

1914 - 1923

Paving Our Way - The War Years & Beyond

Niagara Falls entered its second decade with bright hopes for both its citizens and its growth. But a dark cloud lay poised just over the horizon in the form of the First World War, which was to leap onto centre stage in August 1914. Men of the Niagara Falls Company of the 44th Lincoln and Welland Regiment were among the first to be called up to guard the hydroelectric power plants and the Welland Canal. On August 6, 1914, *The Review* reported that half companies of the 44th Lincoln and Welland Regiment, the 19th Lincoln Regiment, and the 2nd/10th Dragoons had been ordered to guard vital points throughout the Niagara Peninsula. Although no Niagara regiment went overseas as a unit, three overseas battalions were recruited from the city and surrounding communities: the 81st, 98th, and 176th.

With hundreds of men fighting in Europe, many Niagara Falls families lived in daily fear of receiving the dreaded telegram announcing that a loved one would not be coming home. As with all urban areas in Canada, the city was caught up in war time efforts and rationing. Between 1914 and the end of 1918 local citizens were encouraged to purchase war bonds, participate in home gardening, and conserve essential foodstuffs.

However, despite the war there were many developments that took place in the city, some of which appear in this chapter's accompanying photos. With the availability of cheap electricity, industry thrived in the city. In 1915 American Can purchased the Sanitary Can Company and greatly expanded their capacity. That same year, the city signed a contract with the Hydro Electric Power Commission of Ontario and the Niagara Falls Hydro Commission was born.

Due to the area's expanding population and industry *The Niagara Falls Review*, then celebrating its thirty-fifth anniversary, began to publish as a daily paper on October 5, 1914. The Niagara Falls Police Department beat their fire-fighting comrades by a year and began using their first automobile in 1919.

It was also during this decade that construction began on the Niagara Parkway. By the end of the decade, 1923, the thoroughfare allowed visitors to travel all the way from Fort Erie to Queenston Heights via a paved road.

As the Roaring Twenties dawned on Niagara Falls, more progress was on the horizon.

1914

- the population of Niagara Falls was 11,340
- local grocers charged:
 - 28-34¢/lb for butter in winter; 24-27¢/lb in summer
 - 20-22¢/lb for pork in winter; 18-23¢/lb in summer
 - 90-95¢/bushel for potatoes in winter; 60¢/bushel in summer
 - 40-45¢/dozen for eggs in winter; 23-25¢/dozen in summer
 - 50¢/10 lbs for sugar year-round
- there were 31,724 passenger automobiles registered in Ontario
- admission to evening skating at the Queen Street arena was 15¢
- umbrellas cost 49¢ to \$1.29 at Northcott's clothing and dry goods, while pillows ran for 90¢/pair
- cow brand baking soda was 10¢/three packages at Pailing's grocers on Morrison Street

1915

- a 1.5 lb loaf of bread cost 5¢ at Star Bakery, and the Gay Bros. bakery's "Eatmore Bread" was 7¢/loaf

1918

- E.S. Cole jewellers on Erie Avenue sold alarm clocks starting at \$1.85
- a new product, Oleomargarine, touted as "a splendid substitute for butter," cost 37¢/lb at most grocers, a relief from typical butter costs which had risen to 50¢/lb due to the supply pressures created by the First World War
- another by-product of feeding soldiers overseas, sugar rose to twice its normal price, \$1.00/10 lbs



Lundy's Lane Historical Museum

A GIANT MILITARY PARADE moves up Lundy's Lane from Main Street on July 25, 1914. Several thousand people gathered on Drummond Hill and the surrounding area to commemorate and honour the hundredth anniversary of the Battle of Lundy's Lane. The presence of both American and British flags indicates the bi-national nature of this event, which was organized by The Lundy's Lane Historical Society.



Photo by The Pressand Commercial Photo Co., Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

KNOWN AS THE CANADIAN YOUNG LADIES OF THE INTERNATIONAL COMMITTEE, these women were chosen by The Lundy's Lane Historical Society to lay a wreath at the Battle of Lundy's Lane Monument during the centenary observances of that conflict. By the 1910s women had begun to free themselves from the popular and rigid "s"-shaped silhouette created by turn of the century fashions. The ladies shown here were most up to date as evidenced by their flowing, less constrictive day gowns.



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

ALBERT COLLETT auctioning off a sewing machine at his premises beside city hall in 1914. For many years Collett ran a storage, moving, and auctioneering company.



Lundy's Lane Historical Museum

DRESSED IN THEIR FINEST, this family poses in front of Morse's Funeral Home on Main Street in 1914.

Auction Sale
WEDNESDAY, APRIL 3
 On the premises of Mr. M. J. Debois, opposite the old Whirlpool Hotel, Stamford, of
HOUSEHOLD EFFECTS AND GARDEN TOOLS
 Etc., Sale to commence at 1 o'clock, with the outdoor effects as follows:
 1 bay mare, 12 years old; 1 set buggy harness (brass mounted); set single harness (heavy); top buggy by McLaughlin; 1 horse waggon; road cart; root pulper; single harrow; lawn roller; emery grinder; Planet Junr wheel hoe; lawn mower; carpenter's bench with vice; and a full line of garden tools.
HOUSEHOLD GOODS
 Linoleum, rugs, clocks, bedding, pillows, parlor set, upholstered rocker, oak rocker, parlor table, couch, walnut writing table, dining table, chairs, sideboard, dressers, chest of drawers (walnut) iron beds, springs and mattress (double and single) parlor heater, lamps, pictures, kitchen tables, cupboards, chairs, cooking utensils, dishes, kitchen range, Perfection oil stove (3 burner), etc., etc.
 Sale starts at one o'clock sharp.
 Conditions of sale are: all sums under \$10, cash; over that amount six months' credit at six per cent on joint approved notes.
A. H. Collett, THE AUCTIONEER
 PHONE 1162.

The Review (Niagara Falls, Ontario), April 1, 1918

1918 *cont'd*

- Kellogg's corn flakes cost 11¢/package at Ballantyne's grocery
- an oak writing desk could be procured for \$6.50 to \$10.00, or a brass bed for \$28.00 to \$32.00 at Schlender & McBride furnishers on Ferry Street
- wash boards were 85¢, and clothes wringers \$5.00 at Garner Brothers hardware
- ladies high top dress shoes cost \$4.95 to \$7.00 at Frank Mango's shoes, trunks, and valises emporium
- a Chevrolet Baby Grand Touring Car was a mere \$1,295.00 at H.A. Spies, the local dealer on Bridge Street

SOURCES:

Historical Statistics of Canada. 2nd Ed.

Niagara Falls Public Library (Ontario)

The Record (Niagara Falls, Ontario),
January 7, 1914; January 9, 1914;
January 12, 1914; April 6, 1914; June 2,
1914; June 4, 1914; June 5, 1914; June 11,
1914; June 12, 1914; June 17, 1914;
June 19, 1914.

