

1924 - 1933

Cultivating Community Spirit

As the City of Niagara Falls began its third decade, a feeling of optimism pervaded all aspects of life in Canada. The level of income of the average Canadian was higher than it had ever been. By the end of the decade, however, the country was plunged into the worst times it had experienced in modern memory. The Great Depression would cast a pall over all of Canada for nearly 10 years.

In 1924, as the twentieth anniversary of the city was being celebrated, the country finally began to feel the effects of living in the post-war era. Any rationing that had occurred during the First World War was finally ended and people were beginning to get out and have a good time. The birth of the radio brought popular music to the masses and dance halls and less restrictive fashions allowed more personal freedom than ever before.

The 1920s was the decade when the automobile came of age. This trend was visible in Niagara Falls through the increase in the number of vehicles travelling city streets as well as the increase in auto traffic on the bridges and in the parks. The last grand days of railway travel were being seen. Within a population of seven million in Canada, there was one car for every seven Canadians, or roughly one for every other family. It stands to reason, then, that this increase in the number of vehicles on the roads would have an enormous effect on the infrastructure of Niagara Falls. Highway 8 was paved in 1920 with macadam and in 1922 with concrete. Highway 3 (now 20) was surfaced in 1925 after having been widened. In addition to these changes the new motor cars also required gas stations and service garages, many being built in Niagara Falls during the decade.

From 1924 to 1933 two new types of tourist accommodations sprang up to take advantage of this new mode of travel: with tourist camps and “tourist homes.” These more modestly priced options allowed those travelling by car a way to see the falls and the surrounding sights without “breaking the

bank.” As the Great Depression began to take hold, these provided a small amount of income to local homeowners living within the local areas patronized by tourists, especially in the early 1930s when unemployment was high.

Niagara Falls in the 1920s and 30s was very community oriented. Across Canada the First World War left many cities ready to turn their attention inward. Local growth and community development became more important than European affairs. Businesses and industry in the Falls provided many opportunities for recreation, including baseball leagues, swimming pools, company bands, skating rinks, and sledding, among many others. These activities helped to cultivate community spirit and photos of the period certainly reflect this evolution in attitudes.

One of the more controversial events of the decade was the lifting of prohibition in Ontario in 1926. For the next six years, Niagara Falls residents and visitors enjoyed liquor, beer, and spirits while their neighbours to the south remained “dry” until 1932. From this disparity sprang up an entire business based in smuggling illegal beverages across the border. The liquor store, regulated by the Ontario Government and located at the corner of Victoria Avenue and Simcoe Street, was frequently the scene of long line-ups.

On December 31, 1932, the Clifton Hotel, located where Oakes Garden Theatre stands today, caught fire and by the next day the majority of the building was destroyed. This was the second Clifton, the first having already succumbed to flames in 1898. The impressive structure had featured prominently in most images of the Falls taken from the American side of the river since its completion in 1906.

The Victoria Avenue and Queen Street section of the city was its main

Continued on page 93

1924

- the population of Niagara Falls was 16,819
- local grocers charged:
 - 45-49¢/lb for butter in winter; 34-36¢/lb in summer
 - 22-27¢/lb for pork in winter; 18-19¢/lb in summer
 - 15-18¢/10 lbs for potatoes in winter; 33-36¢/10 lbs in summer
 - 47-48¢/dozen for eggs in winter; 30-35¢/dozen in summer
 - \$1.00-\$1.14/10 lbs for sugar in winter; 95¢/10 lbs in summer
- there were 271,341 passenger automobiles registered in Ontario
- men's overcoats at Tailor-Craft Limited on Erie Avenue cost \$15.00 on sale
- an oak dining room suite including a 152cm (60 in) buffet, dining table, and six chairs was \$98.00 at Young & Atkins furnishers on Bridge Street
- a car battery for a Ford cost \$18.00, for a Chevrolet \$19.00, and for a Studebaker \$21.00 at John Robinson & Sons Auto Works on River Road
- children's wool bathing suits were \$1.90 to \$2.25 at Logan's Dry Goods
- Sunkist oranges were sold for 35¢/dozen at Ballantyne's Grocery
- Economy Grocery and Dry Goods charged 12¢/tin for Old Dutch cleanser and 23¢/lb for peanut butter
- toasters could be had for \$1.90 to \$3.50 at the Hydro Electric Commission on Ferry Street



