

MORDEN - WINKLETON

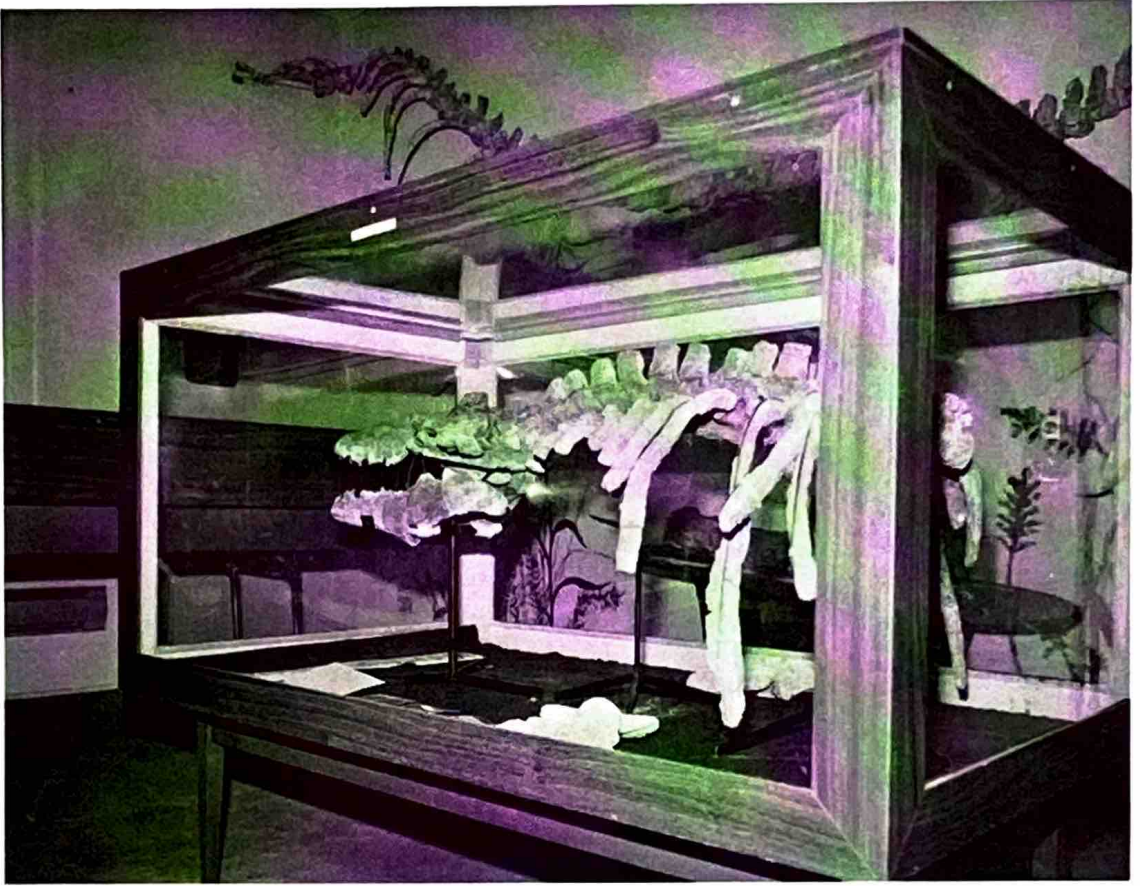
MANTON

WELCOME TO

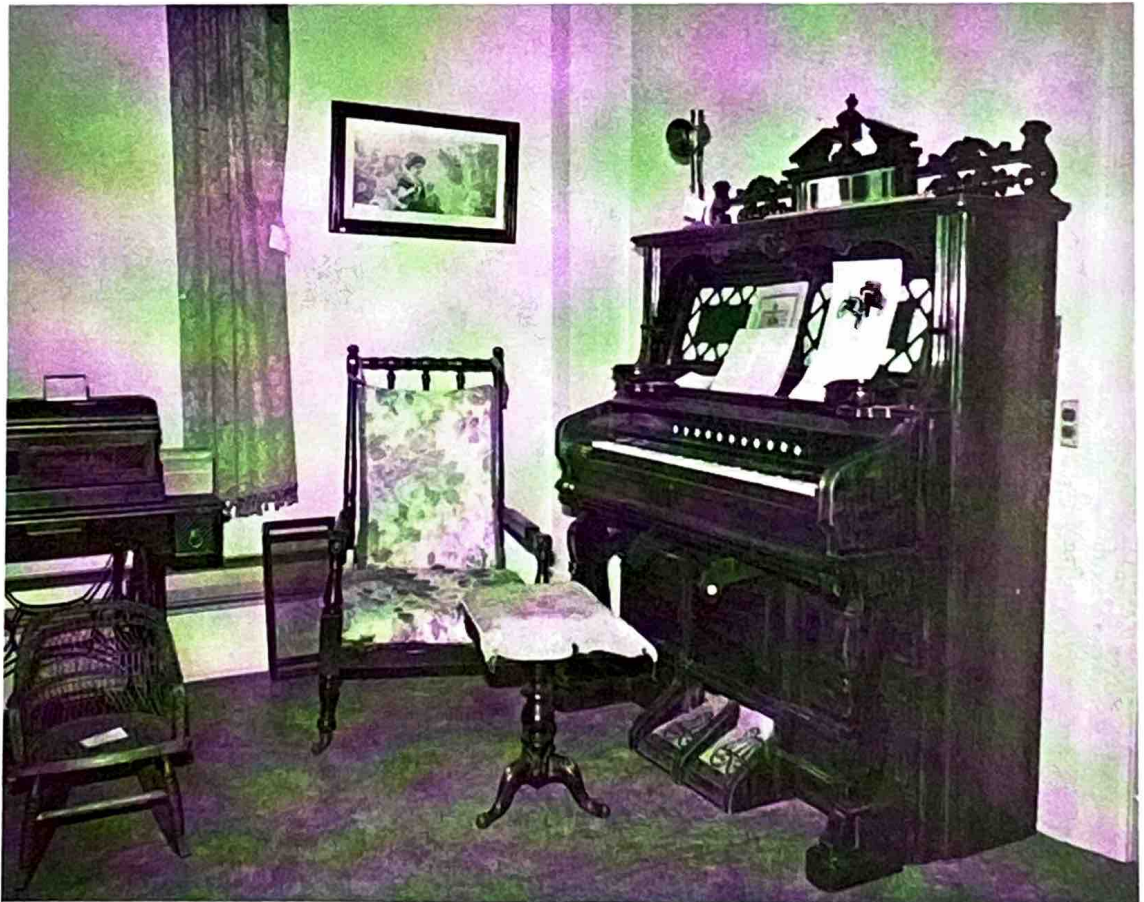
MORDEN

CAPITAL OF THE CORN AND APPLE BELT





MUSEUM — PREHISTORIC ANIMAL



MORDEN - WINKLER REGIONAL LIBRARY

MORDEN — MANITOBA



CORN AND APPLE FESTIVAL

Morden's Corn and Apple Festival has grown from a street fair to a festival of some importance in the summer activities of Manitoba. It is held the last weekend in August and features the biggest corn feast in Manitoba. This quantity of corn on the cob is washed down with apple cider and is all free. Other attractions of the two day festival include a farmers' market, free stage entertainment, outdoor cocktail gardens, a midway, games of chance and food, food and more food. Plan to spend the end of the summer in Morden at the Corn and Apple Festival.

RECREATION

Recreationally there is something for everyone in Morden. There are facilities for baseball, tennis, swimming, golf, and sand badminton in the summer. Winter finds the artificial ice-equipped curling rink busy as well as a high school minor hockey team. Badminton and other sports such as basketball, volleyball, field hockey and soccer are available in the school gym. Track and Field is popular with the students both fall and spring and there are new activities such as gymnastics being added to the recreation program every year through the auspices of the Recreation Commission. For the avid hunter there is also a rifle club which has won trophies in competitions of late. Service clubs, Art Groups (Art, Drama, Ceramics) and youth groups offer additional activities to keep the whole family going.

TOURIST FACILITIES

Morden offers plenty of hotel-motel accommodation for the traveller as well as three camping sites. Stanley Park, located 9 miles southwest of Morden provides excellent free camping. One in the town itself in picturesque Morden park is just being developed while the third at Lake Minnewasta has been recently enlarged to accommodate more visitors near the swimming and boating facilities at the lake. Adjacent to the Morden park campsite is a well-equipped playground complete with wading pool to occupy the youngsters while Mom and Dad relax in the cool shade of the tall trees. One of these trees toppled some