

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

VOL. XI.

VICTORIA BEACH, MAN., AUGUST 8, 1936

No. 9

Make August the Friendly Month

Let's make August the "Friendly" month, the month when everyone gets better acquainted, when there is a larger attendance at the community club at church services, at the beaches, along the lanes and pathways, which form such a delightful feature of Victoria Beach.

Let's have a big bonfire one night in the week; the municipality could help out in this by securing the material for the blaze; and let's see if we can do something permanent to make August a more favored month with cottage renters.

Somehow August is neglected by many campers from Greater Winnipeg. It is one of the most restful periods of the year. There are no mosquitoes, the nights are drawing in and it is just the time for bridge parties at the homes, or other fruitful entertainments within the cottage walls.

Can you do something to promote the idea? Ask your friends down for a short holiday. They surely will reciprocate in kind and thus you may make life a more pleasant thing for many.

Years ago there were bonfires on the beach every night and nothing happened to mar the appearance of the beach. Some central spot near the rocks might be selected to have a bonfire, clear sandy portions of the beach would not be interfered with and the plan carried out to the joy of all participants. Think it over, but act quickly.

Water Sports Great Success

The skill of the competitors, enthusiasm of the great crowd of spectators and efficiency of the officials, together with the kind benevolence of the weather man, combined to make last week-end's water sports at Victoria Beach the best ever.

Even before the afternoon through train came in, the pier was lined with people and all stayed until nearly 7 o'clock to see the last event.

Those who have been responsible for water sports day at Victoria Beach these last twelve years or so must have had a great deal of satisfaction in observing the progress made by our boys and girls in swimming and diving. It requires a great deal of work to conduct these sports, collecting the necessary funds and carrying out all the arrangements, and the residents of Victoria Beach owe a great deal to these men and women.

The contest for the Victoria Beach company's grand aggregate cup, given to the one securing the most number of points was very keen. Two firsts and two seconds gave little Marcia Hale a total of eight and one half points, while two firsts and four thirds gave Aldyne McKinney the same number. Marcia gives promise of a splendid future in water sports and Alyne entered every possible event, even finish-

ing the mile swim, to give a fine display of sportsmanship and stamina.

Jack Hall was close on the heels of these two girls with three firsts for seven and one half points. Ella McGregor, Bob McKinney, Rod Turner and Harold Warner each had six points. Carol Borrowman came next with five and one half points and Stewart Nutter, Pat Maluish and Peggy Lloyd gained five each.

Many other young athletes entered the points column, and particularly pleasing to the onlookers and competitors alike was Jim Kerr's victory in the mile swim. Jim has become an outstanding swimmer through practice and competition at Victoria Beach, but this year was away working and unable to swim until several days before the race. However that did not make any difference, because he went to the lead at the start of the race and held it throughout. Walter Simmons was never far behind to place second, with Bob Lloyd a good third.

Dorothy Lloyd, one of Manitoba's best distance swimmers, swam a steady race to win the ladies' mile, with Beth Rice-Jones second and Aldyne McKinney third.

Time did not permit the canoe events on Saturday, and they were held Monday afternoon with another large crowd in attendance. Those perennial winners, Fanny Alesh and Mrs. David once more took the ladies' doubles and Eddie Alesh with his brothers, John and Sam also Peter Reeve won the McKinney Cup for four blade race. Jack Rice, Murray Borrowman, Jim Kerr and Jack Hale pressed the winners all the way to come in a very close second.

Prizes for water sports were presented at a gala dance in the clubhouse Saturday night by Frank J. McKinney, president of the Victoria Beach Club and chairman of the water sports committee. Mr. McKinney was profuse in his thanks to those who were behind the community sports at the beach and pointed out the fine progress evident from year to year in the art of swimming and diving.

Hidden Hole Winner

Desmond O'Brien was the winner this week of the hidden hole competition, last week with a snappy two in the sixth hole. These competitions will be held weekly and are proving very popular.