Photo by Eddie Hodge, Niagara Falls Heritage Foundation Collection, Niagara Falls Public Library (Ontario)

A VIEW OF RIVER ROAD AROUND 1925. *The Queen's Hotel building was later moved to St. Paul Avenue where it is still in business, now as a restaurant.*



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

A RIVER ROAD STREETSCAPE looking from the Falls View Bridge circa 1925. *The building at the extreme right is the Spirella Corset Company, now the Niagara Falls Aviary.*

Continued from page 91

commercial centre during the 1920s and 30s. Small businesses were not alone in experiencing growth as larger, more convenient chain stores began to open. A prominent chain across Canada through most of the twentieth century, Eaton's opened its doors in Niagara Falls in 1929 at the corner of Victoria Avenue and Morrison Street. (The store was first known as the Canadian Department Stores Limited.) Nevertheless, smaller family businesses remained the mainstay of commerce in Niagara Falls until the end of the Second World War.

The third decade in the history of the City of Niagara Falls is marked with sharp contrast. Labour saving devices such as the washing machine, vacuum cleaner, electric refrigerator, and indoor plumbing, not to mention electricity and the telephone, made life easier. However, the crash of the New York Stock Market in October 1929 and several years of drought in the

Prairies caused a devastating decline in economic growth and ushered in a decade of high unemployment, relief work, and reliance on both private and government sponsored charity. Like most communities, Niagara Falls suffered considerably during the Great Depression. Nonetheless, the effects of this catastrophic economic downturn were tempered by the modest income provided by the tourist industry as well as the efforts of Sir Harry Oakes, well-known for his philanthropy and generosity in providing many opportunities for locals to work on relief projects.

Despite the hardships caused by the Great Depression, the general atmosphere in the community was one of relative optimism as people looked forward to future growth in all areas of business. The City of Niagara Falls was well poised to take advantage of any new opportunities that would come its way in the next decade.



Lundy's Lane Historical Museum

THE STAFF OF THE ONEIDA LIMITED COMPANY on Falls Avenue on the occasion of the new plant's opening day in 1926. This building stood where Casino Niagara is now located. Oneida, now situated in the Falls Industrial Park, remains a well-known business in the Niagara area to the present day.

1924 *cont'd*

- bread cost 8¢/loaf at Ballantyne's grocery, or two loaves for 15¢ at J.J. Fleming's meat and grocery market

1930

- Ipana toothpaste was 43¢ at Walker's Rexall Drug Stores
- women's zippered galoshes cost \$2.69 at the Canadian Department Store (later Eaton's), at the corner of Victoria and Morrison
- a trip to Buffalo on Van Dyke's bus line was \$1.00 each way, including bridge toll
- Eight O' Clock coffee at the Atlantic and Pacific Company grocery cost 43¢/lb
- Dominion grocery sold Ovaltine for 75¢/tin
- 100 watt light bulbs were 45¢ each at Friend Clegg's bargain store while the latest in technological advances for the home, electric cooking ranges, were \$40.00 to \$75.00

SOURCES:

Historical Statistics of Canada. 2nd Ed.

Niagara Falls Public Library (Ontario)

The Review (Niagara Falls, Ontario), January 3, 1924; January 4, 1924; January 11, 1924; January 16, 1924; January 18, 1924; January 25, 1924; June 5, 1924; June 6, 1924; June 7, 1924; June 9, 1924; June 13, 1924; June 20, 1924; June 30, 1925; January 16, 1930; January 24, 1930; January 31, 1930; June 5, 1930; June 6, 1930; June 18, 1930; June 19, 1930; July 10, 1930.

BALLANTYNE'S CASH GROCERY	
WE DELIVER	
9 lbs. Granulated Sugar	99c
24 lbs. Pastry Flour	85c
Fresh Made Creamery Butter, per lb.	47c
Good Eggs (extras) per doz.	65c
3 lb. balls Pure Lard	25c
Sliced Pineapple, large tin	40c
Large tin Tartan Brand Salmon	25c
Shredded Wheat, 2 pkcs.	16c
Seedless Raisins, 1 lb. pkc.	16c
Seedless Raisins, 1 lb. pkc.	20c
Choir Currants, per lb.	25c
Pure Pork Sausage (Mayer's) per lb.	22c
Shoulder Butts Pork (for roasting) per lb.	20c
Mayer's Head Cheese, per lb.	27c
Lean Roasts of Pork, per lb.	19c
Smoked Picnic Hams, per lb.	25c
Cooking Apples, per pk.	25c
Choice Potatoes, per pk.	25c
Sunkist Navel Oranges, per doz.	25c
Sunkist Japan Rice, 3 lbs.	10c
Molasses, per tin	50c
3 tin Campbell's Pork & Beans	25c
4 lbs. Dry Beans	25c
5 lbs. Golden Cornmeal	70c
Ham Knuckles, per lb.	20c
Beef Knuckles, per lb.	20c
Large tin Pink Salmon	25c
PHONE 1116-WE DELIVER	

