

1944 - 1953 *From War to Peace*

The decade 1944 to 1953 was one of contrast and tremendous change. This decade evolved from the virtual elimination of the tourism industry during the war years, including the cancellation of the illumination of the falls themselves, to the beginning of the boom times of the 1950s, including the start of one of the most massive engineering projects ever undertaken in Niagara Falls at that point in time. The face of transportation also changed, tracing the continuing rise of the automobile and the demise of streetcars in the city.

At the beginning of this decade the Second World War was raging. Regular reports in *The Evening Review* from the war zones told of Niagara residents killed, wounded, or missing in action, along with accounts of battles and awards for bravery. Industry was operating on a wartime economy, rationing for many items was in place, and Victory Gardens were prevalent.

A unique proposal was put forward at the war's end: the establishment of the United Nations' headquarters on Navy Island. A distinguished bi-national committee had been set up to advocate for this proposal, wherein Navy Island would be ceded to the U.N. for as long as the headquarters were there, after which it would revert to Canadian ownership. Bridges would be built from both Canada and the United States out to the island. What a difference this would have made to the Niagara region had the proposal gone through.

The tourism industry changed drastically during this time period. Growing from a virtual standstill during the war, the industry boomed through the early 1950s. The Niagara Parks Commission opened a new greenhouse, the Carillon was built and the first concert performed there in 1948, the Floral Clock was constructed, and the first of The Niagara Parks Commission's golf courses was established. During this time new hotels and motels were established at such a rate that the City of

Niagara Falls suspended new hotel development, although Stamford Township did allow construction to continue. This ban on development is one of the reasons why so many hotels were built along Lundy's Lane in the 1950s. In 1949 the Chamber of Commerce started its tremendously successful Honeymoon Certificates program. On September 18, 1959 the five thousandth certificate was given to a lucky couple from Delaware who received free accommodation at the General Brock Hotel, a free meal at the Refectory, and a complimentary trip on the Maid of the Mist.

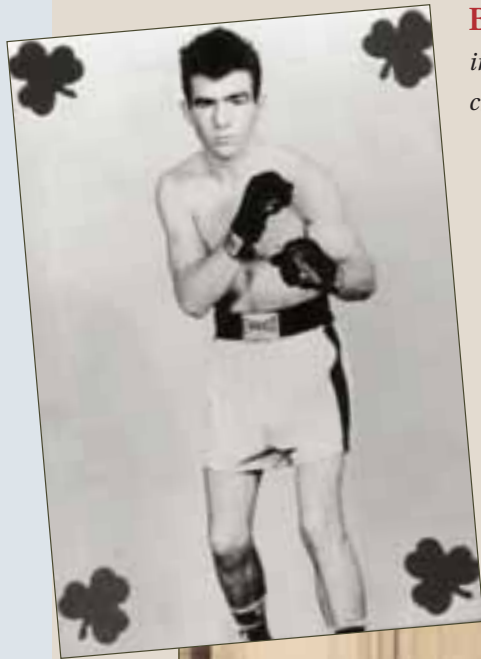
The faces of entertainment and communications were also changing. In 1947 Niagara Falls boasted 10,000 telephones on the grid. By 1952 there were 15,000 and Bell was building expanded facilities on Victoria Avenue. Radio station CHVC went on the air on June 1, 1947. In September 1948 the first live television program to be broadcast from the Falls was aired. In addition to guest interviews and shots of the falls themselves, a concert from the Carillon also ran during the show. *The Niagara Falls Review* moved to its present location in 1952. The movie "Niagara" starring Marilyn Monroe and Joseph Cotten was filmed here in June 1952. One of the three world premieres of this movie (the others were in Niagara Falls, New York and New York City) took place at the Seneca Theatre. For a few years starting in 1949 Niagara Falls had a summer repertory theatre company playing at NFCVI with stars such as William Hurt, Jessica Tandy, and Hume Cronyn performing there. Air conditioning was installed in the school's auditorium for the 1952 season.

The appearance of the city also experienced many developments during this decade. In 1950 work started on a massive construction project to build the Sir Adam Beck-Niagara Generating Station Number Two. This included building tunnels, canals, intake structures, the International Control Dam, and the new plant itself – a project that would not be

Continued on page 171

1944

- the population of Niagara Falls was 20,234
- local grocers charged:
-37-39¢/lb for butter in winter;
37-38¢/lb in summer
-24-44¢/lb for beef in winter;
23-48¢/lb in summer
-24-32¢/10 lbs for potatoes in winter; 22-30¢/10 lbs in summer
-30-48¢/dozen for eggs in winter;
30-45¢/dozen in summer
-78¢/10 lbs for sugar year-round
- there were 569,544 passenger automobiles registered in Ontario
- bread cost between 6 and 8¢/loaf according to sale prices and variety at grocers such as Loblaw's, Dominion, the Red and White chain, or the A&P
- galvanized wash tubs to help with laundry day cost \$1.25 at the Canadian Department Stores Limited on Victoria Avenue
- Bayer Aspirin sold for 22, 39, or 98¢, depending on the size of bottle, at Walker's Household Needs Drug Store, while Vick's Vapo Rub was 43¢
- Dr. Ballard's dog kibble cost the loyal pet owner 25¢/2 lbs at the Loblaw's grocery
- Dominion sold Red Rose Tea for 24¢/4oz, or 44¢/8oz
- summer handbags were 79¢ at the Canadian Department Stores Limited
- using the Niagara Falls General Hospital's ambulance took \$2.00 out of a patient's pocket
- ever a favourite food, Kraft Dinner was 33¢/two packages at the A&P supermarket



