



OFFICIAL BULLETIN OF THE VICTORIA BEACH CLUB
Vol. 31, No. 1 Published during the holiday months. Address all correspondence to Bulletin Editor, c/o Albion Press, 50 1/2 Princess Street, Winnipeg 2, Man. June 30, 1956

Herald Another Year

With this issue the Herald commences its 31st year of publication as a summer weekly devoted solely and entirely to the welfare of Victoria Beach. The late John J. Conklin, founded the Herald in 1926 and in more recent years it has been published by the Victoria Beach Club and is distributed free of charge to all who visit the Beach.

Designed to be virtually self supporting the Herald hopes to derive sufficient advertising revenue to pay its one and only cost — the printing bill. The Club sincerely appreciates the co-operation of its many advertisers and hope they find the publication a profitable advertising medium.

Aidan Conklin, the last year's editor, stated his only qualification was that he was the son of the founder. The eagerness of all to secure copies of 1955 issues ably demonstrated his becoming modesty. Unfortunately he could not be persuaded to continue this chore this season, but has agreed to write a few editorials. Fortunately, once again Tammas Scott is looking after the make-up in the Albion Press. This task includes selection of items to be published and the all important cutting or stretching of articles so that they fit the paper. Desmond Cox has undertaken that all important job of advertising manager.

The editor this season is one totally unfamiliar to the fourth estate. His latest picture is published here so that you may readily recognize him on the beach or golf course. As you can see from his profile he is a forward looking young man. Perhaps you would like to crown him with a brick or bouquet.

Contributions of items of interest will be most welcome. Despite the blood, sweat and toil required in the writing of interesting or boring articles the most interesting feature of the Herald, to many readers, is the column devoted to social news about Beach people, their comings, their goings, their visitors. For this information we must rely upon YOU. Boxes suitably labelled are located in Sutherlands' and Stewarts' stores or may be mailed to Box 1000, Victoria Beach or forwarded to the Victoria Beach Herald c/o Albion Press, 50 1/2 Princess St., Winnipeg 2.

Remember — other people are interested in your activities — please let us know about them.

MEET "MR. PRESIDENT"

Ronald Andrew MacIntosh is the genial, efficient and conscientious President of our Victoria Beach Club this year. This club with your assistance (money) interest (more money) and co-operation (your participation in the events) undertakes the summer organized at the Beach.

"Ron" served on the club executive for several years and last summer, among other activities, was in charge of that successful children's sports day. He was elected president of the club at its last annual meeting.

"Mr. President" is exceedingly well qualified for this position.

He is a young man being born in Winnipeg the same year as your young looking editor, graduated from University. Ron this year is vice-principal of the St. James Collegiate, being a graduate of the University of Manitoba in Science and Education. He is an elder in Westminster United Church, is married and the father of four children. He and his wife and family will occupy their own cottage at 301 Sunset.

The card outlining the planned summer activities and community events has been delivered to each cottage. The following are in charge of the various activities:

COMMITTEE CHAIRMEN:

Membership: MRS. A. D. ROBINSON.
Club House: Mr. RON MACINTOSH.
Finance: MR. HAROLD PARKER.
Prizes: MRS. HENRY CHITTICK.
Sports Day & Beach Events: MRS. GEORGE HERON.
Water Sports: MR. GORDON TULLY.
Dog Show: MRS. W. D. FALLIS.
Children's Masquerade: MRS. HARRY GIBSON.
Golf: MR. HAROLD PARKER.
Garden Contest: MRS. J. J. SMITH.
Memorial Park: MR. CARL S. GOW.
Sunday Concerts: MR. E. R. ALLDEN.
Weekday Films: MR. ALLAN COUCH.
Railway: MR. DESMOND COX.
Snow Train: MR. W. M. THOMPSON.
Closing Event: MRS. J. J. SMITH.

These vacationers have undertaken to do a job for the pleasure and enjoyment of you and your families and visitors. They need and will welcome your help and assistance.