The Review (Niagara Falls, Ontario), January 18, 1924



Photo by Eddie Hodge, Francis J. Patrie Collection, Niagara Falls Public Library

THE NIAGARA FALLS CITY MARKET presents a bustling scene in this mid-1920s photo. It was located behind city hall.



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

BEFORE “BIG BOX” and large chain stores came to Niagara, small family businesses were the driving force behind the city's commercial growth throughout the 1920s and 30s. One of these small business operators, Frank Booth proudly stands in front of the family's book and stationery store on Queen Street around 1925. If you look closely you will see fountain pens and writing paper filling the storefront windows.



Bill Irvine

THE CATARACT SOCCER CLUB TEAM OF 1924. For those who wanted their own copy, the cost of each team photo was 75 cents. Front row, left to right: George Buchanan, Norm Irvine (mascot), Harry Irvine Sr. Second row: Jack Frost, Fred Irvine, Bob Auld, Jack Ward (proprietor of the Prospect Hotel), John Sorley, Joe Strachan, Chris Sorley. Back row: Jack Bailie, Alex Shaw, Sam McKay, Tom Adams, Jack Sorley, Fred Harrison, George Ovens, Robert J. Irvine (owner of R.J. Irvine Plumbing and Heating and sponsor of the team).



The Review (Niagara Falls, Ontario), June 11, 1924

A REFLECTION OF THE GROWING FREEDOM in women's fashion and behaviour, the Niagara Falls Collegiate Institute Girls' Basketball Team for the 1924 season poses for a photo.



Niagara Falls Public Library (Ontario)



Murray Johnston

THE ACHESON GRAPHITE COMPANY on Buttrey Street was owned by Edward Acheson, founder of the Carborundum Company. This photo of the graphite operations dates to about 1925. Niagara Falls in the post-World War One era was a centre for the abrasives industry due to its proximity to a reliable source of hydroelectric power and large quantities of water for cooling.



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

BURGESS BATTERY operated in Niagara Falls between 1923 and 1981. The plant on Buttrey Street manufactured many different kinds of chemical batteries. This company, pictured here in 1925, was also heavily involved in the defense industry during the Second World War.



The Review (Niagara Falls, Ontario), June 5, 1930



Photo by Eddie Hodge, courtesy Murray Johnston

THIS VIEW OF THE DOMINION INSULATOR COMPANY FROM 1926 shows the plant on Portage Road, where Marineland is now located. In 1934 the company moved into larger accommodations on Thorold Stone Road. Dominion Insulator later became the Ohio Brass Company.



Murray Johnston

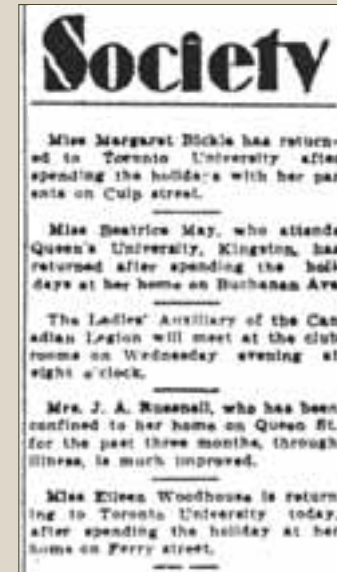
THE NIAGARA WIRE WEAVING COMPANY on Robinson Street, seen here in 1925. The firm became a part of the Niagara Falls industrial community in 1919 and later evolved into the Pyramid Place entertainment complex.



