wedding anniversary. Mr. and Mrs. Whitley celebrated their twenty-fourth wedding anniversary on the same day.

Mr. and Mrs. C. Laurence Kennedy have been in their cottage on Sunaet, on recent week-ends.

Lunch or Dine Comfortably

Moore's
WATER WASHED AIR
COOLING SYSTEM

assures a cool and comfortable dining room on the hottest days . . . 75,000 gallons of artesian well water required daily to give you this comfort.

COTTAGES BUILT

Additions to Beach Buildings made and Repairs carried out in satisfactory manner.

Leave Orders for Work Required at Victoria Beach Company's Office

Prompt Attention will be given to Requests.

ALBERT LARSON Victoria Beach, Man.

Miss Viva Dixon and Miss Diana Tate spent last week-end with Miss Louise Strath.

Mr. and Mrs. H. L. Marchant will occupy a cottage during the season.

Mr. and Mrs. Nettleton and family are occupying a cottage on Sunaet Boulevard for the next two weeks.

Miss Ruth Becker and Miss Marjorie Hutchings are spending the next two weeks at the Beach.

Victoria Beach Notes

Dr. John Leishman is the medical officer who will be in charge of Victoria Beach municipally this summer.

Miss Helen Terry, B.A., Manitoba University, who has been teaching at Victoria Beach school during the absence of Miss Irene Riddell in the old country, has been appointed teacher for the coming year, beginning in September. Miss Riddell has been on a year's leave of absence during the 1925-26 term, and has decided she will not return. Miss Terry was highly endorsed by the Manitoba Department of Education.

Mr. William Martin is again the chief constable at Victoria Beach this summer.

Mr. W. Mattison, the Municipality's Superintendent at Victoria Beach, has been down since early in April and has the wells in splendid working condition with an ample supply of the purest water, certified by the government 100 per cent.

The roadways and avenues have been smoothed down with gravel from the Municipality's own pit.

The Executive of the Victoria Beach Club at its last meeting decided to hold the Children's Sports Day on July 25, and the Children's Masquerade at the clubhouse with other attractive features the evening of July 25. The Annual sports day will probably be Saturday, August 1 with Civic Holiday available August 3, if the weather should cause a postponement.

Several applications have been received from orchestras in Winnipeg to play for the dances at the clubhouse this season and a committee of the club, under Mr. Aiden Conklin, is sifting out the offers.

The Victoria Beach Club Executive has decided to place in charge of the clubhouse this season a "clubhouse secretary" with the necessary training to promote athletics amongst the younger residents of the Beach. Alan Simm is the choice of the Executive for the work. His family are Victoria Beach cottage residents and he has been highly endorsed by the Secretary of the Y.M.C.A. The plan is to promote soft ball, hikes, and other exercises.

Dr. R. K. McClung was this year added to the directorate of the Victoria Beach Company representing the cottage owners who have stock in the Company. The board com-

CRESCENT

Quality Guarded Dairy Products

MILK - CREAM - BUTTER

ICE CREAM

AND OTHER DAIRY PRODUCTS

can be obtained at Victoria Beach as in other years.

We supply the same high class milk products at the Beaches that are obtainable in Winnipeg and have won us many constant friends during the last thirty-two years.

Phone 37 101 before leaving the City — our Salesman will call on you when you arrive and give you first class service.

CRESCENT CREAMERY CO., LTD.

PHONE 37 101

prises C. Laurence Kennedy, president; L. F. Borrowman, vice-chairman; J. J. Conklin, H. L. Marchant and F. W. Robertson, with Frank E. Sprague, secretary. Clarence Jackson, a former director has moved to Ottawa.

SEASON TRAIN SERVICE STARTS

The regular Victoria Beach service for the season starts Saturday with the through 1.10 train leaving with parlor car attached from Canadian National station. The 5.50 through train starts next Friday. This season through trains back to Winnipeg leaving Victoria Beach at 8.30 have been put on week-ends since Victoria Day. The Wednesday early evening through train starts Wednesday, of next week, June 24.

