

## 1964 - 1973

# *The Modern Metropolis*

### NEW BOUNDARIES, OLD CHALLENGES

As 1963 was ending problems familiar to us today faced the newly expanded city: traffic congestion, downtown and urban renewal, endless discussions of a new civic centre, the erosion of the city's industrial base, and the struggle to enter the modern 1960s decade. The next 10 years would see some of these problems addressed while others, such as the closing of local factories like Dominion Chain and Kimberly-Clark, provided an ominous warning of future difficulties brought on by an eroding industrial base. The modern city did emerge; a new city hall opened in 1970, a new fire hall was erected, plans were made for a new public library on the site of the old T. Eaton's building, and a \$4.5 million pollution control plant was dedicated in 1964. The Oneida Tower opened in 1964 as did its "big brother," the Skylon Tower, in 1965. 1966 saw the impressive, modern, Michael's Inn and the new Sheraton Foxhead Hotel open their doors for business. In 1965 a massive blackout paralysed the Eastern Seaboard, caused by a transformer defect at the Sir Adam Beck-Niagara Generating Station. 1966 also saw the establishment of the Hollywood Wax Museum and Canadia, a unique miniature attraction. We celebrated Canada's centennial year, 1967, with our local Member of Parliament, Judy LaMarsh, who was not only Secretary of State but also chaired centennial celebrations across all of Canada. The Centennial Square with its water molecule fountain and dancing waters was a major project for the centennial. In 1968 the new Holiday Inn by the Falls opened to visitors to the city, as did the Space Spiral on Clifton Hill and Houdini's Hall of Fame. We lost some old friends, too. A portion of Mount Carmel burned in 1967 and was later demolished. The old ravine tunnel connecting Niagara Falls and St. Davids was buried, and a new road built. No longer could you "hoot the horn" and enjoy the mock train whistle sound that resulted as you drove through. The Pioneer Memorial Arch was also dismantled that year, after only 30 years adjacent to Oakes Garden Theatre, a victim of traffic congestion. Much of the century-old Monroe fruit farm at the corner of Dorchester and Thorold Stone Roads was sold to make way for new subdivisions.

The amalgamation of Stamford Township with the city in 1963 was just the

beginning of geographic and political change. In 1970, the Village of Chippawa, the Township of Willoughby, and parts of Crowland and Humberstone townships joined the City of Niagara Falls. All townships and counties gave way in 1970 to the new "regional" system and locally we saw Lincoln and Welland counties become the new Regional Municipality of Niagara, blending 26 municipalities into 12. The city saw the election of three different mayors over this decade. Franklin Miller was defeated by Robert Keighan at the close of 1964, but re-elected in 1966, and Mayor Miller served two more terms until former Chippawa reeve, George Bukator, won the mayoralty race in 1972. Our schools saw changes too. After the new Battlefield School opened in 1971, the old S.S. Number Six on Lundy's Lane became the site of the first McDonald's restaurant. John Marshall School opened in 1969, the first "open concept classroom" in the city, and in 1971 the new Simcoe Street School began accepting students. Glenview School, already closed for a year, was demolished in 1971.

The new Falls Industrial Park opened on Stanley Avenue in 1968 and, despite discouraging industrial prospects in Niagara Falls, Cyanamid, the Ford Motor Company, Lubrizol, Zippo, and Brights Wines all saw some growth or expansion of their facilities. Although Norton and the Carborundum Company increased their staff in the early 1970s, it was clear that the economic base of the city was changing as employment in the industrial sector steadily decreased. 1973 ended with the destruction by fire of the Woodstream Corporation on Ellen Avenue.

A decade of contrasts: changed political and geographic boundaries, new threats to industrial employment, new opportunities in tourism, old challenges for the downtown, increased traffic and, for many of us, the first opportunity to actually see Niagara Falls run dry from the new revolving dining room of the Skylon Tower (in 1969 the water over the American Falls was diverted by the American Army Corps of Engineers in order to study the rockfall at its base).

## 1964

- the population of Niagara Falls was 53,352
- local grocers charged:
  - 50.5-55¢/lb for butter in winter;
  - 49-55¢/lb in summer
  - 39-79¢/lb for beef in winter;
  - 33-79¢/lb in summer
  - 45-49¢/10 lbs for potatoes in winter; 79-89¢/10 lbs in summer
  - 45-47¢/dozen for eggs year-round
  - 65¢-\$1.19/10 lbs for sugar year-round
- there were 2,028,528 passenger automobiles registered in Ontario
- bread cost between 16.5 and 25.5¢/loaf according to sale prices and variety
- a half gallon of fresh milk cost 39¢
- booster cables were sold for \$1.33, and anti-freeze \$2.29/gal at the B.F. Goodrich on Valley Way
- Rosbergs offered its customers a wonderful new product called a “snow thrower” for \$89.95
- Mazola corn oil was 79¢/32oz, and Gerber Baby Foods 35¢/three jars at Stamford Super Save Markets
- aluminum lawn chairs cost \$4.97, and aluminum chaises \$8.97 at Zellers
- L&M Appliances Limited sold Frigidaire automatic washers for \$248.00 and dryers for \$379.00
- a baby’s crib was \$29.97 at the Playtime Store at Stamford Green Shopping Centre

## 1969

- Playtex rubber gloves cost 98¢, and Easy-On Spray Starch 69¢/24oz tin at the A&P grocery