**QUALITY FLOWERS
AT LOWEST PRICES**

The Orchid
TAMMAS SCOTT

810 DONALD ST. WINNIPEG, MAN.

MEET "MR. RECREATION"

The organized activities of Victoria Beach took on new life, new pep and renewed vigor last year with the appointment of Mr. Gordon Tully as full time recreational director for the Victoria Beach Club. The well conceived, efficiently operated activities increased the summer's enjoyment not only for the young in years but for all the young in spirit.



Gordon Tully, born in Alberta has spent most of his life in Winnipeg or rural Manitoba. By profession he is a teacher at the Hugh John Macdonald Junior High School, Winnipeg and is well qualified for recreational leadership. During the war he served with the Y.M.C.A. war services, as an entertainment and recreational supervisor. He has coached six teams to the City School Soft Ball Championship and has been an instructor in playground activities and games organizer at the Provincial Normal School. His private recreations apart from work are hunting and fishing.

Mr. Tully is married and with his wife and three children, aged 12, 9 and 3 will again occupy 426-5th Avenue this summer.

Welcome back again Gordon Tully.

Mr. and Mrs. Gordon Urquhart with their daughter, Marilyn will occupy 325-5th for the month of July.

Community Church Service

Club House, Victoria Beach
SUNDAY, JULY 1st at 10:45 a.m.
Preacher: REV. W. H. DAVIS
Soloist: MRS. HELEN DALLAS
Musical: Dr. F. C. Niermeyer

If you wish to
BUY, SELL or RENT a COTTAGE
see . . . JOHN FRASER
Next to The Moonlight Inn.

BARBER SHOP

Harold Jenkinson, Prop.
BEST OF SERVICE
Soft Water Open: 9 a.m. to 8 p.m.

VICTORIA BEACH MUNICIPALITY

Mayor: H. E. GIBSON
Councillors: JOHN ATEAH, H. CHITTICK,
E. J. COLE, D. H. HAGLE
Secretary-Treasurer: KEN JONES
708 Royal Bank Bldg., 5th, B-128
Engineer & Supervisor: Mr. A. W. ANDERSON
Police Officers: ALEXANDER HUPPE, HAN ATEAH
Medical Health Officers: 126 Birch Ave.
July—DR. W. S. NEAL
August—DR. P. SUDHIMANN

MEMBERSHIP DRIVE

Victoria Beach Club, with a well planned programme for the season, has a budget to meet. The main source of revenue is the membership fee. A Membership Drive is being held Saturday July 6th.

Canvassers include:

Mrs. A. D. Conklin, Mrs. Copeland and Mrs. Pope for Sunset Blvd.
Mrs. H. Chittick for First Ave.
Mrs. W. Alsip for Second Ave.
Mrs. F. Garland for Third Ave.
Mrs. Heron for Fourth Ave.
Mrs. F. Niermeyer for Fifth Ave.
Mrs. S. J. Wise for Sixth Ave.
Mrs. R. Strachan for Seventh Ave.
Mrs. G. Bennett for Eighth Ave.
Mrs. Evan McCormick for Bayview.
The rates are: FAMILY—Season, \$5.00;
Month, \$3.00; Two weeks, \$2.00.
SINGLE—Season, \$2.00.

Donations of any size are appreciated. Campers, please welcome the canvassers from the Club and help to make the drive a success.

Enjoy your holiday . . .

Cook With Gas!

Stoves — Refrigerators — Lighting Equipment
See

SAM ATEAH

Your HOME GAS LTD. Representative.

THOMAS TRANSFER

WALTER THOMAS, Prop.

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• Arrange with our representative on the train for delivery of your baggage, freight or express.
OFFICE AT C. N. R. STATION

Sutherland's Store

GROCERIES FRESH FRUITS VEGETABLES
CLOTHING and HARDWARE
COTTAGE SUPPLIES

Self Service Free Delivery

MOONLIGHT INN

Where Friends Meet and Eat . . .

