

BEACH HOLIDAY (Cont. from Page 3)

me . . . In fact, I think he was just puckering his lips from the taste of sour grapes.

We only had four bad days and if you think we sat around wet, cold and snarly you can take another guess. When my editorial page friend was pounding out his story to the mechanical click of a typewriter and the metallic interruptions of a telephone I was busy piling logs into a little black range while Pat bustled about the kitchen preparing goodies. Raspberry pies, lemon pies, coconut cookies, ham basted with pineapple juice and brown sugar, cakes with thick icing . . . doesn't it make your mouth water.

Sure, you could have those things in the city, Mr. Editorial Writer, but you wouldn't have time to savor them because you're too busy pounding out your stories. I hate to sound smug and too disgustingly homespun, but that's the way it is. I'm relaxed as an old slipper and it is going to take at least half a dozen bad "B" movies to make me feel anything but well and wonderful. See what a vacation at the beach can do for you!

We had five skunks under our cottage and it didn't alarm us a bit. There were also a few porcupines around and hundreds of squirrels and gophers. The squirrels and gophers would come right up and eat out of our hands and I had ambitions to make the skunks—which are beautiful creatures—do the same. Much, I might add, to the alarm of my wife. Skunks don't touch you unless you go after them. I once read a magazine story in which a little boy fed one milk in a saucer. Then the said skunk plumped into the little boy's lap and the little boy rocked him in a rocking chair.

Egged on by Penny and Bambi, I went to the side of the house and two little skunks stuck their greyish-black snouts out and investigated. I put down a saucer of milk and made some soothing noises, but the snouts were as far as the skunks would venture. I retired to the corner of the cottage and watched, but the skunks were smart and didn't come out until we left for a swim. We could hear

them at night, though, playing leap frog under the cottage and scampering about like mad. Skunks are born theatrical people. They sleep all day and play all night. In the cool of the evening they go for walks along the Victoria Beach paths and people get respectfully out of their way.

Only the dogs, foolish creatures, were brave enough to chase them. The skunks would let them have it right between the eyes. Such pooches would smell to high heaven and the only remedy was to douse them with tomato juice. On several occasions there were more tins of tomato juice doused on dogs than went down the gullets of the beach inhabitants.

One of our friends, Janet Ross, refused to believe that we had skunks under our cottage, until the cool of a certain evening when she was sprawled on a deck chair out on what passed for our lawn, but which was actually a clearing in the trees. Right before our eyes, a skunk sauntered out of the bushes and walked leisurely under our cottage. Janet dropped her lemonade and her screams would have done credit to a raucously-tuned calliope.

Skunks and all, it was a wonderful, wonderful holiday and I won't forget it in a hurry.

Corp. James W. Lunney of the R.C.M.P., who was stationed at the Beach last year, is retiring from the force, and with Mrs. Lunney, leaves for Belfast, Ireland, in June, to make their home.

* * *

Mrs. Michael Ateah is spending the Winter in the City with her daughters Louise, Pansy and Margaret.

* * *

A member of the Club recently received a letter from Harry England. We are glad to be able to say that Harry's health has improved, and he is able to walk around with the aid of a cane. Looking forward to seeing Mr. and Mrs. England at the Beach this Summer.

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DIRECT IMPORTERS OF FINE
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Best Wishes . . .

until summer arrives when we
will look forward to serving you
again at the Beach

CANADA
BREAD

Victoria Beach Herald

A Community News Service for Manitoba's Most Popular Beach

Official Publication of the Victoria Beach Club.

Vol. 25

VICTORIA BEACH, MANITOBA, JULY 1st, 1950

No. 1

25th Anniversary

Victoria Beach Club



THE opening of the 1950 Summer season at Victoria Beach is very significant in that it marks the 25th Anniversary of the Victoria Beach Club. Today this organization, as it did in 1925, strives to contribute to the welfare and summer enjoyment of all who reside at or who visit our beautiful resort.

Those who had the foresight in organizing the Victoria Beach Club are to be commended for their leadership in planning an organization which now carries out many worthwhile functions through the volunteer efforts of an enthusiastic and efficient executive.

For many years the children of the Beach have had the privilege of participating in an annual sports day—a red letter in the lives of all who have visited Victoria Beach as a child. Here kiddies of all ages have the opportunity of competing in land and water races, sun tan competitions, sand castle building and of course to top off the day, receive all the free ice cream they can eat. Bill Gray promises the kiddies a bigger and better sports day later this month so watch the Herald for further details.

