

## 1954 - 1963 *The Golden Years*

As it turned 50 years old, the City of Niagara Falls was entering an era of unprecedented growth and prosperity. The city celebrated its golden anniversary over nine days in September 1954, beginning with a huge parade and continuing with street dances, sports events, contests, exhibitions, and concerts. The city even brought the Niagara Grape and Wine Festival Parade, traditionally held in St. Catharines, to the Falls. During the fifth day of festivities, city hall held an open house and invited citizens to sign a guest book and have their picture taken.

The face of Niagara Falls would change dramatically during its sixth decade. In 1954 the original city hall was completely gutted and renovated in the art deco style. Small, family-owned businesses that had prospered during the first half of the century were closing and franchised stores began to open in their place. Also in 1954, the first plaza in Niagara Falls was built on Victoria Avenue on the former site of Dobbie's Florists. That same year in Stamford Township, the Town and Country Plaza opened as the city and township's growth spread to the suburbs. This evolution coincided with the continued growth of automobile popularity. The resulting traffic was a concern so an extensive program of road resurfacing and widening was undertaken. Automobiles were not only increasing in numbers, they were also increasing in size. Because of this trend, in 1957 the space between parking meters on Queen Street had to be lengthened from 6.7 metres to 7.3 metres (22 feet to 24 feet) to accommodate the oversized cars so popular in this decade.

Ever increasing automobile traffic was not the only reason behind major road repairs. As Mayor Ernest M. Hawkins noted in his 1955 inaugural address, "During the construction of Sir Adam Beck Project Number Two, considerable damage was done to some of the road surfaces in the City." (*The Review* (Niagara Falls, Ontario), January 3, 1955) By 1954,

construction employment had peaked at 7,000 on Sir Adam Beck Number Two. The generating station was officially opened by H.R.H. the Duchess of Kent on August 30 of that year. The entire construction project was completed in 1958 and where there was power, there was industry. The number of manufacturers in Niagara Falls, Stamford Township, and the Village of Chippawa increased from 89 at the beginning of the 1950s to 102 by 1959.

As Niagara Falls became increasingly industrialized and urbanized, agriculture declined. Many farms and orchards became motels and campgrounds after World War Two, and when the city lifted its ban on motel construction in 1958, a flurry of hotel and motel development began. Camping was popular again by the late 1940s and many motels and camp sites soon sprung up amongst the orchards on Lundy's Lane. The large cars of the 1950s brought growing numbers of tourists to the city via the new inter-provincial and inter-state highway systems. By the time the Seagram's Tower was completed in 1962, Niagara Falls had truly entered the modern tourism era.

Health care also entered the modern era with the opening of the Greater Niagara General Hospital in 1958. By the early 1950s the city's original hospital on Jepson Street had become outdated and overcrowded. City council approved the new hospital in 1954, and 48 hours after the hospital campaign fund started \$58,328 had already been collected from private and corporate donors. Overcrowding was also a problem in Niagara Falls' schools. The baby boom was well on its way and in 1957, while Simcoe Street School celebrated its one hundredth anniversary, A.N. Myer Secondary School was opened in Stamford Township to relieve the over-abundance of students attending Stamford and Niagara Falls Collegiates. Nevertheless, even with the opening of A.N. Myer, there was still overcrowding in the high schools. Westlane

*Continued on page 201*

## 1954

- the population of Niagara Falls was 24,667
- local grocers charged:  
-63-66¢/lb for butter in winter;  
57-59¢/lb in summer  
-29-65¢/lb for beef in winter;  
29-69¢/lb in summer  
-22-27¢/10 lbs for potatoes in winter; 39-49¢/10 lbs in summer  
-47-53¢/dozen for eggs in winter;  
49-56¢/dozen in summer  
-81-86¢/10 lb for sugar year-round
- there were 1,205,285 passenger automobiles registered in Ontario
- bread cost between 13 and 16¢/loaf according to sale prices and variety
- a quart of fresh milk from Borden's Dairy cost 20¢
- the A. Leon's and Company Limited furniture store on Queen Street sold sets of melamine and chrome kitchen tables with four chairs for \$48.50, on sale from \$79.50
- B.F. Goodrich tires were \$17.95 each at their dealership on Valley Way
- men's summer suits cost between \$24.95 and \$35.00 at Rosbergs
- an extra telephone extension in your home or business would add \$1.25 per month onto your Bell Telephone bill
- Saran Wrap, Dow Chemical's newest invention in food storage, was 39¢/25 ft roll at the Red and White grocery store chain
- Christie's Ritz crackers cost 21¢/8oz box at the Superior grocery store
- rotary power lawn mowers with 1.6 horse power ran for \$69.50 at Eaton's department store



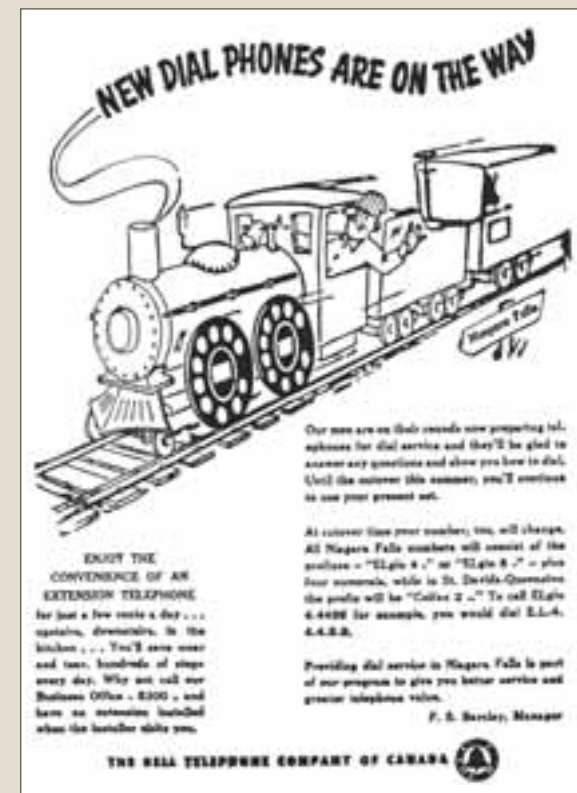
Courtesy Bell Canada Historical Collection. Copyrights and Trade-marks are owned by their respective owners.

**MARCIE DACIER** is pictured here placing the last operator-assisted call before the telephone system changed to dial operation at midnight, August 15, 1954. During the Second World War the switchboard was connecting some 29,000 local and almost 700 long-distance calls every day. By the early 1950s there were 15,000 telephone customers in the city. The Bell building at 1275 Victoria Avenue was constructed in 1951, located on what had been a bowling green. In June 1967 touch-tone service became available to Niagara area residents, and in 1968 long-distance dialing was also made automatic.



Niagara Falls: Golden Jubilee: 1904/1954

**THE INTERIOR OF THE NEW BELL CANADA OFFICE** on Victoria Avenue as it appeared around 1954. While many people now take central air conditioning for granted, earlier in the century widespread use of this luxury was rare. Note the large fan in the far left corner of this office to help circulate air in Niagara's hot summer months.