Winners of Fishing Competition

The winners of the annual Fishing Competition were: largest fish, Allan Johnson; largest catch, Douglas Irving, greatest variety, Ken Smith.

The change of hours from early morning, to the evening proved popular as there was a large crowd of interested spectators. The Competition was supervised by Mr. Murray Woods, himself a keen fisherman, assisted by Mr. G. J. Reeve.

BEACH PEOPLE

Miss B. Wood spent the week-end at Victoria Beach, a guest at the Inn.

Miss M. Young is spending a holiday at Victoria Beach Inn.

Mr. E. G. Morton is spending a vacation at Victoria Beach Inn.

Mr. A. O. Jones was a week-end guest at the Inn, Victoria Beach.

Mr. H. Scheunert spent the week-end at Victoria Beach a guest at the Inn.

Miss Amy Donovan, daughter of Justice Donovan is spending a few days at Victoria Beach, the guest of Miss Mildred Simmons.

Miss Lora Phillips spent a week-end visit at Victoria Beach, where she was the guest of Miss Helen Palmer.

Miss Elizabeth M. Crichton and Miss Betty Laird spent the week-end at the Inn, Victoria Beach.

Mrs. G. M. Mitchell spent the week-end at Victoria Beach a guest at the Inn.

Miss H. Thom is spending a short vacation at Victoria Beach Inn.

Mr. and Mrs. William Hamilton and daughter, Geraldine, have spent the past month at Victoria Beach.

Mr. and Mrs. S. W. Caughey with family, of Munck Ave. Norwood are spending their vacation at Victoria Beach.

Mr. and Mrs. Wm. Curry and daughter, Mavis, are occupying a cottage "Breda" on Fifth Avenue for the month of August. Mr. Curry is dept. manager for T. Eaton Co.

Mr. A. O. Jones was a week-end guest at the Inn, Victoria Beach.

Miss M. Young and Mr. E. G. Morton are spending their vacation at Victoria Beach Inn.

Miss M. Thom is spending a short vacation at Victoria Beach Inn.

Mrs. R. Shearer and her sister, Miss Purdyce, with Master Robert Shearer arrived during the week-end to spend the next few weeks in Victoria Beach.

Miss Beatrice MacMorine a cottage owner at Victoria Beach will leave Saturday for a holiday trip to Vancouver, where she will spend part of her time the guest of Miss Celine Ballu, of the University of Manitoba, French Department, who is spending the summer there.

Mr. and Mrs. Wallace Mackinnon and Master Glen Mackinnon have spent the month of July in a cottage on Sunset Boulevard.

Mr. and Mrs. Bernard E. Monk and family are enjoying a holiday at Victoria Beach.

Mr. and Mrs. J. A. Yarnell and family have occupied

DREWRY'S . .

Dry Ginger Ale

and is OTHER POPULAR DRINKS to quench summer thirst: cool and refreshing — Served at all Beach Homes and at the Golf Club House by the bottle or by the case. Be Sure to be DREWRY'S.

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IN WINNIPEG FROM VICTORIA BEACH

for any of our products, Phone 3731.

"BIG BOY" BOTTLE

DREWRY'S ONLY in the Big-3 Class plus Family Size 25c each.

DREWRY'S LIMITED, Established 1877

Mrs. P. E. Archer's summer home for the month of July. The Misses Janet Grant and Doreen Schoaler arrived to spend a holiday the guest of Mrs. H. C. Grant.

Sir Charles and Lady Tupper and small daughter, Margot, have enjoyed the month of July in a cottage at this Beach.

Alderman C. Rice-Jones and Mrs. Rice-Jones arrived at their summer home after a busy two weeks in Winnipeg.

Dr. and Mrs. Gerald Williams are occupying the summer home of Dr. and Mrs. W. G. Campbell, Victoria Beach for the rest of the summer.

Mr. and Mrs. Douglas MacKay and children occupied a cottage during July. Mr. MacKay is editor of Hudson's Bay Company's publications.

Mrs. J. E. Mercury spent the long week-end with her family on sunset, Victoria Beach.