Since the early days there have always been some lovely gardens at our Beach. During recent years however with many trophies at stake and properly organized contests sponsored by the Club it is very noticeable the increased number of well cared for gardens. Under the capable chairmanship of J. W. Beech and Geo. P. Macleod, the garden committee has again lined up events which should be of interest to all.

This season an attempt is being made to do a little necessary face lifting at the Clubhouse. Our House Chairman, Charlie Harvey, reports the addition of new steps and that arrangements are being made to make extensive repairs to the roof. He also advises that Allister Jakeman, the Club's new Programme Director and general handyman, is busy painting the building from stem to stern.

For many years the Victoria Beach Club has worked closely with the C.N.R. in an effort to obtain improved train service. Despite many difficulties which must be overcome, a great deal has been accomplished over the years through the untiring efforts of a railway committee under the chairmanship of Mr. J. J. Conklin.

Last season saw the return of a gala water spectacle which, before the war, was one of the most popular regattas in the province. The Civic holiday week-end in August has been set aside for this event which Phil Nutter promises to be the best yet.

Tom Poyntz, Tennis chairman, advises that the three tennis courts have been put into first class condition and that it is his desire that the public takes full advantage of the availability of these fine courts. Arrangements are being made to have racquets and tennis balls available for rental this season and tournaments will be organized from time to time. (Continued on Page 2)



Garden Competition

★

The Gardens Committee has again been organized with Mr. J. W. Beech Sr., as Convenor and George P. Macleod, Assistant Convenor.

The usual competitions will again be held as follows:

For large garden, the Orchid Cup presented by Victor Scott.

For small garden, the George P. Macleod Cup.

For most improved lot, the J. W. Beech Cup.

For rock garden, the Hurlkedale Cup presented by J. Quinton McKay.

For vegetable garden, the C.N.R. Cup, and there will be in addition to the Cups, numerous prizes in all classes.

For a number of years the competition for these Cups has been very keen, and some very beautiful gardens have been found in all sections of the Beach.

The judging will take place at a date early in August, but will be announced later.

As you will note, the competitions are varied and leave an opportunity for everybody to compete.

Your Committee hope that every cottage owner will make an effort to beautify the ground of his cottage and make our Beach still more definitely recognized as the most beautiful holiday resort in Manitoba.

VICTORIA BEACH HERALD

Published every Saturday throughout the summer holiday season. Printed by the Albion Press 50½ Princess Street, Winnipeg, Man., J. S. Smith, Manager. Advertisements to be sent to the Business Manager, Albion Press, or left in boxes in Victoria Beach Stores.

Victoria Beach Community Church

The Victoria Beach Community Church Committee, met Tuesday, May 30th, 1950 at 8 p.m. to plan the activities of the community church work for the coming season. It was decided to hold ten Sunday morning services in the Clubhouse commencing Sunday July 2nd at 10:45 a.m. (D.S.T.), to Sunday, September 3rd. Preachers will be supplied from the various churches—Anglican, United and Presbyterian—to conduct these services.

Mrs. Henderson will be in charge of music and soloists for the season. Mrs. A. D. Robinson was appointed Secretary-Treasurer to succeed Miss M. Pratt, who has taken up a position in Swan River. A letter was forwarded to Miss M. Pratt from the church committee with best wishes for success. Letters were also forwarded to Prof. D. Owens, Harry England and Charlie Ball wishing them a speedy recovery back to health.

Ushers for the church services on duty each Sunday will be Mr. Angus More, Prof. R. K. McClung, Mr. Chas. Ball and Mr. Harry Simpson for the season.

Present at the Committee meeting were: Prof. R. K. McClung, Mr. F. Lang, Mrs. Henderson, Mrs. A. D. Robinson, Canon F. Glover and Harry Simpson. We hope through our services rendered a spiritual blessing will greatly enrich all holiday visitors to Victoria Beach during the season.

25th Anniversary Victoria Beach Club

(Continued from Page 1)

Saturday night and week-night dances are now in full swing and the Entertainment Committee headed by an original V. B. Ite, Audry Munro, has a full programme of Sunday Symphonies and Concerts lined up. Another feature of interest to the kiddies will be Masquerades and Dog Shows.