The Review (Niagara Falls, Ontario), January 11, 1954

*Continued from page 199*

Secondary School was opened in 1960 and received its first addition only two years later.

This incredible growth led to the amalgamation of the City of Niagara Falls and the Township of Stamford in 1963. As Mayor Franklin J. Miller described in his inaugural address, “this is the first time in the history of the Province of Ontario where two municipalities have willingly asked to be united.” (*The Review* (Niagara Falls, Ontario), January 8, 1963) However, this willingness was not apparent when the subject of amalgamation was first broached in the mid-1950s. A. G. Bridge began his fifth term as Reeve of Stamford Township in 1955, and had this to say about amalgamating with the City of Niagara Falls:

I have reason to believe that that ugly headed snake called amalgamation or annexation has begun to awaken from its lethargy and is raising its head to survey the scene before him, to see if his mouth will be large enough to gobble up this progressive municipality. Well, possibly the council can find a big enough stick to crush its appetite, and send him back for another term of ineptitude. (*The Review*, (Niagara Falls, Ontario), January 3, 1955)

By 1963 Stamford Township had become a willing partner and when the new city's first council meeting was held in NFCVI's auditorium it attracted a crowd of 600, more than double the usual number of spectators. The City of Niagara Falls was ready to enter its seventh decade bigger and better than ever.



**BEFORE THE TWIN TUNNELS** were put into service supplying the Sir Adam Beck-Niagara Generating Station Number Two with 7.5 million gallons of water per minute, the public was invited to tour these amazing feats of engineering. Bud Barnett, photographer for Ontario Hydro, took this picture of a tour on April 11, 1954. The year before this shot was taken the two sections of tunnel number one had finally met at a spot just south of Dunn Street. Once lined with concrete the tunnels measured approximately 14 metres (45 feet) in diameter. Construction began on Sir Adam Beck Number Two in 1950 and was completed in 1958.



## 1959

- going to a hockey tournament and carnival at the Niagara Falls Memorial Arena cost \$1.00
- “Spoolie” curlers sold for 29¢/five or \$1.50/28 at Kresge’s
- a brake tune-up cost \$3.50 at the local Firestone auto repair garage at the corner of Victoria Avenue and Queen Street
- watching a movie at the Seneca Theatre would take 85¢ out of your pocket for an evening show (60¢ for students), or 60¢ for a matinee show
- boys “tee-shirts” cost 59¢ at M.A. Kent Menswear
- the Avis rent-a-car company charged \$1.00/hour or \$5.50/24 hours plus 7¢/mile driven for their services
- Rosbergs sold women’s saddle shoes for \$2.99
- admission to the YMCA “Young Couples” dance was \$1.00
- Parkay margarine cost 31¢/lb at Dominion grocery stores
- four-speed record players cost \$43.95 to \$69.95 at Critelli’s furniture store on Queen Street

## SOURCES:

*Historical Statistics of Canada.* 2nd Ed.

Niagara Falls Public Library (Ontario)

*The Review* (Niagara Falls, Ontario), January 4, 1954; January 7, 1954; January 13, 1954; January 14, 1954; January 19, 1954; January 21, 1954; January 28, 1954; June 2, 1954; June 3, 1954; June 9, 1954; June 10, 1954; June 17, 1954; June 24, 1954; June 30, 1954; August 12, 1954; January 21, 1959; January 27, 1959; January 28, 1959; January 29, 1959; January 30, 1959; July 15, 1959.



*The Review* (Niagara Falls, Ontario), February 5, 1959



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

**MRS. MURIEL COULSON'S BEAUTY SALON**, *Muriel's Modern Hairdressing*, located at 570 Victoria Avenue. In this April 1954 shot many of the salon's clients are having their hair dried under the very modern apparati seen here. Some of the ladies were likely having their hair styled in “permanents” and waves that day.



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

**BUILT IN 1885** to accommodate the thousands of tourists who visited Niagara Falls each season, the Victoria Park Station was put up for sale in 1956. This photo of the structure dates to September of that year, by which time the automobile had become the preferred mode of transportation for many people. The railway station was located on Victoria Avenue at the top of Clifton Hill and operated as the Houdini Magical Hall of Fame from 1973 until it was destroyed by fire in 1995.



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

**AN AERIAL VIEW OF THE FALLS AND RAINBOW BRIDGE** taken around 1955. Construction on the bridge began in 1940 and by the early 1950s 190,000 vehicles were crossing it annually. Note the Spirella Corset factory north of the Rainbow Plaza, the Sheraton Brock Hotel to the southwest, and the beautiful green belt often referred to as the moraine along River Road and the escarpment.





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

**THE CYANAMID BOWLING HALL** in the mid-1950s. Located in the basement of the company's recreation facility, Cyanamid's inter-plant, inter-department league played here.



Gary Konkle

**IN ADDITION TO** the outdoor swimming and picnic facilities built in the 1930s, a recreation hall was also provided for Cyanamid employees at the Company's Fourth Avenue complex. One of many such events, this dance took place on October 24, 1955. Built on the site of an outdoor skating rink, the hall had a bowling alley, billiards room, and snack bar in the basement, with a gymnasium and stage upstairs. The company donated this building to the YMCA in 1970.

BOWLING on the ALLEYS		
CYANAMID LEAGUE		
LABORATORY		
A. Carr	202	208
J. Davidson	188	217
I. Miles	188	188
W. Rasm	188	176
S. Parnish	187	188
Totals	1048	1147
OFFICE		
A. Kuhlisch	188	216
M. Mearns	174	178
P. Stuck	127	138
W. Newton	172	218
E. Porter	173	218
Totals	732	968
CYANIDE		
E. Clark	200	217
S. Lippincott	211	207
C. Nelson	208	218
E. Stockwell	207	218
J. Clayton	210	218
Totals	1036	1079
OVEN ROOM		
B. Carbone	208	218
A. Asch	203	188
V. Ward	188	88
J. Martin	188	188
C. Williams	188	188
Totals	882	782
C. C. MILLING		
A. Simpson	212	207
C. Howell	188	188
H. Kuhlisch	187	207
C. Nelson	208	188
M. Caldwell	188	188
B. Carbone	188	188
P. Stuck	188	188
J. Wilson	188	188
Totals	1176	1176
FURNACE NO. 1		
W. Gillespie	188	188
A. Swade	188	188
P. Swannell	188	188
P. Trone	188	188
A. Swade	188	188
Totals	882	882
C. C. MILLING 4 points		
B. Carbone	188	188
H. Kuhlisch	188	188
G. Hore	178	188
E. Hawkins	188	188
T. Lipp	188	188
J. Hubbs	188	188
Totals	732	882
STORAGE		
W. Carter	188	188
D. Nash	188	188
B. Mearns	188	188
M. Caldwell	188	188
H. Wainwright	188	188
Totals	882	882
TIME OFFICE		
W. Carter	188	188
D. Nash	188	188
B. Mearns	188	188
M. Caldwell	188	188
H. Wainwright	188	188
Totals	882	882
ENGINEERS		
T. Kerr	208	208
G. Udell	188	188
W. Mearns	188	188
C. O'Grady	188	188
M. Williams	188	188
C. Butler	188	188
J. Turner	212	212
Totals	1088	1088
WHITE CYANIDE		
B. St. Angelo	188	188
T. De Carver	188	188
A. Taylor	188	188
A. Coulson	188	188
P. Swannell	188	188
A. Rockat	188	188
Totals	882	882
GRANULATING		
W. Doreen	188	88
G. Lacroche	188	188
E. Fox	188	188
P. Wainwright	188	188
W. Clapp	188	188
B. Stone	188	188
Totals	732	732
FURNACE NO. 2		
G. Mearns	188	188
L. Lipp	188	188
P. Swannell	188	188
C. Kean	188	188
E. Doreen	188	188
G. Mearns	188	188
Totals	732	732
Furnace No. 2-4 points		
F. Austin	188	188
W. Brown	188	188
E. McEwen	188	188
J. Mearns	188	188
J. Smart	188	188
J. Williams	188	188
Totals	882	882
LIQUID AIR		
T. Tuleen	188	188
R. Hamilton	188	188
L. Lipp	188	188
C. Johnson	188	188
D. Young	188	188
W. McEwen	188	188
Totals	882	882
FIVE PITCHES		
P. Gault	188	188
W. Walker	188	188
B. Ashland	188	188
W. McEwen	188	188
E. McEwen	188	188
Totals	882	882
CORE		
D. Forrester	188	188
H. Brown	188	188
G. Mearns	188	188
H. Martin	188	188
T. Lipp	188	188
Totals	882	882