The Review (Niagara Falls, Ontario), June 19, 1924

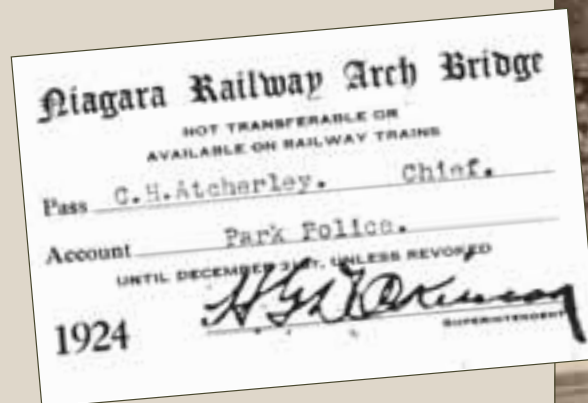


The Review (Niagara Falls, Ontario)



The Review (Niagara Falls, Ontario), January 6, 1930

THE ILLUMINATION OF THE FALLS has long been a popular attraction. This is what one would have seen if walking below the illumination staging area across from the Horseshoe Falls around 1925.



Lundy's Lane Historical Museum

Pat and Rosa Simon



A BUSY DAY FOR TRAFFIC crossing to the American side over the Lower, or Railway Arch Bridge, circa 1925. This span, opened in 1897, is now known as the Whirlpool Rapids Bridge.



Murray Johnston

THE VICTORIA AVENUE ARENA IN 1925. *The arena stood where the Imperial Hotel is now. Opened a year earlier, it possessed a remarkable new invention: man-made, or “artificial,” ice.*

OPENING THE NEW ARENA

Niagara Falls Grand New Artificial Ice Arena will be opened
On Thursday Night, Jan. 3rd, 1924
 with a great hockey game between

THE GRANITES and NIAGARA FALLS

(Who will represent Canada at the Olympic Games)

Every patriotic citizen should turn out and fill the new building to capacity on opening night

Game starts 8 o'clock Reserved Seats \$1.00 Box Seats \$1.55 (including tax)

Reserved Seat Tickets for sale at Joe Ford's Cigar Store, Main Street, Cataract Stationery Store, Centre, Clark's Hardware Store, Erie Avenue.

The Review (Niagara Falls, Ontario), January 2, 1924

Grand Opening

Of skating season. Regardless of the weather you are sure of ice in the new Arena

Our stock of Lightning
 Hitch and other makes of
 Hockey Shoes is complete
 for Men, Ladies, Boys and
 Girls. Prices from

\$3.45



LEFLER

At The South

The Review (Niagara Falls, Ontario), January 2, 1924



Sherman Zavitz

SIMCOE STREET SCHOOL, built in 1857, had undergone several renovations and additions by the time this photo was taken in the mid-1920s. Principal Wylmer G. Ward led the teachers and students here from 1922 to 1945.

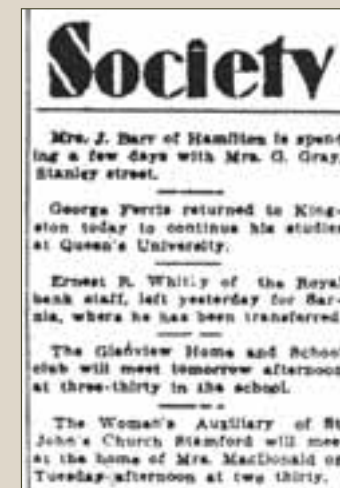


Niagara Falls Public Library (Ontario)



Morgan Funeral Homes

THE MORSE & SON CHAPEL on Main Street, taken about 1930. Established in 1826, this is the oldest funeral home in Canada



The Review (Niagara Falls, Ontario), January 6, 1930

THE GENERAL HOSPITAL on Jepson Street in a serene photo dating to the mid-1920s. The Salvation Army's Eventide Home is now located on this site.



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

THE AMERICAN TERMINUS OF THE FALLS VIEW BRIDGE in July 1926. Notice the well-known local landmarks on the Canadian side such as the Clifton Hotel at centre left, the Lafayette Hotel immediately beside it, and the operations of Oneida Limited (also known as the Community Plate Company) at centre right. If you look closely at the cars parked on the left side of the photo, they are clearly in a no parking zone!



Pat and Rosa Simon



Kivanas Collection, Niagara Falls Public Library (Ontario)

HARRY (LATER SIR HARRY) OAKES, who struck gold in northern Ontario in 1912, was one of the most prominent men in Canada during the time he lived in Niagara Falls (from 1924 to 1934). He donated the land on which Oakes Garden Theatre was built as well as the property for Oakes Park.