years ago and has provided hours of natural fun for the youthful art of climbing. Great for the picture buff. There is a ski resort 26 miles west at LaRiviere. The Morden Museum features relics of the area's historical past. Three miles east is the location of the Pembina Thresherman's Museum, which concentrates on Agricultural Progress over the years.



The Town of Morden had its beginning in 1874 when Alvey Morden left Walkerton, Ontario and came with his four sons, Wilmot, Frank, Albert and David and his daughter Elizabeth, and moved west to the immediate vicinity of the present town site. George Cram, who homesteaded one mile north of Alvey Morden was the only other near-by settler. It was the arrival of the C.P.R. in 1882 which determined the town's present site, and the C.P.R. named the town after the original owners of the property, Frank and Wilmot Morden.

Two other towns in the area vied for the railway to pass their way but both Nelson and Mountain City were passed-by and almost overnight the citizens of those communities moved lock, stock and barrel to Morden. Several of the houses and buildings standing in the town today were skidded over eight miles of prairie by gangs of heavy draught horses.



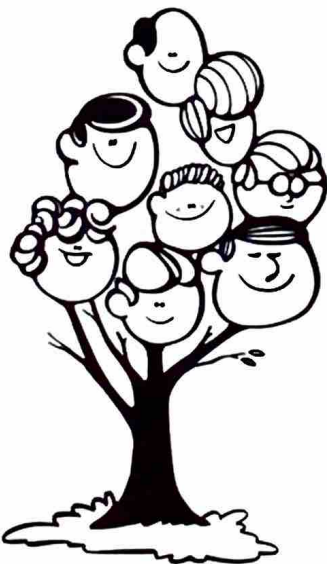
Red River Valley Echo Photo



In the early years Morden was largely made up of Anglo-Saxon stock to which the names in the early registers attest. Now Morden is represented by a score of nationalities and the lines of the mosaic are quickly fading.

Morden is favoured geographically, located as it is, in the "banana belt" of the north and settled snug in the lee of the Pembina Hills. Perhaps no other area on the Canadian prairies has more frost-free days and balmy weather.

HISTORY



We're growing

The Canada Department of Agriculture Research Station began as an Experimental Farm in 1915 and has regularly won international recognition for hardy apples, fruits, flowers and ornamental shrubs developed at the station. Today the staff boasts a core of highly qualified scientists conducting special plant breeding programs which are studied around the world. Needless to say, the Research Station is Morden's finest showplace, attracting tourists and scientists, horticulturists and others from all over the world.

