

**Congratulations**

To The  
**NEW CITY of EAST KILDONAN**

**VETERANS-NASH TAXI**

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Clean, Modern Cars To Serve You Anytime, Anywhere.

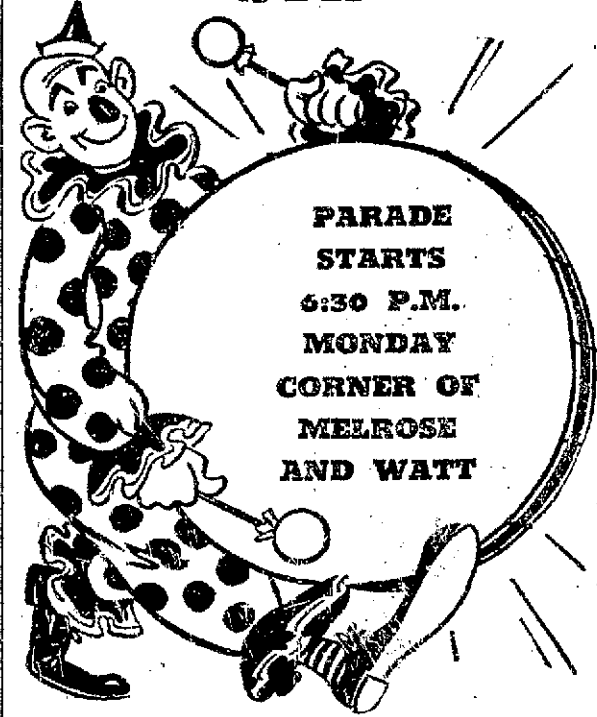
**East Kildonan Grows In Land And People**

East Kildonan has spread out a bit since its incorporation as a municipality in 1914. Population then was 3,520. That's a far cry from the number of people living there now — 20,100.

The area has widened considerably too. It's now 2,071 acres compared with 8,000 acres in 1914.

**LEAGUE RANKING**  
New York — The 1936 Yankees won the American league flag by 19½ games which was the largest pennant edge in league records.

**Rosser's SAY... STRIKE UP THE BAND!**



**PARADE STARTS 6:30 P.M. MONDAY CORNER OF MELROSE AND WATT**

**EAST KILDONAN IS NOW A CITY**

'Congratulations'

Join In The Fun And Enjoy The Celebration

**Rosser's** BUILDING SUPPLIES

PHONE JUSTICE 9-6308

THE SUPPLY AND SERVICE CENTER FOR ALL BUILDING MATERIALS

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176 SUTHERLAND AVE. (1 Block East of Main)



This modern shopping centre is located in the heart of East Kildonan

**2-MILE PARADE ON CHARTER DAY**

A two-mile-long parade is slated to usher in the birth of Manitoba's newest city Monday.

East Kildonan plans to celebrate the reception of its city charter with the most ambitious program of festivities ever attempted in the municipality's history.

At least 27 floats, four bands, 50 vehicles, a number of horses, the Winnipeg bomberettes and baton twirlers from the Bronx community club will participate in the hour and a half long procession.

Miss East Kildonan, to be chosen at a beauty contest in the afternoon, will be a special guest in the parade. She will be seen together with her two princesses, runners-up in the contest.

The music will be supplied by the City of Winnipeg police band, the RCAF Winnipeg band, The St. Boniface civic band and the RCE army band.

The parade is scheduled to get underway at 6:30 p.m. at the corner of Melrose avenue and Watt street. It will go south on Watt to Montrose avenue and then west to Henderson highway. When the parade reaches the highway it will continue north until it reaches its terminal point — the parking lot at 951 Henderson highway.

There the parade will end, and a new page in the history of East Kildonan will begin when Mayor George Suttie accepts the city charter on behalf of the municipality.

**PENNANT MARGIN**  
Pittsburgh—The Pirates won the National league pennant in 1902 by a margin of 27½ games, the top ranking of all time.

**Congratulations to the new CITY of EAST KILDONAN SNOWDON'S**

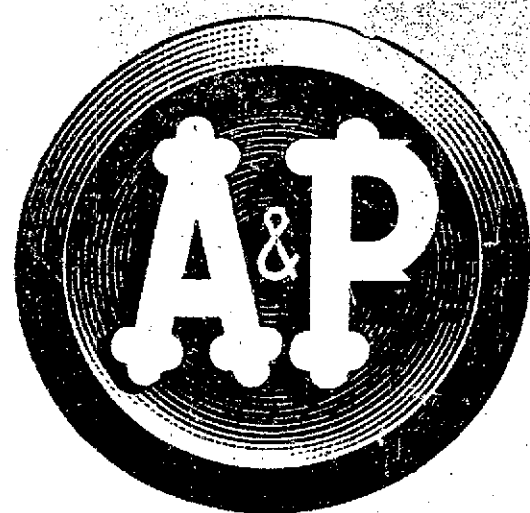
Serving East Kildonan and Winnipeg for 47 Years  
261 Kelvin St. Phone LEBox 3-1164

**Congratulations and Best Wishes**

TO THE MAYOR COUNCIL and CITIZENS OF THE

**CITY OF EAST KILDONAN**

ALEX TURK M.L.A.