The Review (Niagara Falls, Ontario), January 7, 1944



Niagara Falls Public Library (Ontario)

**THE CORNER OF MORRISON STREET AND VICTORIA AVENUE IN NOVEMBER 1955.** *This has been an important intersection in Niagara Falls' history ever since Hermanus Crysler built "Hunter's Cottage" on its southeast corner in 1841. The house was sold in 1928 and Eaton's opened in the building built on the site the following year. The company operated a large retail and catalogue store here for 37 years. The department store was demolished in 1971 to make way for the new public library. Note the Niagara Falls Review building behind the Niagara Service Centre station located on the southwest corner of Morrison and Victoria, and Murray and Pennie*

*Laundry and Dry Cleaners (with the Orange Lodge above) on the northwest corner of the intersection.*



Murray Johnston

### THE GAMMA SIGMA THANKSGIVING DAY FOOTBALL GAME OF 1955.

*Mayor E.M. Hawkins and Stamford Reeve A.G. Bridge kick off a Thanksgiving tradition between NFCVI and SCVI at Oakes Park.*

**STEWART BIRD  
MOTORS LTD.  
GOODWILL  
USED CARS**

2 - LOCATIONS - 2  
1685 FERRY STREET  
OR  
2300 LUNDY'S LANE  
TELEPHONE 289 - 4401  
ALL GOODWILL USED CARS  
RECONDITIONED AND WINTERIZED.

**REMEMBER FREE CHEST X-RAY  
SOON**

90 DAY WRITTEN WARRANTY  
PLUS A 3 DAY MONEY BACK GUARANTEE.

1950 Pontiac 4 Door Deluxe Sedan Radio and heater at	\$1395
1948 Pontiac 2 Door Sedan Radio and heater at	\$895
1950 Chevrolet 2 Door Special Sedan Air conditioning heater at	\$1250
1951 Dodge 4 Door Deluxe Sedan Air conditioning heater at	\$1295
1950 Chevrolet Two Door Deluxe Sedan Radio and heater at	\$1350
1950 Morris Minor New 2 large heater, power at	\$550
1952 Hillman 4 Door Sedan New 2 radio and heater at	\$1095
1950 Studebaker 4 Door Champion Air conditioning heater at	\$1095
1951 Studebaker 4 Door Champion Sedan New 2 Radio and Heater at	\$1195
1952 Ford 4 Door Customline Sedan Air conditioning heater at	\$1595

**SPECIALS - SPECIALS  
LUNDY'S LANE LOT**

1948 Pontiac 2 Door Deluxe Sedan Hydraulically driven, Radio and heater at	\$895
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**FERRY STREET LOT**

1947 GMC 1 Ton Pickup Large heater at	\$550
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**STEWART BIRD MOTORS LTD.**

1685 Ferry. Tel. 289.      2300 Lundy's Lane Tel. 4401

The Review (Niagara Falls, Ontario), January 6, 1954





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

## THE VICTORIA MOTORS SHOWROOM

*at the corner of  
Magdalen Street and  
Victoria Avenue  
displaying some of the  
decade's finest  
automobiles on  
September 9, 1957.*



The Review (Niagara Falls, Ontario), January 26, 1959



Photo by Butt & Counsell, courtesy Bob Gale Sr.

**BEFORE THERE WERE GALES GAS BARS,** Bob Gale Sr. was the local agent for the Champion Oil Company. This view of Gale's sales outlet dates to 1957. Many homes were heated by oil in the 1950s when Bob Sr. operated the business at 272 Victoria Avenue. In 1968 Bob Sr. bought his first gas station, the Sunoco at Thorold Stone Road and the QEW, and in 1986 purchased the Champion Oil outlet in Niagara Falls. Bob Gale Jr. joined the family business after pursuing a career as a Niagara Regional Police officer and together with his father built and expanded the business throughout the City of Niagara Falls and the Niagara region. The company is still owned and operated by the Gale family and continues to be involved in many community causes, including acting as a major sponsor of this book.



**THE GREATER NIAGARA GENERAL HOSPITAL** on Portage Road was officially opened on July 16, 1958. This view of the institution was taken shortly thereafter. The new hospital was first proposed to the municipal councils of Niagara Falls, Stamford, and Chippawa in 1954. Ground was broken on the 5.7 hectare (14 acre) Poplar Park site on April 18, 1956 after Lady Eunice Oakes granted the city permission to use land that was originally donated for recreational use by Sir Harry Oakes. In 1959 a pediatric wing was added to the hospital.



Photo by N.E. Slingerland, Lundy's Lane Historical Museum



Greater Niagara General Site, Niagara Health System



Photo by James Studio, Lundy's Lane Historical Museum

**CATARACT NURSING DIVISION NUMBER 87** around 1955. When the Training School for Nurses first opened in Niagara Falls in 1907 it took six months of classes to become a registered nurse. By 1912 the course had been extended to three years of study. The nurses in this photo are, front row, left to right: Gladys Duffy, Marnee Crolinger, May Oliver Jackson, Lauren Johns, Rosa Rose. Back row: Ms. Watson, M. Mingle, Ruby Cowan, May Swayze, Hazel Fisher, Dee Keep, Jan Erskine.



Niagara Falls Curling Club

**WINNERS OF THE PETERSON CURLING TROPHY** during the 1958-59 season. Curlers are, left to right: W. Kandrac, J. Martin, V. Kerrio, C. Kyle.



