



VICTORIA BEACH CLUB HOUSE

Erected in 1925 by the community at a cost of \$5,000. Dedicated by Sir James Aikins, Governor of Manitoba, July 1, 1925, and opened, free of debt, in the presence of a distinguished gathering. The site of the land was given to the Club by the Victoria Beach Company on a 99-year lease. Details in regard to membership may be secured at the Company's office.

## The Victoria Beach News

VOL. 3

VICTORIA BEACH, MAN., JUNE 30, 1928

No. 3

### Victoria Beach—A Summer Paradise

**T**HE long summer vacation is on! Hundreds, thousands are on their way to the beaches, principally mothers and children. Week-ends are enjoyed by heads of families and the younger set when relief from business and professional duties allows a day or two off for an all-too-brief weekly holiday.

Victoria Beach, each succeeding season, is the centre for an increasing number of these vacation-seekers. Its advantages are unexcelled. Everyone who spends a summer at Victoria is an advertiser for the spot, and city-dwellers never forget the haunting memories of long delightful days spent amid the sand and the water, the woodlands, the avenues, bordered by lofty trees, and the foliage-sheltered cottages.

This summer promises to be one of the most delightful of the many spent at Victoria Beach. Nothing adds so much to the pleasures of a summer vacation at this Lake Winnipeg Beach as smiling

sunshine, cooling breezes, calm moonlight nights, and a steady and abundant growth in trees, bushes, shrubs and flowers.

The roses are out this week, and the pathways are dotted with the Manitoba rose. Here the bushes are innumerable, and are covered with bloom.

Many will search for the berry-patches, the location of the most fruitful spots being a matter that requires ingenuity to find and secretiveness to keep hidden from other prying eyes.

There are large areas of berry-patches in the vicinity of Victoria Beach which each season are never touched by the pickers, simply because there is no persistent search made to find them. An early morning start, a walk through the bright sunshine, moderated by a cooling breeze, does one a world of good, and even if one goes far afield, there is renewed health resulting from the walk, better appetites and relief from physical stiffness.

One cannot speak too highly of the benefits to

**Don't Forget to Join Victoria Beach Club!**

**A. LARSON**

CONTRACTOR AND BUILDER

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WOOD - ICE

VICTORIA BEACH . . . MANITOBA

**To PINEHURST INN**

VICTORIA BEACH, MAN.

Spend your vacation at Pinehurst. A home from home. Prices low—Meals served to visitors. Picnic parties catered for.

Mrs. McLEOD, Prop.

**THOM'S BAKERY**

VICTORIA BEACH . . . MANITOBA

BREAD . . . CAKES . . . PASTRY

EAT MORE OF THEM AND BE STRONG

The Victoria Beach Club is a well-organized institution. It is doing splendid service in the interests of every resident, and should be supported. Its activities are so numerous that space is too limited to speak of them in detail. Its club-house is the centre of Church and social life, and is largely patronized by every section of the Beach.

The Victoria Beach Company is also worthy of a complimentary reference. It is managed with common sense and business sagacity. It has a policy which is rigidly adhered to in keeping away undesirable businesses or personalities, and it exists mainly to add to the comfort and enjoyment of residents.

This is a family beach, where the chief delight is to see that the children have a good time. There is freedom from the noisy auto, the public picnic, and the brazen class of entertainment; but bathing, swimming, canoeing, fishing and rambling through the woods are encouraged. Here is where Mother Nature is seen at her best, and where she returns affection and friendliness one hundred fold.

health which a season at this resort holds out for all who remain a few weeks within its fold, for there is always present the desire to live outdoors, to breathe the balsam-scented air, and to fill the lungs with its virtuous properties.

**The Friday Night Special Train**

A peculiar situation has been brought about by the running of the through Friday night special train from Winnipeg to Victoria Beach by the Canadian National Railways.

The "Moonlight" that evening stops at Grand Beach and does not come through to Victoria. Surveying the conditions it is seen that only one train leaves this Beach Friday for Winnipeg, and that is the Friday morning train, which departs at 8:25 o'clock. People desiring to return to the city after that hour, and those who come down on the "4 o'clock," cannot get back until the next day. Last Friday 25 people were at the station and could not get back, although they had made preparations to return.

The Transportation committee lost no time in taking the matter up with Mr. Osborne Scott and Mr. W. J. Quinlan and received the promise of Mr. Scott that the entire situation would be laid before the operating department and the matter arranged satisfactorily to the residents of this Beach.