The week-end return fare is now \$2.20.

Atoah's Baggage Transfer

Wood and Ice

Prompt and Courteous Service

See our Man on Station Platform or at Office near Manager's Store.

24 Years Residents of Victoria Beach.

HIGH QUALITY MEAT STORE

The Best procurable from the leading abattoirs of Winnipeg received by fast trains daily at Victoria Beach. Beef, Lamb, Pork, Bacon, Ham, Eggs, Fresh Vegetables and our own Sausages made daily.

Our past reputation is our guarantee — we carry only the best. New cases.

JAMES KILPATRICK

VICTORIA BEACH, MAN.

FOR SALE
SMALL REFRIGERATOR in first-class condition
also SINGLE BRASS BED, SPRING and
MATTRESS.
Apply Week-ends to
127 SUNSET BOULEVARD, VICTORIA BEACH

**With Wolseley at Fort Alexander and Elk
Island in 1870**
(Continued from page 1)

a leader in Egypt and the Sudan and became Field Marshal
of Her Majesty's Forces.

AT FORT ALEXANDER
There are numerous clearances in the vicinity of Fort
Alexander where some half-breed farmers have established
themselves. There is also a very fine farm belonging to the
post in a good state of cultivation. The land is very rich
for about half a mile or a mile back from the river, beyond
that being a succession of swamps impassable during the
summer, but travelled over when frozen in winter. The
Fort is like the others already described, but is on a larger
scale, and has a less decayed air about it. It stands on the
left bank, which is about twenty feet above the water, and
is two miles from the mouth of the river. There is a
Protestant mission here, and much good is done by its
schools, in which English is taught. The 21st of August,
1871, being Sunday, there was a parade for divine services
in the morning, at which the servants of the Hudson's Bay
Company, and the few half-breed farmers in the neighbour-
hood, joined us in prayers for the success of the operation
we were about to undertake.

AT ELK ISLAND — LAKE WINNIPEG
The afternoon was lovely, with a bright warm sun shining
down upon us as our fleet of fifty boats hoisted their sails,
and started with a light wind from the S.W. It was a pretty
sight, and a subject well worthy of an artist. As we rounded
the point of Elk Island, eighteen miles N.W. from Fort
Alexander evening was falling fast; so we halted for the
night in a bay with a wide sandy beach between the water
and the high overhanging bank, which was covered with
timber, chiefly birch. The boats drew up in a long line,
side by side, with their bows on the beach. Fires were soon
lighted and a few tents pitched here and there. As one
looked down from the high bank upon the busy scene be-
low, where all was cheerful bustle, the hum of voices, the
noise of the axe chopping wood, and now and then the
crashing sound of a falling tree, one realized how quickly
the solitude of the forest is transformed into life by the
presence of man, endowed as he is with so many wants.
The climate was that of the south of Europe; and as the
sun set beyond a horizon of water, one might have imagined
one's self in some Grecian island looking out upon the Medi-
terranean, the beach covered with the crews and boats of
a corsair fleet.

LIGHTING THE COTTAGE
Mr. Frank E. Sprague has recently installed a Delco
"Little Joe," Six-volt Lighting Plant, at his cottage on
Arthur Road. Parties interested in lighting their cottages
please get in touch with Jack Donnelly at Victoria Beach, or
Dickson Electric Company, Distributors, 270 Fort Street,
Winnipeg.

Dust off and Burnish your Golf Clubs. Course is Open!

Modern Dairies

VICTORIA BEACH, MAN.
Milk
Cream
Butter
Ice Cream

This year we will again operate our own Delivery
Service. Our Auto Service will meet your every
need.

MODERN DAIRIES PRODUCTS COME
TO YOU FRESH DAILY.