BOXER BRIAN KELLY IN 1945. *A lightweight boxer, Kelly was a gold medal winner at age 14 in the Canadian Olympic trials, a senior Canadian champion at age 16, a professional Canadian champion at age 18, and ranked fifth in the world as a professional boxer.*

THE NFCVI SENIOR RUGBY TEAM OF 1945, *Niagara District COSSA champions. Front row, left to right: B. Mateyk, P. Thomas, F. Ingold, V. Anderson, J. Climenhage (captain), C. MacGillivray, A. MacGillivray, H. Wyss, C. Priest, D. Pangborn. Second row: T. Pratta (manager), A. Damore, J. Lennert, F. Leifl. Third row: D. Clements, M. Merstorf, B. Moir, D. Mackenzie, A. D'Amico, G. Tice, P. Clement, B. Price. Back row: E.J. McGirr (principal), J.V. Rose (athletic director), G.F. Dorst (coach), K. Borisuk (coach).*



Continued from page 168

finished until 1958. The first supermarket in Niagara Falls, the A&P on Victoria Avenue, was opened in 1946, quickly followed by a Loblaw's. A number of new schools were constructed by both the separate and public school boards, and the new Niagara Falls Memorial Arena and Stamford Memorial Arena were built. Significant civic events took place, including celebrations at the end of World War Two, the opening of the new Drummond Branch library, and the visit of Princess Elizabeth and Prince Philip in 1951. New church buildings and congregations were in their formative stage, and the Greater Niagara Hospital Association formed to look into building a new hospital, eventually completed in 1958. By the early 1950s industries were expanding, building permits were being issued in record numbers, unemployment levels were very low despite many new workers appearing in the area, and residents were complaining about the latest increase in property taxes.

During this time period travel changed dramatically. With automobile manufacturers producing once again for the civilian population, further decline in rail travel occurred. The New York Central Railroad, parent company of the Michigan Central Railway, discontinued much of its passenger service to the Falls and Canadian National's Bridge Street station was totally remodelled. The roundhouse was also removed. The last run of street cars took place in November 1947, replaced by a fleet of new buses. So many trucks and international visitors crossed the border here that a new customs warehouse facility had to be built and more customs officers were hired.

From the austerity of the war years to the opulence of the early 1950s, the 1944 to 1953 decade was one of enormous change and contrast.



George Seibel Niagara River Collection, Niagara Falls Public Library (Ontario)

NAVY ISLAND was proposed to be the new World Peace Capital and headquarters of the fledgling United Nations by a distinguished international committee over 1945 and 1946. The island was seen as an ideal spot as it lay on the boundaries of two countries, and as seen in the artist's rendering here would have bridges to both countries. Grand Island is in the foreground, while the Canadian mainland is at the left. Mist from the falls can be seen in the distance. It was proposed that Navy Island be ceded to the United Nations as long as its headquarters remained there, and revert to Canadian ownership should the U.N. relocate elsewhere.

1949

- a round-trip ticket to Toronto on the Gray Coach bus lines cost \$4.70
- Tide laundry detergent sold for 38¢ at Superior Food Stores
- corsets and corselettes were \$3.25 to \$8.75 at John Logan's dry goods emporium on Queen Street
- M.A. Kent Menswear sold work boots for \$5.95
- radical new inventions like portable RCA Victor radios cost between \$46.00 and \$80.00, depending on the model, at L.L. Craig Electric on Queen Street, and power saws cost \$49.50 at Centre Hardware on Victoria
- a novel piece of furniture called a La-Z-Boy recliner ran for \$79.00 to \$99.00 at Critelli's Furniture
- tickets to Gilbert and Sullivan's "The Gondoliers," put on by the Optimist Club, cost \$1.00

SOURCES:

Historical Statistics of Canada. 2nd Ed.

Niagara Falls Public Library (Ontario)

The Review (Niagara Falls, Ontario),
January 6, 1944; January 7, 1944;
January 11, 1944; January 12, 1944;
January 13, 1944; January 15, 1944;
January 20, 1944; January 22, 1944;
January 27, 1944; January 29, 1944;
January 31, 1944; January 25, 1934;
January 26, 1934; June 1, 1944;
June 8, 1944; June 10, 1944; June 15, 1944;
June 21, 1944; June 22, 1944; June 25,
1944; June 28, 1944; June 30, 1944;
January 6, 1949; January 13, 1949;
January 25, 1949; January 28, 1949;
June 10, 1949; June 11, 1949; June 15,
1949; June 16, 1949.