Miss Hope Burnham and Miss Florence C. MacWhirter spent the long week-end at their summer home on Sixth Avenue.

Mr. William B. Hanfield joined his family at their summer home, for the holiday week-end.

Mrs. W. J. Sharman, Mrs. Frank Girdlestone, Miss Jocelyn and Mr. Billy Girdlestone have spent several weeks' holiday at Victoria Beach.

Dr. John Macbray arrived last Friday for a holiday at Victoria Beach.

Mr. and Mrs. Ernest Complin arrived Friday at Victoria Beach, and are occupying Mrs. P. E. Archer's summer

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.

home for the remainder of the season.

Miss Margaret Morse, of Ottawa, has returned to Winnipeg. She was the guest of her aunt, Lady Tupper, for the month of July.

Mr. and Mrs. Fred A. Wilson were the guests of Mrs. Wallace Mackinnon for July.

Chief Constable George Smith has left behind the worries of his office to enjoy a month's vacation at his summer home on Sixth Avenue. Mrs. Smith and her two sons have been down all July at the family cottage.

Mr. and Mrs. Joseph Achonon arrived Friday and spent the holiday week-end the guests of Mrs. Rodney Cameron.

Miss Anne Baker arrived Monday at Victoria Beach where she will spend a week the guest of Mr. and Mrs. W. Hawthorne.

Mrs. P. Stewart Heintzman, wife of the United States consul-general, and Miss Mary Heintzman have spent the past few weeks at the Victoria Beach Inn.

Mrs. Lyall Harvey and the Misses Maureen and Margaret MacLean entertained Wednesday afternoon at the home of their mother, Mrs. Neil John MacLean, Middle Gate, in honor of Miss Mildred Miln, a bride-elect of August 18.

Miss G. Berthiaume has spent a week's holiday at Victoria Beach Inn.

Mrs. N. Gibson and her daughter, Doreen, are vacationing at Victoria Beach Inn.

Mr. and Mrs. Frank Scruton and small daughter are occupying Mr. Osborne Scott's summer residence on First Avenue for the next fortnight.

Canon H. G. G. Herklotz of St. John's cathedral and professor of eschatology at St. John's Cathedral has accepted the post of Rector of Flixton, a growing suburb near Manchester, England.

Mr. and Mrs. Harold L. Marchant have taken a cottage for a few weeks and are down with their family.

Master Kenneth Treadway and Charlie Paulson from Belasum Bay, have been spending a holiday at Victoria Beach for a few weeks.

Mr. and Mrs. Thomson and family are renting a cottage, 206 Fourth Avenue, for two weeks.

Mrs. George A. Woodside and family are enjoying a holiday at the beach and were joined by Rev. G. A. Woodside this week for a short vacation.

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

Metropolitan Theatre

— Now Playing —
Jessie Matthews in "ITS LOVE AGAIN"
Special, "CHANGING OF THE GUARD" with Sybil Jason.

Capital Theatre

— Now Playing —
"SPEED," laughs and thrills.
Second feature—KING OF THE DAMNED

Ateah's Baggage Transfer Wood and Ice

Prompt and Courteous Service
See our Men on Station Platform or at Office near Barrage'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. Now open.
JAMES KILPATRICK
VICTORIA BEACH, MAN.

Announcement

Victoria Beach
PHARMACY

Now Open for Business

●
City Prices

Mrs. Douglas McKay, prominent in musical circles in Winnipeg as a producer, a resident of Old Kildonan, was the guest of Mrs. J. J. Conklin for a week, returning to her home Wednesday night.

Mr. and Mrs. Harold Arundel and children are occupying Mr. P. J. Rich's cottage on Sunset for two weeks.

Rev. A. M. J. Gray, minister of the United church at St. James, Man., with Mrs. Gray and family have taken a cottage for August.

Rev. Dr. F. W. Glover, rural dean of Winnipeg with Mrs. Glover and children are occupying their cottage for August.