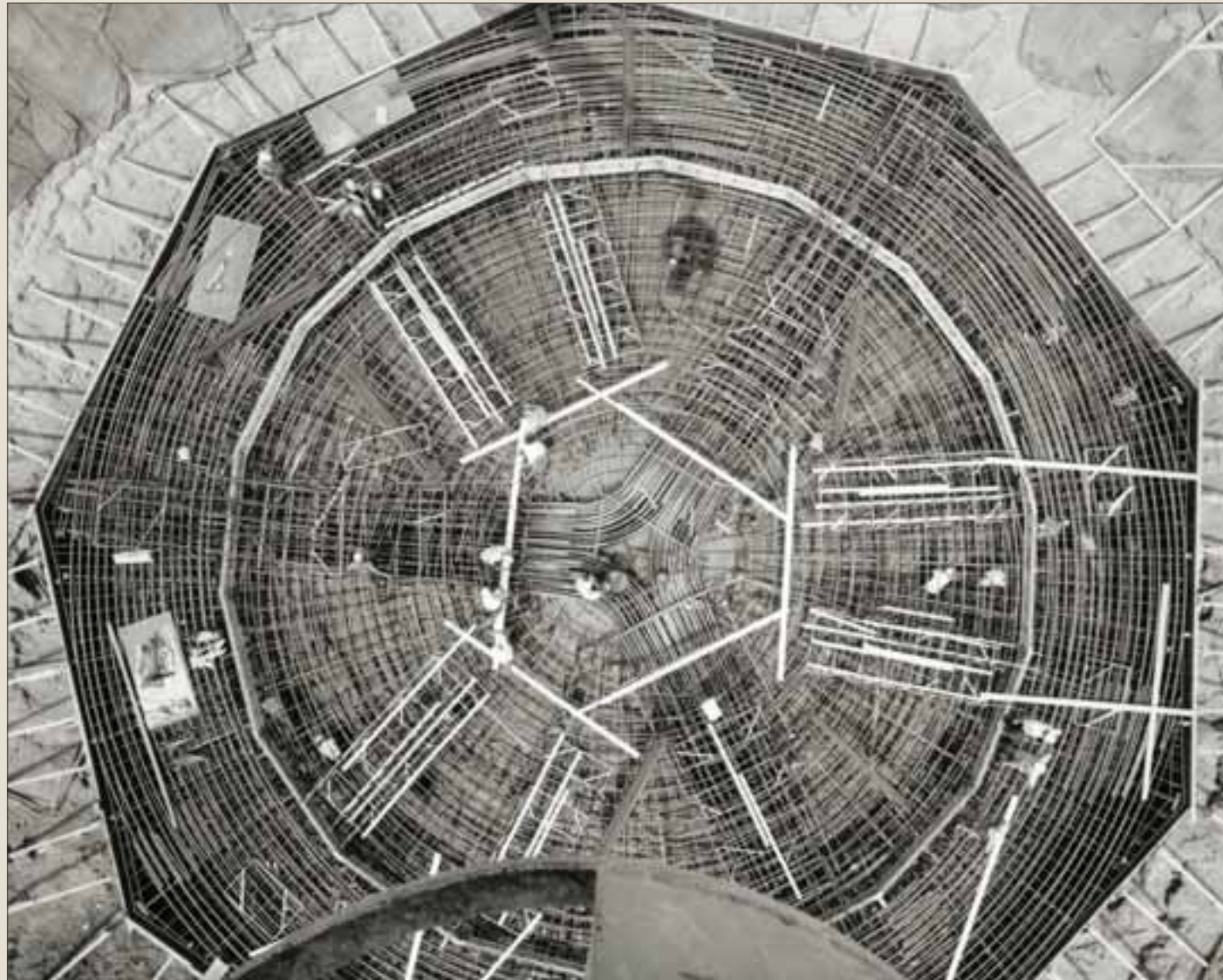


Photo by James Studio, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

**THE SKYLON TOWER OPENED ON OCTOBER 6, 1965.** *These photos show its construction throughout 1964. Located on 13 hectares (32 acres) above Queen Victoria Park, the 159 metre (173 yard) structure boasted a revolving dining room, three elevators, and observation facilities to accommodate 1,500. It was the tallest reinforced concrete structure in the world at the time of its opening and cost \$12 million to build. Its bright yellow elevator cars travelling on the exterior of the building have become local icons. This aerial shot shows the tower’s base under construction.*



Lundy's Lane Historical Museum



Lundy's Lane Historical Museum



Lundy's Lane Historical Museum



Photo by James Studio, Niagara Falls Public Library (Ontario)

THE SKYLON TOWER SHORTLY AFTER ITS OPENING IN 1965.

**1969** *cont'd*

- Woolworth's on Queen Street sold women's shift dresses for \$2.99
- return fare from Niagara Falls to Vancouver on a Gray Coach bus would take \$92.00 out of your vacation budget
- a season's pass for swimming in the Cyanamid pool was \$10.00 for adults, \$6.00 for teenagers age 13 to 19, or \$3.00 for children 12 years and under
- cabinet radios and record player units, with or without a built-in bar option, ran between \$79.00 and \$248.00 at Leon's
- Band-Aid plastic adhesives were 69¢/50, Secret deodorant was 79¢, and Head & Shoulders shampoo was \$1.39 for the large, family-size bottle at the Red and White chain
- admission to an evening of roller skating at the Niagara Falls Memorial Arena cost a mere 50¢

**SOURCES:**

*Historical Statistics of Canada*. 2nd Ed.

Niagara Falls Public Library (Ontario)

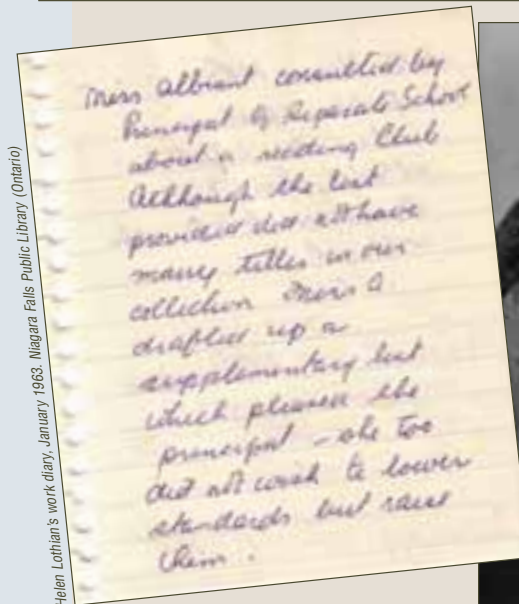
*The Review* (Niagara Falls, Ontario), January 2, 1964; January 8, 1964; January 15, 1964; January 22, 1964; January 29, 1964; June 2, 1964; June 3, 1964; June 10, 1964; June 17, 1964; June 24, 1964; July 15, 1964; January 8, 1969; January 15, 1969; January 21, 1969; June 11, 1969; June 14, 1969; June 15, 1969.



**THE ANNUAL  
CYANAMID COMPANY  
PICNIC AROUND 1965.**

*The main attraction was the Cyanamid pool. It operated between 1937 and 1971, and was 64 metres (70 yards) long by 32 metres (35 yards) wide. It had a mud and gravel bottom and boasted a beautiful, sandy beach. At its peak the pool attracted large crowds everyday.*

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



Helen Lothian's work diary, January 1963, Niagara Falls Public Library (Ontario)



Niagara Falls Public Library (Ontario)

**MISS HELEN LOTHIAN** with a group of children at the Niagara Falls Public Library, located at the corner of Armoury Street and Victoria Avenue. Miss Lothian was the children's librarian from 1941 until her retirement in 1976. This photo dates to about 1964.

**FIRST CALLED THE UNION CHURCH,** *Kitchener Street United Church, as it was later known, was established in 1915. In 1920 the congregation's familiar and distinctive house of worship was built. In 1925 the assembly joined the United Church of Canada. Here the women's association enjoys a social to celebrate the church's fiftieth anniversary in 1965.*

Mr. and Mrs. Ross Blew and children of Ashville, North Carolina, Mr. and Mrs. Andy Blew of Burlington, and Mr. Douglas Blew, who attends University of Toronto were holiday guests of their parents, Mr. and Mrs. E. R. Blew, River Road, Miss Winifred Smeaton of Toronto, sister of Mrs. E. R. Blew, was also a guest over the holiday.

Miss Bonnie Young, Portage Road N., has returned from spending the holiday season in Brantford, the guest of Mr. and Mrs. C. Hill.

Miss Mary Lou Harrington, who is on the teaching staff of Westdale High School in Hamilton, was a holiday guest of her mother, Mrs. S. Harrington and also her aunt, Mrs. M. Healey, Dawlish Avenue.

Mr. Gary Ryder has returned to the University of Toronto after spending the holidays with his mother, Mrs. S. Ryder, Crawford Street. Other holiday guests with Mrs. Ryder were her sister-in-law, Mrs. Glenn Hutchinson of Sorel, Quebec and Mrs. Don Hutchinson and children of King, Ontario.

The Review (Niagara Falls, Ontario), January 2, 1964



Niagara Falls Public Library (Ontario)

**Gino's**  
Semi Annual  
PERM SPECIAL

Reg. 12.50 ..... **\$7.95**  
Reg. 15.00 ..... **\$10.95**  
Reg. 20.00 ..... **\$12.95**

Call For Your Appointment Today

**Gino's** Party at Free Parking  
1425 VICTORIA AVE. EL. 4-8812

The Review (Niagara Falls, Ontario), January 8, 1964

**TONIGHT**  
Women's Hospital Auxiliary annual card party, Nurses' Residence, 8 p.m.  
YMCA Activities: Men's Physical Fitness and Men's Swimming Class, registration night, Falls View school, 7.30 p.m.; Hi-Y Club: Alpha Sigma, Delta Zeta Phi, Delta Gamma, Alpha Delta, Alpha Zeta, 7.15 p.m.; weightlifting, 7.30 p.m.; "Nuts to Butts" Society meeting, 8 p.m.