We are Proud to be Part of the New

**City of East Kildonan**

Congratulations and Best Wishes for

Future Success and Prosperity

Your East Kildonan A&P is located at...  
**951 HENDERSON HWY.**  
at Eldorado Ave.



OTHER A&P SUPERMARKETS LOCATED AT...

1110 Church Ave. at McPhillips St. 651 Stafford St. at Pembina Hwy. 891 St. Mary's Rd. at Frederick Ave.



**Over The Garden Wall**

Summer Pruning Of Your Shrubs

BY W. B. LESLIE  
Landscape Consultant

SHRUBS are pruned to keep them in shapely form, healthy vigor by letting in sunlight and avoiding crowding, to encourage quantity and quality of bloom, stimulate strong new growth of ornamental twigs such as the oler dogwoods, to remove damaged and infected wood, and to renew youthfulness by having ancient parts replaced by young stems.

Let us consider summer pruning. Shearing is done periodically to clipped hedges and to those plants grown in globe or other formal outline. Spruce, pine, arborvitae or white cedar, juniper or red cedar, and fir hedges get but one clipping a year and that during the first week of July. They are trimmed closely to last year's wood so as to keep them within desired bounds. If cutting is deeper than that, permanent gaps or holes may result. Young evergreen hedges which are on the way to the size, ultimately wanted, have this year's shoots cut back about half their length to induce more side branching next spring. That makes for density.



Dr. Leslie

SPIREAS are of many types. There are more than 50 varieties being grown in Manitoba. Prune the following when spring bloom is over: Garland, Vanhoutte, Snow-white, Reeves, Germander or flexuosa, Oriental or media, Pikow, Mongolian or gemmata, Korean or trichocarpa, Henry, and Threelobe. Thin out the bush by cutting out oldest stems at the crown. Vanhoutte is only semi-hardy here and it tends to winter better when most of its stouter branches are cut back one-half their length in early summer.

Other shrubs given their annual pruning when flowering is done are asaskatoon and other shadblows, flowering almond, chokeberry, broom, pearl-bush, goldenbells, mockorange, lilac, ornamental currants, flowering quince and caragana. Oldest wood is eliminated to al-

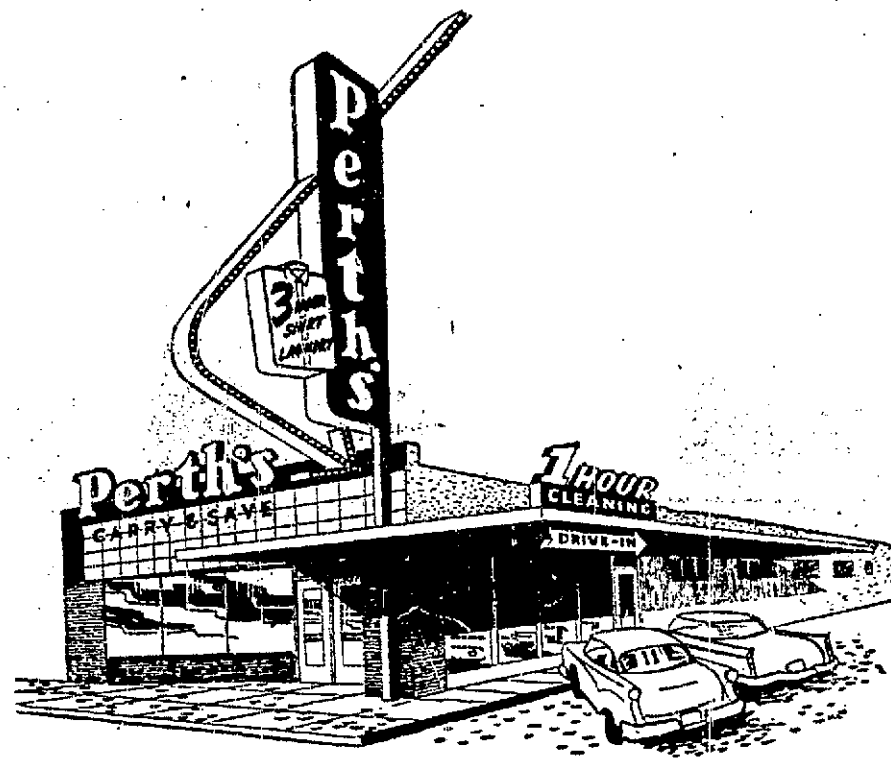
low rejuvenation by replacement in young shoots. They benefit from the greater amounts of sunshine and food that will come to them.

