



OFFICIAL BULLETIN OF THE VICTORIA BEACH CLUB
Vol. 31, No. 3 Published during the holiday months. Address all correspondence to Bulletin Editor,
270 Allison Place, 50% Princess Street, Winnipeg 2, Man. July 14, 1956

The Case For Power Extension

Any Victoria Beach cottager can get into a real argument with his neighbours, or even his own family, if he boldly announces that he is in favor (or against) extension of power lines into the cottage area.

Many pin their hopes for the preservation of this quiet and beautiful resort on the retention of oil lamps and wood stoves. They feel these primitive facilities add to the romance of camp life. Others would like to have the benefits electricity would bring, but feel many fine trees would be sacrificed in the erection of power lines.

There are a good many who feel that the advantages of electricity outweigh the disadvantages, and the purpose of this article is to stress the benefits. We understand the case for the oil lamps and wood stoves will be dealt with in next week's Herald by that rugged outdoor pioneer, Tammas "Smoky" Scott.

The Victoria Beach Council, recognizing the large number for and against the issue, has decided to be neutral, for the present; but it was presented with a petition, signed by the required number of taxpayers, and a referendum will be held this summer for holders of those properties in the cottage area not serviced. The actual result of the referendum will not decide the issue, but will merely show the council what is the feeling of the affected taxpayers.

It would seem necessary for the proponents of power extension to get out a big vote, so that there might be no doubt of the feelings of a sizable majority. In an informative circular distributed to taxpayers by the council, it states: "Council wishes to carry out the wishes of the majority, at the same time protecting the position of the minority." This indicates that if an anti-power minority is large, the project may be shelved.

The best proponents of electrification are those that have it. Quite a considerable number of cottages have been able to connect to power lines and their occupants are loud in their praises of the benefits they have derived. We have inspected some recent installations and in none of them has there been any elimination of trees in the yard of the customer. There is supposed to be a 12-foot clearance on secondary lines along the lanes, and this is noticeable, but in a few years the growth of small trees and shrubs will make us forget what took place, and the poles will blend in with the tree trunks.

The wiring of those cottages whose owners want the service will give the occupants a finer vacation. Appliances that are time and labor saving, and more efficient, can be used. Instead of it taking an hour to make the morning coffee, it would be only a few minutes. The preparation of a good hot meal means a lot of work now to mother, with careful and constant attention to the wood stove, and she could well spend that time in the water or on the sand.

In the writer's household, the institution of the Sunday roast has to be maintained, even on a hot week-end. This means a fire has to be made at 3:30 so that the roast can be in the oven the necessary three hours, and fresh wood has to be added every few minutes. Someone has to be on duty, and all over the beach people are on that duty instead of enjoying themselves.

Those who would benefit the most would be mothers with small children, and who else should be given as much consideration? Various electrical appliances would make their cottage life much easier. The handling of oil lamps by children is a constant worry to parents and electric lights would make cottage life far more enjoyable. The Council emphatically states it is not proposed to erect street lights in the cottage area, so the nice, dark night will not be spoiled—for those who want it nice and dark!

The cost of wiring a cottage is fully dealt with by the council's circular and does not seem high, for a permanent improvement. The taxpayers must bear expense of clearing paths for the power lines and Council feels that this can be done without an increase in the mill rate, and at the worst, an increase of only four mills, for two years.

Those who do not want electricity would be under no obligation to have their cottages connected, but if a large percentage of owners want power, it is hoped that those who do not want it will not block the project and thus deprive those who are anxious for it. Remember, there was wide opposition to the building of a highway into the Beach, but it was built and hundreds are using it. The Beach has not been spoiled by the highway, on account of the strict control of motor cars in the cottage area. You cannot stop progress. Eventually, all our cottages will have electricity and our vacations here will be all the more enjoyable for it!—A.H.C.

Children's Masquerade, July 14, Clubhouse, 7:00 p.m.

QUALITY FLOWERS
 AT LOWEST PRICES



310 DONALD ST. WINNIPEG, MAN.

LAST SUNDAY'S CHURCH SERVICE

Captain R. G. Ellsworth of St. James Citadel, Salvation Army, assisted by Mr. W. D. Allen, a Presbyterian student, led the service of worship in the Club House last Sunday morning for the congregation numbering 106.

Captain Ellsworth, in his sermon for the children spoke on the importance and significance of "Keys," using his own set of keys as an example. His message was emphasized by appropriate illustrations from his experience with the Salvation Army. He repeated the delightful story he told last year "The King and the Beggar's Violin" as a further example of the proper use of keys.