**THURSDAY**  
Christ Church W.A., all day work meeting, parish hall, 10 a.m.  
Golden Hour Club, St. Paul's English Lutheran Church hall, 2 p.m.  
Happy Hour Club, Memorial hall, 2 p.m.  
Mary Martha Society, Stamford Presbyterian Church, 8 p.m.  
St. Andrew's United Church: Youth Choir, 4.30 p.m.; Midget Boys' basketball, 7.30 p.m.  
Kitchener St. United Church, Explorers, 6.15 p.m.  
St. Paul's English Lutheran Church Scouts, 7 p.m.  
YMCA Activities: Travelling Ski Club, orientation meeting, 7.30 p.m.; Adult Education Centre: Oriental Rug Weaving, Ballroom Dancing, Art and Sketching, 8 p.m.; weightlifting, 7.30 p.m.; Technicians Club, 4 p.m.

The Review (Niagara Falls, Ontario), January 29, 1964



Brian Mulligan

**NFCVI BASKETBALL TEAM, 1964, ONTARIO CHAMPIONS.** Front row, left to right: J. Stuart, G. Saddler (co-captain), D. Hudson (co-captain), J. Lundy, B. Vukmanich. Back row: J.V. Rose (coach), J. Saddler, D. Crowe, H. Triano (coach), B. Chisolm, B. Mulligan, V.F. Fullerton (principal). Absent: R. Magda.



Beryl McGarry

**WHILE THE MCGARRY FAMILY** has been well-known for producing generations of physicians in Niagara Falls, some members of the family also became renowned as trapshooters. Here we see Dr. Howard McGarry, right, and his three sons, from left, Ron, Rick, and Carl, circa 1965. Dr. Howard introduced his sons to trapshooting at a young age, and they went on to win numerous provincial, national, and international awards.



Niagara Falls Public Library (Ontario)



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

**THE BEAUTIFUL OLD CURTAIN OF THE QUEEN THEATRE**, later renamed the *Capitol*, came to light just prior to the structure's demolition in 1964. Many residents felt the loss of this old friend. Built in 1913 by Albert Huttelmayer and his two brothers, it had 612 wooden seats when it first opened. The theatre had the distinction of showing the first “talkie” movie to come to the city in 1929.



Niagara Falls Public Library (Ontario)



Niagara Falls Public Library (Ontario)



Niagara Falls Public Library (Ontario)

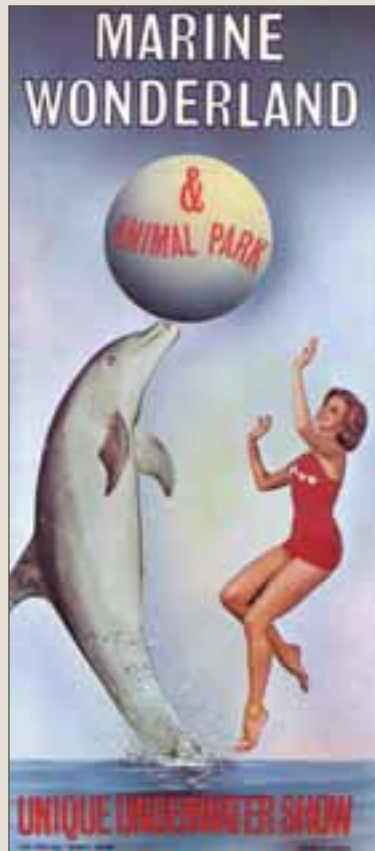
### **THE \$1,000,000 FALLSWAY HOTEL**

*officially opened in September 1956 on Clifton Hill. The hotel had 72 rooms, each with individual heating and air conditioning controls, private baths, and televisions. These pictures of its facilities date to about 1965.*

## THE FOXHEAD INN AND CLIFTON HILL IN 1965.

*The Foxhead, located on the northwest corner of Clifton Hill and Falls Avenue, was built by Howard Fox in 1925 in an English Tudor style. In 1959 part of the property was converted into Tussaud's Wax Museum. The rest of the*

*building was demolished and a new 14-storey Foxhead was constructed on the site in 1966.*



Niagara Falls Public Library (Ontario)

**AN EARLY ADVERTISING BROCHURE** for Marineland, circa 1965. John Holer, owner and president, changed the name to Marineland and Game Farm when he announced a \$500,000 addition in 1965.



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

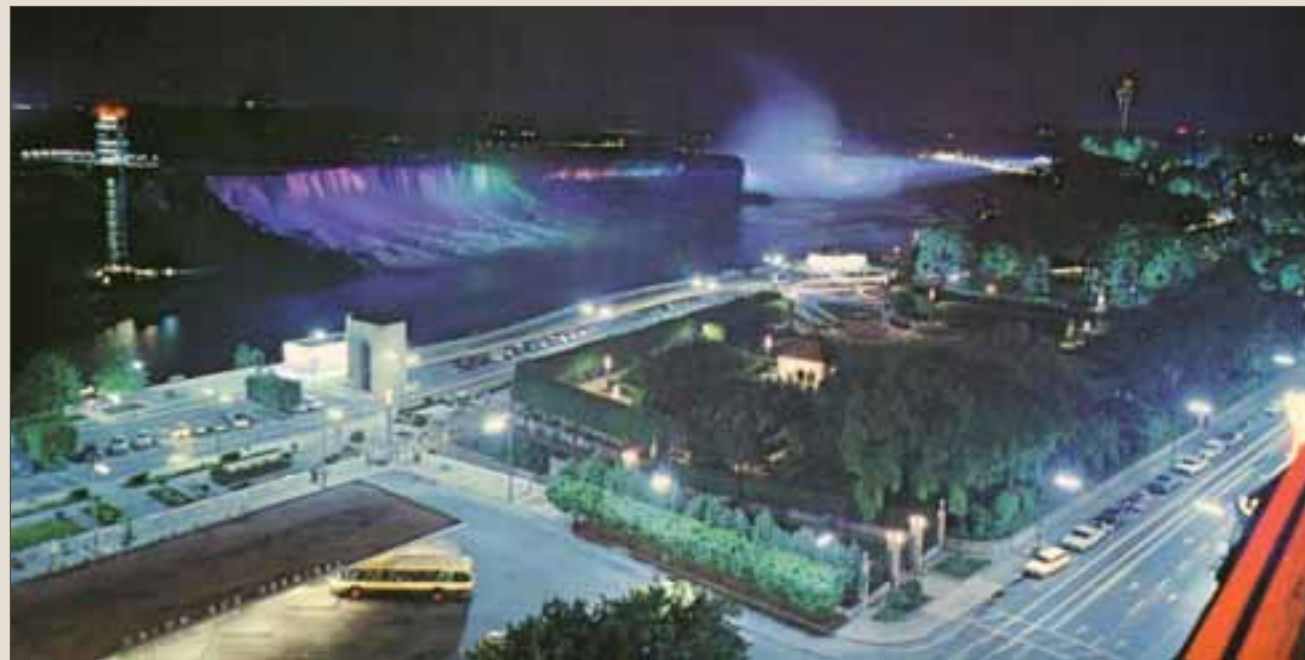


Photo by Jack Bain, Niagara Falls Public Library

**A VIEW TAKEN FROM THE FOXHEAD HOTEL AROUND 1966.**



Don and Mary Carrel

**THE STREETScape ON QUEEN STREET IN MAY 1965.** *Queen Street in the 1960s was home to many fine shops and stores, including Mitchell's Ladies Wear, Woolworth's, Tip Top Tailors, Gullion's Mens Wear, Agnew-Surpass Shoe Stores, and Reward Shoe Stores, and the Cinderella Shoppe with the redoubtable Mrs. Sugarman in attendance.*



Don and Mary Carrel

**ROSBERGS WAS OPENED IN OCTOBER 1919** at 78 Erie Avenue by Jacob Rosberg and Gertrude Rosberg Carrel. Owned and operated by three generations of the Rosberg family, it was a familiar and beloved sight for much of the century. The store was renovated in 1922, again in 1938, and a new addition was opened in 1951. Rosbergs closed its doors amidst local disbelief, shock, and loss in December 1988. This picture dates to the spring of 1965.