Mrs. Helen Dallas, soloist in St. Paul's church, Winnipeg, and one of the city's most popular singers, is occupying a cottage for August with members of her family.

Rev. Arthur Smith and Mrs. Smith with Miss Margaret Smith, Master Donald Smith Birle, and Mr. Kenneth Smith grandsons, are spending the month of August at Mrs. Jacob's cottage, 331 Third Avenue. Mr. Smith has been associated with Westminster church.

Miss Florence O'Donohue has returned to Winnipeg having spent the last two weeks the guest of her brother-in-law and sister, Mr. and Mrs. H. Donovan, 351 Sunset.

Mr. Wm. C. Kinsman returned to the city Monday night after a most enjoyable three week's vacation of golfing.

Fourth Annual
BARGAIN
TOUR TO
CHURCHILL
and FLIN FLON
\$58.70 Return

All Expense, under auspices of Canadian National Passenger Dept. Includes rail fare and dining car meals for the entire trip; lower tourist berth between Winnipeg and Churchill and while at Churchill.

Correspondingly Low Fares from Other Points.

LV. WINNIPEG 10.30 AM. FRIDAY, AUGUST 14th

Lv. Churchill, 1.00 a.m., Tuesday, August 16th

Ph. 968 262, 968 442, 968 262 or your C.N. Agent

CANADIAN NATIONAL

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

Rent your Cottage by

Placing an Advertisement in Victoria Beach Herald, 25 cents an insertion. Our large free circulation in Winnipeg and Victoria Beach ensures results. Leave Advertisement in Fall's or Barager's store.

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

SPEIRS PARNELL BAKING CO. LIMITED
Bread & Cakes since 1882

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.

swimming and walking all over Victoria Beach with his wife and two boys, Barrie and Jerry. Mrs. Kinsman and boys are staying on at their cottage "Billikin Inn" for the rest of the summer.

Miss Mildred McMurray has returned to the city, after spending the week-end the guest of Dr. and Mrs. Roy Bier. Miss McMurray has recently returned from New York where she observed for one year child welfare conditions and spent many valued months at International House where representatives of 46 nations of the world are studying, many orientals being in the number. Miss McMurray has resumed her duties at the Government buildings.

Mr. Monte Johnson and family of North Battleford, Sask. with Mrs. Pollock and family of Toronto are visiting their brother Mr. Alex Johnson for a few days at the corner of Spruce and Pine Road.

Sports Day Winners

Swimming Races—Girls 12 years and under; Marcia Hale, Ella McGregor, Isabel Rice-Jones. Boys 12 years and under; Bob McKinney, Gordon Thagard, Harold Martin. Girls 14 years and under; Marcia Hale, Joan Dallas, Ella McGregor. Boys 14 years and under; Bob McKinney, Bill Burns, David Rice-Jones. Girls 16 and under; Carol Borrowman, Isabel Rice-Jones, Joan Dallas. Boys 16 and under; Jack Hall, Jack Hale, Harry Guest. Ladies over 16; Doreen McGregor, Beth Rice-Jones, Aldine McKinney. Men over 16; Ron Turner, Bun Gifford, Bob Lloyd.

Quarter Mile Swim—Boys; Jack Hall, Jack Hale, David Rice-Jones. Girls; Margaret Atkinson, Marcia Hale, Joan Dallas.

One Mile Swim—Men; Jim Kerr, Walter Simmons, Bob Lloyd. Ladies; Dorothy Lloyd, Beth Rice-Jones, Aldine McKinney.

Springboard diving—Boys 12 and under; Bob McKinney, Bill Zaccour, N. Nagel. Girls 12 and under; Ella McGregor, Marcia Hale, Isabel Rice-Jones. Boys 16 and under; Harold Warne, Harry Guest, G. Bredin. Girls 16 and under; A. Johnston, Carol Borrowman, Eileen Shannon. Ladies; Aldine McKinney, Peggy Lloyd. Men; Stewart Nutter, Harold Warne.

Twelve five—Men; Harold Warne, Stewart Nutter. Ladies; Peggy Lloyd, Pat Maluish, Aldine McKinney.

