



OFFICIAL BULLETIN OF THE VICTORIA BEACH CLUB
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Traffic Safety Must Be Enforced

Victoria Beach rolled out its beautiful green and white carpet to welcome back its hundreds of regular summer vacationers and to greet new friends. The white in the carpet is not as wide as usual because the sandy shore line has shrunk with higher water, but there is still ample lovely sand on which to relax and tan, and lots of shallow places for little children to paddle and bathe without fear of accident.

The green foliage is thicker than ever and there is an abundance of wild flowers and berries. Truly Victoria Beach is having a year of unusual natural growth. The birds are happy about it and the chipmunks and squirrels scamper around the cottages, hoping for a generous handout of peanuts. The water became warm earlier than usual this summer and a dip in the lake is delightful and refreshing. Then, when time for rest comes, the fragrance of the balsam helps one to relax.

Last week-end saw many happy meetings of friends, who seldom get together in town, due to widely separated interests, but who just naturally fall into the informal social life here. Victoria Beach has been declared a bird sanctuary by the Province of Manitoba. Local administrators, down through the years, have set and maintained a policy that makes this resort a "Sanctuary for Humane Beings." Only essential motor traffic is allowed in the cottage area and no vehicles are permitted along Sunset Boulevard, that follows the shoreline.

In the past, continual warning has been given to the operators of taxis and trucks, to drive slowly and carefully, to treat pedestrians with courtesy, and to be on the lookout for little children. The record of local drivers has been very creditable. Occasionally a young lad is indiscreet and gives cause for some concern, but the Beach had been free of traffic accidents until a lady was struck down by a truck, driven by a boy, on Birch Avenue, evening of July 2nd.

Immediate attention was given by the Beach Doctor and the lady returned to Winnipeg Sunday evening, apparently not seriously hurt. The accident was reported by the local constable to the R.C.M.P. and a charge will likely be laid against the local owner of the truck for permitting a boy, under legal age, to operate the vehicle. From the concern expressed by members of the local council and the constable, it would seem that a very close check is

going to be made on truck and car drivers and the accident, though regrettable, may serve as a serious warning that will result in greater care in operation of cars and trucks along the lanes of Victoria Beach.

JOIN THE BEACH CLUB

Mrs. F. C. Niermeier is busy organizing ladies to canvass the cottage area, block-by-block, for memberships in the Club, or donations to prizes for sports days and masquerades.

The following ladies have agreed to take part in the canvass: Mesdames Gladys Conklin, E. Pope, B. Wintrup, Fran Simpson, Norman Nagle, Alan Couch, Frank Aisin, Henry Chittick, A. Brown, George Heron A. Kayser, A. D. Robinson, Dr. F. C. Niermeier and C. S. Gow will also assist.

The Herald will publish in future issues the names and addresses of those who are supporting the work of the club by responding to the calls of the canvassers.

Membership fees or donations can also be paid to the Recreational Director, Mr. Tully, at the Clubhouse, or his cottage, 326 Fifth Ave., or to Mrs. Niermeier at 303 Fourth Ave.

THIRTIETH YEAR OF HERALD

With this issue the Herald commences the 30th year of publication as a summer weekly devoted to the welfare of Victoria Beach. Founded in 1926 by the late John J. Conklin, it has been published in recent years as organ of the Victoria Beach Club, and is distributed free of charge to all who visit the Beach. Amounts received from advertisers pay for the cost of printing the paper. The Club appreciates the co-operation of all the advertisers and hopes they find it a profitable medium.

Editor of the Herald this summer is Aidan Conklin, whose only qualification is that he is son of the founder. The other two members of his committee, on whom he will lean heavily, are D. C. Henderson and Tammas Scott. Clarence has the signature of all the advertisers on that important dotted line and Tammas is looking after the make-up in the Albion Press office.

Contributions of social notes and items of local interest are welcome and may be placed in boxes located in Sutherland's and Stewart's stores, delivered to the editor's cottage at 127 Sunset Boulevard, or mailed to Box 1,000, Victoria Beach.

Children's Masquerade at Clubhouse July 9, 7:00 p.m.

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PRESIDENT OF CLUB

Organized activity at Victoria Beach this summer is being led by Maurice Thompson, who, having served on the club executive for several years, was elected President of the Club.

Mr. Thompson is well qualified for the position, having a long record of community and public service. He is vice-chairman of St. James School Board; a member of Winnipeg Kiwanis and Executive clubs, committee chairman of Bourkevale Community Club, St. James, and is manager of Birt Saddlery, Winnipeg's famous leather goods store.