Photo by Dave Robertson, courtesy Harry Risdale

**THE NIAGARA FALLS ORPHANS BASKETBALL TEAM OF 1957-58**, Ontario intermediate champions that season. Front row, left to right: Jim Mulligan, Jack Slater, Horbie Logan, Jim McCutcheon, Eamon O'Shea, Larry House. Back row: Horace Logan Sr., Bill Holowacz, Harry Risdale, Ron Graham, Pete Sorley, Boris Dimitroff, John Mulligan (coach). Absent: Phil Mazzone.



Photo by Don Sinclair, courtesy John Verroche

**THE NIAGARA FALLS BADMINTON TEAM OF 1958.** Front row, left to right: Reg Homes, Blake Richardson, Dick Halimers, Jim Boothman, Don McLean. Second row: Barbara Raby, Joyce Copeland, Iris Dempsey, Gladys O'Mara, Deanne Saunders, Ann McLean, Irene Nagami. Back row: Marie Pilington, Maureen Gray, Fred Campbell, John Verroche, Bruce Lambert, Arleen Irwin, Sumi Muraca.



## Timetable For Margaret's Visit To Niagara Falls

10.15 a.m. Arrive at C.N.R. station.  
 10.20 a.m. Leave by car travelling 8 to 10 miles an hour, by way of Erie Ave., Queen St., Valley Way, Victoria Ave., Newman Hill (Q.E. Way), Bender Hill, River Rd. to Oakes Garden Theatre.  
 10.40 a.m. Arrive at Oakes Garden Theatre.  
 10.55 a.m. Proceed to Table Rock House.  
 11.05 a.m. Arrive at Table Rock House.  
 11.45 a.m. Leave for Sir Adam Beck Niagara Generating Station No. 2. Travel via River Rd., 8 to 10 miles per hour to Rainbow Bridge, then 25 to 30 miles an hour.  
 12.05 p.m. Arrive at Sir Adam Beck No. 2 station.  
 12.30 p.m. Leave for Sheraton-Brock Hotel. Travel via River Rd., 25 to 30 miles per hour to Bender Hill, then 8 to 10 miles per hour to hotel.  
 12.50 p.m. Arrive at Sheraton-Brock Hotel.  
 1.15 p.m. Luncheon, Rainbow Salon.  
 2.35 p.m. Leave for C.N.R. station, by way of Falls Ave., Clifton Hill, River Rd., Bridge St.  
 2.50 p.m. Board train for Hamilton.

The Review (Niagara Falls, Ontario), July 31, 1958



Photo by Ontario Department of Travel and Publicity, Lundy's Lane Historical Museum

**PRINCESS MARGARET** made a Royal Tour of Canada between July 26 and August 11, 1958. She visited Niagara Falls on July 31. This photo shows her arrival at Oakes Garden Theatre where she was flanked by an honour guard of the Lincoln and Welland Regiment, D Company, the officer cadets of the Royal Canadian Armoured Corps from Camp Borden, colour parties of the local Canadian Corps and Canadian Legion, and standard bearers from each chapter of the IODE in the greater Niagara area. Over the course of the day thousands of citizens gathered to see her along the Royal Tour route.





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

**IN 1897 THE CARBORUNDUM COMPANY** began operations in Niagara Falls. The company's small factory was located on Buttrey Street. A major manufacturer of abrasives, grinding wheels, and sharpening stones, the plant moved to Stanley Avenue and was expanded in 1915. After drastic downsizing in 1985, the company later became Washington Mills Electro Minerals. This view of the factory was taken August 20, 1959.



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

**LOCATED ALONG THE NIAGARA PARKWAY** across from King's Bridge Park, the municipal water filtration plant has served the communities of Niagara Falls, Chippawa, and Stamford Township since September 1931. Designed by the H.G. Acres Company, the plant has undergone extensive renovations and additions and is still in use today. This photo was taken on August 20, 1959.



The Review (Niagara Falls, Ontario), January 29, 1954



Kiwanis Collection, Niagara Falls Public Library (Ontario)

*Judy moved to Niagara Falls in 1932 when she was seven years old. She attended Stamford Collegiate, received a teaching degree from Hamilton Normal School, a B.A. from Victoria College at the University of Toronto, and after serving in the Canadian Women's Auxiliary Corps during World War Two as a "draughtswoman" and Japanese interpreter, earned her law degree at Osgoode Hall. Judy attained many "firsts" in her career: first female solicitor for Stamford Township; first female solicitor for the Village of Chippawa; first female member of the Stamford Legion; and first female Liberal cabinet minister. During her term as Minister of Health and Welfare Judy oversaw the drafting of the Canada Pension Plan and laid the groundwork for Medicare.*

**A RIGHT HONOURABLE LADY,  
JUDY LAMARSH IN 1963.**

*She was appointed Secretary of State in 1965. In addition to a successful political and legal career, Judy was also very active in local organizations. She was director of the Greater Niagara General Hospital Board and member of the Business and Professional Women's Club, the IODE, and the Liberal party. Her work took her all over the country and the world but she always loved to come back to her Corwin Avenue home. "I like to do whatever I do from Niagara Falls," she once said. Judy died in 1980 and was laid to rest in the Lundy's Lane Cemetery.*



Niagara Falls Public Library (Ontario)



Photo by James Studio, Vincor International Incorporated

**THE STAMFORD PARK WINE COMPANY** *was established at the north end of Stanley Avenue by the Marsh family in 1886. Between that time and 1941, when the company was renamed Chateau-Gai Wines Limited, it also operated under the name Canadian Wineries Limited. In 1954 the winery won the Medal of Leadership for their champagne at the International Wine Competition in Paris, France. In this view from about 1960 taken inside the winery's production area, a priest (at left) is blessing grapes about to be made into wonderful Niagara wine. After a succession of mergers and acquisitions over the 1970s and 80s, Chateau-Gai, then known as Cartier Inniskillen Vintners Incorporated, became part of Vincor International Incorporated in 1993.*



1-800-4-A-T-6-6

**THE A-1 MOTEL, TAKEN ABOUT 1960.** One of the first motels on Lundy's Lane, the A-1 was built in 1949 by the Tothfaluse family just outside of Niagara Falls city limits. The City of Niagara Falls had imposed a suspension on motel development in the late 1940s which resulted in a construction boom in Stamford Township, particularly along Lundy's Lane. During the mid-1940s, the Tothfaluse family allowed tourists to park their cars and pitch tents in their orchard, sometimes accommodating up to 100 groups of visitors a night. They built tourist cabins in 1947 and two years later built their motel. The A-1 was considered very modern at the time and featured such luxuries as bathtubs, showers, air conditioning, and radios. The motel is still in business today.