**HOOVER Anniversary SPECIALS!**

**HOOVER FLOOR POLISHER**

This full 13" sweep is made with soft of floor care. Washable, combination brushes have tough inner bristles for scrubbing. Soft outer bristles polish floors of any grain.

**\$27<sup>77</sup>**

AS LOW AS \$1.25 WEEKLY

**HOOVER "DELUXE CONSTELLATION"**

Powerful "Rapid Action" Cyclonic action cleans completely with rug and floor suction. Durable brush, upholstery tool, crevice tool and hose extension. Color: Green Red & White.

**\$49<sup>95</sup>**

AS LOW AS \$2.00 WEEKLY

**HOOVER "LARK"**

The new, modern Lark is perfect for quick clean-ups. It weighs just 7 lbs., yet has plenty of suction for both floor and rug cleaning. Full year warranty.

**\$34<sup>95</sup>**

AS LOW AS \$1.50 WEEKLY

**HOOVER "TWO THOUSAND"**

The compact new cleaner has a powerful motor for greater suction. Small head, wheels, and 3 markings. Comes complete with rug and floor nozzle, upholstery brush, crevice tool and extension.

**\$69<sup>95</sup>**

AS LOW AS \$2.75 WEEKLY

**HOOVER "CONVERTIBLE SPECIAL"**

The model offers a full 13" sweep with exclusive Hoover Triple Action cleaning. It turns the head down and out and swivel head is the convertible bag. A full set of furniture and drapery tools is available.

**\$59<sup>95</sup>**

AS LOW AS \$2.35 WEEKLY

**Firestone STORES**

A division of PRESCOTT TIRE & RUBBER Company of Canada Limited

VICTORIA AVE. AT QUEEN ST. EL. 4-7491

OPEN TONIGHT 'TIL 9

The Review (Niagara Falls, Ontario), June 3, 1964



Photo by Ron Roels. Francis J. Petrie Collection. Niagara Falls Public Library (Ontario)

**A BUSTLING SCENE ON QUEEN STREET AROUND 1970.**  
*Christmas shoppers still flocked to the excellent downtown stores at this time.*

TAMBLYN	
60th ANNIVERSARY	
SALE	
CONTINUES ALL THIS WEEK	
SPECIAL VALUES	
ENO FRUIT SALT	89
BAN Deodorant	87
NOXZEMA	1.18
Tamblyn Tissues	2:49
ASPIRIN	67
GOLF BALLS	3:1.39
VASELINE	57
LISTERINE	78
BABY POWDER	78
Dodds Kidney Pills	64
HAIR DRYER	8.99
TONI	1.42
495 QUEEN ST.	

The Review (Niagara Falls, Ontario), June 3, 1964



Photo by James Studio, courtesy Don Beaupit

### THE LAWN BOWLING CANADIAN CHAMPIONS OF 1965.

Left to right: Bill Gilbert, Fred Margante, Jim Smart, Don Beaupit.

**CANADIAN NATIONAL**

**NEW RAIL FARES**

Examples one way: **RED WHITE BLUE**

Niagara Falls to			
<b>TORONTO</b>	\$2.20	\$2.70	\$3.20
<b>VANCOUVER</b>	\$43.00	\$47.00	\$51.00

(INCLUDE TAX AND BUSINESS FARE WHERE APPLICABLE)

ALL COACH SEATS ON SUPER CONTINENTAL RESERVED IN ADVANCE AT NO EXTRA CHARGE

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The Review (Niagara Falls, Ontario), January 15, 1964



Photo by H. Moritz, Niagara Falls Public Library (Ontario)

**CANADA MINIATURE VILLAGE**, pictured here in 1970, was located off Dorchester Road on a 4.4 hectare (11 acre) site. The models there represented a microcosm of Canada, featuring scaled replicas of the Parliament Buildings, the Halifax Citadel, and the Welland Canal. The site officially opened July 12, 1966. This short-lived attraction closed in the fall of 1970 when the property was sold for commercial development.



Photo by Don Sinclair, courtesy Irene Bridges

### NIAGARA FALLS DISTRICT SENIOR WOMEN'S CURLING CHAMPIONS, 1965.

Also Ontario finalists, they are, left to right: Eileen Young, Aileen Kelsall, Irene Bridges, Eileen Dorst.



**THE NIAGARA FALLS FLYERS HOCKEY TEAM OF 1964-65,** *Memorial Cup champions of that year. Front row, left to right: Bernard Parent, Bill Long (coach), John Arbour (assistant captain), Ted Snell (assistant captain), Dave Woodley (captain), Gilles Marotte (assistant captain), Doug Austin (The Niagara Falls Review sports editor), Doug Favell. Second row: Barry Wilkins, Derek Sanderson, Bill Goldsworthy, Dr. M.F. Williams (club physician), Leighton (Hap) Emms (owner-manager), Dr. Gord Powell (club physician), Guy Allen, Jean Pronovost, Bud Debrody, Barry Keast (trainer). Back row: Mike Sherman, Ricky Ley, Bobby Ring, Jim Lorentz, Rosaire Paiment, Don Marcotte, Steve Atkinson, Brian Bradley, Andre Lajeunesse. A number of these players went on to become NHL stars.*

Kivanas Collection, Niagara Falls Public Library (Ontario)



Photo by McDermid Studios Limited, courtesy Mary Godak

**THE NIAGARA FALLS FLYERS** *pose with their entourage in Edmonton in 1965, just after their Memorial Cup win. Mayor Franklin Miller travelled with the team to this important playoff series, and stands at far left in the second row. The Flyers went on to win the Memorial Cup again in 1967.*



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

**THE ENTRANCE TO THE HOLLYWOOD DRIVE-IN THEATRE** on Kalar Road in July 1970. The last structures on the property were levelled in December 1984, bringing to a close decades of drive-in movie popularity in the city.



The Review (Niagara Falls, Ontario), June 10, 1969



Photo by Ron Roels, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

**THE MONTROSE MOTEL**, seen here in November 1969, started its life as a unique, nautical-inspired accommodation. Built by Alexander Kovacs in 1948, it stood on Montrose Road near McLeod Road and faced the QEW. Known as the S.S. Montrose Motel, it possessed eight units and a large goldfish pond at its entrance. The property, which also had six small cabins and a coffee shop, was purchased by Ted Stelmaszynski in 1957. He gradually expanded the operation into what became known as the Montrose Motor Inn. The "ship" was demolished in 1962. Today The Peninsula Inn and Resort stands on the site.



The Review (Niagara Falls, Ontario), January 2, 1964



Lundy's Lane Historical Museum

**THE A&W RESTAURANT** on Lundy's Lane in 1965. One of the first fast food restaurants in town, the site is now a shopping plaza located between the Pioneer gas station and the Tim Hortons at the intersection of Lundy's Lane and Kalar Road.

**THE F.H. LESLIE MUNICIPAL POOL** in the summer of 1972. The pool opened in 1928. A plaque honouring Leslie was unveiled in the surrounding park in 1965 and reads "In appreciation for the outstanding service to the City of Niagara Falls as a publisher and citizen and for his foresight in making available lands for the swimming pool on this park site." A wading pool and playground equipment accompany the pool.



Photo by Ron Roels, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)



Photo by Ron Roels, The Review (Niagara Falls, Ontario)

**AN AERIAL VIEW OF A.N. MEYER HIGH SCHOOL**, on O'Neill Street, taken April 19, 1972. The school was opened in September 1957 and was extremely modern for its time, possessing an academic wing, a vocational wing, a public announcement system, and a double gym. It was named for Albert Nicholas Myer, a longtime principal of Stamford Collegiate.