Underwater Swim—Men; Ron Turner, Murray Borrowman, Stewart Cumberland. Ladies; Eileen Shannon, Pat Maluish, Beth Rice-Jones.

Chairman of water sports committee: Frank J. McKinney; starter, Aidan Conklin; judges, Mrs. S. C. Lloyd, C. Rice-Jones, G. J. Reeve, G. H. Bragg, J. Purdie and S. E. Matthews; Recorder, Dr. R. K. McClung.

Lady Tupper's Drama Plans

Under the direction of Lady Tupper, The Players Guild will present, "Romeo and Juliet" on the occasion of Lord Tweedsmuir's visit to Winnipeg in the late autumn. Cast selection is now underway. In speaking of her plans for the production Lady Tupper, who was a cottage resident throughout July at Victoria Beach, said she intended to present the play as nearly as possible as Shakespeare wrote it, and high hopes for a most interesting production. As Players Guild efforts are always noted for their technical excellence and professional finish, the presentation of "Romeo and Juliet" will be awaited with keen interest. While casting has not been completed, it is settled that

Margot Syme will play Juliet. Romeo has not yet been definitely chosen, but several of the supporting roles have been assigned.

Trucks Using Paths

There are complaints again that some of the trucks and large drays are not keeping strictly to the roads and prefer the hard pedestrian paths at the side to the dusty highways of the Beach. One resident of Sixth Avenue writes to the Herald: "We have laws re this. On our street where the Municipality have planted trees to mark the path from the road these trucks are breaking new openings into the paths parking their cars in the centre of the road so other rigs cannot get through and also some people have stripped the bark off nearly every birch tree on Sixth Avenue. Our aim is to keep and make the paths beautiful for the future." The Herald understands the Council has planted more trees at this spot in an effort to block the drivers from encroaching on the path.

Community Church Service
in the
COMMUNITY CLUB HOUSE
Sunday, August 9th

Minister—Rev. Dr. F. W. GLOVER
Soloist—Mrs. ROY BIER.

CHARLES H. BALL, President

Victoria Beach Inn

AN ATTRACTIVE 24-ROOM RESORT located on the point overlooking both the bay and lake and having an almost constant breeze. The attractiveness of meals and service is assured. Our Kitchens being entirely staffed with help from **MOORE'S PORTAGE AVENUE COOLED AIR RESTAURANT.** Rates are low for service rendered.

WEEKLY RATES INCLUDING MEALS

Two Persons in Cottage	Each Single, per day \$4.00 each and up. Double \$7.00
Single Room	\$21.00
Double Room	\$18 to \$20
Two Persons in Main Building, Double Room	\$21 and up
Children under 12 years when sharing room with Adult	\$10.00
Breakfast Served in Room 50c 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 66 664

AN ABSENCE OF ALL EXTRA CHARGES PLUS LOW rail fares combine to make a holiday planned at Victoria Beach Inn 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

Victoria Beach Notes

This is the season of the year when everyone says: "Dewryz, please." No one is disappointed, as never has the variety been so large or the quality so good as this year in this firm's long business career. The "Big Boy" singer is always a popular buy.
There are no rabbits at the Beach this year, the seven year cycle having come around. It will be hard on prairie chickens as wild animals which feed on rabbits have turned to the chickens for their supplies of food.
The steps placed near the foot of Arthur Road are much appreciated by visitors to the Beach at that part and the pretty walk along the path through delightful trees to where it joins Sunset is restful.
Wild raspberries have been plentiful along the Traverse Bay section of the island, although in other berry patch sections the fruit has been scarce. Many of the Saskatoon berries were dried up by the heat and "Blueberry Hill" was

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.
Inside an getting prompt from drivers.