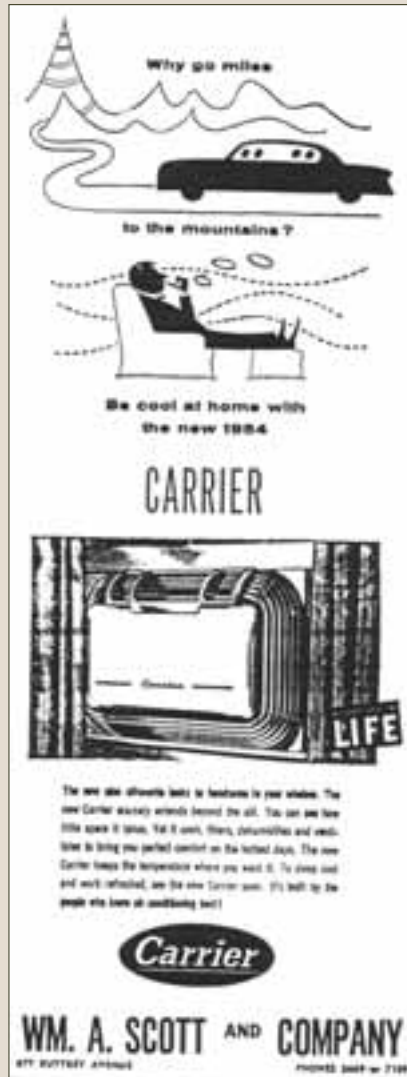
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The Review (Niagara Falls, Ontario), January 6, 1954

**LOCATED AT 2463 PORTAGE ROAD,** *the Coronet Motel was, according to one of its postcards, “only two blocks from the Falls. A modern Motel with tubs or showers. Cross ventilation, heated and open year ‘round. One of the finest in Niagara Falls, Canada.” The motel was owned and managed by D. Georgieff and Son. This view of the property dates to around 1957.*





The Review (Niagara Falls, Ontario), June 9, 1954



Lundy's Lane Historical Museum

**THE LUNDY'S LANE MOTEL** as it appeared around 1960. Located on Lundy's Lane near the QEW, the Lundy's Lane Motel and Restaurant were advertised as the most modern and largest in Niagara Falls where, as noted in their promotional material, "excellent meals are served at all times for the convenience of the Tourist."



Lundy's Lane Historical Museum

**MANY ORCHARDS AND FARMS** were developed into campgrounds and motels after World War Two. One of these new accommodations Orchard Grove Motel and Camping was located at 4123 Lundy's Lane. This postcard of the property from about 1960 promoted "modern accommodation with single and family units, tubs and showers, free T.V., shady spacious grounds. Forty acre trailer and tent camping ground with tubs and showers. Playground and swimming pool, wading pool with city water and sewers. Owner and Management: Velma and Maurice Foreman."



**A WEDDING IN ST. PATRICK'S ROMAN CATHOLIC CHURCH, 1960.** *This ceremony took place pre-Vatican Second Council, and thus the priest is facing the ornate altar with his back to the congregation. By 1969 the Second Vatican Council had decreed that priests must face their congregation, and St. Patrick's had begun its first major renovation since this structure, the congregation's second church, was built in 1895. During the renovations the main altar was removed and replaced by a smaller marble one, and the carved wooden cabinets and the statues they housed were removed. The first St. Patrick's was built in the early 1860s on this same location, the corner of Victoria Avenue and Maple Street.*

**STRAWBERRY TEA**  
Friendship Circle annual Strawberry Tea at Glenview Baptist Church, Wednesday, June 23rd, 3-5, 7-9 p. m. Sale of fancywork also. 19-20

**STRAWBERRY SOCIAL**  
At St. Stephen's Church, McRae and Fourth, Tuesday, 6 p.m. Adm. 35c. Auspices of the W.A.

**STRAWBERRY FESTIVAL**  
St. Ann's C.W.L. on Thursday, June 24, from 5 to 8 p.m., on the church grounds. 20-21

Niagara Falls Public Library (Ontario)

The Review (Niagara Falls, Ontario), June 22, 1954

## Personal

Mrs. John Scott, Kitchener Street, and Mrs. R. Gibson, Jepson Street, left today to attend the funeral of Mrs. Scott's sister, Mrs. George Auchterlonie, in Montreal.

Mrs. G. Skinner, Ontario Ave., will leave tomorrow for New York City where she will spend a week attending a foundation training school. Mrs. Skinner will be registered at the Sheraton-McAlpine Hotel.

Mr. Charles Plant has returned to his home on Jason Street after spending several days in Toronto on business. He was registered at the Park Plaza Hotel.

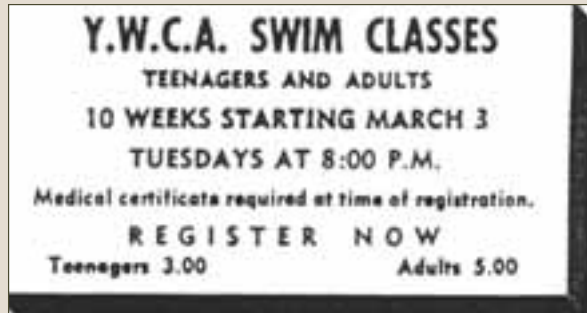
Thirty-five members of the Golden Hours Club met in the hall of St. Paul's English Lutheran Church. Hostesses for the afternoon were Mrs. W. A. Climenhage and Mrs. F. Edwards and the receptionists were Mrs. C. Chisholm and Mrs. M. Gunning.

A pre-Lenten dance was held at the Glenview Social Club last evening sponsored by the Hennepin Council, Knights of Columbus. Dancing was to the music of Spod Grant's Orchestra. Mr. J. Dennis Br., social committee chairman, and Mr. Robert Gay, co-chairman, were in charge of arrangements for the event. Prize winners were: Mr. and Mrs. Larry Cushman, Mr. and Mrs. Gerry Chamberlain, Mr. and Mrs. Jules Desjardins, Mr. and Mrs. Louis Denson, Mr. Don Morrison, Mr. Gerald Shugg and Mr. C. Coffey.

Mr. and Mrs. A. W. F. McQueen, Corwin Avenue, are in Toronto where they will attend the president's reception and annual dinner of the Ontario Association of Architects in the King Edward Hotel, this evening. Mr. McQueen is president of the Ontario Association of Professional Engineers.

The Review (Niagara Falls, Ontario), February 7, 1959





The Review (Niagara Falls, Ontario), January 24, 1959



The Review (Niagara Falls, Ontario), June 17, 1954



Rhonda Coleman

**THE MARTHA CULLIMORE SCHOOL GRADE ONE RHYTHM BAND OF 1960-61.** Named in honour of a local school nurse, Martha Cullimore School was immediately overcrowded with children of the baby boomer generation when it opened in 1955 on St. Andrew Avenue. The rhythm band members pictured here were led by their teacher, Miss Hawkins, standing at the far right.