When Morden celebrates its Centennial in 1982 it will have grown from modest beginnings to a thriving modern centre with a standard of living to be envied by other, less fortunate communities, which have suffered the advances of progress and withered on the vine.

agriculture

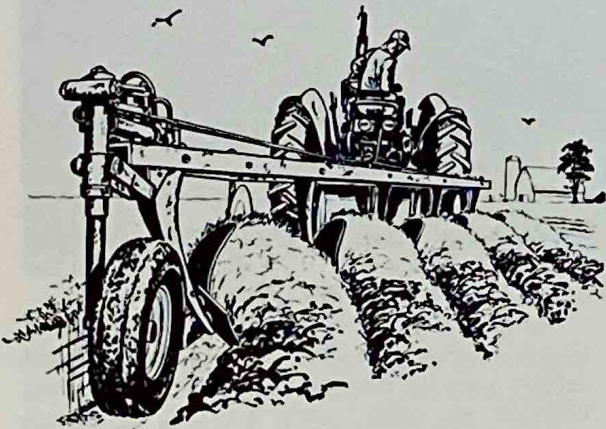
Morden is considered the heart of the Pembina Triangle, and home of the most diverse agriculture in Manitoba. Our long growing season, bright sunshine, and productive soil allow us to produce over fifteen different crops. Many special crops are grown under contracts and processed through local seed houses for shipment to world markets.

Each year, Morden Fine Foods, the only vegetable cannery operating in Manitoba contracts over 1800 acres of peas, corn and beans to local farmers. Their innovative marketing program has helped introduce their products throughout Western Canada and has created both seasonal and year-round employment in the community.

The Canada Department of Agriculture Research Station has made a tremendous contribution to crop production in the Morden area since its inception. The emphasis on introduction of new crops and better suited varieties of existing crops has helped to diversify our once predominantly cereal grains agriculture. Years of horticultural research is reflected in the landscaped farmyards and farm home orchards common to the area.

There are an increasing number of livestock operations in the Morden area. Pasture land located along the Pembina Escarpment is well suited to beef cattle production and farmer feedlots finish beef for local and Winnipeg packing plants. In recent years there has been a renewed interest in dairy farming with the milk going to the manufacture of cheese and dried skim milk powder. Intensified hog production is occurring on farms where high land values make pasture and hay crops un-economic.

Agriculture, with its many service industries, makes a major contribution to Morden's economy. Fertilizer, feed, seed, and farm machinery are only some of the many farming inputs which are purchased on Morden's main street. In this way, most of the farm income is reinvested into the local community and the local economy is strengthened.



Business



Morden is located in the centre of a very prosperous trading area serving a population of 20,000 people with an annual gross income of more than \$60,000,000.

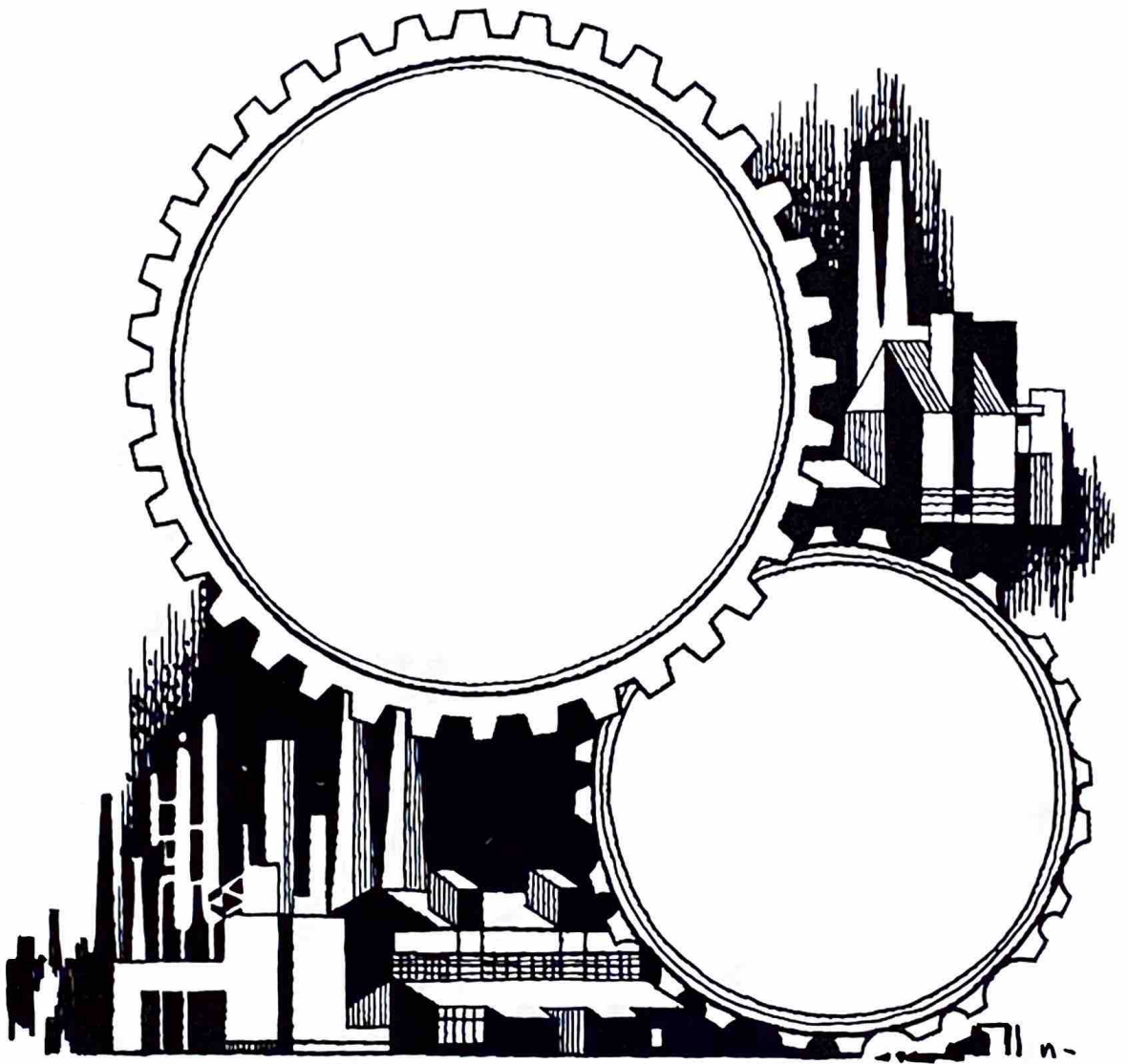
The business section of Morden serves the area and carries on an aggressive and continuous promotional campaign to attract the retail consumer dollars that are available. There are some 50 retail outlets in Morden that have gross sales of over \$12,000,000, and these figures are growing at a fast rate every year.