Victoria Beach is blessed with one of the most picturesque golf courses in the country. While many egos are inflated on this course there are many more deflated as a result of its tricky layout. Des Cox and his golf committee have lined up a full schedule of events which allow everyone throughout the season to participate for attractive trophies and prizes.

To carry out its many functions the Victoria Beach Club requires the full co-operation of everyone at the Beach. Last season showed a record number of members and it is the desire of your executive to increase this number this season. An all out drive is now in progress under the direction of Mrs. M. Elston. Don't delay—join today.

Please remember the Victoria Beach Club is a community affair and community affairs are your affairs. Everyone is most welcome to join this Club which is continually striving to make your visit to our beach more enjoyable for you and your children.

Victoria Beach Municipality

Mayor: JAMES T. IRVING

Councillors:

JOHN ATEAH L. C. FAIRFIELD
SPENCER C. GUEST COL. N. R. NAGLE

Secretary-Treasurer: M. C. RANKIN

Engineer and Supervisor: A. S. COOKE

Police Officer: Constable L. G. GINN

Justice of the Peace: N. J. BLACK

407 Sunset Boulevard

Medical Health Officer: Dr. E. H. EAST

121 Birch Avenue

THE VICTORIA BEACH CLUB

Executive - 1950 Season

President Dave Grant
Vice President ("A" Committee) Bob Kerr
("B" Committee) Bill Johnson
Secretary Audrey Nutter
Treasurer Jack Beech
Auditor W. Lowe

"A" Committees

Children's Sports Day Bill Gray
Finance Jack Beech
Garden G. P. Macleod, J. W. Beech
House C. Harvey
Railway J. J. Conklin
Regatta P. Nutter
Sports Finance Rod Copland
Tennis Tom Poyntz
Member at Large Frank Chester

"B" Committees

Entertainment Audrey Munro
Golf Des Cox
Ladies Convenor Mrs. Henderson
Memorial Park Mr. H. Simpson
Membership Mrs. M. Elston
Publicity Norm. Nagle
Trophy Nancy Wilson
Member at Large Mrs. S. Wise

Protect the birds: The dove brings peace and the stork brings tax exemptions.

VICTORIA BEACH CLUB

VICTORIA BEACH, MAN.

Hon. President:

MRS. W. J. T. KERR

President: Mr. D. K. GRANT Past President: Mr. J. W. BEMCH, JR.

Vice-Presidents:

Mr. W. S. JOHNSTON Mr. R. T. KERR

Sec.-Treasurer: Mrs. P. G. NUTTER

Clubhouse & Tennis Manager:

MR. ALLISTAIR JAKEMAN

FAMILY MEMBERSHIP FEES

Season \$4.00 One Month \$3.00 Two Weeks \$2.00
Voting Membership, without Club House privileges \$1.00

Reflections of a Councillor

★

FLOOD EPISODES

★

Many cottagers and their friends found in Victoria Beach a welcome retreat when the Red River was rampant. The Canadian National Railways operated a special daily train service for several weeks prior to the inauguration of their regular schedule and under trying conditions provided a service which added much to the relief and convenience of those who were evacuated from their homes in Winnipeg and elsewhere. The Council did its utmost to provide essential facilities for the welfare of those who thus found refuge in our community. At the outset Mrs. Falls, at the request of the Council, did yeoman service in meeting the food requirements of our expanded population, whose wants were well taken care of later on by Hugh Stewart and Robin Hood as soon as their establishments were stocked and opened for business. Through the agency of the Canadian Red Cross the Council was fortunate in securing the services of Dr. and Mrs. Riddell, who in addition to caring for the sick, found time during the three weeks they were with us to perform 1473 typhoid inoculations. They served the community without thought of recompense at a time of great need and the Council has expressed to them the gratitude and appreciation of all those whom they served so graciously and well.

We are also greatly indebted to the St. John Ambulance Association who provided us with four competent nurses in the persons of Mrs. Stinton, Mrs. Brooks, Mrs. Cowley and Mrs. Reading. They carried on until June 18th when the medical services were taken over by Dr. E. H. East who is now in residence at 124 Birch Avenue. To Dr. and Mrs. East we extend a hearty welcome to Victoria Beach.

It is worthy of note that last week the St. John Nurses in company with Constable Ginn, R.C.M.P., had occasion to attend a resident of Albert Beach who was ill and in dire distress. It was found necessary to use the "Resuscitator" which was purchased by the Municipality a year or two ago, and had that appliance not been available and used to good advantage by the nurses and the constable their patient would probably have died. The Executive and members of the Ladies' Committee of the Victoria Beach Club and the summer residents who assisted the municipality in raising funds to purchase this machine will have the satisfaction of knowing that their efforts and foresight were not in vain.