W-O-O-D
BIRCH POPLAR
1 Cord cut and split - \$4.50 1 Cord cut and split - \$7.50
1/2 Cord cut and split - 2.25 1/2 Cord cut and split - 4.25
1/4 Cord cut and split - 1.10 1/4 Cord cut and split - 2.10
SLABS CUT
Just what you want for summer use.
BIRCH SLABS CUT, per cord - \$4.50
POPLAR SLABS CUT, per cord - 5.50

so dry that the Indians had to move their camps to damp sections where the blueberries were more plentiful than around Belaire.

Mr. Frank Sprague wondered why birds were avoiding his bird bath. On investigating he found a large green frog was leaping three feet in the air as birds went to light at the water. Frank chased it away and the birds returned in large numbers.

"But in Winnipeg," remarked an eastern writer, telling of a trip through the West this summer, "the ladies had that healthy look which comes from a temperate climate and open-air existence. This question is important though it may seem frivolous. Are western winters and the high altitude hard on women? The women of western Canada look better, dress better and seem to have more vitality." And this goes for Victoria Beach too!

The marriage of Miss Mildred Jessie Miln to Dr. W. Gordon Campbell, elder son of Dr. and Mrs. W. G. Campbell, will take place at the home of the bride's parents, Mr. and Mrs. James H. Miln, Campbell Street, the afternoon of August 12. Dr. Campbell spent the past 15 summers at Victoria Beach.

It would be a fine idea if someone opened a "Record Exchange" at the Beach and then one wouldn't get tired of hearing the same records played in the same district four or five times (or more) a day.

Swimming Adds to Beauty

Johnny Weismuller once stated that he considered swimming bad for women. His contention was that swimming tends to rob a girl of her femininity and sex appeal. But according to some radio and screen players, Johnny's ideas on the swimming subject are all wet. For players,

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.
AGENTS FOR NORTHWEST LAUNDRY**

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 CASE 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.

they claim, swimming is just about the best all-round exercise going.

Many women, however, seem to share Weismuller's opinion. They apparently believe that swimming will over-develop their muscles and make their bodies bulgy and masculine. As a consequence, they fear to indulge in this healthful and enjoyable sport. They're very foolish. If you like swimming, by all means don't pass it up. Forget the idea that this sport might make your muscles bulgy and knotted, for I can assure you that it won't.

As you and I both know, physical beauty is basically dependent upon good health, and swimming tends to lay the basis of health so necessary for loveliness. It strengthens muscles and gives contour to under or over-developed bodies. It is a balanced form of exercise that brings into play the muscles of the entire body. Consequently, it does not over-develop muscles or induce awkwardness. Indeed it has quite the opposite effect, for because of its balance it tends to develop muscles evenly, equalize the distribution of weight, and give suppleness to the body.

How Nature Deepens Life

"Man made Winnipeg; God made Victoria Beach." In these words Dr. Wharton Gill introduced his remarks to the gathering at the church service in the clubhouse last Sunday morning.

Taking the life of John Ruskin as an example of one who had developed his mind along beautiful thoughts and actions just because he held the lanes and the gardens of England close to his heart, Dr. Gill showed how the same advance in beauty could be secured at Victoria Beach. The speaker believed in swimming, boating, and in sports of various kinds; he was glad to see boys clubs developing at this beach; but walking should not be overlooked as a healthy exercise and an opportunity for cultivation of the mind in a better direction than if sports absorbed the entire time of the young people. The flowers, the trees and the shrubs are worth while studying and observing as instruction in the cultural and the finer side of life.

John Ruskin accompanied his father on his many trips on business to the rural parts of England. His father encouraged him to absorb the surroundings and the result was that in the end he became the apostle of beauty in nature, a great architect, a lover of the artistic and the beautiful. In his later years he devoted all his energies and his writings to relieving the distress, the sickness and the misery found in manufacturing districts of northern England and did much to improve conditions in the crowded centres and lessen the hours of labor, more especially for the young. And again, as he has often done before, Dr. Gill emphasized the opportunities there are at Victoria Beach for just such observance, so that life may have a better quality, a keener zest in the outdoors and the spiritual side of one's make-up deepened.

It was a most appropriate message for the people who heard him and would have been enjoyed by every resident of this beach.