CHIPS AND HOT DOGS
SODA FOUNTAIN
NOVELTIES SUNDRIES
Joan and Len Bowerman

WELCOME TO RELAXATION AND FUN

This week marks the renewal of "summer" friendships — those close associations with neighbors and friends with whom we play golf, swim, stroll or relax in ease and comfort, while holidaying at our favorite summer resort. All too often these friends, close and intimate though they may be, become mere acquaintances whom we seldom see upon our return to the city.

For many others this week-end marks the beginning of a period of new enjoyment at Victoria Beach.

Nature has prepared a welcome, a luxurious, breathtaking, beautiful welcome both to the band of regular vacationers and to new friends. The sandy shoreline, shrunk so badly from the high water of 1955, is not as wide as "the good old days" but is definitely more spacious than last year. There is ample sand on which to relax and enjoy the sunshine, and there is still a very wide area of shallow water for toddlers to bathe and paddle. The water, even now is relatively warm and is invigorating "once you get in". The foliage is profuse, and there is an abundance of various wild flowers and berries.

Yes, nature is ready on schedule for our enjoyment.

The many cars parked all over the resort area during the week-ends in May and early June, was proof of the extension of use of the Beach by those fortunate enough to own cars. The week-end trains were well patronized and together with the car riders, substantially increased the Beach population during this period. In addition to the companionship of renewing acquaintanceship with old friends, these week-ends gave an excellent opportunity to make our cottage more pleasant. There was constant hammering, sawing, and the flip flop of the paint brush. These noises were constant reminders that many were preparing their cottage for this, the first week-end of the summer season.

Yes, more and more cottages are ready on schedule for our enjoyment.

The various stores and in fact all those who provide our provisions and services and requirements, have been preparing for the rush in July. Stocks have been assembled in the various stores and there

KILPATRICK'S

"THE GREATEST NAME IN MEATS"

Mr. Jim Kilpatrick is again anxious to maintain the usual high standards of quality, cleanliness, courtesy and service which have been synonymous with Kilpatrick's at Victoria Beach for over 20 years.
BEEF - LAMB - PORK - BACON - HAM - EGGS
FRESH VEGETABLES
• Our Own Sausages Made Daily.

VICTORIA BEACH PARKING LOT
EIGHTH AVE. and ARTHUR ROAD

RATES

1st. Day 50c, Week-end 75c,
Week \$1.50; Month \$4.00; Season \$7.50

TAXIS AND TRUCKS AVAILABLE

Operator: J. Ateah

has been more adequate accommodation provided for paints, hardware, etc. Ice and wood supplies have been accumulated over the winter. A new direct telephone line complete with new booth has been installed.

Yes, those who cater to our requirements are ready on schedule for our enjoyment.

Many hours of work have been spent at the golf course and it too is ready to lease our golfing ability.

Your Victoria Beach Club is fully organized. As noted elsewhere in this Herald, activities have been scheduled and the responsibility for all details for each activity has been placed in capable hands. Mr. Gordon Tully, the recreational director, is on the job. The activities are starting immediately. The first dance is planned for Saturday, June 30. The usual Sunday night films start this week-end. The regular Tuesday and Friday night movies are arranged. The canvassers for that all important membership drive are ready to make their calls. Even the Herald is here to greet you on this last day of June.

Yes, the Victoria Beach Club is ready on schedule for your enjoyment.

The Municipal Council of course, has by far the

SHOWING AT THE CLUBHOUSE

★

Tuesday, July 3rd, at 8:30 p.m.

"NEARER TO HEAVEN"

A simple country parson makes a decision that changes his life.

Starring:

ROBERT DONAT — KAY WALSH

Thursday, July 5th, 8:30 p.m.

"THE NIGHT MY NUMBER CAME UP"

12 Men and 1 Woman reliving a dream that foretold disaster.

Starring: MICHAEL REDGRAVE, SHEILA SIM, ALEXANDER KNOX, DENHOLM ELLIOTT.

WHEN YOU RETURN FROM YOUR VACATION

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MILK — CREAM — BUTTER

and other "quality guarded" dairy products.