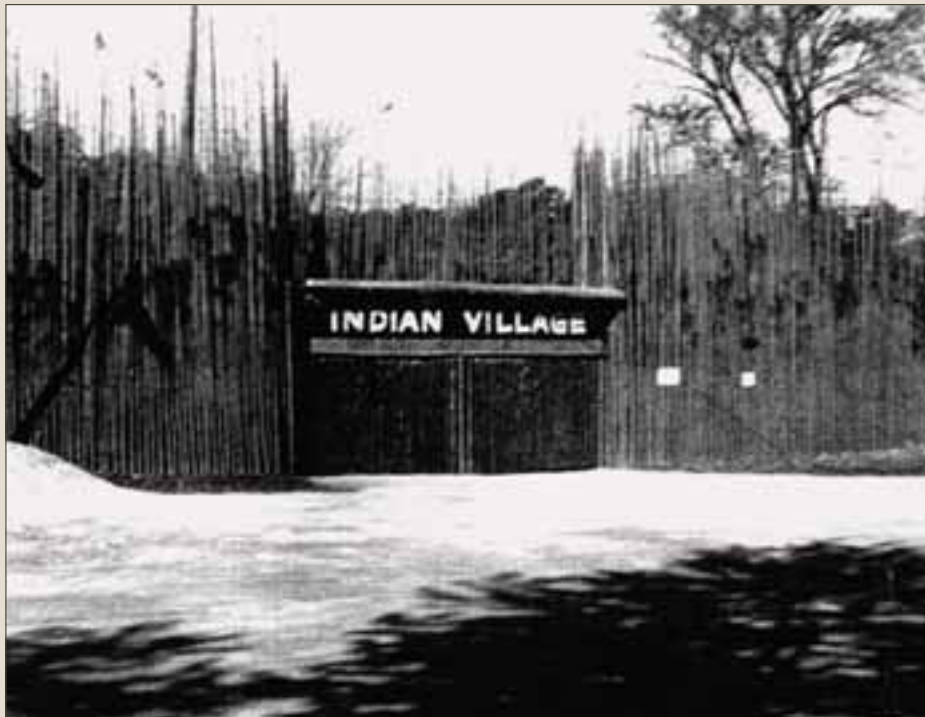
The Review (Niagara Falls, Ontario), January 23, 1954





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

**THE LUNDY HOUSE AROUND 1960.** *The first Lundy House was a small log cabin built by William and Nancy Lundy and their children, a family of Quakers who emigrated from the former British colony of Pennsylvania around 1790. The second Lundy House was built in front of the log cabin, which was then used as a summer kitchen for a number of years. The road the Lundys opened up from their house to Portage Road along an old native trail officially became the public road known as Lundy's Lane in 1803. During the War of 1812, the Lundy House was used as a rest stop by soldiers on their way to the Battle of Lundy's Lane (July 25, 1814), considered one of the fiercest and bloodiest clashes of the conflict. After the battle the house also served as a hospital for the wounded. The home remained in Lundy family ownership until it was torn down in 1997 to make way for the Canada One Factory Outlet Mall.*



Ron and Joan Brown

**LOCATED ON PORTAGE ROAD,** *itself originally a first nations trail around the falls, the Indian Village was a tourist attraction featuring an authentic seventeenth century log cabin and exhibitions of native Canadian life. In the 1950s and 60s many attractions like this opened to entice visitors to stay awhile after viewing the falls. This view of the property dates to around 1960.*



The Review (Niagara Falls, Ontario), January 7, 1964



## NIAGARA FALLS LEGION PROVINCIAL GOLF CHAMPIONS, 1961.

Left to right: M. Krowchuk, G. Black, J. Krowchuk, J. Rice, J. Nate.

Photo by Gordon Counsell, courtesy John Krowchuk



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



David Comaniuk

**MECHANIC LOUIS COMANIUK** oils the wheels of Canadian National Railways locomotive Number 6167 before the train's final run back to Toronto from Niagara Falls in 1962. Built by Montreal Locomotive Works in 1940, Number 6167 is a class U2-E 4-8-4 northern-type steamer. It was first put into service in Mimico, and was then used in Montreal and Moncton, New Brunswick until it was replaced by a diesel engine and came to the Great Lakes region. Number 6167 pulled many trains, including "The Ocean Limited," "The Scotian," and "The Maritimes Express." It was used for standby power on express freight and passenger trains during its service in the Great Lakes area until this final round trip between Toronto and Niagara Falls.





Bill Irvine

**THE FOURTH ANNUAL OPTIMIST CLUB SOAP BOX DERBY** on Drummond Road in 1961. This was the perfect place for boxcar racing, popular in the city through the 1950s and 60s. Ross Johnson, the winner, is on the left and Bill Irvine, who finished in second place, is in the centre of the photo. This was the last race of the day. The gentleman standing on the right is Bill Gough, the Optimist Club's presiding official.



Bill Irvine

**WINNERS OF THE 1961 OPTIMIST CLUB SOAP BOX DERBY.** From left the boys in the cars are Ross Johnson, first place and sponsored by Thorburn Drug Stores, Bill Irvine, second place and sponsored by the family business, Irvine's Plumbing, and Joe Milne, third place and sponsored by Calaguire Bros. Ltd. This was the third year that Irvine raced.



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





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



Willoughby Historical Museum

**MELVIN DELL FOUNDED DELL'S DAIRY IN 1922** with one cow and one horse-drawn carriage. Melvin's son Gordon joined the family business in the mid-1960s when milk was still delivered, but in bright orange trucks like the one pictured here in December 1962. By the time Gordon sold the business to Avondale in 1974 there were 25 employees, 4,000 home delivery customers, and 110 wholesale customers. Dell's Dairy was the last independently owned dairy in Niagara Falls.



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

**LOOKING NORTHEAST** at the foot of Ellen Avenue and Ferry Street on May 27, 1962, just before Ferry turns into Victoria Avenue. Note the sign for Nanson's Battery and Tire Service at extreme left of the photo. This intersection was known for many years as Smack Allen's corner, after the proprietor of the general store just right of centre in the photo.



The Review (Niagara Falls, Ontario), January 14, 1954



Don and Mary Carrel

THE ROSBERGS SHOE DEPARTMENT IN 1958.

**A POPULAR SALE** of women's clothing at Rosbergs in June 1960. Locally owned and operated at the corner of Queen Street and Erie Avenue for 69 years, Rosbergs was a Niagara Falls shopping institution. Jacob Rosberg and Gertrude Rosberg Carrel opened their men's clothing store in 1919 and hired a wagon to sell work clothes on site during the construction of the first Sir Adam Beck generating station. In 1930, a Rosbergs was also opened in Welland on East Main Street. Over the years the Queen Street location's inventory widened and floor space increased as it developed it into a modern department store by the mid-1950s. Don Carrel, Jacob Rosberg's grandson, joined the family business at that time and managed the store until it closed in 1988.



Don and Mary Carrel



## WELCOMING STAMFORD TOWNSHIP: *The Amalgamation of 1963*

At the stroke of midnight on December 31, 1962, a celebratory bonfire of Christmas trees burned and church bells rang as the City of Niagara Falls and the Township of Stamford welcomed in the New Year together as the new, enlarged City of Niagara Falls. The plan to amalgamate began in 1954 with an informal committee, which later evolved into a formal body in 1958. After much discussion, many reports, and a hearing before the Ontario Municipal Board, the city and township amalgamated on January 1, 1963.