LILACS are often neglected or given unthoughtful care. The results are scant and small flowers. Consider a mature bush of French lilac on its own roots. It should have not more than six to nine stems. Any surplus beyond that should be eliminated. Now, cut out two to three of the oldest stems as near down to the crown as possible. Cut off all new sucker growths excepting the two or three needed to replace the old stems just removed. Select thrifty suckers in well placed positions. Lastly, snip off all flower spikes. If the bush seems low in vigor, apply fertilizer under the spread of the branches. Cultivate or wash it into the soil.

Tatarian HONEYSUCKLE may be treated similarly to the lilac but the hard old wood does not heal and recover so readily from drastic summer pruning. Early spring is preferred for removal of heavy old stems. Then the bush has the advantage of the flush of rampant spring growth. A little thinning out of branches is timely now.

Other subjects which can be thinned moderately after flowering are cotoneaster, dogwoods, elder, viburnum, snowberry and weigela.

Cut off all seed heads to conserve plant energy. Exceptions are those subjects made attractive through their ornamental fruits such as hawthorn, buffaloberry, honeysuckle, elderberry, shrub roses, and barberry. The reward for cutting off spent flower heads is shown by two flat-head, summer-flowering spires, Anthony Waterer and Froebel. The chore extends the season of flowering.



**CONGRATULATIONS**

to the

**City of East Kildonan**

Perth's — Western Canada's Largest Cleansing Institute — is proud to have made its own contribution to the growth and progress that have resulted in the incorporation of East Kildonan as a City!

The establishment of our Henderson Highway Drive-in Plant was in itself an expression of confidence in the future of Manitoba's fourth largest City. We can share in the satisfaction of other East Kildonan residents in this new recognition — we're prouder than ever of being full-fledged members of such an enterprising community!

**1 HOUR CLEANING** **3 HOUR SHIRT LAUNDRY**

**Perth's**

Henderson Highway Drive-In Plant  
821 Henderson Highway—Corner Hazeldall

Open Daily from 7:30 a.m. to 9:00 p.m.

# And Now It's — The City Of East Kildonan



This aerial view of East Kildonan, looking south on Henderson highway, shows part of the area that is to become a city Monday.

## FIRST SETTLED 145 YEARS AGO

### EIGHT MEN HAVE LED THE AREA

East Kildonan has had eight Reeves and mayors since it was incorporated as a municipality in 1914. Reeve from 1914 to 1917 was Donald Munroe. Then came S. R. Henderson from 1918 to 1923. N. Fletcher was reeve until 1928 and D. J. Allan succeeded him. W. E. Larson took over from 1934 to 1947. Last reeve and first mayor was one and the same man—J. L. Bodie. He held his posts from 1948 to 1954. F. W. Dryden was mayor from 1955 to 1956. The present mayor of East Kildonan is G. N. Suttie.

East Kildonan becomes Manitoba's youngest city Monday, July 1.

It has come a long way since its incorporation as a municipality in 1914.

The name "Kildonan" is from a Scottish village. Red river settlers came from there in 1812 to what are now East Kildonan, North Kildonan, Elmwood, West Kildonan and Old Kildonan. These were incorporated as one municipality in 1870 — Kildonan. In 1914 they were separated, and East Kildonan became a municipality.

Today the new city comprises 2,071 acres, as compared with 3,000 acres in 1914. Every acre is being fully developed with services to make way for East Kildonan's bounding growth commercially, industrially and residentially.

The residential area is expanding with the development between the Lac du Bonnet subdivision and the Canadian Pacific railway and the Bird's hill road. This project was started in 1956, and by 1960 civic officials expect the population of their city to pass the 23,000 mark.

In 1955 the police and fire departments of East Kildonan amalgamated.