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WINNIPEG

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• DIRECT DIAMOND IMPORTERS
• SOLE CANADIAN AGENTS FOR MIMO AND
HYGE WORLD FAMOUS WATCHES

most difficult task in preparing for July 1st. Few of us realize the organization required to "ready" the Beach.

One of their most difficult problems has been no doubt, the removal of leaves, trash and debris which all cottage owners delight in dumping on the road almost in front of their cottages. The quantity is colossal. As soon as an area is cleared, we all too frequently, fill it up again. The past few years the Municipality has cleaned this debris beautifully before July. We hope this year is no exception.

Usually too, some effort has been made to clear the popular sand areas by removing the odd stone, burying the dead fish, and removing the winter accumulation debris. Years ago, it was the practice to have a corps of men actually rake the beaches, and clear paths through the many stones, which are such a hazard to the swimmers when wading out to the deeper waters. Judging by the appearance of the beach earlier this year in June, there is an unusual supply of very coarse gravel, small rocks, etc., and therefore this task is not only increasingly difficult, but also vitally more essential for our enjoyment.

Money too, is spent annually in the clearing of underbrush along the foot paths, and the spraying of poison ivy along the more frequented areas.

We repeat last year's plea for children's water slides on at least the three most popular beaches. If these slides are to become a reality, they should now be ready and in the water.

Most unfortunately, some years the magnitude of these various jobs appear to have overwhelmed the Municipal authorities with the result that our Beach — our summer resort — our place of relaxation and enjoyment — instead of being ready on July 1st, has been operated as though the summer season commenced in late July or August. To "ready" the beaches, nevertheless, these various jobs should be done, and what a difference it makes if this work is completed before the end of June.

Nature is ready, the cottages are ready, the catering services are ready, the Victoria Beach Club is ready, the Golf Course is ready, and the vacationers are here.

We sincerely hope that Council has prepared for

Leave Your Opening Order With

STEWARTS STORE

MILK "Welcome down FRESH FRUITS
BREAD to Our VEGETABLES
GROCERIES Many Friends."
Post Office WE DELIVER Long Distance Telephone

the enjoyment of the multitude of taxpayers whose one and only interest in Victoria Beach, is pleasure, relaxation and fun. That pleasure cannot be realized unless the Beach is ready.

Dr. and Mrs. Niermeier will be at their cottage 303-4th for the summer, their son Stuart has spent the past two weeks with the Ateah's where he will be employed during the summer.
Mr. and Mrs. B. V. Angus with their son, Terry, will spend the month of July at "Omeme", 205-4th.

Join the Victoria Beach Club their programme includes all of the family.

WIN \$25.00!!

In Merchandise

BEEF OR BOUQUET COMPETITION ! !

Have you a Beef or Bouquet in respect to Victoria Beach?

The Herald is sponsoring a contest. It is simple, easy to enter.

CONTEST RULES

1. Write or type, 300 words or less on one side only, of plain paper in praise of or criticism (constructive preferred) of some aspect of Victoria Beach.
2. Send as many entries as you wish, and entries will be accepted from any cottage owner, renter, visitor, or any member of his or her family.
3. All entries become the property of the Herald, and may be published at any time, without further permission.
4. Entries must be fully signed with complete Beach and permanent address. Pen names will be used for publication purposes if requested.
5. The Judges decision will be final.
6. Contest closes August 1st. All entries must be mailed before that date to the:

Contest Editor,

Victoria Beach Herald,
c/o Albion Press, 50½ Princess St.,
Winnipeg 2, Manitoba.

The grand prize will be merchandise donated by the following: E. A. Blanchard (Parker Pen); Frank Garland (12-lbs Clover Crest Honey); Tammas Scott (Ornamental Shrub); Maurice Thompson (18" Duffle Bag with lock); Gordon Wintrup (Gift Certificate).

SEND YOUR ENTRIES EARLY !

ATEAH'S BAGGAGE TRANSFER

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