The Review (Niagara Falls, Ontario), January 29, 1964



The Review (Niagara Falls, Ontario), June 13, 1969

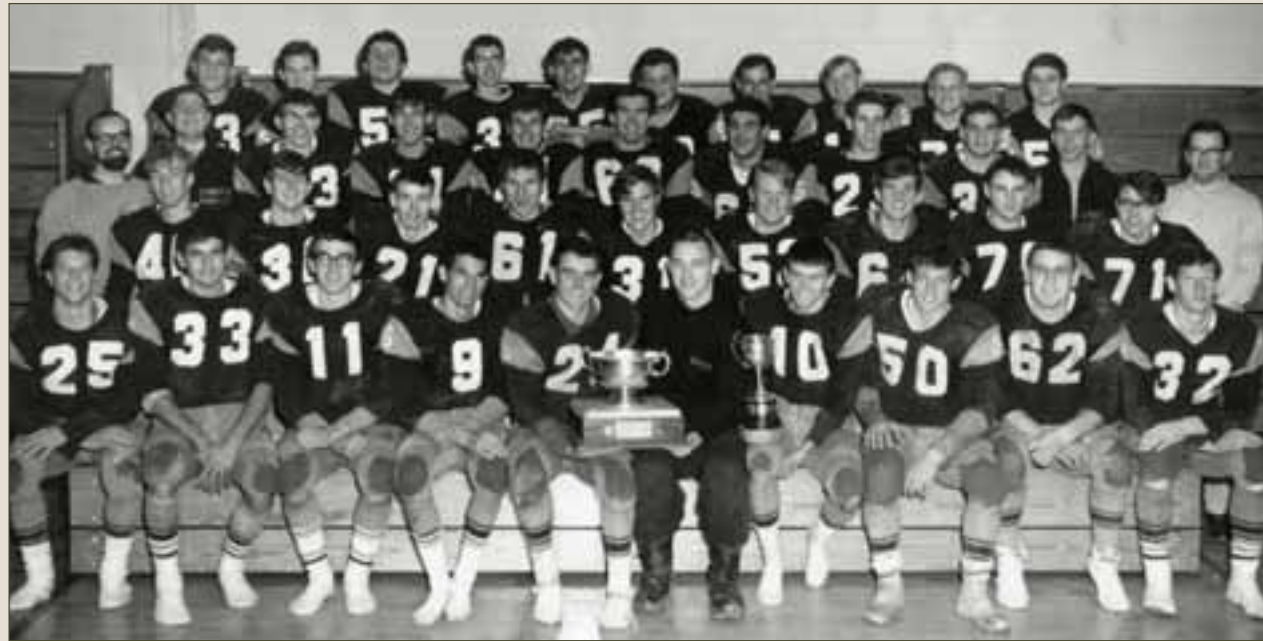
**IAN'S GIRLS' SOCCER TEAM, 1973.** This was the first year that a girls' soccer league played within the city. Front row, left to right: Ginny January, Nancy Vandergriendt, Terry Burns, Lori Georgicoff, Valeria Dudla, Joan Kelso. Second row: Paisley January (coach), Jackie Hopkin, Jody Gienow, Lori Lefevre, Jackie Graham, Beverly Allen, Allan January (coach). Back row: Gabrielle Kozic, Jenny Royer, Sandra Allen, Julie Horrath, Shelley Blain, Mary Ellen Howe.



Photo by Ron Roels, courtesy Paisley January-Poole

### THE 1966 SCVI FOOTBALL TEAM, ZONE FOUR SENIOR FOOTBALL SOSSA CHAMPIONS.

*Front row, left to right: Don Trapasso, Bud Fisher, John Radolli, Joe Barillari, Ron Sunstrum, Douglas Aitchison (coach), Eric Atkinson, Ken Schman, Chris Long, Ross Christian. Second row: Brent Zimmermann (assistant coach), Jim Bredin, Bob Wilson, Rich Judge, Bob Hayes, Ernie Smith, Ed Fraser, Roger Castle, Paul Newton, Kent Patterson. Third row: Frank Malewski, Dennis Moody, Jim Hill, Frank Gauthier, Bruce Ward, Ross Manno, Vic Ceccato, Doug Angle, Tom Gorham, Donald Pierson (assistant coach). Back row: Rob Feldman, Brian Donahue, Joe Artista, Brian Gastaldi, Joe Pidhurskyj, Doug Milich, Ron Serotiuk, Bill Johnson, Rick LaRush, Murino Radolli.*



Chris Long

### LUNDY'S LANE UNITED CHURCH WOMEN'S BASKETBALL TEAM, 1970, CITY CHAMPIONS.

*Front row, left to right: Debbie McIntosh, Beverly Sauer, Gloria Taylor, Joanne Whidden. Back row: Harold Biggar, Sally McKay, Trish Russell, Jeanne Hamilton, Nada Yovanovich, Jean Fear, April English, Reverend Kenneth Moyer.*



Lundy's Lane United Church



Vincor International Incorporated

**BRIGHTS WINES DELIVERY TRUCKS** and drivers ready to go in 1971. T.G. Bright started the Niagara Falls Wine Company at 49 Front Street East in Toronto in 1874. In 1890 he decided that the plant and wine cellar should be located closer to where the winery's grapes were grown, and operations were soon relocated to the Falls. The business' name was officially changed to T.G. Bright and Company Limited in 1911. The original wine cellar, off Dorchester Road, was built to hold 189,500 litres (50,000 gallons) of wine. By the time Harry Hatch purchased the company in 1933 its wine storage capacity had grown to over 15 million litres (four million gallons). Zehrs now sits on the winery's original site. Brights Wines is now part of Vincor International, with its Niagara Falls facility located immediately south of the company's earlier location



Niagara Falls Public Library (Ontario)