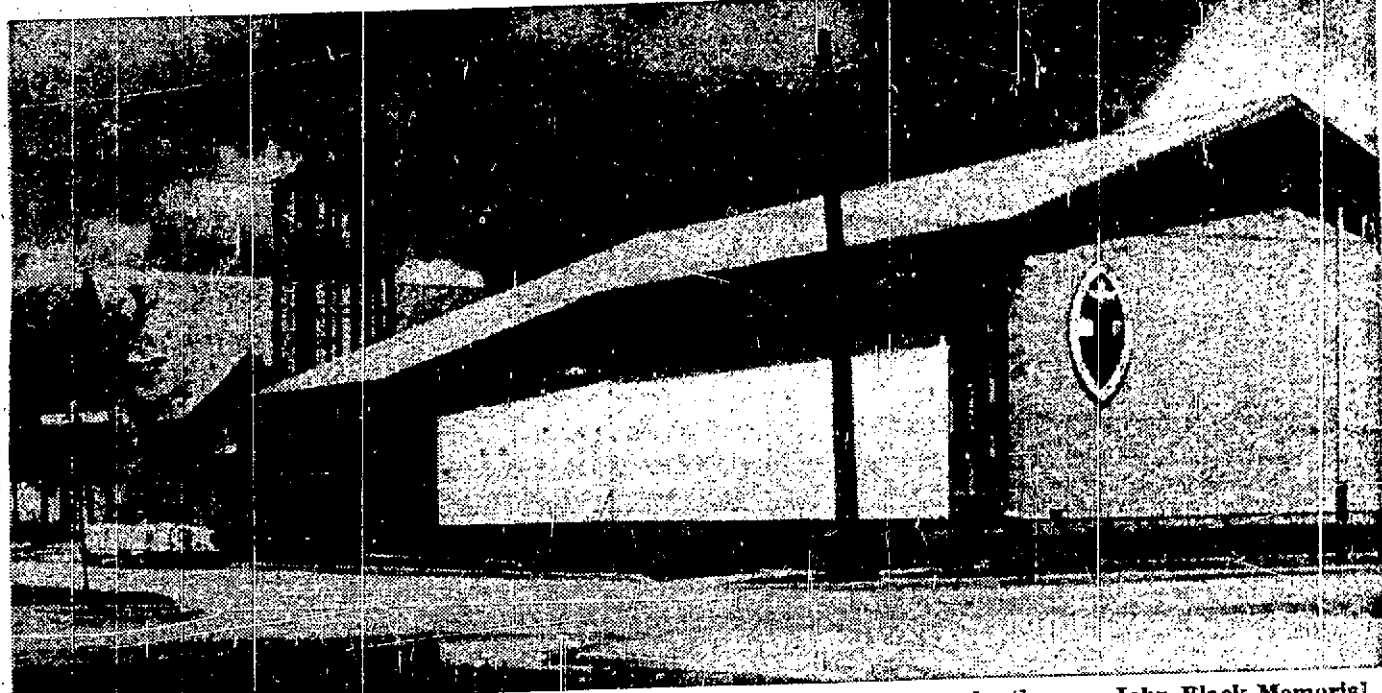
The new city also has big health and recreation services. The East Kildonan parks board, formed in 1951, and a number of community clubs look after recreational needs and community services.

### TRAFFIC CURES SET ALONG PARADE ROUTE

East Kildonan police advise that traffic restrictions will be enforced Monday during a parade being held to mark East Kildonan's inauguration as a city.

Watt street will be closed to all traffic between 5.30 and 7.00 p.m. Traffic will be restricted on the parade route which will start on Melrose at Watt, continue on Watt south to Montrose avenue, west on Montrose to Henderson highway and then north on Henderson to McLeod avenue.

Two other streets will be blocked off from midnight Sunday to 6 p.m. Monday, when a field day is being held at Melrose school grounds. Chelsea and Melrose avenues will be blocked off from Watt to Roch.



The efforts of worshippers in the city of East Kildonan combined to make the new John Black Memorial Church grow from a blueprint to reality.

Photos By  
Dave  
Bonner



Secretary-treasurer of the East Kildonan municipal offices, P. F. C. Byars holds the new city crest which is to hang behind the mayor's chair in the council chamber.



Some of the many beautiful homes in residential areas of East Kildonan.



A new addition to East Kildonan's growing industrial area is this \$1,500,000 building of the Dominion Envelope and Carton company, now under construction.



Two students emerge from Neil Campbell school which was recently built to help accommodate the increasing student population of East Kildonan.

# These Contestants Vie For Beauty Crown



One shapely gal out of these bevy of beauties will be crowned "Miss East Kildonan" on Monday, Charter Day. From left to right they are: Dianne Taggart, 254 Dunrobin; Edna Frederick, 733 Prince Rupert; Susan Karaba, 430 Roberta; Joan Slamp, 318 Fearn; Georgina Raines, 232 Munroe; Anne Norris, 716 Government; Gail Kolenda, 508 Ottawa. Missing is: Carol Shimawaza. The beauty contest is one of the main events celebrating the occasion of East Kildonan's becoming a city.



MAYOR GEORGE SUTTIE ROXY HAMILTON ALISTAIR STEWART

These three lucky men will judge the beauty contest, one of the highlights of East Kildonan's Charter Day. They will present prizes to the queen of their choice and her two princesses.

### Alberta To Drop Emergency Teacher Training Program

EDMONTON (CP) — W. E. Frame, the Alberta education department's chief superintendent of schools, says it is the department's intention to discontinue the province's emergency teacher training program after two more summer sessions. Mr. Frame said the scheme, instituted in 1954 to alleviate the teacher shortage, will be closed gradually.

Since 1954 students who passed given a document entitling them to after the six-week course were teach.