The Review (Niagara Falls, Ontario), June 25, 1949



Gary Konkle

CYANAMID OF CANADA was a major employer in Niagara Falls for many years. The pool on their grounds was officially created in 1936 after General Manager George Emmerson Cox saw a group of youths slipping under the fence to swim in the reservoir of water used for cooling machinery in the plant. Cyanamid dug out the reservoir properly and had sand trucked in to create a man-made beach. There was also a large recreational and picnic area where annual employees' carnivals with travelling midway rides were held for many years. The pool was permanently closed following the 1971 season.



Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

WORKERS AND THEIR FAMILIES ENJOY A PICNIC ON THE CYANAMID GROUNDS CIRCA 1944.



Niagara Falls Public Library (Ontario)

AN EMPLOYEES CARNIVAL AT
CYANAMID AROUND 1944.



Lundy's Lane Historical Museum

THE STAFF OF THE WILLIAM ROGERS MANUFACTURING CO. LIMITED in August 1945. The company began operations here in 1911, and in 1922 became the International Silver Company. Its plant was located at the corner of Buttrey Street and River Road, in the Glenview area of town. After operations moved to Perth in 1963 the office building was demolished. Most of the factory remained and for some years housed an automobile dealership. It was later incorporated into a Buddhist temple.



The Review (Niagara Falls, Ontario), January 6, 1949



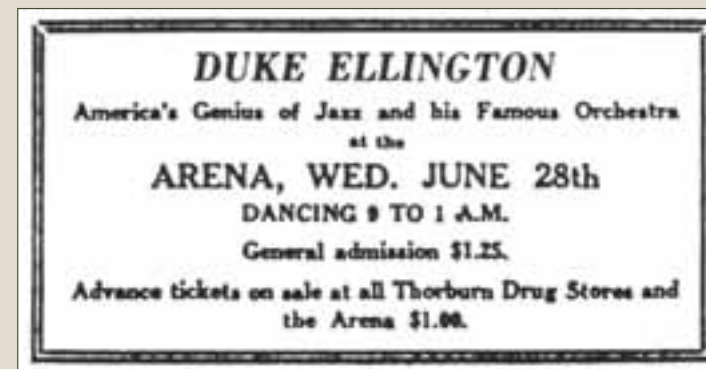
Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

DRESSED FOR THE WEATHER at the Scenic Tunnels underneath Table Rock House are Mr. and Mrs. Harry Lewis. The tunnels had been barricaded with barbed wire during most of World War Two. Inspection had revealed that they were unsafe, so new ones had been drilled through the rock. This photo was taken August 4, 1945 when the new tunnels opened.



Photo by Bud Barnett, courtesy Peggy Erwin

THE RAPIDS HOTEL on River Road in the Glenview area, August 1, 1945. At various times in its history this property was also known as the Rapids Motor Inn and the Rapids Tavern. It was the first hotel in Niagara Falls to serve food in its beverage rooms. For many years an amateur talent night was held there twice a week. It underwent major renovations in 1953, and in 1987 became the Days Inn by the Falls.



The Review (Niagara Falls, Ontario), June 20, 1944



THE MAN-A-MILE THANKSGIVING DAY RACE, October 21, 1947. Front row, left to right: Bill Campbell (coach), Pat Crole, Al Luciano, Earl White, Guy Mottola, Len Lawrence, Harry Sawdon, Charles Russell (A.A.U. Zone chairman). Back row: Dick Gullion, Pop Wiltshire, Al Ross, Doug Plummer, George Butts, Ed Sherar, Sid Diamond, Al D'Amico (captain), D. Bowles, Jack Warga, H.J. Carmichael (St. Catharines president), C.E. Browne (St. Catharines executive), Ben Prior (Reeve of Stamford), W.L. Houck (Mayor of Niagara Falls).

THE PASADENA PANTHERS of the Pacific Coast Hockey League were fortunate to have brothers Peter (at left) and Frank (at centre) Long on their team. The Longs were influential sports figures in Niagara Falls for many years. The movie "It's a Pleasure" used the Panthers as the hockey team portrayed in the film. This shot was taken during a game at the Pasadena Ice Palace arena during the 1946-47 season.





Niagara Falls Public Library (Ontario)

ON NOVEMBER 27, 1947 the last streetcars in Niagara Falls made their final run. They were replaced by a fleet of buses, operated by Canadian National Railways, such as the one shown here a few days after the change-over.