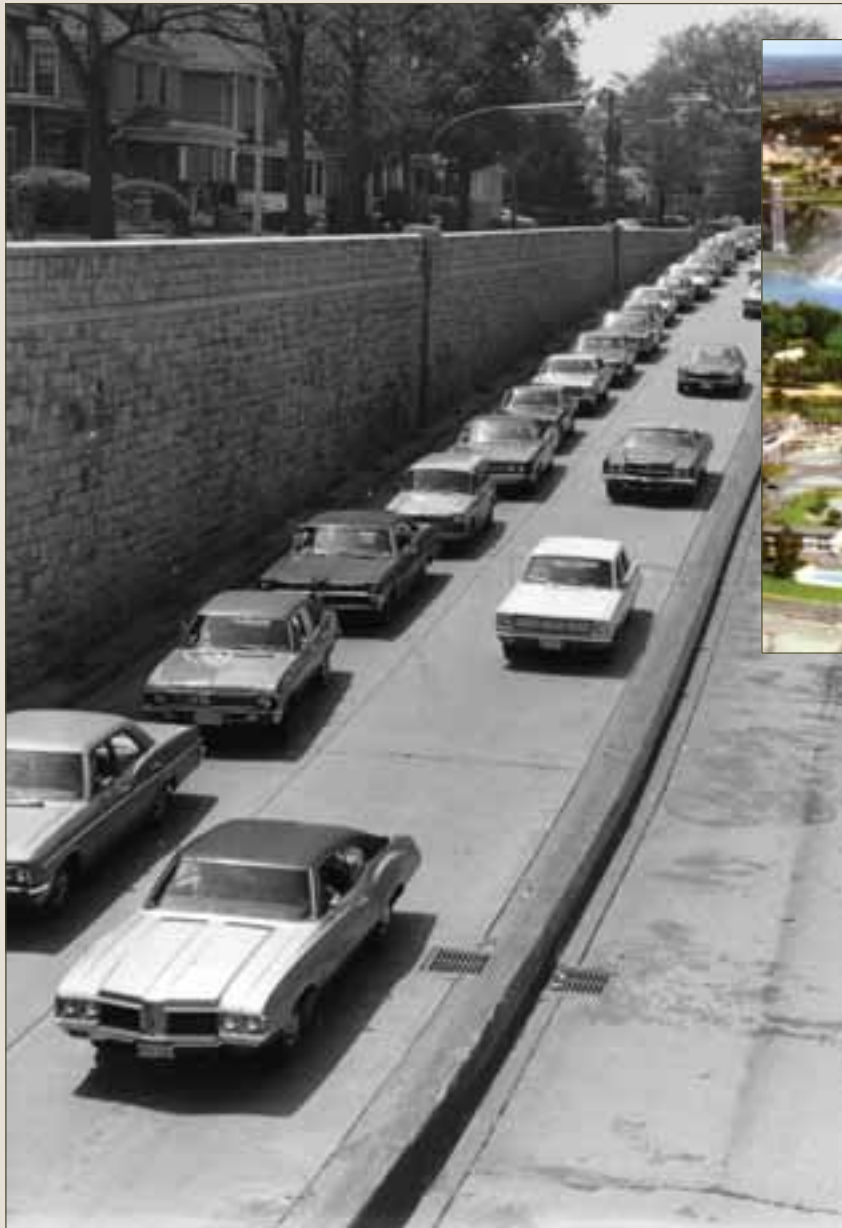


Vincor International Incorporated

**THE INTERIOR OF BRIGHTS WINES' PRODUCTION AREA AROUND 1964.**



The Review (Niagara Falls, Ontario), June 7, 1969



**TOURIST TRAFFIC** has been a prominent feature in the city for decades. Here cars wait their turn on Newman Hill to reach the falls and River Road area on May 23, 1972.



Niagara Falls Public Library (Ontario)

**THE SEAGRAM TOWER**, seen here around 1970, officially opened on January 1, 1962 at a cost of \$1.5 million. It was designed to resemble the top of a Seagram's whisky bottle. Over the years the tower has changed owners and names many times. It has been known as the Seagram, Heritage, Royal Inn, Royal Centre, Panasonic, Minolta, and now the Konica Minolta. The city's first modern observation tower has now been converted into luxury hotel rooms. The observation deck and dining room remain in operation.



The Review (Niagara Falls, Ontario), January 9, 1969



**STAMFORD MEMORIAL ARENA** as it appeared on April 28, 1973. The arena was opened March 18, 1950, and was the first artificial ice surface in Stamford Township.



**THE ACRES INTERNATIONAL BUILDING** on Dorchester Road in August 1972. Established by the talented hydraulic engineer Dr. Henry Girdlestone Acres in 1924, the firm moved to its Dorchester location in November 1955. Originally the company was exclusively involved in hydroelectric projects, but expanded over the decades to also work in air quality control, water quality control, environmental assessments, architectural services, urban planning, and water supply and pollution control. In the fall of 1996 Acres moved to its current site on Queen Street, next to city hall. At the turn of the century the firm employed some 730 scientists, engineers, accountants, and technical staff. Acres has 12 offices in Canada, six in the United States, and project management satellite offices around the world.

## WELCOMING NEW PARTNERS: *The Amalgamation of 1970*

### CHIPPAWA

Between 1772 and 1774 a village grew up near Fort Chippawa on Chippawa Creek, at the end of the Portage Road route from Queenston. In 1793 the creek was renamed the Welland River, but the village retained the name of Chippawa. Thomas Cummings was the first settler there, having received a grant of 80 hectares (200 acres) of land on the south side of the creek. John Burch was a close second; his 80 hectares (200 acres) of land were located on the north side of the creek. The small village suffered heavy losses and was severely damaged during the War of 1812, yet continued to grow as a shipping and industrial centre. Chippawa was incorporated as a village in 1850. The final meeting of the village council was held on December 29, 1969, bringing to close 119 independent years as Chippawa prepared to become part of the enlarged City of Niagara Falls.

### WILLOUGHBY

Willoughby was first settled as early as 1784, its pioneers coming from the troops of the disbanded Butler's Rangers. Known as Township Number Three, the area was surveyed in 1787. The township's name was changed to Willoughby in 1792 after the Town of Willoughby in Lincolnshire, England. Settlement was slow, due in part to the large swamp which covered a good portion of the township's interior as well as the negative impact of the War of 1812 and the 1837 Rebellion. In the 1830s a number of German immigrants took residence in Willoughby and family names such as Sauer, Ort, and Willick still abound in the area. Willoughby also became part of the City of Niagara Falls in 1970, but the old names in the township are not forgotten and remain a legacy to its founders.

### CROWLAND AND HUMBERSTONE

Crowland was settled, as were many local townships, by United Empire Loyalists during or just after the American Revolution. The early settlers included such families as the Buchners, Youngs, Miseners, Yokoms, and Doans. The first town meeting was held in 1803 with a recorded population of 216. The Battle of Cook's Mills was fought in Crowland in 1814. In 1850, Solomon Doan was elected the first reeve.

The early settlement of Humberstone can be traced to about 1785, though it is recorded that Christan Spence settled here as early as 1781. By 1817 there were 75 inhabited houses, one grist mill, and one saw mill in the township. Portions of both Crowland and Humberstone townships joined the newly reorganized City of Niagara Falls in 1970.



**BUTCHER CHARLES BURGER** *delivers meat to Mrs. Martin Wale on River Road around 1900 in Willoughby Township.*



Lundy's Lane Historical Museum

**HOLY TRINITY ANGLICAN CHURCH** was built in 1821; its first rector was Reverend William Leeming. The original building burned in 1839 and the cornerstone for the present church was laid in 1841. Jenny Lind worshipped here in 1852, and the Prince of Wales (later King Edward VIII) in 1860. Located on Portage Road, it is a beautiful historic landmark on your way into the former Village of Chippawa. This view dates to about 1860.



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

**SODOM ROAD**, muddy and almost impassable, around 1870. One can easily appreciate why early German immigrant settlers associated this thoroughfare with the devil. Their pronunciation of that mythical force of evil, "sawton," led to the name Sodom.



Willoughby Historical Museum

**JOSEPH DONNER** built this stone house on the upper Niagara Parkway in 1820. It was purchased by Elias Sherk in 1858. The property possessed a separate, outdoor bake oven which was built near the willow tree behind the house by Mrs. Sherk's father, preacher John Zavitz, in 1860. This picture of the home dates to about 1876.



Donald Ede

**BUILT AROUND 1880**, this two-room brick schoolhouse, seen here circa 1905, replaced an earlier school which stood on the same site. Still standing on Willoughby Drive, this building was closed in 1911 following the opening of the adjacent King George V School. The older structure was reopened some years later when King George V became over crowded.



Willoughby Historical Museum

**A CROWDED STAGECOACH** on upper River Road circa 1890.



Donald Ede

**THE CHIPPAWA STEAM MILLS**, also known as the Roller Mills and seen here around 1887, were located near Main Street and Sodom Road at the mouth of Chippawa Creek. Edmund Tench and Leonard McGlashan purchased this old distillery property in 1878 and operated a grist mill and malting business there in partnership with Frederick Tench. The mill was sold to John Picard and Son in 1894 and was destroyed by fire in June 1900. The property was originally known as the Macklem Distillery and had been a prominent local industry since 1852.



Donald Ede

**AN EARLY TWENTIETH CENTURY VIEW** showing the south end of Cummington Square in Chippawa. This picture was taken from the top of the water tower that stood where the Chippawa Branch Library is now located. The Niagara River can be seen at the top of the photo.

**FOR MANY DECADES HORSE-DRAWN SLEIGHS** remained the most effective and trustworthy mode of transportation during wintertime. Here a Norton employee living in the company's housing subdivision poses with his rig in December 1916.