WE SOLICIT YOUR PATRONAGE
for orders
in advance of leaving for Victoria Beach.
Phone 291 101

FOR SALE — Furnished six-room cottage,
large verandah, every convenience. 339 Fifth
Avenue, Victoria Beach. Apply there.

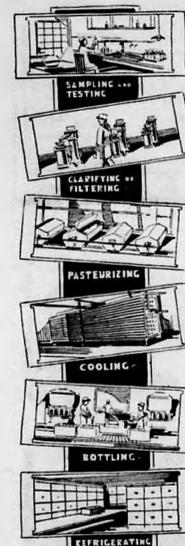
For Good Service and Bread you will enjoy,
Shop at **BARAGER'S.**

SPEIRS PARNELL
BAKING CO. LIMITED
Trading in City since 1885

J. H. Falls
GROCERIES CONFECTIONERY
GENERAL MERCHANDISE
Latest Fashions in Bathing Supplies.
Circulating Library Souvenirs
LONG DISTANCE TELEPHONE
All Your Needs Supplied.
Victoria Beach, Man.

City Milk

The same health protection you enjoyed in the
City is available to you at the Beach—WHERE YOU
NEED IT MORE.



CITY MILK and
CREAM, laboratory
controlled at every
stage of production
from the dairy herd
to your door, may
be obtained, deliv-
ered fresh daily,
through our local
distributor, Mr.
Simmons of
Victoria Beach.
Service may be ar-
ranged through Mr.
Simmons, or by
phoning our city of-
fice — 87 647.

You
May Also
Enjoy
your favorite Ice
Cream by asking
for

**Purity
Ice
Cream**
at the
MOONLIGHT
INN.



Community Church Service

in the
COMMUNITY CLUB HOUSE
SERVICE EACH SUNDAY MORNING
throughout the summer at 11 o'clock.
First Service, Sunday, June 28
CHARLES H. BALL, President

Victoria Beach Inn

AN ATTRACTIVE 34-ROOM RESORT located on
the point overlooking both the bay and lake and
having an almost constant breeze. The attrac-
tiveness of meals and service is assured. Our Kit-
chens being entirely staffed with help from
MOORE'S PORTAGE AVE'S WATER COOLED
AIR RESTAURANT. Rates are low for service
rendered.

WEEKLY RATES INCLUDING MEALS

Two Persons in Cottage	Each	Single, per day \$4.00 each
Single Room	\$31.00	and up. Double \$7.00
Double Room	\$18 to \$20	when sharing room
Two Persons in Main	Building, Double	with Adult \$10.00
Room	\$21 and up	Breakfast Served in
		Room 10c Extra.

Guest sharing accommodation with permanent resident
weekly guest will pay same rate as permanent guest.
MRS. C. E. MOORE, Manageress.

RESERVATIONS may be made at . . .
MOORE'S COOLED AIR RESTAURANT
297 Portage Ave., Winnipeg Phone 86 664

AN ABSENCE OF ALL EXTRA CHARGES PLAN
LOW rail fares combine to make a holiday planned at
Victoria Beach the one of the most economical you can
find. Guests of the Inn should give their luggage checks
to Anderson's representative, either on the train or at
Victoria Beach station, and it will be delivered at the
Inn without charge.

Please Leave Your Orders for
Laundry and Dry Cleaning
FALLS STORE
Victoria Beach, Man.
Calls are made each MONDAY and THURSDAY
NO CHARGE FOR PICKING
UP OR DELIVERING PARCELS
Agent: WALTER THOMAS Prompt Service
Rumford Limited

Fifty Cents — —
will send the VICTORIA BEACH HERALD
to any address. Subscribe and be sure of
your copy . . . Send your subscription to
ALMON PRESS, 86 1/2 Prince St., Winnipeg, Man.

SADDLE HORSES
 will be available this season at
"WALTER THOMAS" STAND
 close to the former air station grounds.
 See Victoria Beach from the Saddle!