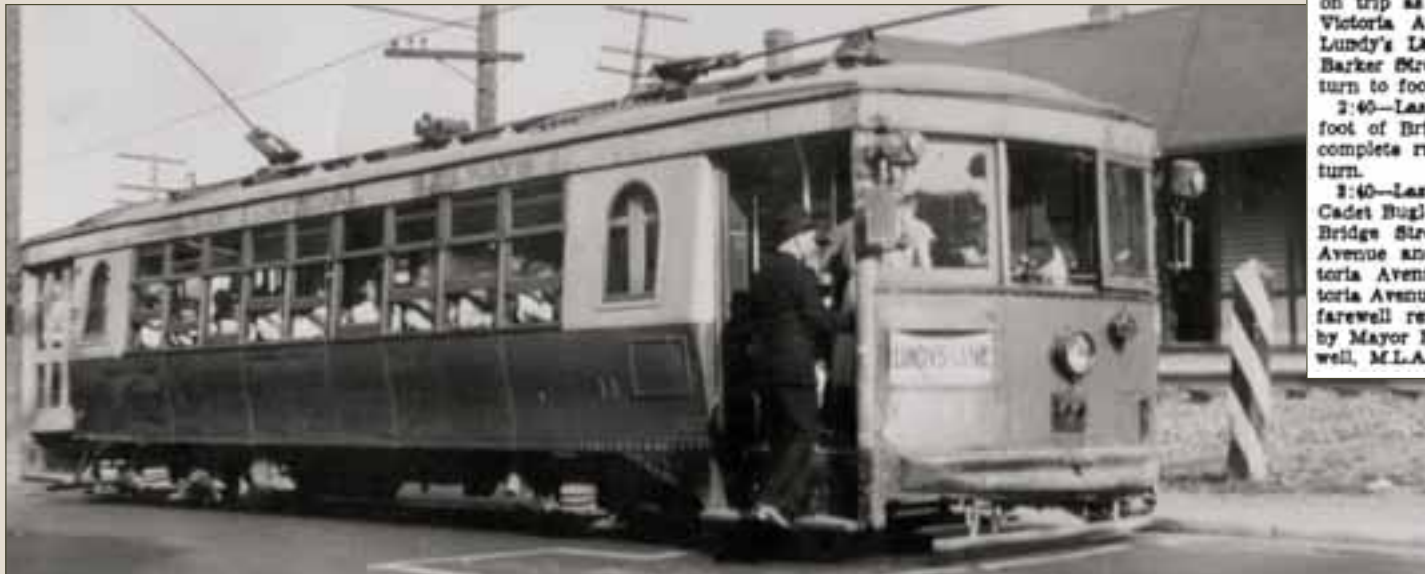


Photo by Franklin Caplan,
Lundy's Lane Historical
Museum

Farewell Cars, Busses Coming

The official programme for the "farewell to the electric street cars" and inauguration of the new busses in Niagara Falls, on Wednesday, was announced today by D. Clancy Patten, City clerk.

The programme is as follows:

12:00 Noon—Reception General Brock Hotel.

12:30 p.m. — Luncheon in Blue Room, Mayor and Council and officials of City; Reeve and Council and officials of Township; J. F. Pringle, vice-president and General Manager, Canadian National Ry. J. R. Empringham, Superintendent, N.S. & T. Railway; W. V. Bray, Assistant Superintendent, N.S. & T. Ry.; C. D. Hanniwell, Local Member Provincial Legislature; Heads of Service Clubs and Industrial Heads.

2:00 p.m.—Market Square—Busses assembled to transport all who wish on trip as follows: Queen Street, Victoria Avenue, Ferry Street, Lundy's Lane, Drummond Road, Barker Street, Main Street and return to foot of Bridge Street.

2:40—Last street car will leave foot of Bridge Street and make a complete run to Montrose and return.

3:40—Last street car, preceded by Cadet Bugle Band will leave foot of Bridge Street and travel up Erie Avenue and Queen Street to Victoria Avenue, then north on Victoria Avenue to Bridge Street where farewell remarks will be delivered by Mayor Houck and C. D. Hanniwell, M.L.A.

The Review (Niagara Falls, Ontario), November 22, 1947

PASSENGERS BOARD A STREETCAR on the Lundy's Lane route around 1947. Electric streetcars had been running in Niagara Falls since 1900, and prior to that had been horse-drawn. A number of companies had owned the city's streetcar franchise; from 1924 until 1947 it was run by Canadian National Railways, whose name can be seen over the passenger windows of this car. In 1960 the Greater Niagara Transit Commission was formed to operate public transit in Niagara Falls and Stamford Township.



Photo by Bud Barnett, courtesy Peggy Erwin

CITIES SERVICE STATION was located on Victoria Avenue at the top of Newman Hill, close to where Highway 420 now descends to the Rainbow Bridge. This shot, taken on May 6, 1946, shows some of the business activity that took place there. The service station was owned by J.K. Irwin.



Photo by Bud Barnett, courtesy Peggy Erwin

THE CANADIAN CELLUCOTTON PLANT on Victoria Avenue near Bridge Street as it looked on December 4, 1946. The plant manufactured Kleenex and other paper products for all of Canada. In 1955 the company became Kimberley-Clark Canada. In January 1978 fire gutted the building with the tragic loss of two lives. Much of the plant was demolished, and the remainder is now used for office and warehouse space.



Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

SHOT FROM THE SITE OF THE CURRENT NIAGARA FALLS REVIEW BUILDING, this is the corner of Valley Way and Morrison Street as it appeared in June 1946. The T. Eaton's building (now the site of the Niagara Falls Public Library) can be seen at the extreme right on Victoria Avenue, while McKim's service station and the Orange Hall are visible in the centre.



Photo by Bud Barnett, courtesy Peggy Erwin



Photo by Bud Barnett, courtesy Peggy Erwin



The Review (Niagara Falls, Ontario), April 9, 1946

THE HOLLYWOOD THEATRE EXTERIOR AND INTERIOR in March 1946. This Main Street theatre began life as the Web in 1925. In 1931 it became the Hollywood, and later underwent another incarnation as the Princess Theatre. The Princess closed in 1978, after which it became the Canadian Serbian Cultural Centre.