**FRIDAY'S "MOONLIGHT" AGAIN IN SERVICE**

put on, will be again placed back on the service to Victoria Thursday of this week the Canadian National Railways, through W. J. Quinlan, district passenger agent, announced that the Friday evening "Moonlight," which had been taken off this season when the Friday through train was Beach. This is just another instance of the value of the Club to the residents of the Beach, in meeting the railway officials and ironing out difficulties.

**Sunshine is Life—But Too Much May Be Harmful**

Sunshine is life, but it also leads to harmful physical effects, despite its great curative properties, writes Crax Dale in a New York magazine.

On golf course, swimming beach, and tennis court every year much harm is done to lovers of outdoor sports through sunburn, and in many instances the injury is greater in its ultimate effects than is the increased muscular power that is gained by the exercise.

Beware of sunburn!

Naturally anyone who ever has been badly sunburned realizes the inconvenient pain that follows, but until very recently it was not definitely known that the burn seriously impaired any organs of the body. Sunburn was taken as a matter of course, a necessary part of the tanning process that was bound to result from continued exposure to outdoor sunlight. And it was generally thought that the process was beneficial. So was it once thought that the bleeding of ailing persons was always useful in overcoming any disease.

Under the direction of Dr. A. C. Carlson, of the University of Chicago, Dr. Marie Hendricks has been carrying on minute experiments with sunshine and ultra-violet rays in a successful effort to determine whether over-exposure would have injurious effects. Dr. Carter announces that in every instance where over-exposures have been applied to animals that consist of only one cell that animal died quickly. The effect was simply the destruction of the cell. These experiments led to similar investigations on animals composed of many more cells and even with humans. And the positive results are but now being made public.

At Northwestern University similar researches are being carried on by Dr. W. T. Bowie and Dr. A. C. Ivy, one of the leading physiologists of the country. Both of them confirm Dr. Carlson's findings, and Dr. Ivy goes even a little farther with the theory that sunburn has harmful effect upon the adrenal gland, one of the most important ductless glands of the human body.

The immediate effect of sunburn on humans, explains Dr. Carlson, is the injury to the deep skin tissue.

"That injury," he said, "is nothing less than the destruction of the body cells in the area affected by the burn. Immediately following that destruction a poison is formed in the body, with the result that the victim of the sunburn suffers great depression, both physical and mental.

Eyes Susceptible to Sunburn

"The worst kinds of over-exposure are those that burn the eyes. The eyes are very susceptible to sunburn, especially if the sun is reflected from water, concrete or sand. The tissue of the outer surface of the eye is very thin and the blood lies quite close to the surface. The ultra-violet rays easily penetrate into the blood, and when that occurs there is a chemical change in the blood itself. We do not know the exact nature of that change but we do know that the new or different blood compound quickly lowers the blood pressure in every case and produces a quite unendurable shock, which in extreme cases might result in death."

Dr. Bowie thinks that too much exposure to the sunshine or to violet rays in infancy or in the early years of growth may well be expected to dwarf an individual. In support of his belief he cites the difference in stature between the natives of the tropics and of the temperate zones. He also

points out that all known pygmies are black or bronze, indicating generations of exposure to sun's heat and its ultra-violet rays.

"It is certain," he explains, "that exposure to sunlight increases pigmentation—tanning or coloring of the skin. It should be obvious that the greater and longer the exposure the heavier will be the pigmentation, which is nature's armour against attacks of ultra-violet rays.

"Too much exposure certainly brings about a pronounced depression, even in people who live in the temperate zones. That depression in all probability has much to do with glands in the body that affect growth."

This week-end Victoria Beach will welcome many hundreds of strangers, but after this introduction, they will be strangers no longer. They will become a part of the Beach's big family, who will admire and praise the beauty of this resort in the way old timers have done from their first visit.

The mosquito campaign has been a success, for despite the wet weeks in June, there have not been as many mosquitoes around the beach cottages as formerly. In the bush there are a few to be found.

**Crescent Ice Cream**

Is a Health Food

**It Should Be a Part of Your Daily Menu****G. B. BARAGER**

GENERAL WHOLESALE

Across the track from the Hotel.

Whether you come for the day or the season we invite you to visit our store and feel at home.

We have a complete range of Campers' needs at best possible prices.

VICTORIA BEACH . . . MANITOBA

**THE VICTORIA BEACH NEWS**  
 Published at Victoria Beach every Thursday throughout the summer season, June 15 to the end of August.  
 Devoted to the best interests of the cottagers and the merchants of Victoria Beach.  
 Initial circulation, 5,000 copies, and distributed free.  
 All communications to be sent to the EDITOR, 547 Main Street, Winnipeg.  
 All advertisements to be sent to the BUSINESS MANAGER, Dr. F. REDZICK, c/o ALSTON PRESS, 547 Main Street, Winnipeg.