Anderson's Transfer
 VICTORIA BEACH, MAN.
 Office back of C.N.R. Station. Arrange
 with my man on train for delivery of your
 baggage, freight or express. Call at office
 or give your order to drivers for
WOOD and ICE.
 Prompt Service. Correct Measurements.
 Insist on getting receipt from drivers.
W-O-O-D
 BIRCH ———— POPLAR
 1 Cord cut and split — \$6.50 1 Cord cut and split — \$7.50
 1/4 Cord cut and split — 1.50 1/4 Cord cut and split — 2.00
 1/2 Cord cut and split — 3.00 1/2 Cord cut and split — 3.50
 ———— SLABS CUT ————
 Just what you want for summer use.
 BIRCH SLABS CUT per cord — \$4.50
 MIXED SLABS CUT, per cord — 4.50

Barager's Store
 AND THE
POST OFFICE
 across the track from the Station. A full stock in
 every department of good quality merchandise.
CITY PRICES. Some side lines slightly higher.
HARDWARE FISHING TACKLE SHOES
BATHING SUITS PATENT MEDICINES
MAGAZINES AND LENDING
LIBRARY
BOATS AND CANOES FOR HIRE.
 We Specialize on Fresh Fruits, Vegetables and
 Strictly New Laid Eggs. Give us a chance on that
 Opening Order. Get exactly what you want. We
 will take back anything not satisfactory or left
 over when you leave.
**OUR MOTTO: "Clean, Well Stocked Store,
 Good Merchandise and Pleasant,
 Snappy Service."**
IN CARE OF PHONE CALLS, TELEGRAMS AND
FRIENDS ENQUIRING
 we invite every family and visitor to register
 at the Post Office.
This Service is Valuable to many every year.

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 wood-
 ed country. Elk Island is on the horizon.
 * * * *

Canada Bread
 TO OUR many customers holidaying at Victoria Beach,
 we wish to announce that you can obtain your
 regular supply of ————
BAMBY — DR. HALL'S "MELLO" CREAM
BUTTERFLY — C.B.A. Etc.
 — at —
J. H. FALLS
 SPECIAL CAKES MADE TO ORDER QUALITY BREAD Shipped in Daily CAKES FRESH DAILY

Victoria Beach Notes
 The Municipality has cleared away the willows from
 the shore and along Sunset adding greatly to the appear-
 ance of the beach front.
 Why not lay out a flower garden plot at your cottage?
 This is one of the pleasant occupations cottage owners
 should get interested in. Flowers grow without much at-
 tention at Victoria Beach once started and the bloom adds
 to the joy of living and pleases passers-by.

DREWRYS . .
Dry Ginger Ale
 and 16 OTHER POPULAR DRINKS to quench summer
 thirst, cool and refreshing — Served at all Beach Stores
 and at the Golf Club. House by the bottle or by the case.
 Be Sure it is DREWRYS.
TELEPHONE DIRECT TO OUR OFFICE
IN WINNIPEG FROM VICTORIA BEACH
 for any of our products. Phone 57 221.
"BIG BOY" BOTTLE
 DREWRYS DRY in the Big-5 Glass 25c plus
 Family Size deposit
DREWRYS LIMITED, Established 1877

Walter Thomas has completed an attractive stone front
 and steps to 127 Sunset, where it may be seen by any who
 desire adding stonework to the front of their cottage.
 Mr. "Jim" Mitchell has been appointed agent of the
 Free Press at Victoria Beach for the summer; and Mr. Ralph
 Borrowman is the agent for the Tribune.



For Rent Cottages

in all sections of townsite, either by week, month or season.
Small Cottages to accommodate four at \$10.00 per week.
Cottages, clean, attractive and well furnished. \$125 to \$300 Season.



THE INN GROUNDS



THE LOUNGE

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 wood-
ed country. Elk Island is on the horizon.
* * *



AERIAL VIEW