The Review (Niagara Falls, Ontario),
April 22, 1914; July 17, 1915; January 2,
1918; January 3, 1918; January 4, 1918;
January 11, 1918; April 25, 1918; April 29,
1918; June 3, 1918; June 4, 1918.



Lundy's Lane Historical Museum

C. J. DIDEMUS
CARRIES A COMPLETE AND UP-TO-DATE LINE OF
LADIES, GENTS and CHILDREN'S SHOES and RUBBERS
106 Main Street Phone 643 Niagara Falls South Ont.

Niagara Falls (Ontario) City Directory for 1914

CHARLES JOHN DIDEMUS'
*shoe store on Main Street about
1915.*

W.S. CARR'S *music store and
McNally's Drug Store on Erie
Avenue in 1914.*



Bob and Lois Carr



Niagara Falls Public Library (Ontario)

CHILDREN AT PLAY outside Kitchener Street School, circa 1915. Kitchener Street has not yet been paved.



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

THE EMPIRE BUILDING at the corner of Erie Avenue and Park, November 29, 1914. Both streets are bricked, with streetcar tracks running down the middle of Erie Avenue.



The Review (Niagara Falls, Ontario), June 2, 1914



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

THE NIAGARA FALLS REVIEW building on the southwest corner of Park and Clifton (now Zimmerman) Avenue about 1915. This was the newspaper's home from 1913 to 1952 when it moved to Valley Way. The site is now vacant.



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

SOME OF THE NIAGARA FALLS REVIEW STAFF at work, March 1921.



Sherman Zavitz

THE MAYHEW HAT FACTORY was in a large brick building that stood on the southwest corner of Queen Street and Clifton (now Zimmerman) Avenue. Constructed about 1856, the building first housed Ward's Department Store and then several small industries. Following extensive alterations it became the King Edward Hotel (the King "Eddie") in 1925. Severely damaged by fire in 1988, the building was demolished three years later.



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

THE QUEEN THEATRE, circa 1915, decorated for a war bond drive. “The Goddess” was being promoted as the theatre’s main silent moving picture attraction while “Ham and Bud” were the featured vaudeville act.



The Review (Niagara Falls, Ontario), February 6, 1914



The Review (Niagara Falls, Ontario), June 3, 1914



Murray Johnston

THE FOOT OF SIMCOE STREET around 1915.



Niagara Falls Public Library (Ontario)

STOPPING BELOW THE DRUMMOND ROAD OVERPASS, a Niagara, St. Catharines, and Toronto (N.S. and T.) streetcar pauses to pick up passengers around 1915. The N.S. and T., which was an interurban electric line connecting many Niagara region communities, also operated streetcar service in Niagara Falls for a number of years.

PERSONAL CHAT

Mr and Mrs Kelso, Bickley Ave., are spending a few days in Toronto.

Mrs H. Brown, Roberts St., is spending the day in Toronto.

Mr Potter of Thorold spent yesterday in the city.

Mrs Chambers of California, is spending a few weeks with her sister Mrs H. Brockhead, Gosha St.

Miss Dingwall of Hagersville, is spending a few weeks with her sister Mrs Mulha, Bridge St.

Miss Winifred McLeod, Huron St., has left to spend several months at Winnipeg and Calgary.

Miss A. Gillespie of Hamilton is spending a few days with Mrs W. McDonald, South St.

Miss A. O. Connor, Buchanan St., has returned from visiting friends in Akron, Ohio.

Mr E. McPherson, Bridge St., is visiting a few days at Montreal on business.

Mr and Mrs F. Ostotag, who have been visiting Mrs Fay, Morrison St., left yesterday to visit friends in Montreal.

Miss Hamilton of the Collegiate staff, left today for her home at Peterboro, to spend the summer vacation.

A pretty wedding was solemnized on Wednesday at the home of the bride's parents, Mr and Mrs George L. Beam of this city, when their only daughter, Lillian. Wedding was married to Mr Charles T. Penn, of Toronto, son of Mr and Mrs William Penn, of Minneapolis, Minn., the Rev. H. Jackson Kelly of Thorold officiating. The wedding march from Lohengrin was played by the bride's cousin, Miss Marion Beam of Buffalo, N.Y. The bride was given away by her father, and wore a lovely gown of white tulle de chine trimmed with Venetian lace, and carried a shower bouquet of roses and lily of the valley. The tulle veil, finished with true lovers' knots, fell from a cap which was wreathed with orange blossoms. After the ceremony the guests sat down to a dainty luncheon. Mr and Mrs Penn leaving later for a trip down the St. Lawrence the bride wearing a three-piece suit of peacock blue silk with touches of wine-pink and pink hat to match. On their return they will reside at Norton Court, Rosedale, Toronto.

The Review (Niagara Falls, Ontario), June 11, 1914



The Review (Niagara Falls, Ontario), August 17, 1915



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

THE INTERIOR OF SANITARY DAIRY on Ferry Street, June 20, 1915. Milk was brought in by local farmers in the large metal milk cans sitting on the floor. It was then pasteurized with the equipment seen here and put into glass bottles to be delivered by milkmen and their horse-drawn wagons.

The Review (Niagara Falls, Ontario), June 13, 1914



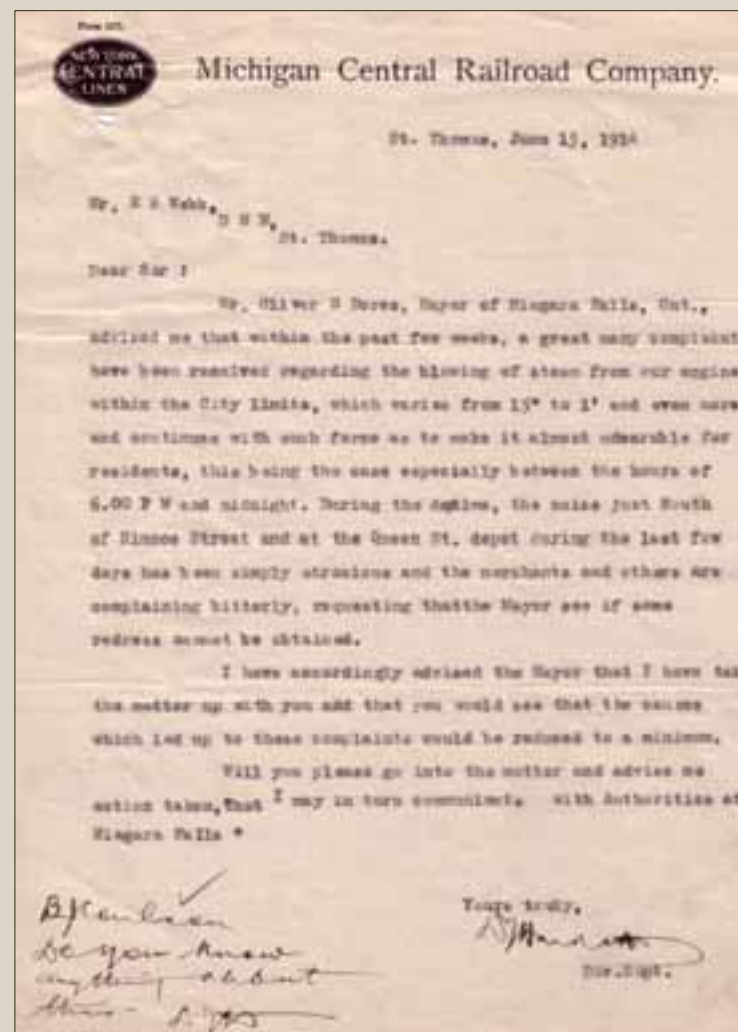
Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