SUNDRY NOTES

The usual cards issued by the Council containing "Information for Residents" are now in circulation. Attention is directed to the regulations in force, for the welfare of all concerned with respect to bonfires, etc., prohibition of firearms, garbage and brush removal, straying cattle, road and motor regulations, and a special note urging parents to impress upon their children that bathing on stormy days is

dangerous. Adherence to this cautionary notice will save many a life.

WATER SERVICES

The Council has under consideration ways and means of improving the supply of water to wells and direct to cottages, and in the meantime has decided against the installation of any new deep wells. Due to ice conditions and subsequent storms on the lake, operation of the pumping service was delayed for a week or more. A further calamity has befallen our water system, as a consequence of the engine at the pump-house breaking down and being found to be beyond repair. This happened on Sunday last with the result that the water pressure temporarily was greatly reduced. Pending the delivery of a new engine Councillor J. Ateah has placed at our disposal a tractor engine which is meeting the requirements in the meantime. The schedule of pumping hours is 8 a.m. to 4 p.m. daily and from 10 a.m. to 4 p.m. on Sundays. Those having hose connections are urged to do all watering of lawns etc., prior to 4 p.m., thus helping conserve our water supply for general purposes.

R. C. M. P.

Our police protection this season is in the capable hands of Constable L. G. Ginn, who with his wife and little girl are in residence at 8 Pier Road. We wish them an enjoyable sojourn among us.

In the carrying out of its many duties the Council has found it desirable to set up a number of Committees. These are listed hereunder for general information, so that anyone having problems relating to these matters will endeavor to contact the Councillors on the respective committees namely:

FINANCE AND PUBLIC WELFARE

Staff, property sales, accounts, municipal buildings and sundry equipment. Doctor, Health Services, Sanitation.

N. R. Nagle, Chairman; S. C. Guest, Alternate

UTILITIES AND PUBLIC WORKS

Water system, wells, fire protection, lifesaving facilities, road repairs, improvements, etc., garbage removal.

L. C. Fairfield, Chairman; J. Ateah, Alternate

SUPERVISORY

Licenses: Cars, trucks, taxis, etc., public vendors, Parks, pier, railway, stores.

S. C. Guest, Chairman; L. C. Fairfield, Alternate

POLICE

J. T. Irving, Mayor; N. J. Black, Justice of the Peace

SCHOOL AND LOCAL PROBLEMS

J. Ateah, Resident Councillor.

KILPATRICK'S

"THE GREATEST NAME IN MEATS"

Bob Kilpatrick is again anxious to maintain the usual high standard of quality, cleanliness, courtesy and service which have been synonymous with "Kilpatrick's" at Victoria Beach for over 22 years.

BEEF · LAMB · PORK · BACON · HAM · EGGS

FRESH VEGETABLES

OUR OWN SAUSAGES MADE DAILY.

Community Church Service

Club House, Victoria Beach
SUNDAY, JULY 2nd at 10:45 a.m.
 Preacher: REV. W. STEENSON

In Charge of Music and Solists:
 MRS. D. C. HENDERSON
 Chairman of Executive Board:
 W. H. SIMPSON, 209 Seventh Avenue
 Secretary-Treasurer:
 MRS. A. D. ROBINSON, 215 Seventh Avenue

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 WINNIPEG MAN.

Full Lines of . . .
 CAKES, PASTRY, BREAD FRESH DAILY
 Meat Pies, Apple, Mince and Meat Patties—Fresh Daily
 Soft Drinks - Confectionery - Ice Cream

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 as Good as can be made."**

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171 JAMES AVE. E. WINNIPEG, MAN.

PUT YOUR HAND IN YOUR POCKET

There is no use beating around the bush — quite frankly this is an appeal to the permanent residents and those who call Victoria Beach their summer home to help raise some money so that, as usual, the summer "doings" may take place. Those of you who have been coming to Victoria Beach for a number of years will know that there is a children's sports day, children's masquerade, adult's masquerade, water sports, etc., complete with prizes. Everyone at the Beach may participate, whether or not you, or your family, are members of the Victoria Beach Club. We all know that a certain amount of competitive sport is good for the development of a child, and every adult enjoys winning a prize, whether or not they will admit it.