Many new businesses are opening and established business firms are expanding, rebuilding and remodeling to keep pace with the retailing trends of the 70's.

Morden has many specialized retail outlets . . . i.e. Florist Shop, Liquor Mart, Bakeries, Meat Market, T.V. repair & service shops, shoe centre, clothing designer, sporting goods stores, floor covering and decorating shops, agribusiness, building suppliers, department and grocery stores. All of these retail outlets work together under the Morden Retail Merchants Association to plan and promote sales and special events to attract the consumer from the surrounding area to the progressive business community.

Morden is served by the Bank of Montreal, The Royal Bank of Canada, and Morden Community Credit Union Limited.





INDUSTRY

Morden boasts a large, diversified expanding industrial sector. The heavily populated area contributes a sizeable and dependable labour force. Industry provides year-round employment for an excess of 475 people as well as significant seasonal employment.

The proximity of Morden to the United States border places its industry in an advantageous location for American markets.

A large industrial park with modern facilities is available to accommodate potential industries.

For further information on industrial opportunities contact the Town of Morden Municipal Office.



SPECIAL EVENTS

All Star Curling Bonspiel

All Starlettes Bonspiel

Hockey Tournament

Figure Skating Carnival

Jam Pail Bonspiel during
Easter Break

Southern Manitoba
Speech & Arts Festival

Final Play of the Season
for the Company (Drama)

Art Show and Display of Crafts

Amateur Night

Blossom Sunday (June)

Elks Sports Day July 1st

International Golf Tournament

Annual Fly-in at Airport

Legion Golf Tournament

Corn & Apple Festival

Horticultural Show

Thresherman's
Reunion



TRANS- PORTATION



Morden is situated on P.T.H. #3 approximately 75 miles south west of Winnipeg with direct routes to Winnipeg, Brandon, and U.S.A.

Rail Service

C.P. Rail (Freight) — 3 times each week on Monday, Wednesday and Friday from Winnipeg — returns to Winnipeg 3 times each week on Tuesday, Thursday and Saturday.

Truck Service

Daily to and from Winnipeg with insulated vans and operated by South West Transfer.

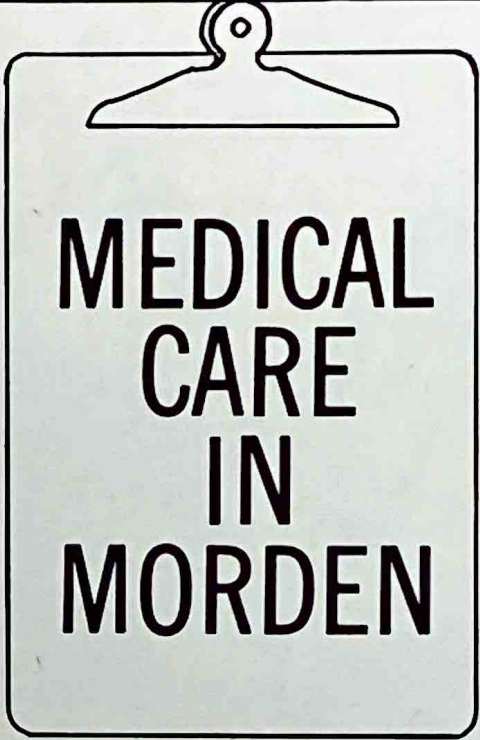
Bus Service

Daily service to and from Winnipeg; connections with Brandon and U.S.A.

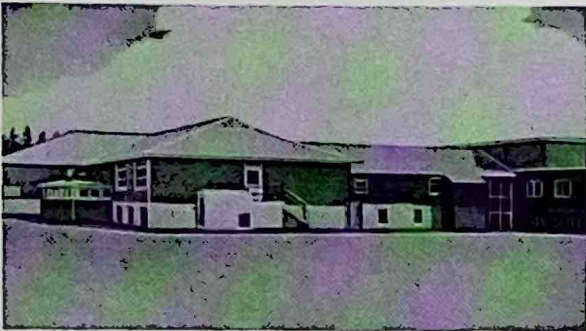
Air Service

Morden Airport — licensed for day and night VFR. Runways 08 - 26; 17-35 and 10-28; 2400' grass covered.

Services include minor mechanical repairs, fuel and oil supplies and a telephone. There is a flying school and a flying club at the airport.