A TRAIN PULLS UP TO THE MICHIGAN CENTRAL RAILWAY STATION *on the southeast corner of Queen and Erie in 1915. In the distance, notice the upper portion of the 1885 post office at the corner of Park and Clifton (now Zimmerman) Avenue.*



Niagara Falls Public Library (Ontario)

THE DUKE AND DUCHESS OF CONNAUGHT *with their daughter Princess Patricia arrive in Queen Victoria Park for a military review in 1915.*



Chamson Zavittz

MEMBERS OF THE 44TH LINCOLN AND WELLAND REGIMENT pose outside the Victoria Avenue Armoury in 1916. This particular detachment was a guard responsible for armoury security and prisoners of war who were kept there. Note the cooking staff in the back row. Although the 44th Regiment did not serve overseas in its entirety, many of its soldiers along with those from the 19th Lincoln Regiment served in the Canadian Expeditionary Forces (CEF) after being integrated into the 81st Battalion CEF, the 98th Battalion CEF (Lincoln and Welland), and the 176th Battalion CEF (Niagara Rangers).



Lincoln and Welland Regiment Museum



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

THE PARADE GROUNDS OF THE 176TH BATTALION, which was being mobilized for overseas service when this photo was taken in 1916. The site on Spring Street was later used as the home of Memorial School, which opened in 1922. That building is now the Royal Canadian Legion, Branch 479.



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

MEN OF THE 176TH BATTALION CANADIAN EXPEDITIONARY FORCE (also known as the Niagara Rangers) are seen marching south along Victoria Avenue near Centre Street on May 24, 1916. This parade took place during the first mobilization of the regiment for overseas service. Many well-wishers came to observe the troops at their camp on Spring Street.



Photo by Ernest Fox, courtesy Frank and Patricia Foley

TENTS OF THE 19TH LINCOLN REGIMENT as they appeared in 1916 while camped in Queen Victoria Park.

The “Money Saving” and “Help Win the War Sale”

By being able to save many dollars at home we can send more comforts to those at the front, which is doing “our bit to help win the war.”

For within the next 30 days

STARTING JAN. 2ND

prior to taking inventory we have decided to

Reduce Our Stock at Least \$5,000

and in order to do this quickly we will close out many line of goods, practically at cost.

On all granite, tin, wooden, nickle, plate and aluminum ware we will allow 20 per cent discount.

We also have on hand a number of good coal heaters which will be greatly reduced, also sleighs, horse blankets, mitts, skates, electric heaters, toasters and table lamps, etc., etc., which will be included in this big money saving sale. So come, early and get the choice. Remember it starts Wednesday, January 2nd, 1918.

GARNER BROS.

122 Main Street. Niagara Falls South.

The Review (Niagara Falls, Ontario), January 2, 1918

**Don't Wait
and—Wish
Work Now
and—Have**

When drastic regulations for the rationing of food come into effect (and such an Order in Council may be made very early next Fall) you will wish then, that you had a crop of nice vegetables ready to take off your garden or nearby piece of vacant land that you could have cultivated if you *really* wanted to.

Well, all we say is—

Don't Wait and—Wish

The Review (Niagara Falls, Ontario), April 27, 1918

Co-Operation, Assistance & Health

The law requires us to use new standard flour. Our faith to our soldiers and allies requires us to save wheat, therefore, it is up to us to help the government to attain its object. The new war bread is really better than we expected and it is more healthful. Try it and see.

Phone 230. **GAY BROS.** 64 Queen Street.

The Review (Niagara Falls, Ontario), April 22, 1918

WAR MENUS		
How to Save Wheat, Beef and Bacon for the man at the front. Issued from the office of the Food Controller for Canada.		
MENU FOR TUESDAY.		
BREAKFAST		
Cornmeal Porridge		
Rice Muffins	Steamed Prunes	
Tea or Coffee		
DINNER		
Fish Chowder		
Baked Potatoes	Sauerkraut	
	Raisin Pie	
SUPPER		
Chicken Soup	Toast	
Graham Bread	Pear Jam	
	Tea	

The Review (Niagara Falls, Ontario), January 14, 1918



Photo by Ernest Fox, courtesy Frank and Patricia Foley

MEMBERS OF THE 44TH LINCOLN AND WELLAND REGIMENT form a ceremonial guard of honour for one of their own and his bride at the entrance of Holy Trinity Church in Chippawa during the First World War.



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

A RECRUITING DRIVE PARADE in 1917 on lower Bridge Street. Several hotels can be seen on the right while on the left part of the Grand Trunk freight shed is visible along with, in the distance, a portion of the railway station's roof.



The Review (Niagara Falls, Ontario), April 23, 1918

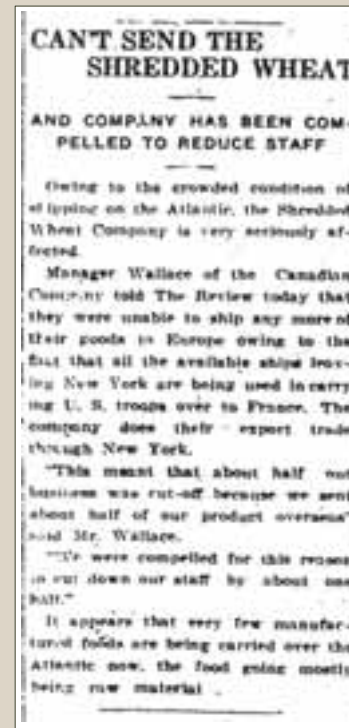


Photo by Ernest Fox, courtesy Frank and Patricia Foley

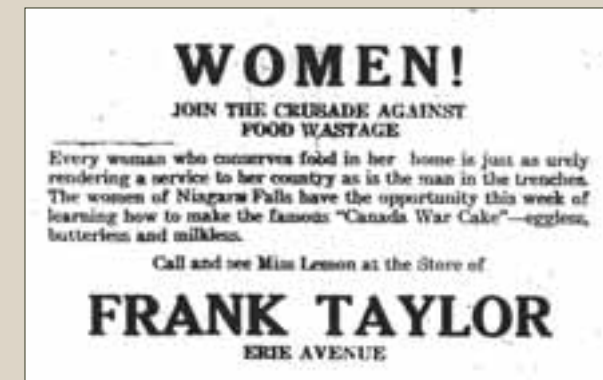
BARBED WIRE BARRICADES AROUND THE POWER INSTALLATIONS in Queen Victoria Park present a sombre picture during the First World War. The wire fences were erected to guard against potential acts of sabotage. In the distance the original Table Rock House can be seen.