LAC. Wesley Richmond has returned to his post at Dafoe, Saskatchewan after spending a New Year's leave at his home on North Main Street.

Mr. and Mrs. H. L. Brown and son and daughter James and Marion, have returned to their home in North Bay, after spending several days with their parents Mrs. W. H. Brown, Robinson Street and Mr. and Mrs. James J. Mathews, Ellis Street.

Sapper Joe Ferro, RCE, has returned to his post, after visiting his father, Vito Ferro, Buchanan Avenue.

The Review (Niagara Falls, Ontario), January 6, 1944

LAC. Anthony Lococo, RCAF, and LAC Vincent Lococo, RCAF, are spending their furloughs at the home of their parents, Mr. and Mrs. James Lococo, Victoria Avenue.

Mr. and Mrs. David Dargie, Welland Avenue, have had as their guest, Mr. Dargie's brother, Jack Dargie, RCOG, whose home is in St. James, Winnipeg, Manitoba. He returned to his post today.

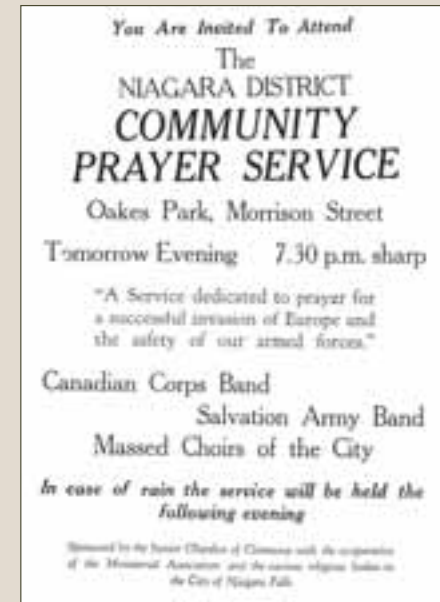
Sergeant Navigator George Black and Mrs. Black of Toronto, are spending a few days visiting Pilot Officer W. A. Green and Mrs. Green, Roberts Street.

The Review (Niagara Falls, Ontario), January 6, 1944



Ron and Joan Brown

THE MEMBERS AND BAND OF SQUADRON 126 of the Royal Canadian Air Cadets march up Clifton Hill in a 1947 parade. The group was sponsored by the Optimist Club and is still in existence. The band's leader, James Hodkin, can be seen in the lower right corner.



Lundy's Lane Historical Museum

THE MORRISON STREET UNITED CHURCH ORCHESTRA in 1946 under the direction of Captain Arthur Williams, standing at extreme right in the second row. Captain Williams directed the orchestra from 1943 to 1950 and was also the leader of the NFCVI Orchestra. Williams served in both World Wars in military and musical capacities.

The Review (Niagara Falls, Ontario), June 6, 1944



CHVC RADIO went on the air on June 1, 1947 from studios underneath the Rainbow Bridge. In 1964, ownership of CHVC changed hands and it became CJRN. This program guide from Niagara Magazine, October 1947, gives some indication of the station's highlights. Note that on Monday and Friday mornings at 10:30 the "Honeymoon in Niagara" program was broadcast.



Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)



The Review (Niagara Falls, Ontario), June 16, 1944

THE LESLIE FAMILY owned The Niagara Falls Review for many years. This photograph from June 4, 1947 shows publisher Frank Howard Leslie holding granddaughter Anne, his wife Catherine, granddaughter Jane, daughter-in-law Wyn, grandson Frank, and son Bruce. They are standing outside the Leslie home at the corner of Jepson Street and Rice Crescent.



Francis J. Peirre Collection, Niagara Falls Public Library (Ontario)

HIGH SCHOOL STUDENTS walking to class along Rice Crescent in the late 1940s. Rice Crescent ran between Jepson Street and Ryerson Crescent, and then connected with a laneway that brought travellers to the north end of the NFCVI property. This laneway was closed in the 1970s, forcing students to take the long way around.



Ron and Jean Brown

THE NFCVI CHOIR OF 1946. The distinguished gentleman sitting in the front row with his legs crossed is Principal E. J. McGirr.



Gary Kunkle

THIS RARE SHOT shows the interior of one of the Cyanamid furnace rooms as it looked in November 1945.

THIS AERIAL VIEW from the summer of 1949, looking northeast towards the Niagara River and whirlpool, shows the extent of the Cyanamid operations. In the left foreground is the corner where Stanley Avenue turns into Thorold Stone Road, showing the bridge over the hydro canal near the Cyanamid swimming pool. The Canadian National Railways marshalling yards are to the left of Cyanamid. The community right of centre is Glenview, known more informally as Silvertown. The large building in the bottom right corner of the photo is the Herbert Morris Crane and Hoist Company, built in 1917. In 1964 this became a division of Provincial Engineering, and it later operated as Unit Rig from 1970 until its closing in 1986. That property now houses Niagara Plumbing Supply and other businesses.