Stamford was the second township to be surveyed around 1786 in the District of Nassau, one of four districts within Upper Canada. The township was originally called Mount Dorchester but was renamed in honour of the Town of Stamford in Lincolnshire, England by the first Lieutenant Governor of Upper Canada, Sir John Graves Simcoe. The township encompassed an area bordered by the Niagara River to the east, the Welland River, also known as Chippawa Creek, to the south, Thorold to the west, and Niagara-on-the-Lake to the north. The first settlers to arrive in Stamford were the officers and enlisted men of Butler's Rangers who were given land there after fighting in the American Revolutionary War (1775-1783). The men of Butler's Rangers were followed by United Empire Loyalists, most of whom settled along

or near Portage Road, the first road in the township and one which followed the path of a native trail used to portage around the falls.

Stamford Township's municipal government was established in 1793 and its first settlements developed in two places in the north end: Stamford Village on Portage Road near Stamford Green, and Stamford Centre, or Southend, located around the intersection of Thorold Stone and Portage Roads. Neither village was ever incorporated but there was a plan drawn up for Stamford Village in 1796, and most of the street names which appear there are still in use today.

The period following World War Two was one of tremendous growth in both the City of Niagara Falls and Stamford Township. After some initial opposition, the plan to amalgamate was accepted and the new city came into existence January 1, 1963. Niagara Falls' application to the Ontario Municipal Board had requested the inclusion of the Village of Chippawa and a portion of Willoughby Township in the new city, but this request was denied. The City of Niagara Falls now encompassed the area initially surveyed in 1786 as the Township of Stamford, except for a small portion of Chippawa, north of the Welland River.



Niagara Falls Public Library (Ontario)

**THE WHIRLPOOL HOUSE AROUND 1910.** *A very historic Stamford home, the house was originally a hotel and still stands at the corner of Portage Road and Church's Lane. Built by Andrew Rorback around 1794, it was a gathering place for the residents of Stamford Township for many years. The upstairs held a ballroom used for social and political events. The building was close to being condemned when it was purchased in 1940 by Walter and Margaret Anderson who restored it to its former glory.*



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

**STAMFORD PRESBYTERIAN CHURCH** as it appeared circa 1910. Constructed in 1871, this building still stands. The Stamford Presbyterian congregation, which dates to 1784, was founded by United Empire Loyalists who came to Stamford Township during the American Revolution. The congregation's first home, which stood on the site of the present church, was a frame building erected in 1791. The four spires seen at the top of the tower were removed in 1951.



Lundy's Lane Historical Museum

**THIS PICTURE OF THE STAMFORD COLLEGIATE GIRLS' BASKETBALL TEAM** was taken in 1917 by Ernest Fox's photography studio located on Centre Street. Alma Spencer is at the far left holding the ball.



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

**THE STAMFORD WOMEN'S INSTITUTE** was established in 1911. The group's meeting hall, seen here in 1930, still stands at 3846 Portage Road and is now the Stamford Lions Club Memorial Hall. Note the German trench mortar gun in front of the building.



**BUILT BY MAJOR RICHARD LEONARD** in the 1820s as a private residence, this building became the Drummondville Grammar School in 1857. At the time this photo was taken, around 1920, it served as the residence for the principal and caretaker of the adjacent Stamford Collegiate. The building was demolished in 1963 to allow for the school's expansion.



The Review (Niagara Falls, Ontario)



Niagara Falls Public Library (Ontario)

**FORMED IN 1921 AND STILL IN EXISTENCE TODAY, THE STAMFORD VOLUNTEER FIRE DEPARTMENT** no longer fights fires but provides extensive community service and owns and manages Firemen's Park off Mountain Road. The volunteer fire brigade merged with city fire fighters in September 1963 after Stamford Township and the City of Niagara Falls amalgamated. Throughout the 1960s several local fire halls closed and modern ones were built to replace them on Dorchester Road and Morrison Street.



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

**STAMFORD CENTRE** was on the main route to Niagara Falls via Highway 8 before the construction of the QEW, and many tourists found food and accommodation at places like Hope's Restaurant and Tourist Home on their way to view the falls. This view of the property dates to about 1925.

**CAMPING WAS VERY POPULAR** with tourists coming to the Falls in the 1920s, and many local residents opened campgrounds on their property as a way to earn extra income. The route along Highway 8 on the way into the city was a particularly popular one for such accommodations. Clark's Tourist Camp, seen here around 1925, was located close to Stamford Centre, on the site now occupied by the Comisso's plaza.



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



Niagara Falls Public Library (Ontario)

**STAMFORD GREEN**, pictured here circa 1925, is the only village green in Canada. This wedge-shaped piece of land between St. Paul Avenue and Portage Road was originally owned by the Dee family, who allowed public use of the property beginning in 1821. It was purchased by the residents of Stamford Township in 1909 and put under the control of a board of trustees. A bowling green was constructed on the site in 1923 and then closed in 1938.





Niagara Falls Public Library (Ontario)

**THE INTERSECTION OF THOROLD STONE, PORTAGE, AND DRUMMOND ROADS** is a historic one. This area is now known as “The Five Corners” or Stamford Centre. At the time this photograph was taken in 1949 the intersection was often referred to as Collard’s Corner, after the Collard family who built their house there in 1870. The Collards had purchased the land from Mr. Toynbee who ran a wine store on the site prior to 1870. Over the years the Collards built a general store, a barn that housed a flour and feed store, a gas station, and numerous other commercial buildings that they rented out to other merchants. Among the tenants at Collard’s Corner was Meadow’s Pharmacy, at left in the photo, which operated at that location for over 30 years. The flour and feed store closed in 1967 and in 1968, after 98 years as the mainstay of commerce for Stamford Centre, the Collard house and surrounding businesses were demolished.



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

**THE HALFWAY HOUSE IN 1930.** Mr. J. Mahoney was the proprietor of this Stamford general store and gas station. Note the Niagara Dry sign at the bottom of the window to the right of the store’s entrance.



The Review (Niagara Falls, Ontario), January 22, 1959



Maureen West

**WINNERS OF THE FIRST STAMFORD MAN-A-MILE RACE** in 1936 pose on Longhurst Street opposite the fire hall. Front row, left to right: Fred Higgins, Neil Palmer, Lloyd Plummer, Harry Luscomb. Second row: unknown, Clarence Palmer, Ben Prior, Bruce McIntosh, Bill Campbell. Back row: Bill Smith, Ed Bay Hill, Orm Embelton, Johnston Roberts, unknown, Tom Unwin.

**THE STAMFORD LORENZO JUVENILE HOCKEY TEAM, 1959.** These 1959 Ontario champions are, front row, left to right: Vic Conte, Ralph Biamonte, Terry Booth, Bob Hunter, Bev Thompson. Second row: Gord Johnston (manager), Ray McMaster, Corky Collins, Bob Judge, Al Dobbin, Bob Campbell (coach), Mere Allen (trainer). Back row: Frank Parisi, Bob Allen, Ray Winters, Frank Vormittag, Don Wilson.



Bob Campbell





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

**LUNDY'S LANE SCHOOL**, also known as Stamford Public or S.S. Number Six, in 1915, the year that it opened. H.H. Coutts was its first principal. The school closed in 1970 and the property is now occupied by the city's first McDonald's restaurant.