**Press Visitors Delighted**

The most enjoyable outing the members of the Winnipeg Press Club ever had was the afternoon and evening they spent at Victoria Beach, Saturday, June 23, and at dinner in the evening they were the guests of the Beach fraternity, and at which Colonel Garnet C. Porter, ex-president, presided. It was unanimously resolved to make the event an annual one, so Mayor Sprague, like a gentleman, extended the invitation as a "perennial."

The newspaper men, some 50 in number, representing the workers on the daily papers and the publicity men of the various industrial organizations in Winnipeg, were guests of the Canadian National Railways on the way to and from the Beach, and the kindness, courtesy and generosity of the company's officials could not have been exceeded. The friendliness of all concerned was something one seldom sees. There was no stiffness or formality, and in every way the trip down and back was made a pleasure.

G. Herbert Laab, in charge of the publicity of the railway, Charles W. Higgins, advertising manager, and W. J. Quinlan, district passenger agent, came along as hosts. Mr. Laab being the chief of the entertainers. Luncheon was served on the way down and on the return trip after leaving Grand Beach, and there were smokes, ginger ale and lemonade, besides the coffee.

Arriving at the Beach a visit was paid to Mr. and Mrs. Sprague, at the home of the Mayor, where the family of the Mayor were introduced. A photograph was taken outside the residence. From there the air station was visited, where Pilot Tennant, who had come over from Lac du Bonnet was ready to take up as many as desired for a flight. Altogether 28 were honored and the pilot remained at the shore until all members expressing a wish to see the Beach from above, had been regaled. Pine Falls was clearly visible from the air; and also all of Elk Island and Grand Beach.

Forty members were entertained on Mr. Will Dunlop's cruiser, Ramona II. Mr. and Mrs. Dunlop had come all the way from Winnipeg to act as hosts in the Press. A beautiful sail was taken to the end of Elk Island and to while away the time trap-shooting was indulged in and there was great hilarity as John Hurley "cracked" a target suspended for a split second in the air. Lunch was served by the hostess.

Arriving back dinner was served in Pinehurst Inn. Mrs. McLeod, the proprietor, placing before 55 guests one of the most appetizing meals the Inn has ever served and the service was the best, the attention of the young ladies at the tables being highly appreciated.

Col. Porter presided at dinner, and Mayor Sprague, spoke earnestly of the pleasure the visit of the Press men gave him, seeing as this was their second trip down to the resort. John Driess, who himself was some host to the party, also expressed himself as being glad to at any time be a member of a Press party. Mr. Laab, Mr. Quinlan, Mr. Turner, Mr. Wilder, Dr. Sedlak, W. J. Quinlan, Pilot Tennant, John Conklin and John Hurley, also said a few words of appreciation, and the singing of the National Anthem brought the most enjoyable hour and a half to a close.

A final visit was paid to the home of Mayor Sprague and then to the train where bridge and other card games were enjoyed on the way in.

The Canadian National Railways brought the buffet Day coach all the way from the East to add the utmost comfort and restfulness to the guests.

Thanks are due Col. H. I. Stevenson, of the Forestry Department for arranging that a plane should be at the disposal of the Press. Nothing was more appreciated by the newspapermen.

Those in the party were: Ed. Holmes, Herbert Laab, Leslie Brooks, James McAnsh, H. E. Wilder, W. J. Quinlan, F. J. Turner, J. J. Conklin, Col. G. C. Porter, C. W. Higgins, John Driess, George Mescham, F. D. Bradbrooke, A. E. H. Coe, George V. Ferguson, J. R. Woodward, J. B. Parker, Dr. Frank Sedlak, Mayor Frank E. Sprague, Henry Sedlak, G. P. Leyland, A. W. Leyden, Fred J. O'Malley, C. V. Coombe, C. E. L. Amie, Jack Conklin, W. E. Mulligan, E. Whitehouse, J. G. Littorick, R. Shields, G. H. McPherson, Alex. Griffin, P. Holmes, E. Higgins, John Hurley H. E. Spencer.

**"Our Summer Vacation"**

"We have received the first number, for the season of 1928, of 'The Victoria Beach News,' which gives information of the pleasures to be enjoyed and the beauties of the scenery to be seen," says the South-End Leader, of Winnipeg, edited by E. J. Reynolds.