Naturally we require some funds to put on the various events and in former years we have relied on the generosity of a few. This year we feel if more people contributed a small amount each it would be fairer to all. Won't you please do your part? Instead of waiting to be approached why don't you give your donation to Mr. J. L. Anderson, Moonlight Inn, Mr. Jack Beech, Jr., Rod Copland or Bob Kerr, or any members of the executive whose names you will find elsewhere in this publication. Large or small, any amount will be a help.

The Memorial Park Athletic Field

The Memorial Park Athletic Field acquired and set aside as a memorial to the summer and winter residents, who fell in the late war. May their memory help us to keep this ground sacred on behalf of their supreme sacrifice, for the four great freedoms. The committee set up to supervise the care of the grounds are:

Col. N. R. Nagle (for the Municipality)

Mr. Bert Trainor (Local Legion)

Mr. Harry Simpson (Victoria Beach Club)

The Children's Sports, The Dog Show, The Ball games and various other club activities, will be held at our Memorial Park during the coming season, which all concerned will help to make greatest success.

MISS PRATT

Miss Muriel Pratt's sudden departure to a post at St. Faith's Mission, Swan River, came as a decided surprise. We have come to depend on her to attend to so much of the detail of Beach activities, and we realize that it will require several good workers to take her place.

With characteristic modesty, she was going to slip away unobserved, but a little bird told us of her plans just on the eve of her departure, and a farewell party was hastily organized at Mrs. D. C. Henderson's home.

An enjoyable social evening was spent, at which the honor guest was the recipient of a shower of personal gifts.

Reports received indicate that Miss Pratt is very happy in her new post, but we hope that she finds time occasionally to think of Victoria Beach friends and surroundings.

MOONLIGHT INN

J. L. ANDERSON

- LUNCH ROOM
- SODA FOUNTAIN
- DRUG STORE

**ENTERTAINMENT**

that's nifty for 1950

When told I was an article to write

Re: Year's Entertainment Programme — (I near had a fright!)

How could I describe the DE-licious things

We have lined up for this season's flings.

Could I tell about the dances so novel and sprite,
 Which there'll be every other week day — 'specially
 Saturday night!

Could I play up the masquerade where old and young
 Go hand in hand to join in the fun.

Could I tell about the *Official Opening Dance*
 Saturday, July 1st, (Now don't miss your chance)!
 (There'll be decorations, balloons and whistles by
 the score

And you'll really enjoy yourself — make Whoopee!
 what's more.)

Could I even mention the Sunday night show

Where there'll be sing songs, movies and laughs
 row on row.

And even the V.B. ites if we can get them together
 So we all can have fun regardless of weather.

Could I mention also we'll be able to get

Refreshments at the canteen on hot evenings or wet.
 Would people want to know about the symphony
 records Sunday afternoon

Played in front of the Clubhouse (Of course they
 would, you goon).

ATEAH'S

BAGGAGE TRANSFER

Wood - Taxi - Ice

Our staff is interested in extending their
 usual courtesy and service at all times.

OFFICE LOCATED NEXT TO "ROBIN" HOOD'S

STEWARTS STORE

"Welcome Down" to our many friends.

★

Drop in and leave your opening order for:
 Groceries, Fresh Fruits, Vegetables, Milk, Bread,
 or any other summer requirement.

Long Distance Telephone Post Office
 WE DELIVER

Could I tell of the other "do's" too numerous to
 mention

For the kiddies, the old folks and the even older on
 pension

Why there's the Midnight Frolic on week-ends that
 are long

And the soloists on Sunday, who'll favour us with
 song.

There's the picnics, hikes and weiner roasts which
 will be remembered after

With nostalgia, merriment and downright boisterous
 laughter.

But I'm getting nowhere in a hurry tonight
 For I'm no further ahead than when told I was an
 article to write.

So I'd better get busy with the agenda before too late
 And, please, when it's completed, will you all say
 "It's a date"?

TAKE TIME

Take time to work—it is the price of success.

Take time to think—it is the source of power.

Take time to read—it is the foundation of wisdom.

Take time to pray and worship—it is the road to
 happiness.

Take time to play—it is the secret of perpetual
 youth.

Take time to dream—it is hitching your wagon to a
 star.

Take time to look around—life is too short to be
 selfish.

Take time to laugh—it is the music of the soul.