Francois J. Petrie Collection, Niagara Falls Public Library (Ontario)



Pat and Rosa Simon

THE NIAGARA FALLS CITY COUNCIL OF 1948. *This photo was taken in the council chambers of the old city hall, which stands in front of the modern city hall on the southwest corner of Queen and Erie Streets. Mayor Houck sits in the ornate chair underneath the Union Jacks, the official flag of Canada until the Maple Leaf flag was adopted in 1965. Houck had been the Member of the Provincial Legislature from 1934 to 1943, and again from 1948 to 1952. He then became the Member of Parliament for Niagara Falls from 1953 until his death in 1960. Front row, left to right: Alderman Grant Donald, Alderman Ernest Hawkins (later mayor), Alderman A.J. McKinley, Alderman F.J. Miller (later mayor), Alderman Harry Parm, Alderman J.G. White, Alderman W.C. MacDonald. Second row (reporters' desk): Edythe Hanan of The Niagara Falls Gazette (Niagara Falls, New York), Winnifred Stokes of The Niagara Falls Review (Niagara Falls, Ontario). Back row: City Manager W.S. Orr, Secretary Muriel Robinson, City Clerk Clancy D. Patten, Mayor William L. Houck, Magistrate John B. Hopkins, Reverend E.H. Costigan, Clara W. Twidale (former alderman), Carl Hanniwell (former mayor). Standing: City Treasurer Wilfred Soulsby, Deputy City Clerk Harold Dickson.*



Photo by L.C. Williams, Niagara Falls Public Library (Ontario)

ON MONDAY, MAY 30, 1949 a large crowd assembled on Main Street for the opening of the new Drummond Branch of the Niagara Falls Public Library. The library was officially opened by the Governor General, Field Marshall The Right Honourable Viscount Alexander of Tunis. This view shows a number of the businesses thriving on Main Street at the time. The clock at upper left belongs to the Morse & Son Chapel of Morgan Funeral Homes. This library branch closed in 1993 and became the Family Care Centre of the chapel.



Niagara Falls Public Library (Ontario)



Photo by Eddie Hodge, Francis J. Petre Collection,
Niagara Falls Public Library (Ontario)

A PICNIC PAVILION in Queen Victoria Park at the bottom of Murray Hill, October 1951. As facilities increased in other areas of the park, these pavilions were used less and less. At the same time, parking problems made them harder to get to and they were eventually torn down. The area where they used to reside was turned into a parking area for buses.



The Review (Niagara Falls, Ontario), June 17, 1949



Lundy's Lane Historical Museum

THE NFCVI ORCHESTRA around 1952. Formed in 1950, the orchestra played its first public concert in 1952. It was directed by Captain Arthur Williams, at extreme right.



Marcia Schwarz

TYPICAL OF MANY HOUSES IN NIAGARA FALLS during the 1940s and 50s, this dwelling has been converted into a “tourist home.” The young lady holding the dachshund in this 1948 photograph is Mrs. Jean Freeman.



Pat and Rosa Simon

THE ANNEX CAFÉ, a “Chinese and English restaurant” on Bridge Street, was one of many dining establishments in Niagara Falls. This interior view was taken around 1950.

To The Editor

TIME TO WAKE UP?

Niagara Falls,
Jan. 24th, 1949

The Editor,
Niagara Falls, Evening Review,
Niagara Falls, Ont.

Dear Sir.,

The misdirected letter that came into the Falls last week has prompted me to write this. Did that correspondent just leave out the Postoffice in the address or did she really think Ontario is a town in Canada. I remember my Grandmother receiving a letter from England a few years ago addressed in the same manner.

It would be funny if it was not so tragic that people outside of this beautiful Country know so little about it.

Tourists come to the border all prepared to meet bears and Indians. They ask if they would have time to see Montreal before lunch and what car they should take to see the Quintuplets, and some of them really believe that the Falls water is the same color in the daytime as it is with illumination.

It is certainly time that the Canadians woke up.

With no disrespect to the King I think the four cent stamp which is the most widely used should be printed with a map of Canada and have it that way always.

Gertrude E. Smith
905 Morrison St.
CITY

The Review (Niagara Falls, Ontario), January 31, 1949



Niagara Falls Heritage Foundation Collection, Niagara Falls Public Library (Ontario)

THIS SWEEPING VISTA FROM SEPTEMBER 1950 looking north along River Road to the Horseshoe Falls shows a number of local landmarks. On the lower right are the Rainbow Gardens where once stood the Lafayette Hotel (demolished in 1933), and beyond that stood the Clifton Hotel (now the site of Oakes Garden Theatre), destroyed by fire in 1932. Sir Harry Oakes traded this acreage to The Niagara Parks Commission for land on the south side of Clifton Hill, thus allowing further expansion of the parks. In the centre of the street stands the Pioneer Memorial Arch, also known as the Clifton Gate Memorial Arch. This was dedicated in 1938 to the memory of the pioneers who settled this area and to William Lyon Mackenzie and the Rebellion of 1837. It was dismantled after the 1967 tourist season ended. The building to the left of the arch is the Clifton Gate House, built primarily to sell souvenirs and provide a sheltered area from which to view the falls.

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FROM HERTZ
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Why not make up a party and arrange a trip to some out of town attraction? Allow your driver's license and identify yourself. Then drive away in "your own car."

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INSURED**

For long or short
trips, vacations,
Weddings, Funerals,
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and Business.