Mr. Allen gave an earnest meditation on the familiar text Luke 9:28—"If any man will come after me, let him deny himself, and take up his cross daily, and follow me."

Mrs. Mima Bartholomew sang delightfully "I think when I read that Sweet Story of Old". Flowers were from the garden of Mrs. Wm. Martin, Traverse Bay and were most attractive.

The benediction was pronounced by Bandsman Timmarman.

The minister for July 15th service will be Rev. B. B. Fast of the Mennonite Church.

PREVENT FIRES

Be careful with the ashes from your stove. It takes only one little spark to start a big fire—so for your own sake at least—be sure your ashes are dead. If in doubt pour a pan of water over them and thus avoid starting a fire.

Community Church Service

Club House, Victoria Beach
SUNDAY, JULY 15th, at 10:45 a.m.
 Preacher: REV. B. B. FAST
 Soloist: MRS. ALEX JOHNSON
 Music: 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
 Councilors: JOHN ATEAH, H. CHITTICK,
 E. W. POPE, COL. N. B. NAULDS
 124 BIRCH AVENUE, PH. 22-7338
 Secretary-Treasurer: KEN JONES
 Engineer & Supervisor: Mr. A. W. ANDERSON
 Police Officers: ALEXANDER HUPPE, SAM ATEAH
 Medical Health Officers: 124 Birch Ave.
 July—JUL. W. S. NEAL
 August—DR. P. RUDOLPHANN

CONGRATULATIONS COUNCILLORS!

Two all metal water slides for children should be in active use this week-end. The Herald has learned that the Council some time ago ordered these slides and that while delivery had been delayed they are expected to be fully installed by time of publication. The slides will be located, one at the foot of Albert and the other on Alexandria Beach.

The Herald has also been advised that the council has added additional staff to its maintenance crew for the sole purpose of keeping a tidier Municipality. We understand the sole purpose of the additional staff is to keep particularly the townsite and the beaches free of waste paper, candy wraps, popcorn boxes, etc.

Our Council is to be highly commended for these actions.

Thanks Councillors.

AIR CONDITIONED COACH

For a trial period only the C.N.R. is operating an air conditioned coach with reserved seats on the "Daddy's Special" Friday evening from Winnipeg and returning Sunday at 8:20 p.m. Extra cost, 50c each way, and tickets may be purchased in advance. This service will be continued provided it is sufficiently patronized.

WANTED!

Truck Service? Builder? Baker? Groceries? Ice and Wood? Flowers? See our advertisers—they make this paper possible.

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SAM ATEAH
 Your representative for
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WOOD - ICE - TAXI - BAGGAGE
 GENERAL FREIGHT
 VICTORIA BEACH TO WINNIPEG.

Soft Ball Every Night — Memorial Park, 7:00 p.m.

MOONLIGHT INN

Where Friends Meet and Eat . . .

CHIPS AND HOT DOGS

SODA FOUNTAIN

NOVELTIES SUNDRIES

Joan and Len Bowerman

MEMBERSHIPS AND DONATIONS TO VICTORIA BEACH CLUB

The following have taken memberships in the Victoria Beach Club: Dr. and Mrs. F. C. Niermeyer, Mr. and Mrs. John Fraser, Mr. and Mrs. A. Kayser, Mr. and Mrs. G. Urquhart, Mr. and Mrs. B. V. Angus, Mr. and Mrs. G. Letchford, Dr. and Mrs. W. G. Glasco, Mrs. H. K. Greff and family, Dr. and Mrs. W. J. Boyd, Dr. and Mrs. H. Williams, Bob McFee, Dr. and Mrs. A. D. Robinson, Mr. and Mrs. S. Elfeld, Mr. and Mrs. V. S. Skinner, Mr. and Mrs. I. A. Sutherland, Dr. and Mrs. R. J. Kirk, Mr. and Mrs. B. Daley, J. Kilpatrick, Mrs. A. J. Taunton, Mr. and Mrs. F. Lang, Dr. and Mrs. J. B. Armstrong, Mr. and Mrs. J. L. Rice, Mr. and Mrs. W. L. Milne, Mr. and Mrs. W. T. Lough, Mr. and Mrs. G. K. Heron, Mr. and Mrs. A. Grierson, Mr. and Mrs. C. Graves, Mr. and Mrs. E. W. Pope, Mr. and Mrs. John Isbister, Mr. and Mrs. F. McDonald, Mrs. Fred Brown, Mrs. W. Culbertson, Mr. and Mrs. T. Rathwell, Mr. and Mrs. J. L. Donovan, Mr. and Mrs. McNabb, Mr. and Mrs. H. MacKeechie, Mr. and Mrs. B. G. Stewart, Mrs. R. A. Gray, Mr. and Mrs. Gordon Lawson, Mr. and Mrs. B. A. O'Brien, Mr. and Mrs. C. McNaughton, Mr. and Mrs. W. G. Toothill, Mr. and Mrs. R. A. MacIntosh, Mr. and Mrs. C. E. Atchison.