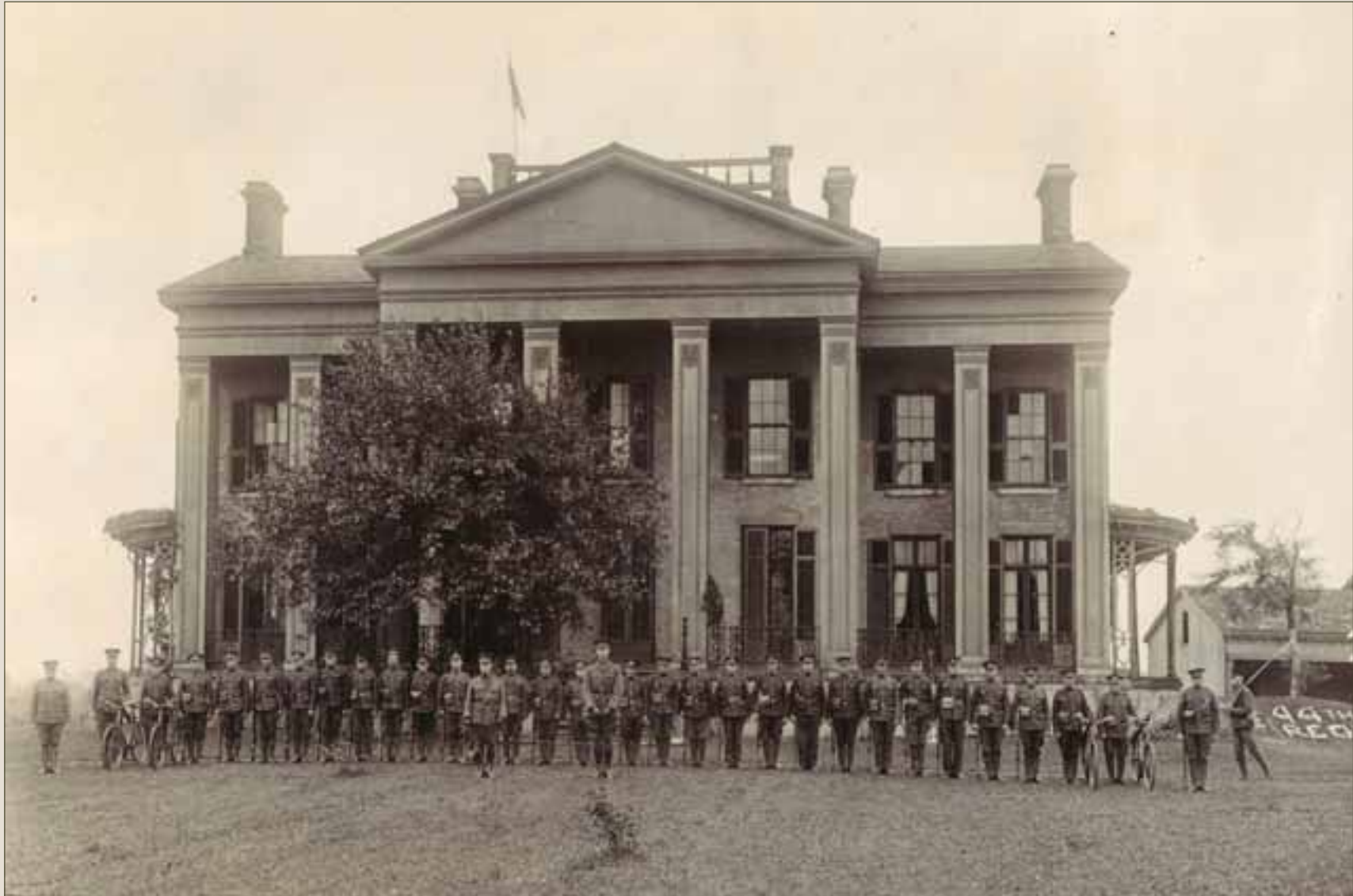


Saint-Gobain Ceramic Materials Canada Incorporated



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

**IT IS A HOT SUMMER'S DAY** around 1910 and a game of water baseball is underway on Chippawa Creek. Many spectators are on hand, some on the bridge, and others on the river banks and in canoes. The building at the extreme left of the photo still stands, then known as the Hotel Baltimore, now the Boat House Restaurant. The bridge shown was constructed in 1894 and was used until 1919 when it was replaced.



Donald Ede

**THE 44TH LINCOLN AND WELLAND REGIMENT ON PARADE** in front of Macklem Manor during the First World War. The Manor was Chippawa's own "haunted house." Built in 1850 at the corner of Main Street and River Road, it was a large red-brick home with eight tall pillars. The house had a fireplace in every room. It was built by Thomas Clark Macklem, Chippawa's leading physician and son of James Macklem, a prosperous Chippawa merchant.



Donald Eide

**MISS WHITE'S CLASS** at King George V School, 1921. The four-room school was opened in 1911 at a cost of \$11,000. It underwent two separate additions of four rooms each, one in 1952 and the other in 1960. The school closed in June 1997 after 86 years of operation.



The Review (Niagara Falls, Ontario)

**THOUGH THIS SHISLER ROAD CHURCH** was not built until 1861, its congregation was founded in 1786 when Major George Neal kept a promise he had made to the Higher Powers. Major Neal, an officer in the British army during the American Revolution, found himself and his troops in a desperate situation. He promised the Powers That Be that if he and his men were spared, he would serve the Lord for the rest of his life. The men escaped harm and thus the Lyons Creek United Church congregation was born. This picture of the church dates to about 1980.



Isobel McCredie

**S.S. NUMBER SEVEN, LYONS CREEK SCHOOL**, the class of 1924. Front row, left to right: Ross Hexemer, Bill McCredie, Chester Hexemer, Hazel Dell (Copeland), Mary Lundy. Back row: Albert Kimele, Marv Hexemer, Charles Lundy, Ella Marshall, Marion King, Miss Kimele, Mabel Marshall, Joyce Lundy.



**BOYS POSE IN THEIR CANOE** in front of the Laura Secord House on Bridgewater Street around 1920. The house was originally owned by James Cummings and was sold to Laura Secord in 1841. It is a modest, cottage-style structure that was charmingly restored by Don Keppy and his wife Myrna in the early 1980s. By purchasing the property, the Keppys saved it from demolition which would have replaced the structure with a parking lot.



**THE SECOND CROSS STREET APPROACH** to the Norton plant in August 1917. For many years Niagara Falls has been famous as a centre for the abrasives industry. The first such firm here was the Norton Company, which located in Chippawa in 1910. Norton, like other similar operations that came here in the early years of the century, was attracted to Niagara by its plentiful supply of electricity and water. The company expanded many times and at one point employed over 1,000 people during the Second World War. While no longer operating on the same scale, it is still, after 87 years, a prominent manufacturing industry here. The company is now known as Saint-Gobain Ceramic Materials Canada Incorporated.



Keith Muma

### THE CHIPPAWA BARBERSHOP IN 1925.

On the left is Roy Muma and on the right, Jack Furby. Muma moved to Chippawa in 1918 and bought a barbering business soon thereafter. In 1935 he became a conservation officer and filled that post until his retirement in 1964. He once noted that "barbering was simple in those days." Barbers were expected to "be friendly, sociable, and good talkers." Located at the corner of Cummington Square west and Bridgewater Street, the building which housed Muma's barbershop still stands.



Donald Ede

**THE CHIPPAWA GENERAL STORE** in 1925. This mercantile was located at the corner of Willoughby Drive and Main Street. Pictured here are Blanche Johnston, near the back of the store, and Isobel McCredie, on the right.



Donald Ede

**THE CHIPPAWA VOLUNTEER FIRE DEPARTMENT** stands proudly in front of their new, state of the art pumper in 1938. The new truck was purchased for \$3,500 to replace the old Model T Ford used by the firefighters.

Niagara Falls Public Library (Ontario)



**SIR HARRY OAKES** christens a Ford tri-motor plane, the *Miss Niagara*, at the Sky View Lines airfield on June 1, 1928. After surviving a crash and service in the Yukon, the *Miss Niagara* has been lovingly restored and now resides in Minnesota.