### BEST WISHES TO THE CITY OF EAST KILDONAN

From the Management and Staff  
**RED RIVER REALTY**  
"Specializing in Homes in East Kildonan and Elmwood"  
333 Kelvin St. Phone LEnox 3-1127  
Member of the W.R.E.B. Co-op Service

**Congratulations**  
To The  
**CITY OF EAST KILDONAN**  
Upon Their Incorporation As  
Manitoba's Newest City  
**Elmwood Plumbing & Heating**  
Commercial and Residential  
G. Ridler, Prop.  
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### "Best Wishes to the CITY OF EAST KILDONAN"

From The Staff and Management  
**KILDONAN CONCRETE PRODUCTS LTD.**  
"Concrete Specialists"  
● BUILDING BLOCKS & PATIO BLOCKS  
● LIGHTWEIGHT "DURALITE" BLOCKS  
● BRICKS AND CHIMNEY BLOCKS  
PHONE LEnox 3-2764  
600 JAMIESON AVENUE  
EAST KILDONAN

**Cost Of Towels High In Yorkton**  
YORKTON, Sask. (Special) — Three overnight visitors to Yorkton appeared in court Tuesday before Magistrate G. T. Killam and pleaded guilty to stealing two blankets and two towels from the Balmoral hotel. They were Clifford Schultz, 21, of Langham, Sask., John K. Swanson, 18, of Seattle and Eric Kurt, 22, of Montreal. Each was fined \$25 and costs or given the option of 20 days in jail. They were employees of a travelling show.

**Congratulations**  
To The  
**New City of East Kildonan**  
**STADACONA BUILDERS' SUPPLIES AND LUMBER**  
Stadacona St. and Gordon Ave. (Elmwood) Ph. LEnox 3-2330

**EATON'S**  
*Extends hearty congratulations to the*  
**City of East Kildonan**  
**NEWEST CITY IN MANITOBA**

EATONS in Winnipeg has served the citizens of East Kildonan for over fifty years now.

As one good neighbor to another, it is our pleasure to salute you and wish you a happy and prosperous future.

**EATON'S OF CANADA**

# Locate your plant in EAST KILDONAN

Manitoba's Newest and Youngest City Offers a Fully Serviced Industrial Location . . . Within 3 Miles Of The Centre of Downtown Winnipeg

**458** acres properly zoned for industry **105** acres now serviced

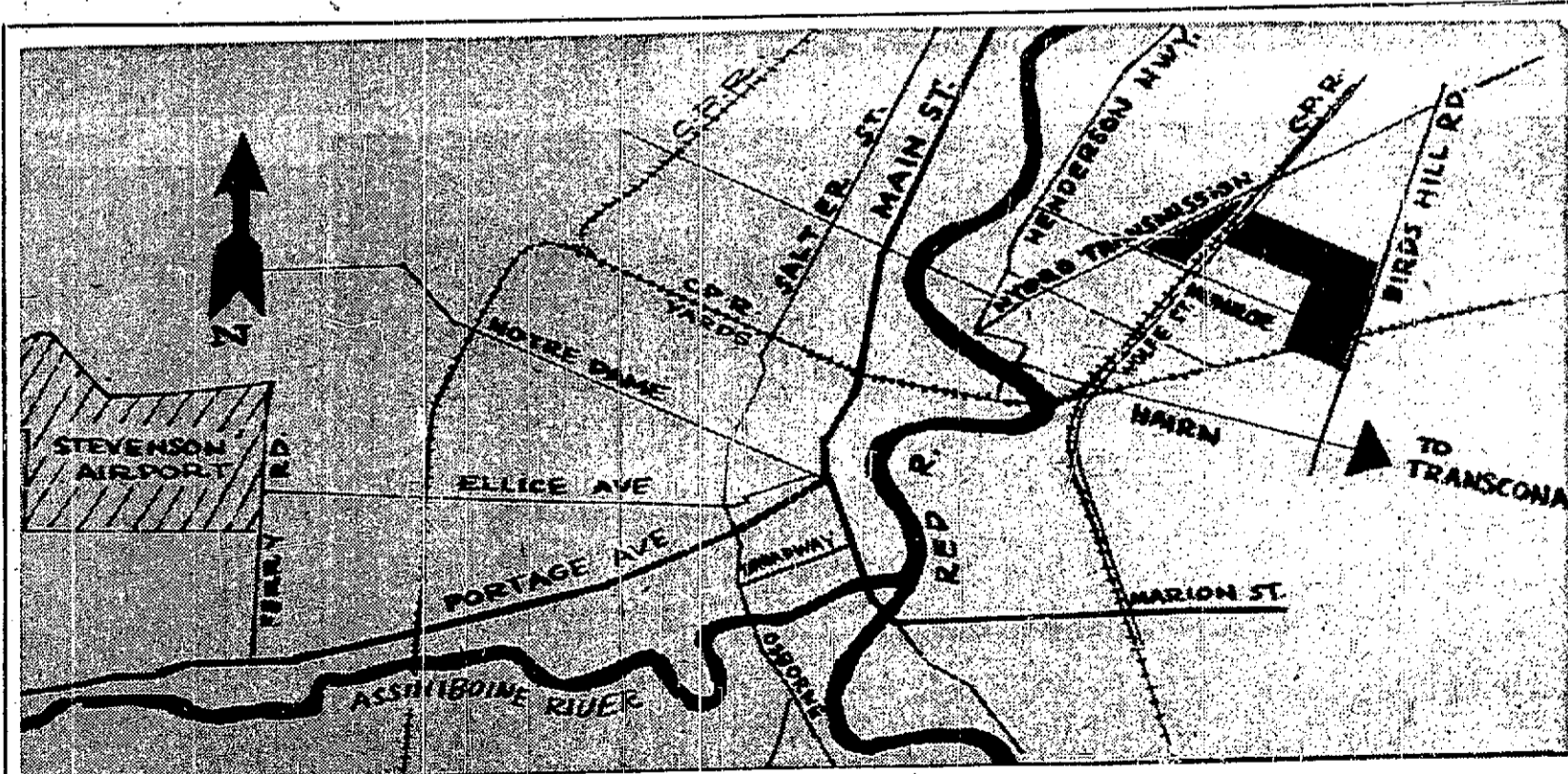
- Storm and Sanitary Sewers
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At Reasonable Cost  
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## L. A. MacDONALD LTD.