Best Wishes From

The

Winnipeg Grain Exchange

The pioneers of Victoria Beach laid the
 foundations of a fine community where
 public service and friendliness predominate.
 Carry on the good work.

Social Notes



SCOTT - SEIP

St. Paul's Lutheran Church was the scene on the evening of June 6th of a marriage of interest to Victoria Beach. In a beautiful candle light ceremony Jacqueline Dorothy Seip became the bride of Thomas Reynolds, second son of Mr. and Mrs. Victor Scott.

Don came from Hamilton to be best man for Tam, and Jimmy and Ronald Scott were ushers.

The wedding took place on the fiftieth anniversary of Tam's grandmother's marriage. Mrs. Bach is well known at the Beach.

Following a honeymoon in Minneapolis, the young couple are residing at 29 Fulham Crescent.

BEST - ARLOW

Wedding congratulations also to Barry Best and Joan Arlow who were married in Greenwood United Church on June 10th. Ken Babb was the best man.

A reception was held at the Professional and Business Women's Club, after which the bride and groom left for Vancouver. On their return they took up residence in the Commodore Apts.

A new cottage is to be built at 320-5th Avenue for Mr. and Mrs. W. A. Dixon. They, with their son Robin, have spent several holiday periods at Victoria Beach. Mr. Sam Ateah is in charge of the work.

Mr. and Mrs. Don Scott are the proud parents of a daughter, Mary Lynne, born at Hamilton, Ont., April 26th.

LADIES' AUXILIARY ANNUAL SALE

The Victoria Beach Ladies' Auxiliary will hold their Annual Sale of Fancy Work and Home Cooking in the Clubhouse on Friday, July 7th, commencing at 3 o'clock. It is hoped there will be a large attendance as there are lots of attractive articles as well as the usual home made goodies.

Victoria Beach Fur Farm

BREEDERS OF SUPERIOR CLASS MINK

Deltombe, Standards, Silver Blues, Royal Pastels,
Breath of Spring Blues, Stuart Blues.

MINK CHOKERS MADE TO ORDER
FROM ANY OF THE ABOVE.

John Ateah, Prop. B. Munroe, Ranch Foreman

Catholic Church Services

For the information of Catholic summer residents, Mass will be said at the Clubhouse, Victoria Beach, each Sunday at 9:00 a.m.

OPENING SERVICE JUNE 25th, 1950.

POISON IVY CARRIES ITS OWN ANTIDOTE

Poison Ivy is so mean it might destroy itself if it didn't carry its own antidote along as it winds its shining leafed vines around the trees and fences of field and roadside.

The antidote, a Massachusetts Institute of Technology physiologist has found in a five-year study just completed, is an enzyme or catalyst—known as Laccase — existing in the plant itself.

Like other catalysts, Laccase makes something happen to something else. In this case, it keeps the poison ivy vine in a flourishing condition by constantly changing and destroying the irritants that poison humans before the poison can kill the plant.

The importance of Dr. Sizer's discovery will not be fully known until medical scientists see how Laccase can be used to protect human skins from ivy poisoning or perhaps to treat the burning and itching places once a luckless wight has walked into it. Now that he's located the enzyme, Dr. Sizer himself is going on to other fields of study.

Laccase also is found in the poison-ivy relations —poison oak, Poison sumac—in the shell of the cashew nut and in the Japanese lac tree from which their lacquers are made. Still looking for enzymes that would oxidize and destroy the poison molecule in the ivy, Dr. Sizer found another one in Horseradish, the powerful "Peroxidase."

The first destructive enzyme for the poison in the plant that ruins summers for more people than hay fever, Dr. Sizer found in the common edible mushroom.

"There's still nothing on the market that's any good for poison ivy," he comments. "The cure probably will come from immunology, and I'd say within the next 10 years. In the meantime, my advice is the same as it was before we started looking for these enzymes—keep away from the stuff!"

FERGUSON JEWELLERS

WATCHES - DIAMONDS - ENGLISH BONE CHINA

Authorized Distributors for
BULOVA, LONGINES, WITTMANER WATCHES

Specialists in the Sale and Repair of
Watches, Engraving and Jewellery
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274 SMITH STREET Just South of Portage

Business as Usual

Cottage owners and visitors to Victoria Beach are in the most enviable position of being serviced by a group of reputable merchants whose service and courtesy over the past years have contributed to making our beach "Manitoba's Finest Summer Resort."