Those giving donations to the Club are as follows: Mr. and Mrs. G. Steinhoff, Mr. and Mrs. A. Strook, Mr. and Mrs. T. Williams, Mr. and Mrs. Fred Pope, Margaret Schmocher, Mr. and Mrs. M. Fisher, Canon and Mrs. F. Glover, Mr. and Mrs. M. J. Jones, Mr. and Mrs. Sibley, Mr. and Mrs. Carmichael, Mrs. McGregor, Mrs. G. Moore, Mrs. F. Porter, Mr. and Mrs. W. S. Wolchuk, Mr. J. Main, Mrs. F. A. Gibson, D. E. Caulfield, A. King, Mr. and Mrs. J. K. Brown, Mr. and Mrs. W. Bell, Mr. and Mrs. W. Mortimer, Mrs. R. Saunders, Miss E. M. Tagg, Miss G. Coulten, Mr. and Mrs. J. Minty, Miss Jessie Kerr, Mrs. W. J. T. Kerr, Mr. S. C. Hale.

KILPATRICK'S

"THE GREATEST NAME IN MEATS"
 Mr. Jim 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 30 years.
BEEF - LAMB - PORK - BACON - HAM - EGGS
 FRESH VEGETABLES
 • Our Own Sausages Made Daily.

Dancing Every Friday and Saturday — Clubhouse.

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

SAND SERVICES

All children are invited to join us Monday, July 16th, at 10:30 a.m., on Patricia Beach. The Sand Services include singing, Bible picture stories, contests, prizes and a picnic.

They will be held for an hour every morning until July 27th, with the exception of Sunday. Meetings are sponsored by Manitoba Child Evangelism Fellowship.

MEMBERSHIP DRIVE

The convener of the membership drive wishes to praise the canvassers—all women folk with family duties on their holidays—for their prompt activity last week-end on the membership drive. The response from the cottagers has been very encouraging too.

As the days pass and many folk enjoy good beach weather we have developed the usual number of LITTERBUGS. How can we trap these nasty little bugs?

SHOWING AT THE CLUBHOUSE

★

Tuesday, July 17th at 8:30 p.m.

"DOCTOR IN THE HOUSE"

A Hilarious Comedy in Technicolor.

Starring:
 MURIEL FAYLOW, DONALD SINDEN
 DIRK BOGARDE, KENNETH MORE.

Thursday, July 19th, at 8:30 p.m.

"CRY DANGER"

Powell's on the Prowl! Chasing a crook . . .

catching a dame (or vice-versa)

Starring:
 DICK POWELL, RHONDA FLEMING

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MILK — CREAM — BUTTER

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WINNIPEG

Beach People

Mr. and Mrs. Harold Parker are now occupying their cottage at 880—3rd Avenue for the summer. Their daughter, Penny who is at present visiting and attending the Calgary Stampede will join them toward the end of the month.

Mr. and Mrs. E. J. MacKenzie are week-end guests of Mr. and Mrs. Parker 880—3rd Avenue.

Mr. and Mrs. E. Buckley also Mr. and Mrs. G. Payne both of Transcona were week-end visitors of the Fraser's on Pine Road.

Mr. and Mrs. Sheldon Arnett are occupying Mr. and Mrs. Richard Bowles cottage on Third Avenue for July.

Mrs. J. R. Hitchings has been visiting her daughter, Mrs. Frank R. Garland, 805 Third Ave., for the past week.

Mr. and Mrs. Cec. Grover are occupying 311 Fourth Avenue during July.

Mr. and Mrs. C. W. L. MacKelvie are staying in their son's cottage 803 Third Avenue for two weeks.

Mr. and Mrs. Wilf Carpentier have recently purchased the property at 208 Fourth and their week-ends are fully occupied "fixing-up". The sound of the hammer and saw and the "sither" of the paint brush must have a soothing effect on Wilf, at least he can go slowly if he wants—no split-second timing necessary at Victoria Beach.