The Review (Niagara Falls, Ontario), April 20, 1918



The Review (Niagara Falls, Ontario), January 11, 1918



The Review (Niagara Falls, Ontario), April 1, 1918

THE GUNS FELL SILENT at the eleventh hour on the eleventh day of the eleventh month, 1918. The First World War had come to a close.

It had been a tragedy of staggering and appalling numbers. During the previous four years and three months some 65,000,000 men from 30 nations had been mobilized and sent into battle. Of those men, 35,000,000 had been killed or wounded in action while an equal number of civilians had also become victims of the war, mainly through starvation, disease, or revolution.

Canada had played a major role in the conflict. A nation of only 8,000,000 at the time, 420,000 Canadian soldiers went overseas. Out of that number, 58,000 were killed and 175,000 wounded.

For most of those who remained in Canada it was a time of great emotional strain. Fear and tension hung over countless homes since, by 1916, one Canadian family in four had a soldier overseas. The ratio was even higher here in Ontario.

For each of these families there was constant worry that one of the dreaded telegrams from the minister of militia would arrive announcing that a son or father or husband had become a casualty. Perhaps he would be invalidated home; perhaps he would never be coming home.

On June 2, 1917, such a telegram arrived at the home of Mr. and Mrs. Patrick Glynn, who lived on Ellis Street in Niagara Falls. (The house, now number 4455, still stands.) The news was devastating. Their son, Bernard, a lieutenant in the Royal Flying Corps, had been killed in action

four days earlier.

Glynn and the others in the Corps were, in a sense, pioneers. In 1917 aerial warfare was relatively new and, therefore, still in the developmental stage. In fact, only recently had the planes been armed with light machine guns synchronized to fire through the propeller. Before that, pilots had fought with rifles and pistols. The many Canadians who joined the Royal Flying Corps soon learned how to carry out the man-to-man combat style of fighting – a style that involved great skill coupled with a certain amount of recklessness. They made a significant contribution. One of their number, Billy Bishop, became one of the most famous Allied air aces of the war.

But it was an extremely dangerous job. With this in mind, Bernard Glynn made a special arrangement. The previous December he wrote a letter to a friend back in Niagara Falls. In it he included a second, sealed letter addressed to his parents with the request that it be delivered to them only if there was official word that he had died. After the sad news of June 2, 1917, the friend carried out Bernard's request and gave the letter to Mr. and Mrs. Glynn. A few days later it was published in *The Niagara Falls Daily Record*.

The letter, which the paper described as "a loving voice from beyond the grave," is a fascinating document that reveals much about the young airman's character. It also makes it clear that he had no regrets about having enlisted to fight for "the right." Dated Sunday, December 17, 1916, it reads in part:

My Dear Father and Mother,

The only condition upon which you will read this letter is when I have officially been stated to have died. It may seem disobedience on my part but you knew from the beginning of the war I wanted to go for I wanted to do my part with all the other boys in fighting for the right, so I hope you have forgiven me for that.

You may rest assured that I shall be prepared, for I fully realize what great danger I am going into and that all the chances are against me. So don't worry over me when I am gone. Remember baby and the rest of the children; that is your duty before God to live and bring them up.

Now when you read this, dear parents, I just want you to say 'God's will be done.' Do anything for the soldier boys who came back safely for they deserve the best. Give my love to all my brothers and sisters and neighbours and don't worry.

Love and prayers from your loving soldier son who thinks of you always.

Goodbye. Bernard.

Lieutenant Bernard J. Glynn's name is one of the many that may be seen on the Niagara Falls War Memorial at the foot of Clifton Hill. He and all the other men remembered there were heroes who brought great honour to themselves, their families, their city, and to Canada.

– Sherman Zavitz



Lundy's Lane Historical Museum

DOBBIE'S FLORISTS, on Victoria Avenue, is one of Niagara Falls' oldest businesses. Founded in 1888, this photo shows the store's interior in February 1917.



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

ONEIDA LIMITED began operations in Niagara Falls in 1898, manufacturing animal traps. In 1916 the company also began to produce silverware and in 1924 abandoned the trapping division. This view of the original Oneida silverware factory dates to 1917. It was located on the site now occupied by Casino Niagara.

**Called to
the Telephone!**

INCREASE the efficiency of your business by installing an additional Telephone or two at points convenient for use. — No need to leave your desk to answer the telephone if you have Extension Telephone Service.

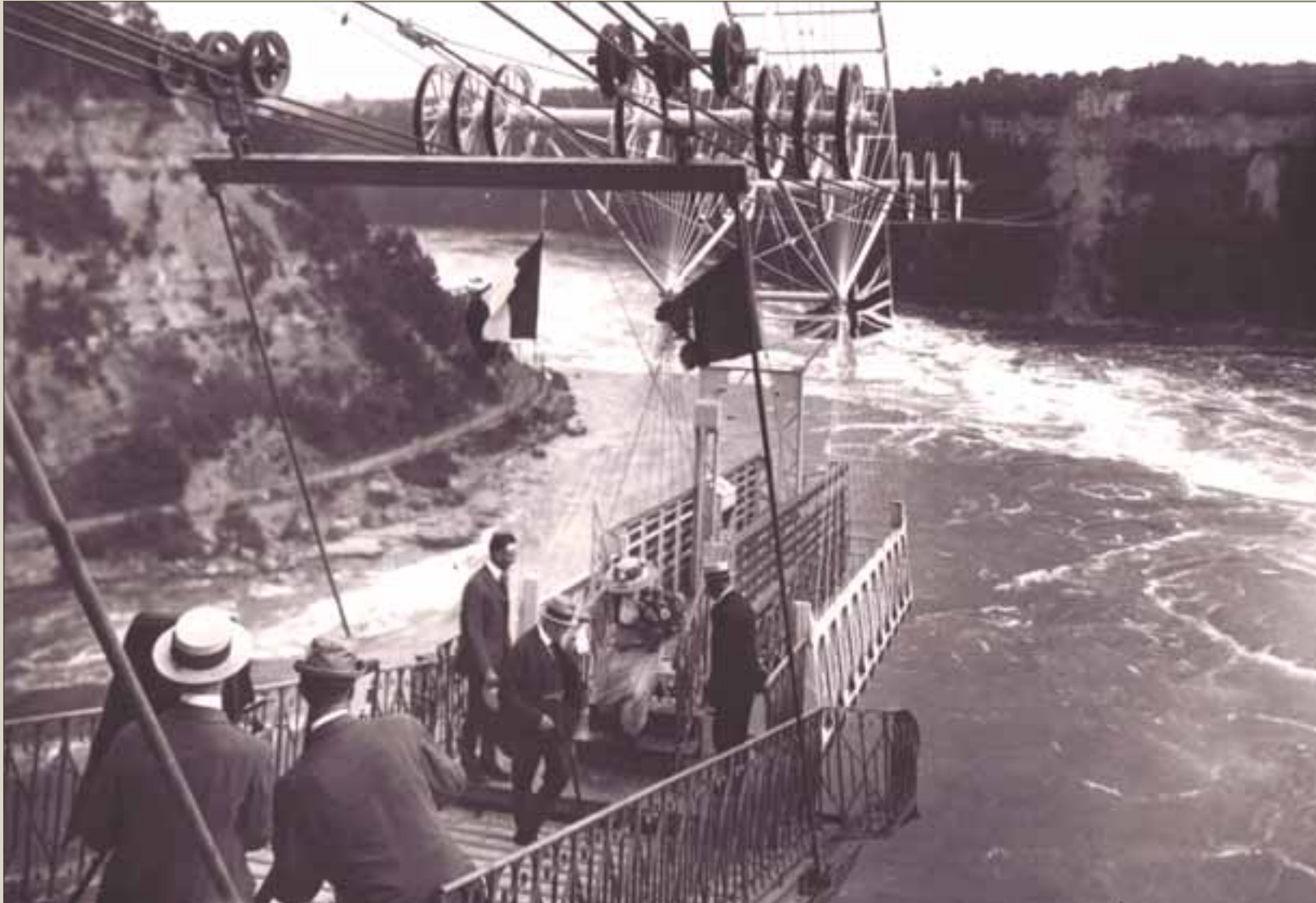
The Extension Telephone brings the message to you, or to members of your staff—it is a time and labor saver!