MEDICAL CARE IN MORDEN



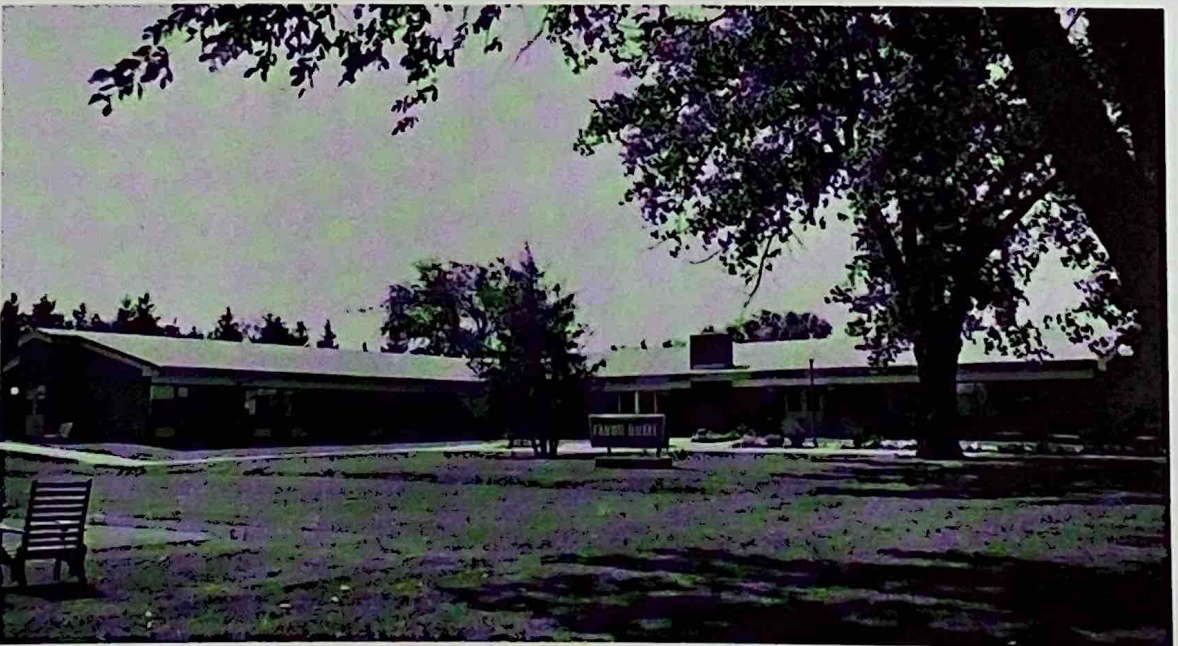
Morden has a modern accredited 75 bed hospital with acute care facilities for medicine, surgery, obstetrics, and paediatrics. There are two operating theatres and an out patient surgery facility. The hospital has a 25 bed extended accommodation for patients who require long term therapy. It has an excellent laboratory and X-ray department as well as physio and occupational therapy services.

The Tabor Home is a modern 65 bed geriatric centre for domiciliary and heavy care patients. Adjacent to this home are 60 low rental housing units.

The doctors and dentists, who care for these patients, practice at the Morden Medical Centre which is adjacent to the hospital. There are 5 doctors, three dentists, and two optometrists. The 5 doctors, who are all family physicians, have the assistance in the hospital of 6 other doctors from neighboring towns who have admitting privileges at the Morden Hospital. Two of these are certified surgeons who attend regularly. Chiropractic services are available downtown.

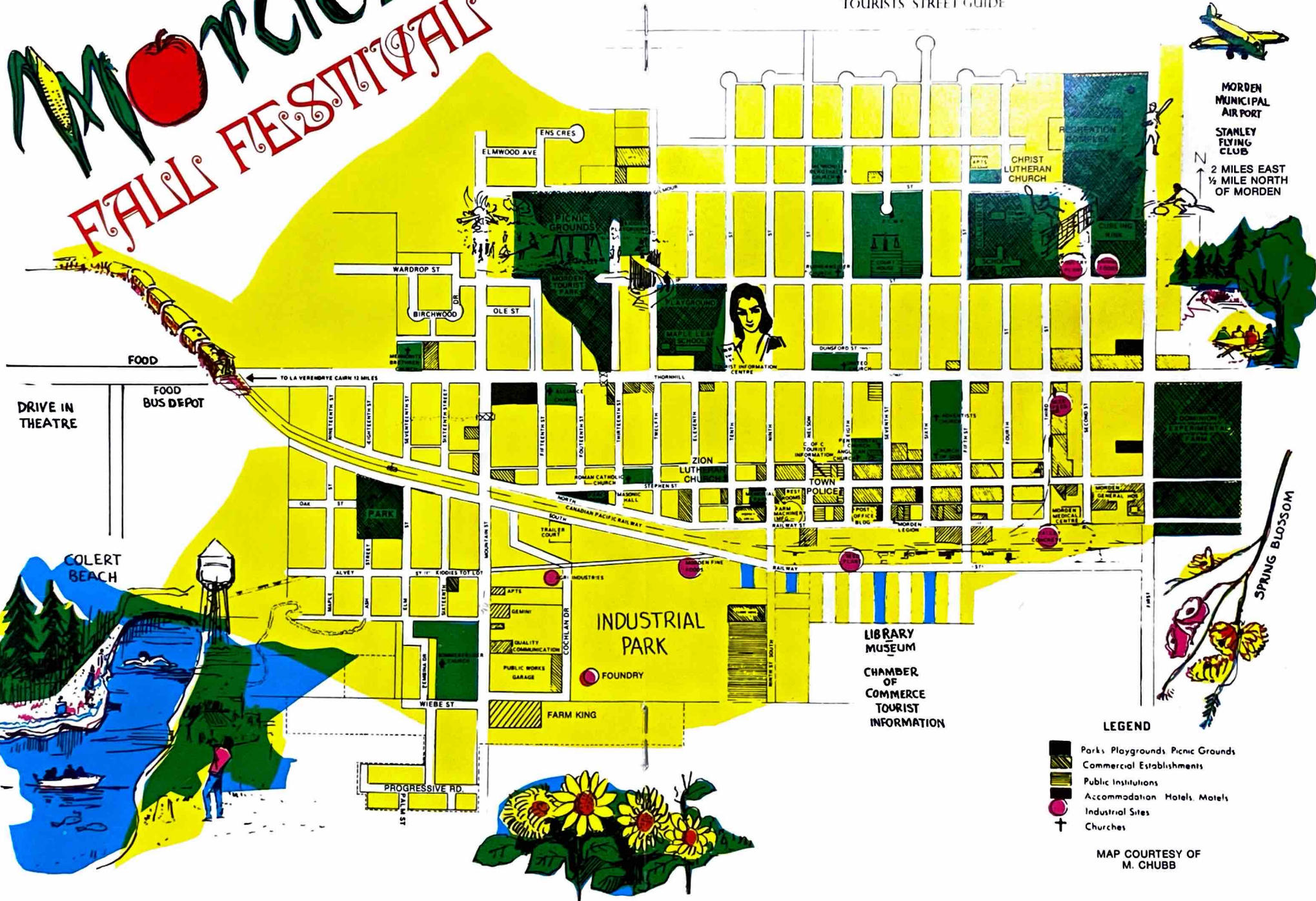
There is also the Southern Health Unit which is supervised by the area medical officer and is staffed by public health nurses and social workers.