"The Bake Shop," under the capable management of Mrs. Cox has one of the most complete stocks of freshly baked bread, cakes, pies, pastries, etc., to be found anywhere. All items are fresh daily and the variety of pastries and cookies do justice to the table of any hostess. Vienna Loaves and dinner rolls are also specialties of Cox's.

"Robin Hood's" have their usual well stocked larder and their usual pleasant, courteous staff, although the weeks do seem long with Robin and Margie being present only at the week-ends this year.

"J. L." has the Moonlight Inn looking very gay this season with a new coat of paint on the interior and a large stock of colorful novelties which suit every occasion at the Beach. His ice cream parlour is the meeting place on hot days while those home cooked meals are a treat anytime. A complete line of drug sundries will look after any "summer complaint" one may suffer.

Stewart's Store is again looking after the household needs of all in addition to offering telephone and postal service with Hugh Stewart at the helm.

Bob Kilpatrick's Butcher Shop where cleanliness, courtesy and service reign supreme is now commencing its 29th season at Victoria Beach. Besides offering a complete stock of finest quality meats "Kilpatrick's" has become famous for the delicious sausages which are made daily in the shop.

The Ateah boys take time out from their mink ranching duties each summer to look after the many needs of summer visitors. Their men will look after the transfer of your baggage, freight and express or your wood and ice requirements as well as any taxis.

Harold Jenkinson is ready to keep everyone in "trim" during the summer months in his tonsorial establishment while next door Mr. Downie will be glad to assist anyone in locating cottages or in disposing and renting cottages.

One of the best known people at the beach, Walter Thomas, who now operates "Thomas Transfer" advises his many friends he is well equipped to look after their many needs. His representative on the trains or the attendant at his office will assist you.

Albert Larson reports a brisk demand for new cottages and renovations. Shortages in, building materials limit activities to a great extent but no job is too large or too small for Albert.

And so good people with all your needs at hand it is not out of your way to remember the people who go out of their way to service you at Victoria Beach.

When you return from your vacation

Please Call **37 101**

for Regular Daily Service

MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

Crescent Creamery Co. Ltd.

WINNIPEG

PROFOUND CONVICTIONS

Abraham Lincoln was a deeply religious man. In the American civil war, answering a question of one of his military aids, he said: "I do not fear it, for this is God's fight. He will win it in His own good time. He will take care that our enemies do not push us too far." And he was right.

And we know that famous statement of his: "Those who deny freedom to others deserve it not for themselves; and, under a just God, cannot long retain it."

QUALITY FLOWERS

AT LOWEST PRICES

The Orchid

Victor Scott

311 DONALD ST.

If You Wish To . . .

BUY, SELL OR RENT
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Leave Orders at Victoria Beach Co., Lumber Office

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OFFICE AT C.N.R. STATION

Call at the office or place orders with our drivers. Arrange with our representative on the train for delivery of your baggage, freight or express.

WALTER THOMAS, Prop.

YOUR HEALTH

"Don't overdo it on your annual vacation" warn health authorities. "Make this year's vacation worth while. Don't come back needing a holiday from a holiday. Have a medical check-up before you engage in strenuous activities."

The public health experts point out that people who sit at a desk for fifty weeks in the year can't afford over-exercise during the other two weeks. They should get just enough exertion to feel pleasantly and mildly tired.

Sufferers from hay-fever and so-called "nose colds" should avoid swimming during seasons when they are most subject to those unpleasant disabilities. Those who suffer severely from hay-fever are advised to think twice before they go swimming at all. Chronic inflammations of the nose and throat make this advisable.

If you have acute or chronic ear trouble, be careful where and when you go in the water this summer, say the National Health wardens. Water may get into the middle ear and may allow entrance of infection, which could then spread to the inner ear and the mastoid sinuses.

It is suggested that those with ear trouble consult their family physicians as to the advisability of taking part in aquatic sports.

Unless you can dive, when you go in for a swim, you should certainly hold your nose as you take to the water feet-first for water forced up into the nostrils can carry infection to nose, throat and sinuses. Man isn't like the duck, which can close its nostrils under water. And, unlike the duck, human beings haven't that special eyelid which protects the

eyes under water, so swimmers should try to see when submerged as rarely as possible.

**Safe Swimming
RULES**

NEVER go swimming alone, even a good swimmer can get into trouble and if he is alone there will be no one to help him.