**ON JULY 4, 1928,** Sky View Lines began operating sightseeing flights at night over Niagara Falls to view their illumination. Of this inaugural flight The Niagara Falls Gazette (Niagara Falls, New York) reported that “the big plane piloted by Major Leach, took off in the dark and in a few moments was over the Falls... the mighty Horseshoe clothed in rainbow shades... seemed only a few feet away. The American Falls were resplendent in white lights and all the time a white searchlight played on the big plane, which had all the appearance of a mighty silver fish.” Some 50 people were able to participate in the flight that night, and were among the first to view the falls from the air. Sky View Lines flew a Ford tri-motor airplane, the *Miss Niagara*, out of their landing field south of Chippawa on the Niagara Parkway. This photo dates to that inaugural summer.



Niagara Falls Public Library (Ontario)



Photo by F.H. Leslie, Niagara Falls Heritage Foundation Collection, Niagara Falls Public Library (Ontario)



**THE V-E DAY SERVICE** in Cummington Square, May 9, 1945. The village council stands in front of the war memorial dedicated to those who had lost their lives in the First World War. The square is named for Thomas Cummings, Chippawa's first settler. In 1793 he received a land grant of 80 hectares (200 acres) on the south side of Chippawa Creek, near its mouth. He was elected Clerk of Willoughby Township and served as its first justice of the peace. Cummington Square honours both Thomas and his son James, and sits on part of their original land grant. The town hall, with its familiar clock, can be seen in the background.

Photo by Bud Barnett, courtesy Peggy Erwin

**CUMMINGTON SQUARE** outfitted for war in the early 1940s.



Donald Ede



Photo by L.C. Williams, courtesy Donald Ede

**THE INAUGURAL MEETING OF THE 1951 CHIPPAWA VILLAGE COUNCIL.** From left to right the councillors are: J. Cartier, W. Greenwood, G. Austin of The Niagara Falls Review, Father Gavard, Reeve G. Bukator, Town Clerk R. Callan, Town Foreman H. Greenwood, S. Somerville, J. Ives.



Lundy's Lane Historical Museum

**THE WILLOUGHBY VOLUNTEER FIRE DEPARTMENT** around 1955. The company was formed in the spring of 1950. Their first fire truck was a converted weed sprayer. In 1951 the firemen bought their first pumper truck and siren, and built the fire station across from the township hall. The pumper needed a tanker truck to accompany it because of the shortage of water in Willoughby.



Donald Ede

**THE STARLITE DRIVE-IN THEATRE** was built in 1946 and operated on Sodom Road for 17 years. Promoted as a venue for family outings, the establishment did not charge admission for children under 12 years old and boasted a number of conveniences: smoking was permitted at all times during the screening, a "modern" refreshment stand had a place to warm your baby's bottle and watch television, every parking space had its own speaker, pets were allowed as long as they remained in your vehicle, "huge car capacities" meant that you would always find a space to park, and the on-site playground helped to keep children occupied while their parents watched movies under the summer stars. Going to the Starlite meant enjoying movies in an environment much like "the privacy of your own home." (The Review (Niagara Falls, Ontario), June 24, 1949; June 7, 1954.)



Photo by L.C. Williams. The Review (Niagara Falls, Ontario)

**S.S. NUMBER TWO**, Willoughby Township School, still in use in 1955.



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

**IN 1968 THE WILLOUGHBY TOWNSHIP COUNCIL** leased the former S.S. Number Two, a one-room schoolhouse built in 1916, from The Niagara Parks Commission for use as the township's museum. The Willoughby Historical Museum is now part of the city's museum system. This picture of the historic structure dates to around 1955.



Donald Ede

**LORNE TREFT**, riding his bicycle around 1920. The structure behind him is now the Riverside Tavern, a popular bar and restaurant. The edge of Cummington Square can be seen at right.



Donald Eide

**GEORGE BUKATOR'S TAXI CAB COMPANY,** *Radio Cab, one of the earliest such services in Chippawa, around 1940.*



Donald Eide

**THE CHIPPAWA PUBLIC LIBRARY** in September 1964. *This lending collection was established by the IODE in 1921. Originally located in a room above the Royal Bank in Cummington Square, the library was moved twice. After hydroelectric construction finished on the banks of Chippawa Creek, the library relocated to a Hydro Electric Power Commission building on the site which had served as an engineers' office. In 1938 that structure was purchased from the power commission for \$25.00. Later that year the library moved its building to the intersection of Lamont and Main Streets. Mrs. Ray Corry Bond, author of Peninsula Village: A Story of Chippawa, is fourth from the left, seated. Bond was a pillar of the Chippawa heritage and IODE communities.*



Niagara Falls Public Library (Ontario)

MENU!		The Caribou	
APPETIZERS		FROM THE SANDWICH BAR	
Fruit Cocktail	.20	CORNEBEEF ON RYE	.45
Fresh Orange Juice, Large	.20 Small .15	HOT BEEF ON HARD ROLL	.45
Grapefruit Juice, Large	.15 Small .10	HAMBURGER	.25
Apple Juice, Large	.15 Small .10	HOT DOG	.20
Tomato Juice, Large	.15 Small .10	SHOPEY'S (All beef winners)	.20
SOUP OF THE DAY	.20	Doughnut and Coffee	.15
HOT OFF THE GRILL		French Fried Potatoes	.15
KING SIZE PLANK STEAK	2.80	Chowder	.20
Including French Fried Potatoes, Assorted Condiments, Rolls & Butter		Grilled Cheese	.30
CHICKEN IN THE BASKET	1.50	Bacon and Tomatoes	.30
Pork Chops (2) with Apple Sauce	1.25	Fried Egg	.30
Including French Fried Potatoes, Assorted Pine, Bread & Butter		Solomon	.30
Fillet of Fish (fried in butter)	1.10	Bacon and Egg	.30
Baked Beans with Tuna	.40	Cold Ham	.25
Canadian Bacon with Tuna	.45	Cold Beef	.25
Spaghetti with Meat Sauce		Bacon, Tomato and Lettuce	.40
		Western	.40
		Chicken Salad	.45
		Cold Turkey	.45
		Hot Beef Sandwich, French Fries, Pine	.70
		Hot Turkey Sandwich, French Fries, Pine	.75
		Hot Hamburg Sandwich	.45
		No Extra Charge for Tasting	
BEVERAGES		BREAKFAST	
Tea	.10	Cereal with Milk	.20
Coffee	.10	Hot Cereal with Milk	.20
Hot Chocolate	.20	Wheat Cakes, Maple Syrup and Butter	.40
Cold Tea	.20	Two Eggs, Any Style, Toast and Jelly	.40
		Plain Omelette, Toast and Jelly	.40
		Boiled Eggs, Toast and Jam	.40
		Poached Eggs, Toast and Jam	.50
		Western Omelette, Toast and Jelly	.50
		Bacon and 1 Egg, Toast and Jam	.55
		Bacon and Eggs, Toast and Jam	.75
		CLUB BREAKFAST	
		Tomato, Grapefruit or Apple Juice	.25
		Canadian Bacon with 1 Egg	
		Buttered Toast, Marmalade or Jam	
		Tea Coffee Milk	
		DESSERTS	
		Dessert Splice	.30
		Plain Sundae	.25
		Fresh Home-made Pie	.20
		Ice Cream	.15
		Ice Cream Slices	.20
		Ice Cream Pine	.10
		Ice Cream Cones (Large)	.15

Niagara Falls Public Library (Ontario)



Donald Ede

**RAIL TRANSPORTATION** was first made available to Chippawa's residents in 1841. Citizens could travel to Queenston, a distance of 16 kilometres (10 miles), for two shillings sixpence via the Erie and Ontario Railroad's horse-drawn cars. This was the first railroad in Upper Canada. In 1854 the rail service became steam-powered, and the line was extended to Niagara-on-the-Lake. Between 1862 and 1900 Paddy Miles, the train's conductor, regaled passengers with his courtesy and famous Irish wit. By 1992 the rail line no longer carried passengers and was used only to make deliveries to the Norton Company. This view of Chippawa's railway station, at the corner of Norton and Front Streets, dates to about 1960.