The cost is small—the convenience great.

Ask to have our representative call and give particulars.

**THE BELL TELEPHONE CO.
OF CANADA**

The Review (Niagara Falls, Ontario), January 9, 1914



Niagara Falls Public Library (Ontario)

THE OPENING OF THE SPANISH AERO CAR at Thompson Point above the Niagara River's whirlpool on August 8, 1916. The car was an endeavour conceived and financed by Spanish entrepreneurs through the Niagara Spanish Aerocar Company. J. Enoch Thompson, the Spanish Consul in Toronto, and his wife are stepping down from the aero car after officially opening the cableway. Leonardo Torres-Quevedo, the project's engineer, is standing to the left of the Thompsons and Antonio Balzola, the head contractor, is to their right. The newsreel men in the foreground are Mr. Oscar, a representative of the Mutual Weekly newspaper from Buffalo, New York, and A. Simon, his assistant. Notice their camera mounted on a tripod in the lower left of the photo.



Niagara Falls Public Library (Ontario)

ST. PATRICK'S ROMAN CATHOLIC CHURCH, seen here around 1915, was built in 1895 to replace the congregation's original house of worship, located almost on the same site. St. Patrick's School is the structure immediately right of the church. Here Victoria Avenue appears quiet and calm in its yet unpaved state. Note the stepping block used for getting in and out of carriages at the lower right of the photo.



Niagara Falls Public Library (Ontario)

ST. PATRICK'S SCHOOL ON MAPLE STREET as it looked in 1919. It was replaced by the current building in 1966.



The Review (Niagara Falls, Ontario), January 9, 1914



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

IN THIS JUNE 1917 *interior view of the Lundy's Lane Methodist Church, the dais has been decorated for Flower Sunday. Note the ornately carved chairs behind the pulpit and those standing to its left and right, likely for the pastor and members of the church choir. The ladies who volunteered to decorate pose amongst the flowers.*

A ROYAL WALK: *the Prince of Wales (later King Edward VIII), at left, at the corner of River Road and Ellis Avenue on October 19, 1919, during an official visit to Niagara Falls. He is accompanied by Major General Sir Henry Burstall and Lieutenant Colonel H.G. Henderson, secretary to the Governor General of Canada. The Doran-Marshall house, now the Park Place Bed and Breakfast, can be seen behind the promenading gentlemen.*



Gary Burke



Photo by Edith Hodge, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

SEVEN MEMBERS OF THE HYDRO ELECTRIC POWER COMMISSION secretarial staff pose on the roof of the Ontario Power distribution building in March 1919. The young woman at lower right has brought her Red Book magazine to the photo shoot and is displaying it for posterity. Decades earlier a photo like this may not have been captured, since it was only around the turn of the century that women began to enter the paid workforce in increasingly significant numbers.

A Bank Account For Your Wife

More and more, are the wives of today running their homes on a business basis—systematically and efficiently. Many wives have a monthly allowance for household expenses. This, they deposit in a Savings Account in The Merchants Bank—settle bills by cheque—and thus have an accurate record of bills paid. Such a business-like method also gives a woman the feeling of happy independence in having a bank account of her own.

THE MERCHANTS BANK
OF CANADA
Head Office: Montreal. Established 1854.
NIAGARA FALLS BRANCH,
F. W. CLARKE, Manager.

The Review (Niagara Falls, Ontario), April 20, 1918



Lundy's Lane Historical Museum

LOOKING SOUTH FROM THE ONTARIO AVENUE, Queen Street intersection in 1919. Although Queen Street had been surfaced, apparently the budget for paving Ontario Avenue had not yet been approved.



Niagara Falls Public Library (Ontario)

POLICE CHIEF S. WELCH, front centre, poses with his men beside city hall in 1919.

Buy a LOT IN
SIMCOE PARK
 Niagara Falls, Ont.

and take advantage of the wonderful growth of this city. Sewer and water on some streets on all streets this year. Central location; suitable building restrictions. As a homesite or investment has no superior.

Spring prices go into effect Feb. 15th
SPECIAL PRICES for TWO WEEKS

Dawson Bros.
 Real Estate---Phone 203
 McClive Block Niagara Falls, Ont.

The Review (Niagara Falls, Ontario), January 24, 1914



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

THE NIAGARA FALLS POST OFFICE, main branch, at the corner of Zimmerman Avenue and Park Street. The structure was built in 1885 and still stands.



Niagara Falls Public Library (Ontario)

THE MAIN ENTRANCE TO THE CLIFTON HOTEL patriotically decorated for the visit of the Prince of Wales in October 1919.



Public Archives of Canada, C20720

THE SECOND INCARNATION OF THE CLIFTON HOTEL as it appeared around 1919. Opened in 1906, it stood on the site of what is now Oakes Garden Theatre. It was Niagara's premiere hotel until destroyed by fire December 31, 1932.

Mrs. J. D. Myers of River Road is visiting her sister, Mrs. W. J. Hamilton, Kingsley Mansions, Toronto.