Facilities of Eden Mental Health Centre and Valley Rehab Centre are shared by Morden but are located in Winkler, 7 miles to the east. Morden does, however maintain a boarding home for the retarded who commute to the Rehab Centre daily.



Morden FALLS FESTIVAL

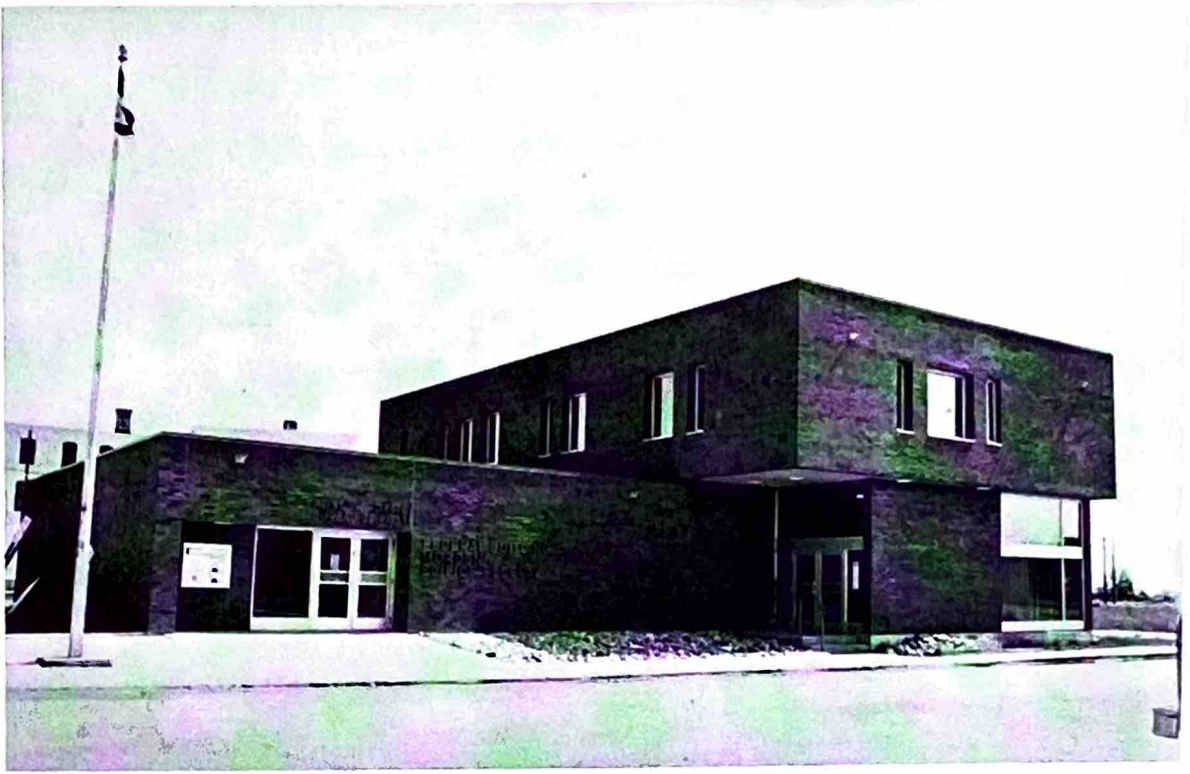
TOWN of MORDEN TOURISTS' STREET GUIDE



MORDEN MUNICIPAL AIRPORT
STANLEY FLYING CLUB
2 MILES EAST
1/4 MILE NORTH
OF MORDEN

- LEGEND**
- Parks Playgrounds Picnic Grounds
 - Commercial Establishments
 - Public Institutions
 - Accommodation Hotels, Motels
 - Industrial Sites
 - Churches

MAP COURTESY OF
M. CHUBB



GOVERNMENT SERVICES

Federal

Canada Manpower Centre
Prairie Farm Rehabilitation Assistance
(P.F.R.A.) Branch of D.R.E.E.
Canada Department of Agriculture, —
Plant Products Division
Farm Credit Corporation
Royal Canadian Mounted Police
Dominion Research Station — Canada
Department of Agriculture.