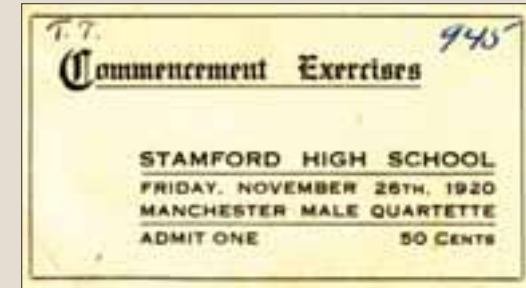
Frank Long

**A LUNDY'S LANE SCHOOL** class photo, grades three and four, 1945. Front row, left to right: Joe Parisi, Murray Johnston, Harold Reece, Joe Brandi, Bill Hunt, Peter Holman, Edgar Currie, Gilbert Arsenault, Raymond Matthews, Harry Cahill. Second row: Joan Lawrence, Stella Folga, Joyce Hicks, Ada Johnson, Betty Hunt, Norma Spinelli, Margaret Bretti, Rosemarie Long, Carmella Cupolo, Betty Major. Back row: Joyce Hazard, Carrie Delivier, Victoria Worville, Gloria Stevens, Jean Worville, Betty Lawrence, Helen Ruish, Lawrence Delivier, Fred Stevens, Roger Castle, Wayne Little, George Foss.



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

**ONE OF THE OLDEST HIGH SCHOOLS IN ONTARIO**, *Stamford Collegiate Vocational Institute* was called *Drummondville Grammar School* when it opened in 1857 on a 0.8 hectare (two acre) site formerly owned by the Leonard family. This is how many people will remember the school, as it looked around 1940.



Pat and Rosa Simon

**BELOW, THE ENTIRE SCVI STUDENT BODY** has gathered for a photo at the end of the 1934-35 school year.

*Mr. H.W. Jamieson was principal of the school during this period and is pictured in approximately the third row, centre, with the teaching staff.*







Maureen West

**THESE STAMFORD COLLEGIATE** students were performing in an operetta when their picture was taken February 1940. They are, left to right: Margaret Manuel, Ruth Histrop, Catherine Brown, Anne Cudmore, Jeanette Arkell, Jen Corfield, Maureen Payne, Lorraine Roberts, Dorothy Weaver, Marion Cunningham, Kathleen Elwood, Mabel Clintz, Marie Williams, Evelyn Miller, Evelyn Mana.



Photo by Powell Hamilton, Lundy's Lane Historical Museum



Wayne Burns

**THE SCVI TRACK AND FIELD TEAM OF 1950.** *These Canadian champions are, left to right: Bill Robinson (long jump), Ken Stevenson (1.6 kilometre/1 mile relay), George Conn (1.6 kilometre/1 mile relay), George McGowan (pole vault, long jump), Glen Martin (800 metre/880 yard, 1.6 kilometre/1 mile races), Wayne Burns (shotput, discus), Bob Kilkenny (long jump), Art Darch (shotput, discus), Wes Washington (400 metre/440 yard race, 1.6 kilometre/1 mile relay), Fred Ruish (shotput, discus, long jump), Jack Long (coach).*



The Review (Niagara Falls, Ontario),  
January 16, 1959

**THE SCVI CHEERLEADING TEAM OF 1955.** *The cheerleaders are, front row, left to right: Carol Beupit, Pat Brockwell, Patsy Mares, Virginia Gordon. Back row: Pat Lamb, Pat Beran, Sharon Bell, Ellen Matthews.*



Murray Johnston





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

**ST. JOHN'S ANGLICAN CHURCH** in October 1945. When Sir Peregrine Maitland, Lieutenant Governor of Upper Canada from 1818 to 1828, built a summer residence in Stamford, he discovered that the closest Anglican churches were in Chippawa and Niagara-on-the-Lake. This provided the impetus to build St. John the Evangelist Church in 1825 on the east side of Portage Road across from Stamford Green. The church was used continuously until 1957 when a new one was built next to it on Portage Road. The older structure was deconsecrated in 1962 and narrowly avoided being demolished. It was restored by the Stamford Heritage Association and reopened in 1990 as a columbarium and museum.



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

**ST. GEORGE'S SERBIAN ORTHODOX CHURCH** shortly after its completion in 1970. This beautiful domed church on Montrose Road was the culmination of over 20 years of organizing and planning by Niagara Falls' Serbian community. In 1948 a group of Serbs from the city first met to discuss the building of a church. In 1953 the St. George Serbian Orthodox Church-School organization was founded, and in 1957 they bought 11 hectares (28 acres) of land on Montrose. Ground was broken for the church in 1968.

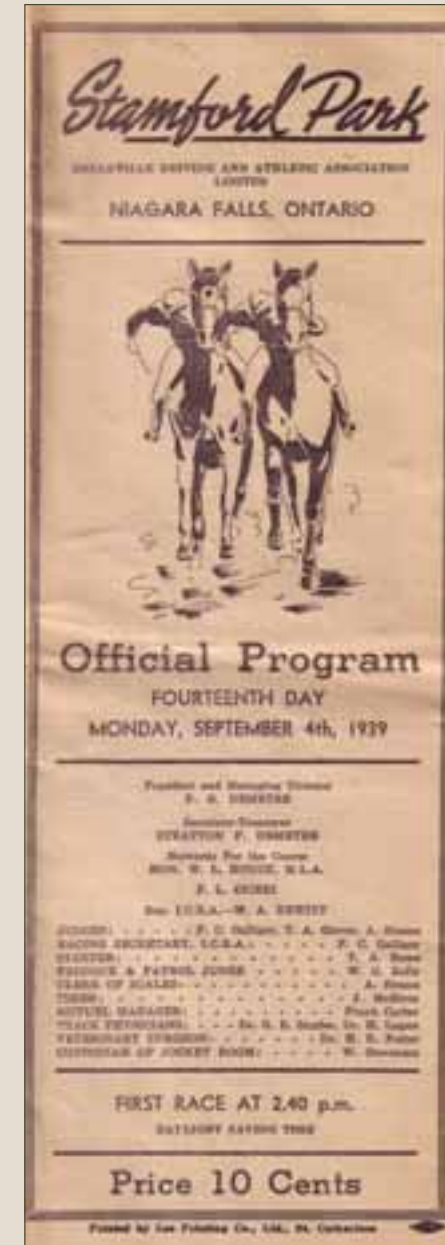


Sherman Zavitz

THE STAMFORD PARK RACE TRACK GRANDSTAND IN THE EARLY 1950S.



Lundy's Lane Historical Museum



Pat and Rosa Simon

LOCATED ON 74 HECTARES (185 ACRES) OFF MONTROSE ROAD, mid-way between Lundy's Lane and Thorold Stone Road, the Stamford Park Race Track opened in 1923. By the 1950s it had stables to accommodate 750 horses, 0.8 and 1.6 kilometre (half-mile and one mile) oval tracks with an infield lake, and an average race day attendance of 5,000. The track closed in 1953. This is how it looked on a typical summer's day in 1949.