115 Phoenix Building Phone Whitehall 3-0657  
Industrial Representative



The illustration shows the location of the East Kildonan Industrial Development sites\* in relation to the Greater Winnipeg area, lines of communication and rivers.

(\*Shown as blacked-out areas on the map.)

# British American Land Development Co. Ltd. WINNIPEG MANITOBA

# Congratulations to the CITY OF EAST KILDONAN

The Management and Staff  
**PROVINCIAL CONCRETE  
& BUILDERS' SUPPLY CO.**  
● Ready Mixed Concrete  
● Gravel — Sand — Stone  
For Prompt Service Call  
LEnox 3-1111 205 STADACONA ST.  
ELMWOOD

## TO THE NEW CITY OF EAST KILDONAN

"Congratulations upon  
Your Incorporation  
As a City"

**ELMWOOD MOTORS**  
No. 1—337 Nairn Ave. Phone LEnox 3-1601  
No. 2—Melrose and Watt Phone EDison 4-2578  
Glen and Barry Ball—Proprs.  
"We Are Here To Serve Your Community"  
**OPEN 24 HOURS A DAY**

## Congratulations . . . TO THE CITY OF EAST KILDONAN

**Bernhard Lumber**

"All Types of Lumber for All Purposes"

598 MUNROE AVE. PH. JUstice 9-6323

## Congratulations TO THE NEW CITY OF EAST KILDONAN

Hi-Way Cleaners are as proud of East Kildonan becoming a city as they were in 1951, when they became your First COMMUNITY Dry Cleaning Plant and chose this fast-growing area to pioneer their ONE HOUR SERVICE.