Please, people, the teeter-totter boards at the various beaches are not play toys for your kiddies. They are a most essential part of modern life saving equipment and must be treated with the same respect as the life belt. Ask any Guide or Scout.

Mr. and Mrs. R. E. Emmett are staying at 113 Sunset and have as their guest this week-end, Mrs. J. J. (Ma) Henderson, formerly of Miniota.

Back at the family cottage on Sunset, after an absence of 6 years, is the former Marcia Hale (now Mrs. Cuthbert) along with hubby and four bouncing children. Welcome home Marcia, and family, its just your tough luck you live so far away.

Mr. and Mrs. J. Holland have opened their cottage at 207 Fifth and have as their guest Mr. Holland Sr. "Dad" Holland expresses great interest in our "beautiful big trees." Happy you are with us Dad.

Mrs. F. A. Lang and family are down at the home cottage, 224 Fifth. Mr. Lang joins them for the week-ends.

EINFELD'S

FINE CAKES & PASTRY

VICTORIA BEACH GOLF COURSE

ADULTS — 9 Holes . . . 50c
CHILDREN — 10 and under . . . 25c
(Holidays and Week-ends, 50c)
CHILDREN'S DAY — TUESDAYS, 1:30 to 3:30 p.m.
14 years and under . . . 10c

Mr. and Mrs. Desmond Cox and family are down for the season. Des himself pays them flying visits and keep promising himself a holiday here someday soon.

Mr. and Mrs. L. B. Newell and daughter, Linda, are spending their holidays at the Beach.

Mr. and Mrs. Andy Grierson and family, Joanne, Nancy, Bob and Marilyn are occupying the family cottage at 230 Fourth until the middle of August.

Mr. and Mrs. G. P. Macleod are spending the week-ends at their cottage, 221 Fifth (Note to kiddies, that is not a ferocious dragon on that weird-looking flag at Macleod's, its just the good old Scottish Lion).

Mr. and Mrs. Dave Grant, Mrs. Grant Sr. and Jamie, have been down at the family cottage for the past few week-ends. Jamie having as his guest, his cousin and bosom pal, John Nutter.

The grape-vine tells us that Mr. and Mrs. J. T. Irving are working like beavers getting their garden in shape at 367 Sunset. Keep up the good work, Pearl and Jamie—we like it too!

Mr. and Mrs. Barney Quinn have been down at their cottage, 121 Sunset, or the past two weeks.

Calling all baseball fans! Come on down to the sports ground, most any night and week-end afternoon see some kind of a game in progress and you might even be drafted to play on a team—we don't care how "rotten" you are—the fans will fix you.

Pat had a look of wonder as he gazed at the huge buildings on his first visit to Dublin. He stopped, kicked at the cobblestone road, and the look of wonder changed to one of understanding as he said to his wife.—"Faith, 'tis no wonder they put all these buildin's here, the ground is too hard for potatoes."



The Victoria Beach Club Sponsors Beach Activities

COMING EVENTS

DANCING every Friday and Saturday, June 30 to September 1st.

MOVIES every Tuesday and Thursday, 8:45 p.m., during July and 8:30 p.m. during August; Adults 40c, Children 25c.

FILMS every Sunday, 8:30 p.m., July 1 to Sept. 2. GOLF events scheduled at golf course and in Herald.

SOFT BALL every night (except Sunday), 7:00 p.m., July 2nd to September 1st.

TENNIS, VOLLEYBALL, BASKETBALL, anytime (Ball available at the Club House on request.)

JULY 14—Children's Masquerade, Club House at 7:00 p.m.

JULY 24—Sports Day, Memorial Park, 10:00 a.m.

JULY 28—Beach events, Patricia Beach, 10:00 a.m.

AUGUST 5—Water Sports, Government Pier at 2:00 p.m.

AUGUST 15—Garden Contest, Beach Area.

AUGUST 18—Dog Show, Memorial Park, 7:00 p.m.

AUGUST 25—Adult Wind-up, Club House, 8:45 p.m., Dancing, Presentation of Cups, Eats.

HI-FI FOR CLUBHOUSE

Last Friday Jim Scott arrived at the Club House with a large mahogany cabinet containing several speakers, an amplifier, and a turn table. In short he was presenting the Club with a complete Hi-Fi record playing outfit.