NEVER dive into strange water, slip into the water carefully and explore it before doing any diving.

NEVER go swimming at an unguarded location such as docks, piers, river banks, etc., as they are the most dangerous.

NEVER "prank" in the water as many a fatal accident has been caused by prankish show-offs.

NEVER attempt a rescue unless you are a good swimmer. If unable to swim find someone quickly who can.

NEVER swim to a rescue if you can reach the victim by boat, with a rope or long pole — you may need your strength after you have rescued your pal.

NEVER rock the boat, especially if unable to swim well.

NEVER try to swim across a river or lake just because someone dares you. You may never get back.

Golf Course Schedule

ADULTS —	
One game (9 holes)	35c
Two consecutive games	60c
CHILDREN (under 17 years) —	
One game (9 holes)	20c
Two consecutive games	40c
Children's rates apply on days other than Saturdays, Sundays and Holidays.	
CHILDREN (Beginners) —	
Tuesday afternoon, per game	10c
CLUBS may be hired at 25c per game.	

**TENNIS RATES**

SENIOR:	
1 day	35c
Week-end	50c
1 week	\$1.50
2 weeks	\$2.50
1 month	\$3.50
Club Members	\$2.50
Season	\$5.00
Club Members	\$3.50
JUNIOR (16 and under): 1 hour	
	10c

OFFICIAL ORGAN
OF
VICTORIA BEACH CLUB

Victoria Beach

HERALD

• A Community News Service for
Manitoba's Most Popular Beach.

Vol. 25, No. 2
July 8th, 1950

Health Unit Guards Beach Area

THE health of the people of Victoria Beach area is being guarded at all times against disease by the Selkirk Local Health and Laboratory Unit, of which Victoria Beach is a part.



The Health Unit with central offices in Selkirk, Manitoba serves a very large territory almost one thousand square miles and about 25,000 people.

The Selkirk Health Unit serves the people of Victoria Beach, the Municipalities of St. Clements, St. Andrews and Brokenhead, the towns of Selkirk, Beausejour, and Winnipeg Beach, the villages of Garson and Dunottar and a large rural area on both sides of Lake Winnipeg.

The function of the Unit is to preserve the health of the public and prevent disease among the people and their children and through the sanitary division of the unit to guard the food, water and milk supplies of the area.

This is a very big task when we consider the great extent of territory to be covered and the small staff of men and women who perform this function for you.

The Medical Director of the Selkirk Local Health and Laboratory Unit, Dr. J. M. O'Keefe, is assisted by a staff composed of four registered graduate nurses with post-graduate training in the field of public health and nursing.

Two sanitary inspectors who have special training in the field of sanitation and good food control.

Two clerk-stenographers who handle the office work and keep the records of the Unit.

These men and women are constantly serving you in the field of preventive medicine and public health. Working closely with local physicians in their tireless efforts among the people, your Health Unit staff hits hardest at the prevention of diseases and the promotion of health in your community. Their purpose is to keep well people healthy, to control the incidence of disease and prevent epidemics of disease.

Some of the activities carried on by your Health Unit staff include the following:

In the field of preventive medicine—Permanent residents.

Regular examination of school children.

Child Health Conferences where mothers can receive advice regarding their babies' diet, training and behaviour problems.

Immunization of school children and infants against several contagious diseases, such as diphtheria, small pox, whooping cough, and tetanus.

(Continued on Page 8)

J. J. CONKLIN

Some years ago, during the summer of 1928, a community news service for Manitoba's most popular beach was published for the first time. Since then, each week-end during the summer season, young and old alike have looked forward with eager interest the arrival of the "Herald" with its newsy items of interest to all who reside at or visit Victoria Beach.

This weekly news service has been made available through the untiring efforts of one of our oldest cottage owners and, at the same time one who has contributed immensely to the development of this beautiful summer resort.

John James Conklin, one of the few true pioneers living today, who celebrated his 82nd birthday on June 23rd of this year. Of the 82 years, 69 have been spent in Winnipeg and of course the summers of many of these at Victoria Beach.

More than just the hard working, public spirited individual who arrived at the station each week-end with a bundle of Heralds under his arm for distribution, John Conklin is recognized by his many newspaper associates as being one of the most colorful personalities of Winnipeg's early days spending more than 51 years as a member of the staff of the Winnipeg Free Press.

During this period he is best remembered for his boundless enthusiasm as editor of many different (Continued on Page 2)