**Hi-Way**

**CLEANER and SHIRT LAUNDERERS**  
"Your Own Community Plant"

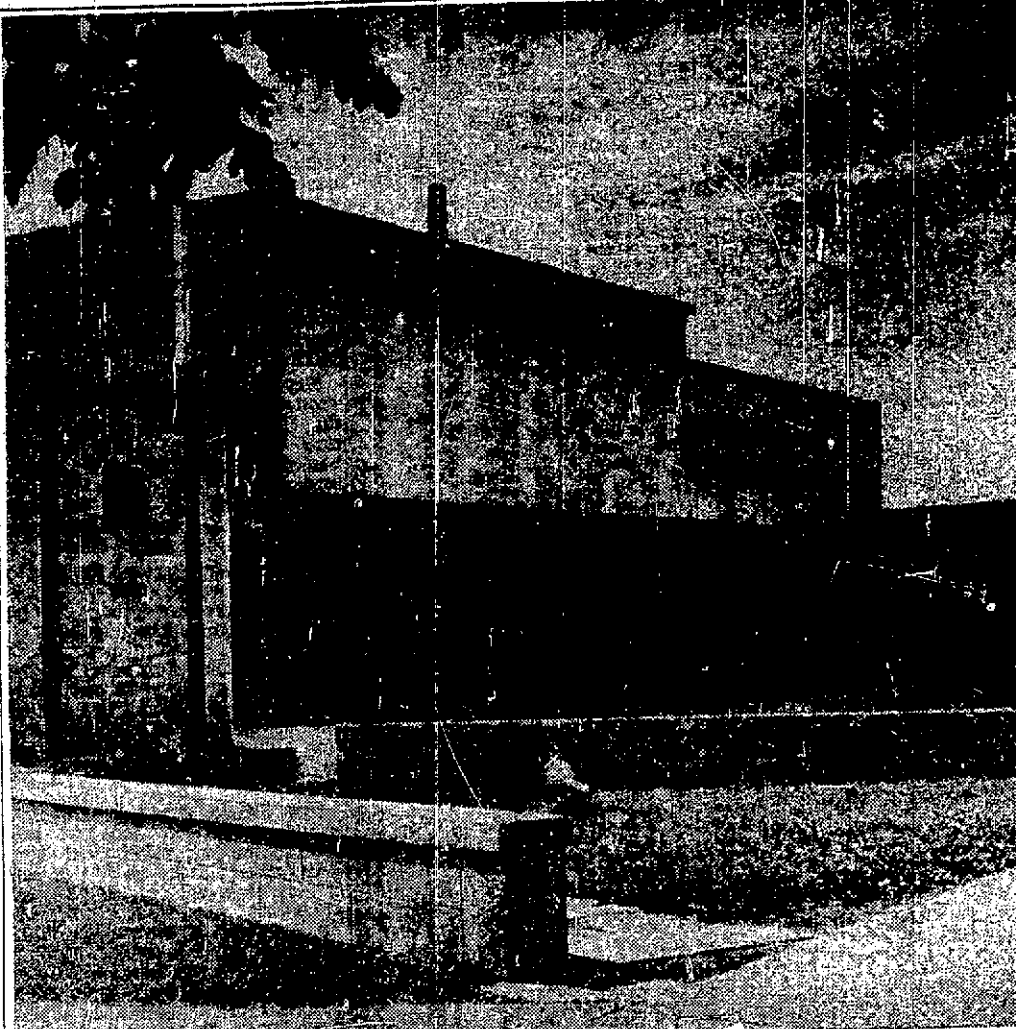
256 KELVIN STREET PHONE LEnox 3-1119  
Hours: 8 a.m. to 8 p.m. Monday to Friday,  
Saturdays open till 6 p.m.

## The Bakers of THE FASTEST SELLING LOAF

extends  
Congratulations

To The  
**City Of  
East Kildonan**

**Weston's**



Residents of East Kildonan are proud of the modern civic office building. The city's cenotaph is in the left foreground.

## MANY EVENTS TO MARK CHARTER DAY

### MORNING

10:15 a.m.—Mass gym display by students in grades 4, 5, and 6, at the East Kildonan Recreational Centre (Melrose and Watt).  
11:00 a.m.—Junior and senior track and field meet.  
Tricycle and bicycle contest.

### AFTERNOON

12:30 p.m.—Little league ball game on the Bronx community club grounds.  
1:30 p.m.—"Miss East Kildonan" contest — winner to be crowned by a panel of judges.  
2:15 p.m.—Horse show — with prize-winning horses from all over Greater Winnipeg.

### EVENING

6:30 p.m.—Monster civic parade commencing at Melrose and Watt, south along Watt street to Montrose avenue, west along Montrose avenue to Henderson highway, and north on Henderson highway to 951 Henderson highway.  
8:00 p.m.—Presentation of City charter at 951 Henderson highway by Hon. Douglas L. Campbell, premier of Manitoba, to Mayor George Suttie.  
Recognition of old timers.  
Dedication service.  
9:30 p.m.—Giant outdoor dance.

## E.K. Industry Surges Ahead

East Kildonan has made marked progress industrially in the past four years, says the president of the company which handles its industrial land sales. L. A. MacDonald, president of British American Land Development, says there are two industrial areas in the new city — and 245 acres of them are available now, fully serviced. Services include water, power, gravel roads, sewer, bus, gas and telephone. Buildings there are brand new and big. Dominion Envelope and Carton have a 175,000 square foot, \$1,500,000 structure underway at the corner of Goldspie avenue and Larson street. Across the street, builders are setting to work on a \$1,500,000 project for Canada Dry.

If and when the Disraeli freeway comes through, Mr. MacDonald expects industry in East Kildonan to "go crazy." The freeway would make the industrial area only a few minutes from downtown.

## Says South No Place For Eskimos

MONTREAL (CP) — A federal health department official says the Eskimo will never be successfully transplanted to the south. Dr. H. B. Sabean, who has worked among the Eskimos for 13 years, made the statement before sailing aboard the government ship C. D. Howe for Arctic points. Engine trouble delayed the departure of the Howe on her yearly trip. She has 46 Eskimo passengers who spent the winter in a Hamilton sanitarium. Included in the Howe's cargo is a new plastic igloo, which will be tested to determine whether it is more practical than the traditional snow house. Commenting on the government's work to maintain the Eskimo way of life, Dr. Sabean said it was a responsibility undertaken when wholesale moves were made into their land in search of minerals and defence bases. "Some people," he said, "asked why the Eskimo should not be moved south rather than be given expensive support from the government. "But when you rub shoulders—or noses—with the problem, you see it's not that simple. The Eskimo has background and tradition that can't easily be changed. "And as for medical treatment, they haven't asked us for it—we have considered it necessary for them." A total of 10,000 Eskimos are stretched from Baffin Land to the Alaska border. The government's work has so far been confined to the 2,500 living between Baffin Land and the Hudson Strait.