Provincial

Department of Agriculture — Extension
Services
—Agricultural Representative
—Home Economist
—Rural Development Councillor
—Farm Management Specialist
Manitoba Agriculture Credit Corporation
Department of Education (Regional)
Office)
Department of Health and Social
Development
—Public Health Division
—Southern Local Health Unit
—Social and Probation Office
Provincial Municipal Assessment Branch
Land Titles Office
County Court of Morden

Provincial Judges Court — Family &
Criminal Divisions
Manitoba Motor Vehicle Branch Office
Manitoba Hydro (Area Office)
Manitoba Telephone System (Area Office)

Municipal

Town of Morden — Garbage Service,
Volunteer Fire Department, 5-man
Police Force, Water and Sewer
Western School Division Office
Rural Municipality of Stanley Office —
Morden, Winkler Regional Library
Stanley, Thompson Weed Control



COMMUNICATION

Morden is served by all communication systems. Canadian National Tele-communications may be reached through a toll free telephone number. The town is in the broadcast area of three English and one French television stations. It also receives transmission from many radio stations including CFAM-CHSM-CJRB which is located at Altona 30 miles southeast of Morden, which carries local news and advertising. Two Winnipeg daily newspapers are delivered in the afternoon the same day as published. Morden has a weekly newspaper, The Pembina Times, which is printed and published in the town and serves the entire Pembina Valley.





PROFESSIONAL SERVICE

Morden serves as a "Professional Service Centre" for a wide surrounding area. Currently the community is served by:

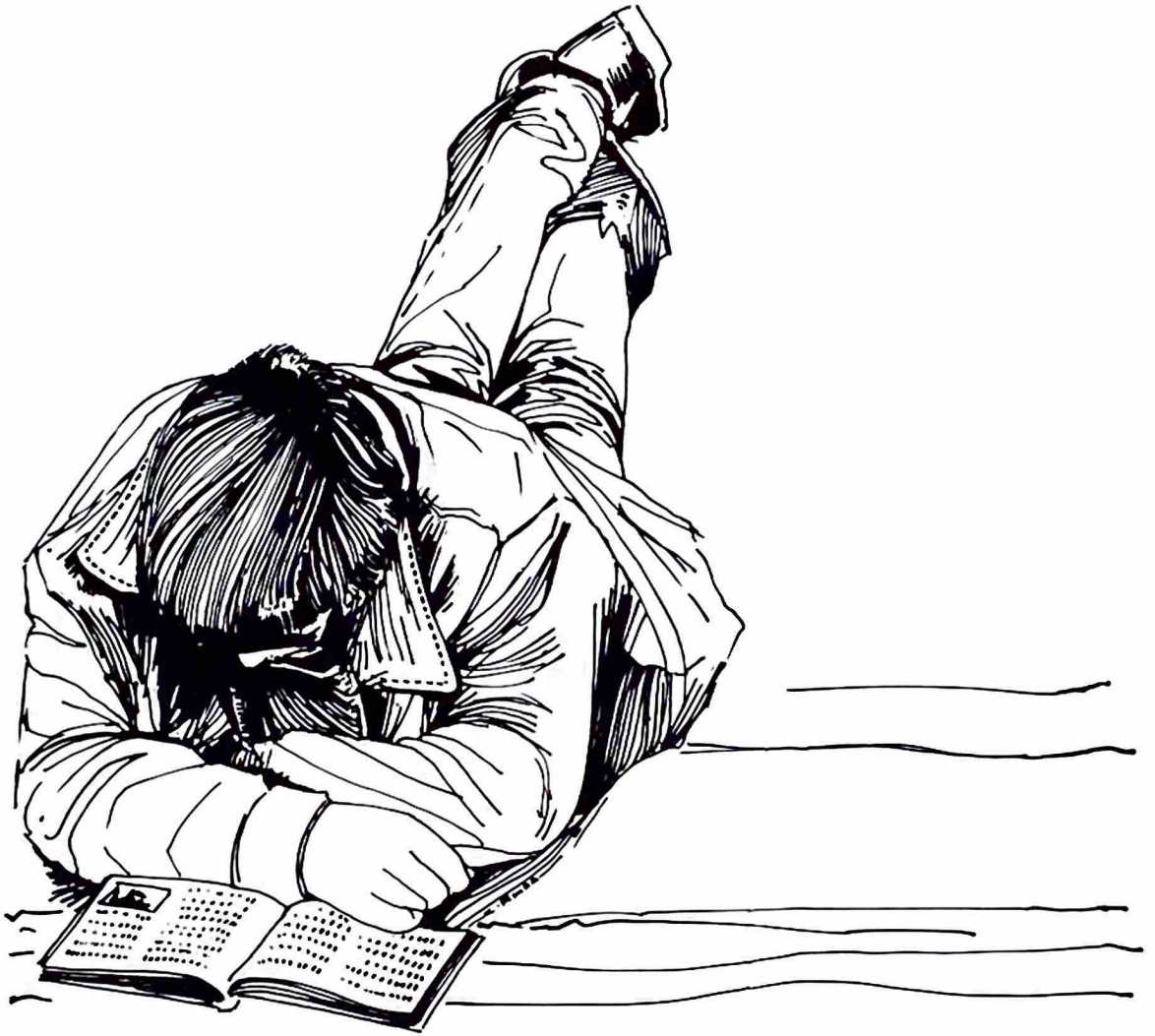
- a firm of chartered accountants,
 - two law firms,
 - 5 medical doctors,
 - 3 dentists,
 - 2 optometrists,
 - 2 chiropractors,
 - 1 veterenary clinic,
- 3 general insurance firms,
- 3 real estate firms,
- 1 funeral home.