"We enjoyed the delight of being a guest at the Beach for a week's rest last year, and our experience was one of calmness and restfulness, accompanied with that pleasure which gratifies a longing desire from the hot and weary days of the city life. Nature, in our summer, requires mental and physical rest, to soothe congenial thoughts into the spirit of one's temperament. We like Victoria Beach. There are many improvements being made, and, under the care and supervision of the Mayor, Frank E. Sprague, and his councillors, the interest of the community is well looked after. We congratulate Dr. Frank Sedlak and his associates on the production of their paper."

The big government dredge has piled up great mounds of earth, which were taken from the head of the bay by the road that runs past the club-house, and when it has dried, scrapers and teams will be put on and a highway from the Club-house to the dock will be levelled, presenting a much better appearance than the past season had shown to visitors.

A wade across to Elk Island will soon be one of the day's entertainments. There is much of interest to be seen across the strait.



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SMALL ADDITIONAL COST VIA PRINCE RUPERT TO COVER MEALS AND BERTH ON STEAMSHIP

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ALSO LOW FARES TO OTHER POINTS ON PACIFIC COAST

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**CANADIAN NATIONAL**

## BEACH PEOPLE

Dr. Ross Mitchell, president of the Victoria Beach Club, has written to Dr. Hissett M.P. and to the department of marine, through the representative at Selkirk, Mr. Skafuson, putting in a protest against the lighthouse, the lamp on which is not visible for any great distance from the shore by mariners, who are seeking the shelter of Victoria Beach dock in increasing numbers each year.

Mr. and Mrs. Harry Little and family and Miss Doris Shaw, of Palmerston Street, Winnipeg, spent the week-end at the beach, occupying their new cottage on Sunset for the first time.

Harvey Kavanar, president of the Red River Grain Company, but who is more important at this because he is the chairman of the Club-house committee, is at present in Edmonton, Alta., on business and will have to hurry if he is to organize the House Committee for the opening of the Club-house Saturday. He may issue instructions by wireless.

Mr. and Mrs. E. K. Powell, and children, were down for the week-end, occupying their new cottage on Sunset, adjoining Dr. Neil John Maclean's, for the first time this season.

Mayor Sprague, who went into the city Sunday evening, returned to the Beach Wednesday.

Rev. Harry Atkinson spent the last week-end at the beach.

Mr. Shirley Brooks brought his cases of insects for the Club-house to the Beach Saturday last, and it will be installed at once. Dr. Mitchell is also arranging for a number of framed photos of scenery being placed on the walls.

Messrs. Taylor Brothers, who are principals of two Winnipeg schools, have completed their cottage.

G. J. Hevee, M.A., Principal of St. John's Technical High School, has brought his family down to the Beach for their seventh season.

Miss Lella Nell, of Burrows Avenue, Winnipeg, was down for the week-end.

Spencer Guest will occupy his new cottage on the North side with his family to-day. Mr. Guest has a view of the lake on two sides from his windows.

Mr. and Mrs. Charles Ball came down on Friday's 4 o'clock train to enjoy the long week-end.

Jack Conklin arrived Friday to spend the summer at the family cottage, Sunset.

Miss Kate Eley has been the guest of Miss Press for the past week.

Mr. and Mrs. Searin have taken Insulte No. 1 for the first two weeks in July.

Miss V. Grant is returning to Winnipeg to-day, having spent the month of June at the Beach.

Mr. N. Young and family are returning to the City, having spent the past two weeks at the Beach.

Dr. Myles and family have taken Insulte No. 12 for the season.

A. F. James, of the Parkhill Bedding Company, has taken a cottage on Second Avenue for July.

R. Stanlau has taken a cottage on Second Avenue for July.

Dr. Marie Campbell, health officer for the summer, has taken a cottage on Birch Avenue, back of Mr. Barager's store.

C. C. Christie has taken a cottage on Birch Avenue until August 15. Mr. Christie and family were down last season for a month, and this year will extend their stay two weeks.

Mr. and Mrs. B. W. Parker have taken Hugh Wilson's cottage on Fourth Avenue for July.

Mrs. A. I. Bolvin and family will occupy Mr. Gowan's cottage on Fifth Avenue for July.

Mr. Quinn has rented both of his cottages for the season.

Mr. G. M. Wilnot has rented a cottage on Third Avenue for July.

Mr. N. French and family will occupy Rod McLeod's new cottage for July.

Mr. Grant and family will occupy Mr. Paget's cottage on Fourth Avenue for the season.

### A Beauty Spot at the Beach

Along the birch-lined avenues, Victoria Beach



Mr. G. Patterson, of the Grain Exchange, will bring his family down for the July season, occupying Mr. Briggs' cottage on Second Avenue.