A card outlining dates of community events and list of executive members has been delivered to each home. In addition to those mentioned in the card the following are in charge of various activities and events—House Committee: J. H. Spinks; Prizes: Mrs. Henry Chittick; Children's Sports Day: Ron MacIntosh; Water Sports: D. C. Henderson; Adult Masquerade: A. D. Kayser; Children's Masquerade: Mrs. Harry Gibson; Golf: Harold Parker; Garden Contest: Mrs. J. W. Beech; Memorial Park: Alan Couch; Sunday Concert Films: George Heron; Tuesday and Thursday Night Movies: Alan Couch; Railway: Desmond Cox; Presentation Concert and Snow Train: Maurice Thompson.

Recreational director of the Club is Gordon Tully, who has had considerable experience in this field.

Community Church Service

Club House, Victoria Beach
SUNDAY, JULY 10th at 10:45 a.m.
 Preacher: Rev. Gerald Burch, Windsor, Ont.
 Soloist: Mrs. Helen Dallas
 Music: Dr. F. C. Niermeyer

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VICTORIA BEACH MUNICIPALITY

Mayor: H. E. GIBSON
 Councilors: JOHN ATKIN, H. CHITTICK,
 E. W. POPE, COL. W. H. NAGLE
 Secretary-Treasurer: BOB OCHLARD,
 The Royal Bank Bldg., 1th, 5-7th
 Engineer & Supervisor: Mr. A. W. ANDERSON
 Police Officers: R. FOSTER
 Justice of the Peace: GEO. P. JAMIESON
 Medical Health Officer: 124 Birch Ave.
 July—DR. DONALD HESANT, M.D.
 August—DR. FLETCHER BARAGHER, M.D.



having been Y.M.C.A. Supervisor in charge of sports and recreation during the war years, after which he was physical training instructor in a large Winnipeg school.

Mr. Tully arrived at the Beach June 30th and immediately began to check up on equipment. He is organizing baseball games at Memorial Park the early part of each evening and is supervising the Clubhouse Dances.

The Club is very much indebted to George Heron, who spent considerable time last Saturday working on the Club's amplifier equipment which had just arrived from the City minus some essential parts.

CHILDREN'S MASQUERADE

The first organized event of the summer at Victoria Beach will be the annual Children's Masquerade, at the Clubhouse, Saturday, July 9th. Mrs. Harry Gibson is convener and will have a committee of judges to look after the various events. Each year a large number of children attend in costume and everyone has a good time. So children, start working on your costumes and join in the fun of the masquerade!

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Beach Notes

Mr. and Mrs. B. V. Angus and Terry are occupying 205 Fourth Ave., for the month of July.

Mr. and Mrs. Gordon Urquhart and Marilyn are at 325 Fifth Ave for the month of July.

Dr. and Mrs. F. C. Niermeier and Stuart are at their cottage 305 Fourth Ave., for the season.

Mr. Robert T. Kerr, manager of Bank of Montreal branch in Calgary, and former beach club executive, flew from Calgary to spend the long week-end with his mother, Mrs. W. J. T. Kerr and his sister, Jessie, at their cottage on Sunset.

Mr. Howard Stanley, chief engineer, provincial public works department, has rented a cottage at 125 Birch Avenue for July. On account of heavy amount of road work he is supervising, he can only join Mrs. Stanley for week-ends. He has advised the Herald that tenders are out for the new road into Victoria Beach and contract will soon be awarded.

Mr. and Mrs. Reg. Cox, daughters, Geraldine, Maureen and Janet, sons Graham and Billy, are at 405 Sixth Avenue for July.

Mrs. H. Alan Couch and sons, Philip and Alan, are down for the summer at their cottage "Couch Gift" on Sunset Blvd. Miss E. Donaghy is now spending a two week holiday at her sister's cottage. Steele Curry is Alan's guest for two weeks. Kenny Dickson spent the long week-end as Philip's guest. Mr. Couch will arrive for a holiday during the middle of July.

Miss Nell Songhurst, of Eastbourne, England, is visiting Mrs. Harry Little, Sunset Blvd., Mr. Wilbur Little joined them for the long week-end.

Mrs. F. H. Hadley, Black River, New York, and Mrs. Thos. Mackay, Vancouver, B.C., are guests of their mother, Mrs. W. Calbertson at "Patstone Lodge," Sunset Blvd.

There was a very good crowd at the Clubhouse Dance last Saturday night and the young people appeared to be having a good time. Mr. Tully was handicapped, with microphone out of order, but George Heron had it working on Monday. The Club is certainly lucky George, an expert electrician, is available.