Mr. and Mrs. P. J. Roman of Elizabeth, N. J., have been visiting the latter's mother, Mrs. Flynn of Queen St.

Miss Margaret Dell has returned to Toronto University after spending the Xmas holidays at her home on Bridge St.

Miss Marie Townsend has returned to Cornell University after spending the holidays at her home on Bridge St.

Lieut. John Turner and Mrs. Turner (nee Miss Dalgman) have returned from their wedding trip spent at North Bay.

John and James McIlarry, who attended Toronto University are spending the holidays at their home on Clifton Ave.

Allen Dickson, who has been visiting his parents, Mr. and Mrs. J. E. Dickson, Second Ave., has returned to Toronto University.

Mr. and Mrs. Thundell of Brantford, who have been spending the holidays at the home of Mr. and Mrs. F. Parr, Hyman Ave., returned home today.

Mr. Clayton McDonald, formerly of the 10th Batt., returned today to White by Convalescent Home after spending the holidays at his home on Barker St.

Miss Gault, who spent the Xmas holidays with her aunt and uncle, Mr. and Mrs. J. E. Dickson, Second Ave., has returned to McDonald Institute, Guelph.

The Review (Niagara Falls, Ontario), January 3, 1918



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

THE CLIFTON HOTEL ORCHESTRA IN JULY 1923. *The Clifton was a popular spot for dinner dancing until the General Brock Hotel was opened in 1929. This photo was taken in the Clifton's ballroom. Note the absence of a sound amplification system. This formally dressed band produced music typical of the 1920s. The presence of American flags is a reminder of the hotel's large and consistent American clientele.*



Photo by A.M. Buckley Studios. Lundy's Lane Historical Museum

STEPHEN STYLES was among the first to offer a carting and moving service as well as fireproof storage. This shot shows what was probably the city's first moving van, circa 1920.



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

THE NORTHEAST CORNER OF QUEEN AND ONTARIO as it looked around 1920. Both the house and the building at left were owned by the Buckley family. The M.H. Buckley & Co. furniture store was a landmark Niagara Falls business for many decades. This corner is now occupied by the Bank of Montreal.

Ford

Made in Canada

Deliveries by Ford One-Ton Truck.

THIS commercial car is looked upon today as a necessity by progressive business firms who have toiling and delivering products to mankind.

Wholesale or retail merchants who must deliver quantities of merchandise have found the horse-drawn delivery to be too slow, expensive, and entirely inadequate.

The Ford truck, with a single driver, will do more work and cover more ground than two-horse and two-driver, for it travels in half the time. This truck will reduce your hauling costs. It eliminates one driver's salary and the care which horses always require. It will make your delivery service more efficient. It will widen your area of distribution. It will be constantly ready for work—day or night. It will show a profit on your investment.

There has been a popular demand for a Ford truck as is shown by the many uses, for commercial purposes, to which our standard chassis has been put. Now, after most careful designing and testing tests, we are able to offer the Ford One-Ton truck to meet this demand.

The Ford truck is supplied as a chassis only. This permits the purchaser to mount any one of the many body styles specially designed for the Ford truck, and already on the market, and he can select it to meet the individual needs of his business.

Price \$750 f.o.b. Ford, Ont.

Three of the many body styles that may be mounted on the Ford truck chassis

L. H. Taylor - Dealer - Niagara Falls

The Review (Niagara Falls, Ontario), April 20, 1918



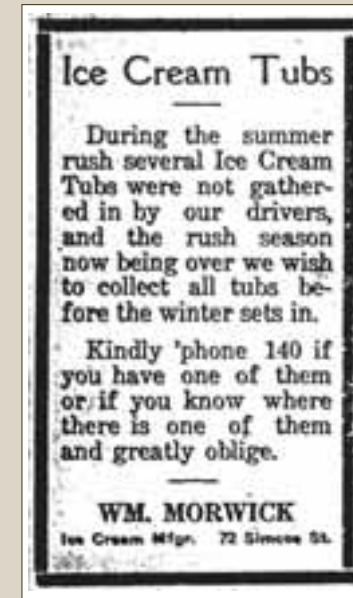
Marcia Schwarz

MAPLE STREET SCHOOL; a class photo from around 1920.



The Review (Niagara Falls, Ontario)

THE MAPLE STREET SCHOOL SKATING RINK around 1920. Notice the bare bulbs hanging over the skating surface for nighttime play.



The Review (Niagara Falls, Ontario), January 12, 1918



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

MAPLE STREET SCHOOL, before its many additions and renovations, looked like this just after its completion in 1914.



The Review (Niagara Falls, Ontario)

A VIEW OF DRUMMOND HILL CEMETERY around 1920. *Lundy's Lane Methodist, now United, Church can be seen in the background.*



Niagara Falls Public Library (Ontario)

MAYOR HARRY STEPHENS leading a minuet on Epworth Circle during a festival to celebrate the street having been surfaced with Willite Asphaltic Permanent Pavement.



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

LOCAL ENTREPRENEUR GEORGE W. ELLIS AND BANKER PAINE, business agent with the Ontario Power Company, pose for the camera in A.M. Buckley's photography studio on Erie Avenue about 1920.

The Market Basket Store
Mobilize Your Market Baskets
"Cash and Carry"
"It's the only real way to reduce the high cost of living."

Put your kitchen in a war-time basis—cut out ordering your food supplies by telephone; having the goods charged to your account; and paying expensive delivery charges to your home. Start right in now and adopt the slogan of the Two C's, "Cash and Carry," and you will be assured of getting the finest quality of foods at prices way below all other city stores.

One Price to All	GROCERIES	Best Quality
10 lbs. pure cane	Sugar	13-4 lb. pkg. 24c
24 lb. sack	bread flour \$1.53	Cream of Wheat
Pasteurized Creamery	Butter, lb 50c	Coffee, fresh ground, reg. 45c. lb. 40c for
No. 1 Canned Eggs, cheaper than meat, doz. . . . 53c	Tea, black, reg. 55c lb. for ... 45c	Solid pack sugar corn, can 23c
Criscoe, 1 lb. size can 33c	Toilet Paper, extra value, 5 rolls 30c	Greening, cooking apples, 7 lbs. 50c
4 lb. pail vegetable Marmalade for 76c		

Everything in the store sold at the lowest prices

John R. Wilson
 The originators of the "Cash and Carry" System.
 481 Victoria Avenue

The Review (Niagara Falls, Ontario), January 18, 1918



Jim Mitchinson

JOHN SPECK'S MEAT MARKET was a prominent Ferry Street business for many years. In this circa 1920 photo John himself is seen relaxing in front of his store.



Donald Combe Collection, Niagara Falls Public Library (Ontario)

PHARMACIST CLARENCE MUISINER poses in Thorburn's Drug Store in the early 1920s.



Lundy's Lane Historical Museum

THIS STARK PHOTO SHOWS a train crossing the as yet unused hydro canal via a newly constructed railway bridge around 1920.