CHURCHES OF MORDEN

Alliance	181-15th Street
Bergthaler Mennonite	365 Gilmour Street
Catholic Church of St. John the Evangelist	Stephen & 14th St.
Christ Lutheran	155 Gilmour
Church of God	142-5th Street
Evangelical Mennonite Mission Church	Wardrop & Eighth Street
Mennonite Brethren	831 Thornhill Street
Pentecostal	144-7th Street
St. Thomas Anglican	131-8th Street
St. Pauls United Church of Canada	353 Thornhill Street
Seventh Day Adventist	6th Street
Sommerfelder Mennonite	Wiebe Street
Zion Evangelical Lutheran Church	10th St. & Stephen St.





Morden is the center of Western School Division and contains the major schools of the division.

SCHOOLS

1. Maple Leaf School located in the west-central part of town houses grades one to four inclusive.
2. Morden Elementary School located in the east-central part of the town houses kindergarten to grade 8 inclusive.
3. Morden Collegiate adjacent to Morden Elementary School houses grades nine to twelve inclusive.
4. Oak Haven School, adjacent to Maple Leaf School, is for students in the special education trainable class.
5. In addition there are two small rural schools in the southern part of the division.

STAFF & COURSES

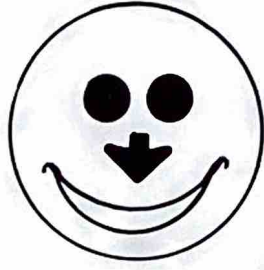
These schools are staffed by approximately sixty teachers and have an enrollment of approximately 1250 students. The basic curriculum is offered as well as a music program (choral and instrumental) and an art program. The new addition (about 40,000 square feet) has joined the Morden Elementary School and the Morden Collegiate and the new space will facilitate these programs as well as provide a permanent base for Home Economics, Industrial Arts, Science Labs, Material Resources Center (Library) and cafeteria.

OTHERS

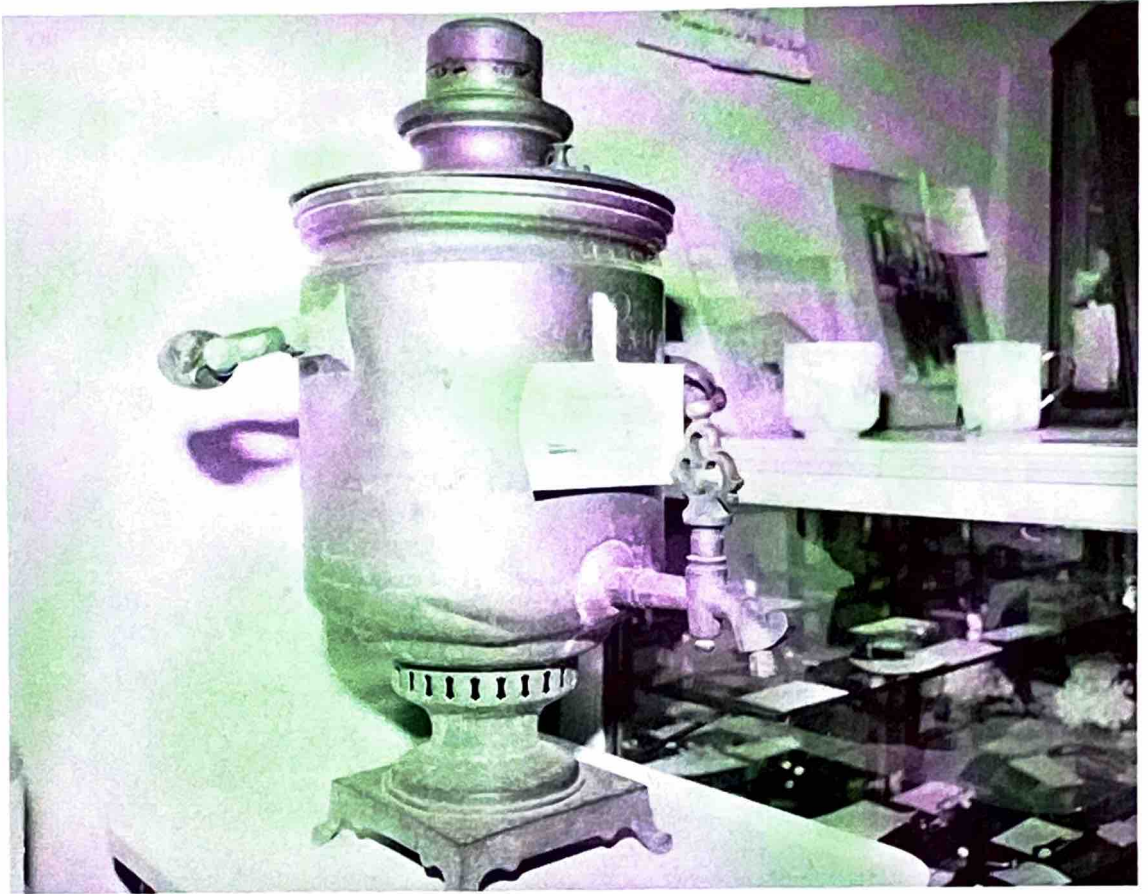
A regional office of the Manitoba Department of Education is located in Morden and serves the southern area of the Province. This includes the recently established program to provide special services for children experiencing learning disorders.



NOTES & COMMENTS



Have a good day



MUSEUM



Photos courtesy Best's Studio of Photography



**CAPITAL OF THE CORN
AND APPLE BELT**

Morden & District Chamber of Commerce