KILPATRICK'S

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Three tennis courts have been ready since July 4, also a volley ball court. Ball for the latter may be secured from Mr. Tully at the Clubhouse.

OPENING CHURCH SERVICE

The opening service of the Victoria Beach Community Church was conducted by Capt. R. G. Ellsworth, of St. James Citadel, Salvation Army. The congregation numbered 70 and two dogs (well behaved). Capt. Ellsworth did express disappointment at the small number of boys and girls who were present to hear his sermonette for them.

The sermon was on the parable of the Prodigal Son, which Capt. Ellsworth felt should also be known as the parable of the Loving Father. The minister felt that the most vital part of the parable was when the son "came to himself" and took time to think about the sins he had committed. Then, when he was forgiven by his Loving Father, the past was forgotten. The sermon was enriched by a number of interesting anecdotes bearing on the subject.

Lovely baskets of flowers from the beach gardens of Mrs. L. F. Borrowman and Mrs. George Lockhart graced the platform.

SHOWING AT THE CLUBHOUSE

Tuesday, July 12th, at 8:30 p.m.

"TROUBLE IN STORE"

Starring:
 NORMAN WISDOM
 Great International Comedian
 MARGARET RUTHERFORD
 Two New Song Hits.

Thursday, July 14th, 8:30 p.m.

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PARKING LOT POPULAR

Capt. R. G. Ellsworth, of the Salvation Army, who conducted the church service at the Beach last Sunday morning, told those present that he checked with the Manitoba Motor League to find if he could drive to Victoria Beach. He was asked what kind of a car he had and when he replied that he had a new car, he was told by the motor league official that he would be wise to take the train!

In spite of this official advice, 185 cars entered the Victoria Beach parking lot last week-end, according to John Ateah, operator of the lot. When this number of drivers and their passengers will bump and sway at reduced speed along the 19 miles from the Grand Beach road to Victoria Beach, it shows how great is the desire of motorists to drive their own cars for a holiday.

Mr. Ateah stated that a few drivers asked if they could make a trip to their cottages to unload supplies, and then return to the lot. All were told that this was not permissible and there was no protest. The great majority of the motorists seemed to appreciate the parking lot and took advantage of the taxi and truck service, or walked to their cottages.

The parking lot rates were set by Council, who felt that moderate charges should be made, to take care of costs of building a small garage, erection of gasoline pumps and wages for attendants. Mr. Ateah is prepared to look after tire trouble, greasing, and make minor repairs to cars. He states that he can take care of most car requirements.

GOLF NOTES

The season is now in full swing at the Beach and by way of an added interest the Victoria Beach Club has arranged the usual schedule of Golf competitions for those interested. You don't have to be a low handicap player to participate, its all for fun and no one takes these events too seriously. Draw sheets have been posted in the clubhouse at the Golf Course for the "Ringer Board" and the Fred Porter Trophy. The Ringer Board runs all season and it is most interesting to see what a fine score you end up with after substituting your best holes from time to time. Anyone can win this event and we would like to see a large entry.

The Fred Porter Trophy is played on a handi-

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cap basis so here again everyone has a chance. This competition is over the 36 hole route but may be played 9 holes at a time, so long as you advise Mr. Forbes before starting from the 1st Tee of your intention to record the round as part of your 36-hole score. The season before last 108 rounds were played by all and sundry in this event and we would like to see this entry topped this season.

Incidentally the Ringer-Board Competition also includes a junior section for both boys and girls 14 years of age and under, so no one is too young or too old to compete.

The following is the schedule of competitions for the season with dates being subject to extension or change at the discretion of the committee.

RINGER BOARD—July 1 to August 15 (Men, Ladies, Junior Girls and Boys).

FRED PORTER TROPHY—July 1 to July 31 (36 holes—Medal Play handicap).

JUNIOR TOURNAMENT—July 10 to August 15, 18 holes, medal play handicap. Open to Boys and Girls 14 years of age and under as at September 1, 1955.

LADIES CHAMPIONSHIP—Friday, July 22, 9 holes only, medal play. Long driving competition.

JIMMY GRANT TROPHY—August 1 to August 21, 36 holes, medal play—scratch (Men's championship).

All above events are open to not only members of the Victoria Beach Club but each and every golfer at the Beach and if you have one or 14 clubs put your name on the entry sheets posted at the Clubhouse and you will be surprised how your game improves with the competitive spirit.

For Sale Very desirable building lot, S.W. corner of King Edward and Third. No reasonable offer refused. E. Pearce, 695 Spence St., Winnipeg. Telephone 74-6272.

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