Mrs. E. G. Gibson sang the offertory solo, a lovely hymn; and the beautiful and artistically arranged basket of summer flowers sent by Mrs. Roy Borrowman was a striking example of the keynote of the service.

The attendance was 124; and the collection amounted to \$2.33 with a special contribution of \$5.00 from Hon. R. A. Hoey as an appreciation of the work of the church committee in keeping the service running throughout the season.

Fishing Results Poor

Lake Winnipeg's fishing fleet in which a number of Victoria Beach residents are employed are nearly all in again after one of the worst if not the most disastrous seasons ever experienced by Lake Winnipeg fishermen. With the fleet came in also the largest gang of fish inspectors ever called to preserve the fishing laws. With the government closing of pickeral fishing for summer season the large army of fishermen were all thrown on to the whitefish grounds with the result that when the whitefish failed them there was nothing. Fishermen have experienced poor seasons before and they claim that they come in cycles. The government comes in for heavy blame for having closed down the hatcheries and general mismanagement of fisheries problems.



The same health protection you enjoyed in the City is available to you at the Beach—where you need it most. CITY MILK and CREAM, laboratory controlled at every stage of production from the dairy herd to your door, may be obtained, delivered fresh daily, through our local distributor, MR. SIMMONS OF VICTORIA BEACH. Service may be arranged through Mr. Simmons or by phoning our city office — 87 647.

You May Also Enjoy
your favorite Ice Cream by asking for
Purity Ice Cream
at the MOONLIGHT INN.

Canada Bread

SEND OUR many customers holidaying at Victoria Beach, B. we wish to announce that you can obtain your regular supply of...
**BANBY — DR. HALL'S "HELLO" CREAM
BUTTERNUT — G.S.A. Etc.**

— at —
J. H. FALLS

SPECIAL
CAKES
MADE TO
ORDER

QUALITY BREAD
Shipped in Daily

CAKES
FRESH
DAILY

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.

BEACH PEOPLE

Mr. Bobby Robertson, of the Winnipeg Grain Exchange prominent in sporting circles in Winnipeg, has taken a cottage for August at Victoria Beach, and Mrs. Robertson and family are down enjoying the vacation. Mr. Robertson took the Winnipeg Hockey team to Lake Placid, New York at the last Olympiad where they won the world championship.

Mr. and Mrs. A. O. Jones are spending their vacation at the Inn, Victoria Beach.

Mrs. N. Macaulay and her children are vacationing at the Inn, Victoria Beach.

Among those holidaying at Victoria Beach Inn are Miss Mary B. Horn and Miss Elizabeth Stephen.

Mr. and Mrs. W. H. Gribbins were the week-end guests at Victoria Beach Inn. Mr. Gribbins is secretary-treasurer of Picardy Candy Ltd.

Mr. and Mrs. Harry Scott are guests of their son, Mr. Victor L. Scott, Arthur Road and Fourth Avenue.

Church Services

The church service Sunday Morning in the clubhouse will be in charge of Rev. Dr. F. W. Glover, rural dean of the Church of England in Winnipeg. The soloist will be Mrs. Roy Eiler.

On the following Sunday, Rev. Dr. George A. Woodside, minister of St. Stephen's-Broadway, will conduct the service; and Mr. Linton J. Kent, tenor soloist of Westminster United Church, Winnipeg, and soloist of the vesper choir C.K.Y. will be the soloist.

Celebrity Concert Series

SILVER JUBILEE SEASON

Artists: Martinelli, Minneapolis Symphony Orchestra, Jooss European Ballet, The Six English singers, Reihberg, Hoffman, Heifetz, Friedman, Anderson, Tibett.

Season Tickets, Winnipeg Place Co., Building

Drink Fresh Milk These Warm Days

VICTORIA BEACH HERALD

Published at Victoria Beach every Saturday throughout the summer season, June 1 to the end of August.

Devoted to the best interests of the Cottagers, the Victoria Beach Company, and the merchants of Victoria Beach.

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