On the top of the beautiful cabinet is an inscribed brass plate reading: "Built by Jim Scott for the use of the Community Club in memory of my father, Victor Scott." Jim intends to complete a separate cabinet for the amplifier this winter and when finished it will be worth approximately \$1,000 if one had to go out and purchase comparable equipment. He also left a large number of records and extra needles, etc., for the outfit.

SUNDAY NIGHT FILMS

JULY 15—"DESTINATION U.K." — Take a trip via T. C. A. to the British Isles—in beautiful technicolor.

"JOHNNY APPLESEED"—A legend of America by Walt Disney.

A. LARSEN

BUILDER

GOLF NOTES

Notwithstanding the excellent condition of our golf course, the improvement in the weather and the considerable number of golfers now holidaying at the Beach, there seems to be, at least up 'til the present time, a lack of interest in the competitions which are provided for your enjoyment.

Entry sheets are posted in the Club House and have been since July 1st for the Porter Trophy, Ringerboard competition and the Junior Tournament. It is hoped that more golfers, with a competitive spirit, will take part in these competitions during the next two weeks.

The "Ladies' Field Day" which comprises a nine-hole medal play competition and a long driving event, will take place on Monday, July 30th. All ladies interested in the long driving competition are requested to kindly be at the first tee at 10:00 a.m. Monday and we look forward to a large turn-out of the fair sex.

The Jimmy Grant Memorial Trophy which, in effect, represents the men's championship, will also be played for during August and with the extension of the July competitions, there should be plenty of activities for those enthusiasts of the royal and ancient game.

You don't have to be a Ben Hogan to play in these events, so be you "Dub" or "Expert", enter your name the next time you are at the golf course.

CLUB NOTES

The ball games for children are well attended with a large gallery of parents and spectators every night. The children have been divided into two groups—10 to 14 on one diamond and 9 and under on the other.

One Tennis Court is in pretty good shape and play is free to Club Members.

The Friday and Saturday dances have been well attended.

If anyone is interested in Square Dancing Wednesday evening please contact Mr. Tully.

Sutherland's Store

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CLOTHING and HARDWARE
COTTAGE SUPPLIES

Self Service

Free Delivery

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McKinney's
NEW LOCATION
387 PORTAGE AVENUE
GUARANTEED WATCH AND JEWELLERY REPAIRS — IMMEDIATE SERVICE.
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A NEVER-ENDING QUEST

There can be no permanent satisfaction for the enterprising person in any work that has reached its peak. His goal recedes as he advances. He is uneasy and restless unless he is on his way somewhere. Sir William Van Horne, said his biographer, was "eternally trying to get to the end of something, so that he might begin all over again."

A crowded life is a happy life for the enterprising man. To have many different things to do in every day, and somewhat more than he can do at all times, keeps his energies alive and his faculties sharp. He is not the sort of man to build a business and then spend his time at the club telling about it. He will always have some finishing touches to put on the job that's nearly done, and some plans to assess for the job that is coming up.

There are challenging openings for Canadians of all ages from the teens to maturity and beyond. Resourceful young people who have taken the pains to get a good general education will find spots awaiting them in both big and small businesses. There are advisers in their universities and schools who will help them to find opportunities in keeping with their talents and abilities. They should approach these advisers in the spirit of finding out, not where they will be tomorrow or next year, but ten, twenty, forty years from now—providing they have the initiative, enterprise and drive to make their way there.

THE AMATEUR PLANT BREEDER

Many home gardeners develop their own vegetable strains by saving seed from produce that has attractive characteristics. In some cases such strains are superior to those offered for sale by seed firms.

Unfortunately few vegetable strains selected by home gardeners are available for distribution to the general public.

Occasionally however, the gardener may be an amateur plant breeder and if so will probably send his selection to the nearest Experimental Farm or University for evaluation by professional plant

breeders. This action is commendable and has resulted in the development of new strains of established varieties.

For example the Prairie Gold muskmelon was selected by a gardener near Goodlands, Manitoba and is now being developed at the Morden Experimental Farm.

Another example is the Non-Acid Earliana Tomato, selected by Mrs. F. Young of Morden, Manitoba some years ago. This selection was used by a seed firm until further improved varieties were developed.

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, 50 1/2 Princess St.,
 Winnipeg 2, Manitoba.

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

SEND YOUR ENTRIES EARLY !

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

ATEAH'S BAGGAGE TRANSFER
ICE — WOOD
 Orders taken at Parking Lot
 "Courtesy and Service at all times."
 OFFICE LOCATED NEXT TO RUTHERLAND'S STORE.

Sports Day, July 24th, Memorial Park — 10:00 a.m.