**Empress Airlines  
Going Into Service  
On CPA Route**  
VANCOUVER (Special) — Seventy-two passenger super DC-6B Empress airliners, which travel 300 miles an hour, will be introduced by Canadian Pacific Airlines July 1, for the first time in Canadian northern aviation history. The announcement was made by CPA president G. W. G. McConahie. The aircraft, now flying on CPA's overseas routes, will first see domestic service on the company's Vancouver-Prince George-Fort St. John-Whitehorse route. This is the first step in CPA's program to provide the super the company's north-south domestic-DC-6B service on 90 per cent of the routes.

Best wishes . . .  
To The New  
**CITY OF EAST KILDONAN**  
**ELLICE INN BAR-B-Q**  
395 Henderson Hwy. Phone LEnox 3-4035

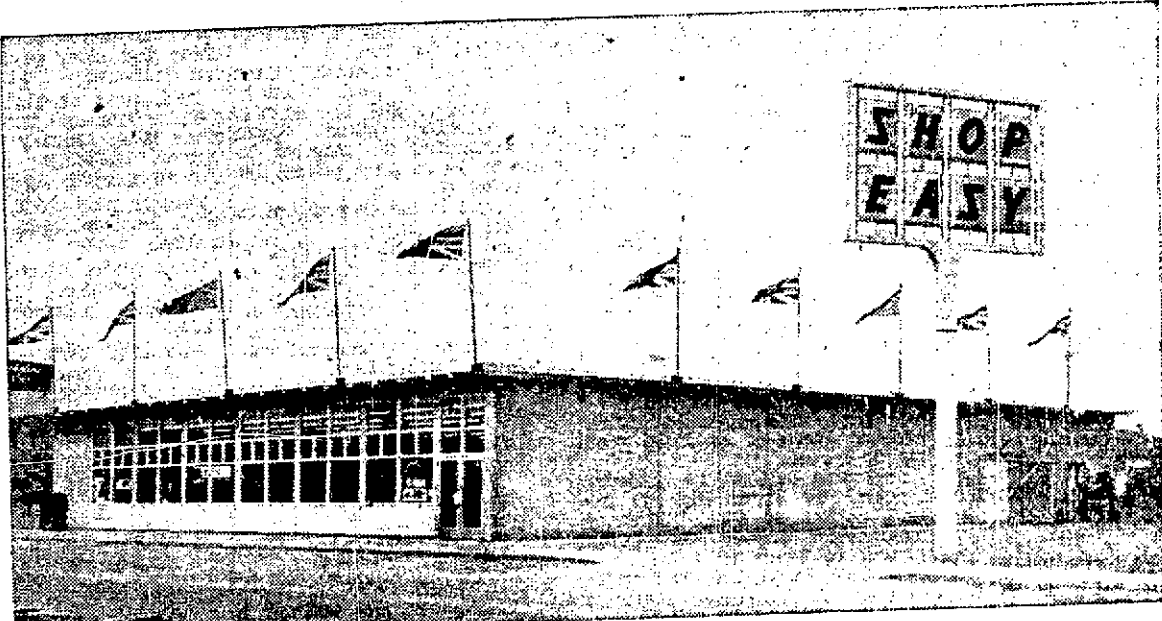
Congratulations  
To The  
New  
**City of  
East Kildonan**  
**RED PATCH  
TAXI**  
Serving Your Community  
24 Hours A Day  
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Congratulations!  
EAST KILDONAN  
★  
Newest and Finest City  
in a  
Great Province  
★  
Manitoba  
Land of Plenty  
**ROXY HAMILTON**

## Congratulations TO THE CITY OF EAST KILDONAN Manitoba's Newest City

We will be occupying our new premises on GOLSPIE ST., between LARSEN AVE. and NEIL AVE., during the month of October.

**Dominion Envelope & Cartons**  
(Western) Limited  
MANUFACTURERS OF  
Folding Cartons — Set-Up Paper Boxes — Printed Cellophane and Glassine  
Bread Wrappers — Wax Papers — Butter Wrappers  
WINNIPEG EDMONTON



We, at Shop-Easy, congratulate the citizens of East Kildonan on the occasion of their official incorporation as a city, and are proud to be part of this progressive community. We, at Shop-Easy, welcome you at all times to our modern premises at 722 Watt St., where our store manager, and our meat manager offer you their personal services.

YOUR ALL-CANADIAN COMPANY  
**SHOP-EASY  
JEWEL**  
CANADIAN OWNED AND OPERATED