The Review (Niagara Falls, Ontario)

McRAE STREET presents a quiet appearance in 1920.



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

BELIEVE IT OR NOT, this is Murray Hill as it appeared around 1920, looking down into Queen Victoria Park.



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

THE KITCHENER STREET UNITED CHURCH, built in 1920, possesses a unique Gothic Revival architectural style. The structure presents a striking presence in this photo taken shortly after its completion. The church is still in use today and is now the Korean Presbyterian.

BLANKETS COMFORTERS ETC.

COTTON BLANKETS, in grey and white, \$2.00 and \$2.25.

GREY WOOL BLANKETS, \$3.00, \$3.75 and \$4.50 per pair.

WHITE WOOL BLANKETS, \$5.00 to \$10.00 per pr.

BED COMFORTERS, filled with white cotton batting, \$2.25 to \$6.25.

BED PILLOWS from \$1.25 to \$3.00 each.

EIDERDOWN COMFORTERS, \$7.50 to \$11.00.

WHITE BED SPREADS from \$1.50 to \$5.00.

PILLOW SLIPS, plain, hemstitched and embroidered, in cotton and in linen, 25c to \$1.50 each.

JOHN LOGAN

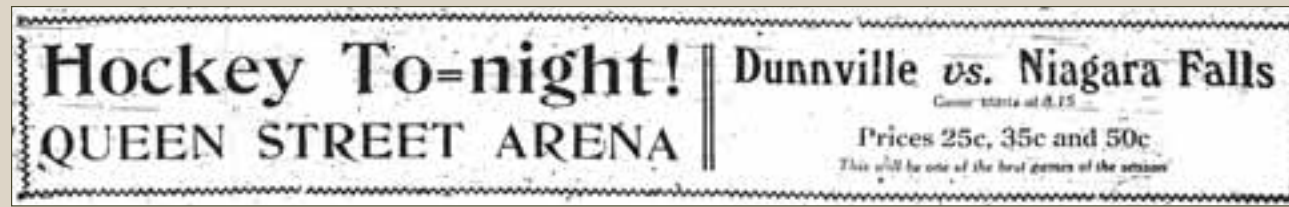
NIAGARA FALLS, CANADA.

The Review (Niagara Falls, Ontario), January 3, 1918



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

A PORTION OF THE CLIFTON HOTEL can be seen at the far right of this photo. The smaller Clifton Inn property (on the left) was an extension of the larger building, and was connected to it by an enclosed walkway which crossed what is now Falls Avenue. The Inn was later remodelled into an English Tudor style building and renamed the Foxhead Hotel in 1925.

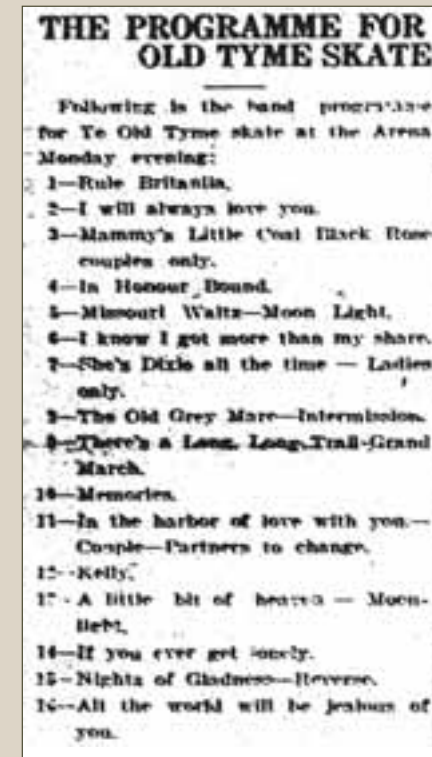


The Review (Niagara Falls, Ontario), February 4, 1914



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

THE CITY'S SILVER SPIRE JUNIOR HOCKEY TEAM OF 1921-22.



The Review (Niagara Falls, Ontario), January 12, 1914



Lundy's Lane Historical Museum

THE ONTARIO COMMUNITY LEAGUE-CANADIAN ATHLETIC CLUB FOOTBALL (SOCCER) TEAM OF 1920. These gentlemen were champions of the Niagara Falls Industrial League and winners of the Fraser International Trophy the year this photo was taken.



Photo by A.M. Buckley Studios, courtesy Mike Harris

THE NIAGARA FALLS WOMEN'S HOCKEY TEAM IN 1920.

MRS. E.T. KELLAM, quite literally wrapped in the Union Jack, was the first regent of the Niagara Rangers chapter of the Imperial Order of Daughters of the Empire (IODE). She posed for the camera around 1917.

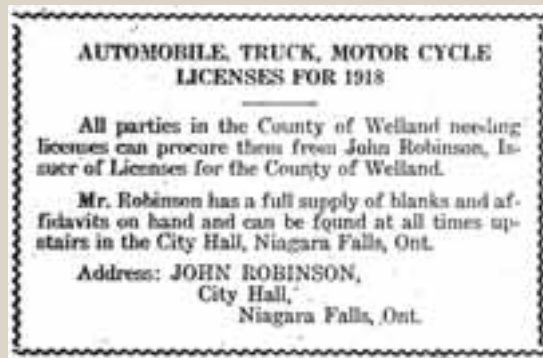


Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

SUFFRAGIST ALPHABET

- A** is for Anti, most curiously blind.
B is for Ballot, to labor so kind.
C is for Canada whose women demand a say in affairs of their dear home land.
D is for Dauntless, the suffragist's creed.
E is for England, where militants breed.
F is for Finland, it's down on the scroll of places where women all go to the poll.
G's anti-Goose, who don't care a penny.
H is sex Hatred, the bogey of many.
I Stands for Iceland where women are free.
J is for Justice – the suffragist's plea.
K is for Kenny, who stirs up the strife.
L is for Lawrences, husband and wife.
M's Montreal, where all women should vote.
N's anti-Nonsense, learned off by rote.
O is for Oregon, one of the freed.
P is for Prankhurst, there're three of the breed.
Q's for Quebec, most strange are its laws, Sufficient to fire the suffragist's cause.
R is for Rights, the cry of today.
S's Stupidity, barring the way.
T's for Toronto, where suffrage is strong.
U is for Union, 'twill conquer ere long.
V is Vote, it is needless to say, the day will soon come when we win our Way.
X is for Xercise, body and brain which You will all need to keep up the strain.
Z is for Zero, from which we all start, moving onward and upward to play a great part.

originally published in The Montreal Herald, reprinted in The Record (Niagara Falls, Ontario), January 7, 1914



The Review (Niagara Falls, Ontario), January 4, 1918



Public Archives of Canada, PA84011

A LONE CAR makes its way up Clifton Hill from River Road on February 19, 1920. The Mowat Gates, built in 1907, were moved slightly up the hill to the Falls Avenue entrance to Queen Victoria Park in 1936. Notice the excellent ploughing job on both the thoroughfare and sidewalk.



