

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Vol. VIII

VICTORIA BEACH, MAN., JULY 8th, 1933

No. 4

— COMMUNITY SERVICE —

We are all a happy family at Victoria Beach this summer enjoying Nature's beauties and outdoor pleasures to our heart's content, revelling in the sunshine which medical men tell us is a sure cure for many of our bodily ills; and keeping our bodies clean at the many beaches which are enclosed in this area; with our minds centralizing it is hoped on better things.

We look forward to a summer which will help us greatly to take up our burdens more cheerfully when we return to city homes.

This can be done. The "great outdoors" has been preached about by learned and unlearned, set to music, lauded in poems, written about in every tongue and in every clime. So that Victoria Beach is here to be enjoyed, to be made use of to the limit of endurance, to be wandered through and through and to be newly discovered by the young people who find in its wide expanse a never ending source of delight and profit.

It's a merry resort this Victoria Beach. The children bring that about. Their shouts of glee, the bounding animation met with on the sands, along the roads, away in the bush where they trudge and trudge in quest of new haunts, is the sweetest music to mothers and fathers ears. Victoria Beach makes them feel that way, helps the youngsters to give expression to their natural bent, the never ceasing riot of animation displayed in quick action and body movement. The menace to life and limb is here at a minimum, thanks to wise management and legislation. The water and the woods hear only their joyful calls.

And at night there is rest and quiet for tired

bodies in the cradle of the balsam and the pine, with the moonbeams playing around the open windows and the half shut doors of the cottage home.

You can enjoy Victoria Beach better if it is your permanent home. There is room for many more within its confines. Seven cottages were erected this early summer; why not be one who will add to the number next season?

Arrangements can be made on easy terms for anyone desirous of securing a site for a cottage. The management of the Victoria Beach Company should be consulted, if you feel like becoming one of our permanent citizens. We are sure you will never regret the decision.

The municipality is carefully managed. One of the chief purposes of the municipal council is to keep down taxes, to keep the beach clean and safe and to have an abundant supply of water close to each cottage. This requires some wise and business-like direction. Winnipeg used one day recently 22,000,000 gallons of water. Victoria Beach must have used several thousand gallons on one or two of those scorching days. Yet we heard of no complaint of a water shortage. This is a delightful spot and the water supply is abundant.

Then there is the golf course, the tennis court, fishing and canoeing, not to speak of services on the Beach, water instruction by Mrs. Lloyd. All for your pleasure and experience.

Victoria Beach is free of debt, the Mayor stated to the Legislature one morning last winter, and the beaches are patrolled so that accidents are reduced to a minimum. Truly Victoria Beach is an ideal pleasure spot for the summer season!

¶ Have you selected where you will take the children for AUGUST this year? Have you considered VICTORIA BEACH as the best place to satisfy their longing? Have you been down to Victoria Beach? If not, why not take a run down; or call up the Victoria Beach Company's office, 210 Kennedy Building (telephone 21 029) and find out what cottages are available.

¶ July rentals are the largest in the history of Victoria Beach, but there are a few desirable locations yet available and quite a number for later on in the season. Why not join the happy throng? The auto will not annoy you at Victoria Beach. Cars are ruled off the avenues and roads of Victoria Beach. You will have a better summer at Victoria Beach.

LAKE WINNIPEG FISHING CONDITIONS

As a number of the permanent residents of Victoria Beach make a livelihood from fishing the greater part of the year, it is interesting to note that the Manitoba Government Commission, which has been up Lake Winnipeg investigating conditions in the fish industry, has made the following observations:—

The Commission is very favorable impressed with the character of the fishermen who are carrying on their industry on Lake Winnipeg, in the face of great financial difficulty.

Although the element of profit has well nigh vanished from the Lake Winnipeg fishing industry so far as the producers are concerned, the men are carrying on as usual, because they confess that getting out on the water is in their blood.

The commission found that with the cost of outfitting a four-man gas boat for the season about \$1,500, with the average catch per boat about 35,000 pounds, and with the fish selling at three cents a pound, the returns for the season were very discouraging. The men put in extremely long hours during the season, getting little sleep.

The seasonal limit of 3,000,000 pounds of whitefish will be realized before the season officially closes on August 15, as the catch this year is remarkably good. The men reported that if the price could be brought to four cents a pound, something approaching a profit could be made. As it is a boat must catch over the average, that is at least 50,000 pounds of whitefish to have a profitable season.