Miss Dixon, Miss Dumbay, Miss Nena Webb, Mr. and Mrs. Sheldon Dalton, Lorimer Cook and Stewart Hoy were visitors to the Beach over last week-end.

Dr. and Mrs. Nicholson spent the last week-end at the Beach, and will return in August for a more extended stay.

Mr. and Mrs. J. H. Vannick and two daughters arrived Wednesday to spend the remainder of the season at this Beach.

Mrs. Allardice will give a garden party next week in aid of fresh-air camp funds.

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**HEINTZMAN & CO. PIANO**  
AND  
**VICTOR ORTHOPHONIC**

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DONALD STREET Opp. CAPITOL THEATRE  
Open All Night

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SOLE DISTRIBUTORS  
**THE G. McLEAN COMPANY, LTD.**  
WINNIPEG - MANITOBA

### Sir Henry Thornton's Aviation Message

What is the attitude of the Canadian National Railways toward the rapid expansion of air passenger travel and air transportation?

This was the question put to Sir Henry Thornton, president of the National Lines recently in Toronto. His reply was characteristically brief.

"In the development of aviation," he said, "Canada to-day seems to be moving toward her proper place among the nations of the world. We are watching this development with great interest and we believe that there is a great future for Canada 'in the air.' The men who are pioneering this movement are laying the foundation on which progress will be built and the people of Canada will have cause to remember their efforts."

Beyond that the National's president could not be coaxed to speak.

### BEACH ITEMS

There is danger in some of the children of permanent residents of the Beach area, riding horseback furiously down the avenues of the beaches. Some narrow escapes have already been reported. Children should not be allowed to have the freedom of the avenues on horseback once the summer season has opened.

The Annual Masquerade and Dance in the Club-house will be held Saturday night, July 28. There will be a number of special prizes for the children.

The Annual Water Sports Day is Saturday, August 4, when members of the Winnipeg Canoe Club will be down to give exhibition races. The Land Sports for the children will be held the Monday following, Winnipeg's Civic Holiday.

Ice and milk deliveries are being made daily in an efficient manner.

The merchants of the Beach report a good business is being done this year.

"Ladies' Slippers" are now to be seen in the wooded parts of the Beach. The Natural History Society members ask that no one disturb these unique flowers.

The piano for the Club-house arrived on Friday's local train.

**SUNDAY SERVICE**

There has been some error in the date of the Sunday service, Rev. Dr. J. H. Keith, of St. Andrew's, Winnipeg, will take at the Club-house. It was stated that the doctor would be present the first Sunday in July, but he states he has arranged to take the service Sunday, July 22.

Rev. Dr. Doyle or Canon Gill will officiate on Sunday, July 1.

Ten of the Beach young ladies have rented an innuitto over the week-end and intend to "back" it for three days before settling down in comfortable cottages with other members of their respective families.

The younger men of the executive of the Club have undertaken to board up the holes in the third court of the tennis platform which has been a danger spot and a receptacle for missing balls.

Oscar Paulson has finished the work on the piers of the Club-house which were undermined by the storms of last autumn. Piers have now been taken down to the clay surface and built up on a concrete base. It is believed that this method will withstand any similar experience with high water in the future.

**STOLE TIRES OFF FIRE ENGINE**

Some one stole the tires and the rims off the wheels of the new fire engine. A diligent search by the chief magistrate of the Beach and by Officer Morrison, resulted in finding the missing parts in the hold of one of the government tugs at anchor in the bay and which had towed the big dredge over from the mouth of the Red River.

The captain of the tugs rendered the officer every service in locating the tires but the rims had been thrown into the bay, it is suspected, as no sign of them was seen. The guilty one is well known but no steps were taken to bring him to justice.

**NEWS FOR IMMIGRATION IN THIS PAPER**

Any personal items or letters to the editor may be left at any of the stores at the Beach, or addressed to the care of the Albion Press, 248 Main Street, or to the Victoria Beach Company's offices in Winnipeg, 210 Kennedy Building, or at the Beach.

"The fact that the Victoria Beach Community stepped out early in the year and arranged for a mosquito campaign did more to advertise Victoria Beach and have the resort talked about in Winnipeg and throughout the West than anything they have done in the past," remarked a traveller on the train last week-end.

## Cottages for Rent

For period of two weeks, month, or all the season, in various parts of the Beach. Practically every cottage that is for rent is listed with us.

Call our Winnipeg office for particulars, or spend a day at the Beach and see our Agent there.

### Victoria Beach Co. Ltd.

317 Portage Avenue

Phone: 21 029