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

A 1920 STUDEBAKER from J.W. Williams Motor Sales, located on the south side of Bridge Street between Cataract and what is now Zimmerman Avenue, posed in front of the Horseshoe Falls for a publicity shot. If you look in the bottom portion of the photo you will see the silhouette of the photographer and his camera.



The Review (Niagara Falls, Ontario), June 15, 1914



The Review (Niagara Falls, Ontario)

LOOKING LIKE A GIANT SPOKED WHEEL with Niagara Falls Collegiate at the centre, this aerial view shows Epworth Circle around 1920. The Horseshoe Falls appear in the upper left corner of the photo.



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

“READY, GET SET ...” Charles H. Vandersluys, physical director of Niagara Falls Collegiate, is ready to fire the starting pistol for this race around Epworth Circle during the school’s field day in October 1920. Acting as judges are, left to right: James Dickson (principal of the Collegiate), Mayor Stephens, Alderman Charles R. Newman, and George W. Morse.



Lundy's Lane Historical Museum

THE FIFTH FORM CLASS OF 1920-21 poses for a class photo outside the Niagara Falls Collegiate Institute.



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

THE W.G. HAMILTON brokerage office and travel agency on what is now Zimmerman Avenue, 1922. Founded in 1918 and now known as Hamilton Travel Niagara, the firm is still in business.



The Review (Niagara Falls, Ontario), April 22, 1918



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

THE MYER SALIT SCRAP METAL COMPANY was established in 1905. This 1921 photo shows the company at its location at Robinson and Clark streets. The stone building, constructed in 1904, was originally occupied by the Niagara Falls Milling Company and is now the Millery dining room for the Old Stone Inn. Myer Salit currently operates under the name Salit Steel and is located on Stanley Avenue. The tripod-like structure at right of the photo was most likely used to transfer shipments of metal from railway cars to the yard.



Lundy's Lane Historical Museum

Mrs. Philip A. Dewar (formerly Miss Emma Logan) received yesterday for the first time since her marriage at her home, corner of Otter St. and Ontario Ave., when she wore her wedding gown of white satin and Spanish lace and carried a bouquet of lilies and roses. She was assisted in the drawing room by her mother, Mrs. Alexander Logan, and her sister, Miss Jessie Logan. Mrs. Alexander Fraser and Mrs. P. C. Mellor presided at the table which was centre with lace and a silver basket of fruit. The guests were: Miss Edith Doherty, Miss Jean Fraser, Miss Isabel Lamb, Miss Jessie Logan of Simcoe St., and Miss Clara Ballard.

The Review (Niagara Falls, Ontario), January 8, 1914

THE OLD AND THE NEW can be seen in this view of the Main Street Fire Hall following the arrival of their first motorized fire equipment in 1920. The building still stands and is now a variety store. Thomas Harrison's men's wear store was located next door.

GLENVIEW, one of Niagara Falls' premier nineteenth century residences, was owned by the Slater family when this picture was taken in 1922. Built by prominent local building contractor John Drew in the 1860s, the house was originally part of a 34 hectare (85 acre) estate. It still stands.



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



Sherman Zavitz

A CENOTAPH KNOWN AS THE CROSS OF MEMORY once stood on the southwest corner of Victoria Avenue and Stamford Street. This photo shows the cross just after its unveiling and dedication by the Great War Veterans Association in honour of the men from Niagara Falls who had given their lives during the First World War. The wooden cenotaph was made by James Parker and rested on a concrete base of five steps – one for each year of the war. Neither the cenotaph nor the clubhouse still exist. This spot is currently a small park-like area. The Great War Veterans Association eventually evolved into Branch 51 of the Royal Canadian Legion, now located on Valley Way.

Deal at Duncan's and Economize

Granulated Sugar, 11 lbs	\$1.00
Potatoes, per peck	40c
1 quart bottle Maple Syrup	35c
White Swan Pancake Flour, pkg.	15c
Oleomargarine, per lb.	36c
Laundry Soap, any kind, 4 for	25c
St. Charles Milk, large tins, 2 for	25c
Dry Beans, 2 lbs.	28c
6 rolls Toilet Paper	25c
Quart sealer Syrup	43c
Onions, per peck	55c
Lard, per lb.	33c
Rice, 3 lbs.	27c
Jelly, per pkg.	10c
Maple Leaf Peas, per tin	18c
Corn, per tin	21c
Large can Tomatoes.	24c
Seeded Raisins, 2 pkgs.	25c
Corn Flakes, per pkg.	11c
Oats, large pkg.	27c
Telfer's Overseas Cakes, per tin	55c
4 tins Sardines	25c
Wagstaffe's Pure Orange Marmalade, per pail.	85c
Fresh Eggs, guaranteed, per doz.	55c
24 lb. sack Pastry Flour	\$1.55
Niagara Spray, 24 lb. bag	\$1.60
Sun Ammonia, 6 for	25c

Duncan's Store

Corner Second and Morrison Street.
STRICTLY CASH AND NO DELIVERY.

The Review (Niagara Falls, Ontario), January 18, 1918



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

AN EARLY TOURIST BUS pauses in front of the American Falls while passing through Queen Victoria Park on August 2, 1923. The railway tracks belonged to the International Railway electric line (the Great Gorge Route).



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

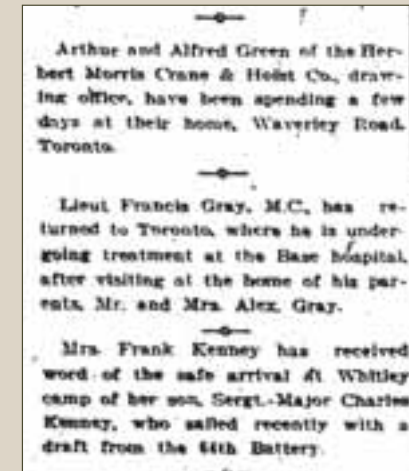
PAVING THE ROAD THROUGH QUEEN VICTORIA PARK around 1920.



THE NIAGARA FALLS YMCA HARRIERS TEAM, winners of the second annual inter-city Man-a-Mile Race on Thanksgiving Day, 1923. In the front row sits the relay committee. They are left to right: Edward Smith, H.L. Brace, S. Nickerson, Gordon Troup, Samuel Rice. Second row: F Bowyer, L. Rundle, W. Donohue, J. Fisher, F Woods. Back row: G. Cowan, G.H. Thompson, E. Lowe, B. Prior, G. Saddler, W.C. Jones.

THE NIAGARA FALLS BASKETBALL TEAM OF 1923-24.

Front row, left to right: F Prentice, R. Henry. Second row: S. Nickerson, H. Lamonte, A.F Johnston. Back row: A. Coulson, Harvey Thompson, H. Campaigne, Ernie Low, Fred Denton.



The Review (Niagara Falls, Ontario), January 3, 1918