Irwin's Cities Service
Victoria Ave. and Riverway Bldg. Phone 278.

The Review (Niagara Falls, Ontario), June 10, 1949



Photo by Bud Barnett, courtesy Peggy Erwin

AN AERIAL SHOT OF THE NIAGARA FALLS MEMORIAL ARENA taken January 12, 1951. The arena opened on June 25, 1950, shortly after the Stamford Memorial Arena.



Lundy's Lane Historical Museum



Photo by Bud Barnett, courtesy Peggy Erwin

BRIGHTS WINES, January 12, 1950, looking north-north west. The thoroughfare running from the centre foreground off to the right of the photo is Dorchester Road, and the Canadian National Railways tracks are in front of the winery, with Morrison Street beginning just behind. The area beyond Morrison Street is present-day Optimist Park. Much of the winery was demolished in the 1990s to make room for the Wal-Mart, Home Depot, Zehrs, and Staples “big box” shopping area. The QEW can be seen in the upper left corner of the picture.



Photo by Bud Barnett, courtesy Peggy Erwin

A VIEW OF THE NIAGARA DRY BEVERAGES PLANT on March 16, 1950. The building was located on Ferry Street. Niagara Dry Ginger Ale was bottled here for many years along with Pepsi Cola. The plant closed in June 1971.



Sherman Zavitz

**NIAGARA DRY
BEVERAGES
ADVERTISEMENT**
from the early 1940s.



Pat and Rosa Simon

THE LARGE STAFF OF VICTORIA MOTORS at the corner of Victoria Avenue and Magdalen Street can be seen in this photo from November 1951. Victoria Motors was established in 1932 as a Ford dealership and also sold tractors and farm implements.



Dolores Kemp

THE ST. PATRICK'S JUNIOR B GIRLS' BASKETBALL TEAM OF 1951, champions of the league that year. Front row, left to right: Nancy Merstorf, Mary Lou Wallace, Dolores Geogan (captain), Angela Goddard, Margaret Molnar. Back row: Father W. Smith, Eda Pietrobon, John Mulligan (coach), Father C. Engeman, Janet Zola, Gloria Susin.

SPECIAL HOSPITAL NOTICE

Visiting regulations have been established and after years of experience found best for the welfare of patients. Help your relatives and friends confined in the hospital by observing the following:

VISITING HOURS	P.M.
Public Ward	2 - 3 and 7 - 8
Semi-Private Rooms	2 - 4 and 7 - 8
Private Rooms	2 - 4 and 7 - 8
Children's Ward—Parents only	3 - 4 and 7 - 8
Maternity Ward—Husbands and Mothers only	3 - 4 and 7 - 8

Only two visitors are allowed to visit a patient at one time.
Consider those seriously ill, please be quiet when visiting hospital.
All visitors must come in and leave the hospital by the main entrance.

Please co-operate with us in these regulations.

**GREATER NIAGARA
GENERAL HOSPITAL TRUST.**
ROBT. BUCKNER,
Administrator.

The Review (Niagara Falls, Ontario), January 31, 1949

Open Till
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Saturday
Only

FRED BOYCHUK, Prop.

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788 Victoria Ave. Ph. 3380

"EVERYTHING FOR YOUR CAR"

See-Get
Get 3.25
Amount paid
Spent 5.00
Total 8.25

The Review (Niagara Falls, Ontario), June 14, 1944



Photo by N.E. Singlerland, Francis J. Patrice Collection, Niagara Falls Public Library (Ontario)

A FALLS VIEW SCHOOL CLASS, with teacher Anne Bodanski, poses for the camera around 1950. Built on Dunn Street in 1910, the school was fortunate enough to have a full gymnasium and a swimming pool. The building is now Cavendish Manor.



Ron and Joan Brown

THE MOTHERS' CIRCLE of St. Andrew's United Church about 1950. Note the lone two men at the rear. This church was located on St. Clair Avenue where the loading dock for the main post office now stands. St. Andrew's constructed a new building on Morrison Street across from Oakes Park in 1961.

FOR SUMMER CLOTHES

To ROSBERGS

TINY BOYS' COTTON SPORT SHIRTS
1.39 to 1.98

COWBOY SHIRTS
2.49

GIRLS' PEDAL PUSHERS 2.29

BOYS' COTTON SHORTS
1.49

Children's Golden Jersey Sweaters
1.29 to 1.79

BOYS' TROPICAL SLACKS
5.95

BOYS' COTTON "T" SHIRTS
98¢ to 1.69

BOYS' ANKLE SOCKS
49¢

BOYS' SWIM TRUNKS
1.79 to 2.98

SPECIAL BOYS' UNDERWEAR 69¢

BOYS' GENUINE CORDU ROPE BELTS
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The Review (Niagara Falls, Ontario), June 9, 1949



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George Bailey

THE CROWD GATHERED for the reception of Princess Elizabeth and Prince Philip at Oakes Garden Theatre, October 14, 1951. The American Falls can be seen in the background. The official party is at the centre of the picture. Note the intrepid on-looker perched in the trees at the left.

PRINCESS ELIZABETH AND PRINCE PHILIP leave Table Rock House with Mayor Hawkins, at far right.