Stops were made at Gull Harbor, Snake Island, Matheson Island, George's Island, Berens River, Warren's Landing and Norway House.

**Crescent
Ice Cream**
is a Health Food

IT SHOULD BE A PART
OF YOUR DAILY MENU

Victoria Beach is right up-to-the-minute with its 24-hour film service, as announced by the boys at the drug store in the company's office. Take a camera on a stroll around the Beach, then see pictures fully developed within twenty-four hours.

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The milk question this early hot summer has been a trying one to the company's management. It is believed, however, that there will be no cause for complaint during the remaining part of the season.

A. Larson
CONTRACTOR AND BUILDER
Estimates Cheerfully Supplied
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GIRL WITH AN OILY SKIN NEED NOT FEAR
SUMMER SUNSHINE

To hear the oily-skinned girls tell it, you'd think they had a corner on all the troubles in the world. But don't you notice, too, how each individual exaggerates her own blemish or beauty ill as the worst in the world? Some one calls this trait in women the growing pains of beauty consciousness.

But the oily skinned sister whom we started out to talk about has the drop on her sisters during the hot weather. As a beach addict, I mean, as one who can take a lot of sunshine punishment and appear the better for it. The sun's rays are just about the best recommendation we can make an oily skinned one.

If she has the oft noted tendency toward acne, the sun's rays again are simply invaluable in treatment. Too, the oily skinned one can take a powerful lot of soap and water washing. And in the hot weather nothing makes one feel so refreshed as a soap and water cleansing followed by the cold water dousing.

She can use a skin freshener, an astringent in between times and keep the shine well down, and she can conveniently put herself on the ordered fruit and vegetable diet almost to the exclusion of the rich, greasy, oily, and spiced foods forbidden.

Community Church Service
IN THE COMMUNITY CLUB HOUSE
SUNDAY MORNING, JULY 9th, at 11 o'clock.

Conducted by
P. J. RICH, of the Gospel Hall, St. James

Your dry skinned one in the summer has the troubles. She positively shrivels and dries up if she doesn't take protective measures every time she sticks her head out of doors. On the beach she needs to be oiled from tip to toe. She needs a powder foundation for day and street wear. Of course, she can come out at the end of the season the pale and languid color or the fresh pink if she observes all the protective rules.

Usually she doesn't tan easily and has to coax the process along with tanning oil. However, she has much to be grateful for in the way of skin protection offers. And if she burns up and shrivels she has only her negligence to blame. There are preparations that will prevent burns though you sit out and deliberately coax the tanning process.

HOLIDAY TIME — TRAVEL TIME
LOW SUMMER FARES

TO
PACIFIC
COAST

Take advantage of low fares to holiday at the Pacific Coast. Through the Canadian Rockies via the scenic route to the cool summer breezes of Canada's Pacific playground, and then return by the Triangle Route through Prince Rupert.

TO
ALASKA

Remarkably cheap, reduced fare from Vancouver to Alaska places this fascinating trip within reach of all.

\$75.00

Return includes meals and berth at sea. All outside cabins with hot and cold running water.

TO
JASPER

And The TOTEM
POLE GOLF Week

Sept. 3 to 9 is the date of this greatest of all golfing holidays. From Winnipeg and return, \$120.00 covers first-class rail fare and lower berth both ways; room and meals at Jasper Park Lodge, and seven full days of tournament golf including green fees.

For full particulars see Ticket Agent or write
OSBORNE SCOTT, G.P.A., WINNIPEG

CANADIAN NATIONAL



PROPERTY FOR SALE

† Take advantage of present conditions and purchase a house or lot at present low prices.

† The Company has several choice lots and a few houses listed for re-sale at a fraction of the original cost.

LOTS FOR SALE

A choice building lot on Third Avenue at \$250.00.

A fine building lot on 6th Ave., between Arthur and Patricia, for \$150.

HOUSES FOR SALE

A fine cottage on Third Avenue, with three bedrooms, fireplace, verandah; well furnished; \$1,050. This price is all cash.

A large cottage on Patricia, close to lake; three bedrooms, very large verandah, wash basins in two bedrooms, sink in kitchen; \$1,500.00.



For full information as to Terms
and Locations

APPLY



Victoria Beach Co. Ltd.

317 PORTAGE AVENUE, WINNIPEG PHONE 21 029
or visit the Company's office at the Beach
F. E. SPRAGUE, Manager