Program And Itinerary For Royal Visit, Oct. 14

		Arrive at C.N.R. Depot, Met by His Worship the Mayor at Mrs. Hamilton.
10:05 a.m.		Inspection of Guard of Honour.
10:15 a.m.	3 miles	Depart for Christ Church via Bridge Street and River Road.
10:20 a.m.		Arrive at Christ Church.
10:25 a.m.		Church Service.
10:30 a.m.		Church Service ends.
10:35 a.m.		Depart via Clinton Avenue, Queens Street, Valley Way, Victoria Avenue, Clinton Hill to Oakes Garden Theatre entrance.
	21 miles	
10:35 a.m.		Arrive at Oakes Garden Theatre.
11:40 a.m.		Address of welcome by Mayor Hamilton. Presentation of bouquet to Her Highness The Princess Elizabeth. Presentation of guests.
12:00 noon	8 miles	Depart from Oakes Garden Theatre via Park Road to Table Rock House.
12:30 p.m.		Arrive at Table Rock House. Leave cars and view Horseshoe Falls and American Falls.
12:40 p.m.		Proceed to Table Rock House on foot and take tunnel trip.
1:05 p.m.		Enter cars and depart via Park Road, River Road, Bridge Street to C.N.R. depot.
	2.5 miles	
1:25 p.m.		Arrive at C.N.R. Depot.
1:30 p.m.		Entraine and depart.

The Review (Niagara Falls, Ontario), October 11, 1951

Niagara Falls Public Library (Ontario)

PRINCESS ELIZABETH AND PRINCE PHILIP LEAVING NIAGARA FALLS. *The Prince and Princess had attended church services earlier that day at Christ Church, been the guests of honour at a reception at Oakes Garden Theatre, and toured the falls area.*



F.H. Leslie Collection, Niagara Falls Public Library (Ontario)

AN INTERIOR VIEW OF THE *Toronto Powerhouse generating station control room in 1952. From left to right are Ron Yorke, Bill Gough, V. Fraser, E. Glennie, and J. Hodges. Yorke was a member of the local militia and went on to become Lieutenant-Colonel Yorke, the commanding officer of the Lincoln and Welland Regiment.*



Gary Konkle

THE OFFICIAL OPENING OF *carbide furnace number five at Cyanamid, August 20, 1952. George Inglis, mayor of Niagara Falls from 1940 to 1946, sits at the far left of the front row.*

Production Line Winners

Clothes that you will like to work in because they can take it! They're built for action.

MACKINAW'S
Suits 12 to 14 1/2 sizes
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HELP WANTED
BLOOD DONORS NEEDED
Thousands of blood donors are needed each week to supply life-saving serum for the Armed Forces. Give a unit of blood to save a life. For appointment call Red Cross Blood Donor Service.

MARSHALLS **MEN'S SHOP**
PETE MARSHALL
THE MACH. PHONE TWO

The Review (Niagara Falls, Ontario), January 20, 1944



Photo by Bud Barnett, courtesy Peggy Erwin and Ontario Hydro

A WORKER INSPECTS THE INTERIOR of one of the tunnels that snake underneath the city to carry water from Chippawa to the Sir Adam Beck-Niagara Generating Station Number Two at Queenston. This photo from March 29, 1953 demonstrates the enormity of this massive construction project that began in 1950 and did not reach completion until 1958.



The Review (Niagara Falls, Ontario), January 28, 1944



Pat and Gary Ward

WAITING IN LINE TO SEE “PETER PAN” in air conditioned comfort at the Seneca Theatre on Queen Street in 1953. In the centre of the photo is Ruth Ward, with her grandson Gary Ward. Ruth was married to the Seneca’s manager, John “Jack” Ward.



George Bailey

DAVE GARROWAY’S “TODAY” MORNING SHOW was broadcast from the eleventh floor balcony of the General Brock Hotel on June 26, 1953. Over the course of the three hour show, two eight minute segments per hour were shot at this location. Honeymooners were rounded up and paraded before the cameras for these segments.



Maid of the Mist Steamboat Company Ltd.

MARILYN MONROE came to Niagara Falls for two weeks in June 1952 to film the movie "Niagara" with co-star Joseph Cotten. In the film their characters stayed in the "Rainbow Cabins" in Queen Victoria Park. Much to the chagrin of tourists who still ask where the accommodation was located so that they might also stay there, the cabins were part of a set built solely for the purpose of filming "Niagara." Many Niagara Falls residents were used as extras for the film. Here, Marilyn poses on the rocks near the Maid of the Mist landing.



Lundy's Lane Historical Museum

FOR MANY DECADES
Oakes Garden Theatre has provided a romantic setting for wedding photographs. This postcard view of the property dates to 1950. The Foxhead Hotel can be seen in the background.



Lundy's Lane Historical Museum

THE T. EATON COMPANY
was a prominent department store in Niagara Falls for many decades. Originally known as the Canadian Department Stores Limited, it was built in 1929 and demolished in 1971. The Niagara Falls Public Library stands on the site today. This postcard view of the retail emporium dates to about 1950.



Niagara Falls Chamber of Commerce, courtesy Kim Bredin