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

LOCATED AT THE CORNER OF VICTORIA AND JEPSON STREETS, Gordon Troup's drug store ("Trade With Troup") is decorated patriotically for Old Home Week in July 1925. Like most drug stores of the era, Troup's featured a soda fountain.



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

GROWTH IN THE NUMBER OF AUTOMOBILES on the road meant the beginning of traffic "jam ups" in Niagara Falls. Here a jam has occurred on Bridge Street as people leave the Old Home Week Parade. The space to the left of the fencing was likely a staging area for those marching in the procession.

OLD HOME WEEK PROGRAMME

Monday, July 13th
OFFICIAL OPENING DAY OF A GREAT WEEK
 celebrating the 21st Anniversary of our birth as a city.
 1904—1925

MORNING
 Registration, Billings, Renewing Old Acquaintances.
BOWLING, U.S.A. vs. Niagara Falls, Canada.

AFTERNOON at City Hall
WELCOMING ADDRESS to visiting OLD BOYS and GIRLS.
 Response to Address of Welcome.
 Sports, 3.30 p.m. at Bridge St. Grounds.
 Girls' Baseball Game and O.B.A. Baseball Game.

EVENING
 The Inauguration of the Victoria Avenue Illumination.
FESTIVAL CHORUS CONCERT, 8.30 p.m. at Arena. Chorus of 250 voices, Concert Band and wonderful program.
OPENING OF THE BIG HARRY L. LOTTIDGE SHOWS and AMUSEMENT ATTRACTIONS AT BENDER HILL and RIVER ROAD, starting at 10 a.m. each day.
 Illumination of the Falls.

The Review (Niagara Falls, Ontario), July 11, 1925



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

THE OLD HOME WEEK PARADE in July 1925, to help celebrate the twenty-first birthday of the city. Seen here in the lower right portion of the photo is the fire department's entry as the procession comes down Bridge Street, passing the Grand Trunk Railway Station at left and the Trennick Hotel at the corner of Erie Avenue on the right.



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

THE BENTLEY SPORTING GOODS PLANT was opened in 1908 on First Avenue. The float pictured here, part of the Old Home Week Parade, represented the company's main products – badminton and tennis racquets. This portion of the parade was passing by the corner of Main and Ferry Streets. The Bentley Company was established in England by Henry and John Bentley in 1786. Their operations in Niagara Falls were highly successful throughout most of the twentieth century. However, due to a reversal of economic fortunes, the company shut down in 1980.

Wednesday, July 15th
CIVIC DAY
 A Civic Holiday has been proclaimed so that the City of Niagara Falls has the 24 hours at its disposal for the entertainment of visitors.

MORNING
 10 a.m.—Junior O.B.A. regular scheduled game, Merritt vs. Niagara Falls, at Bridge Street Athletic Grounds.

AFTERNOON
 A MONSTER PARADE, representative of the Industrial, Social, Fraternal and Commercial Life of the City, accompanied by Military, City and Civilian Bands, will be formed on Main Street, and proceed north, passing the Reviewing Stand at the City Hall, and disperse at the Bridge Street Athletic Grounds, where a Lacrosse Game will be played with other Sporting Features.
 3.30 p.m.—Juvenile Lacrosse.
 Old Boys' Lacrosse Game.

EVENING, 8 P. M.
 A GREAT CANADIAN HISTORICAL PAGEANT will be presented at the Niagara Falls Arena, Victoria Avenue.
 HARRY L. LOTTIDGE SHOWS and AMUSEMENTS. Biggest in Canada.

The Review (Niagara Falls, Ontario), July 11, 1925



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

THE LAFAYETTE HOTEL was located directly north of the Clifton Hotel. This site was purchased by Sir Harry Oakes and donated to The Niagara Parks Commission.



Photo by Edlie Hodge, Francis J. Pettie Collection, Niagara Falls Public Library (Ontario)



The Review (Niagara Falls, Ontario), June 29, 1925

THE FALLS VIEW OBSERVATION TOWER with its distinctive architectural detail circa 1927. The building also housed the Burning Spring, one of Niagara Falls' most famous attractions for over a century. This location later became Ralph Grant's Daredevil Gallery, a venue that was in business through the season of 1989.



Photo by Eddie Hodge, The Niagara Parks Commission

TRAFFIC COMING OFF THE FALLS VIEW BRIDGE on July 2, 1927. Note the policeman on foot directing traffic flow at left.



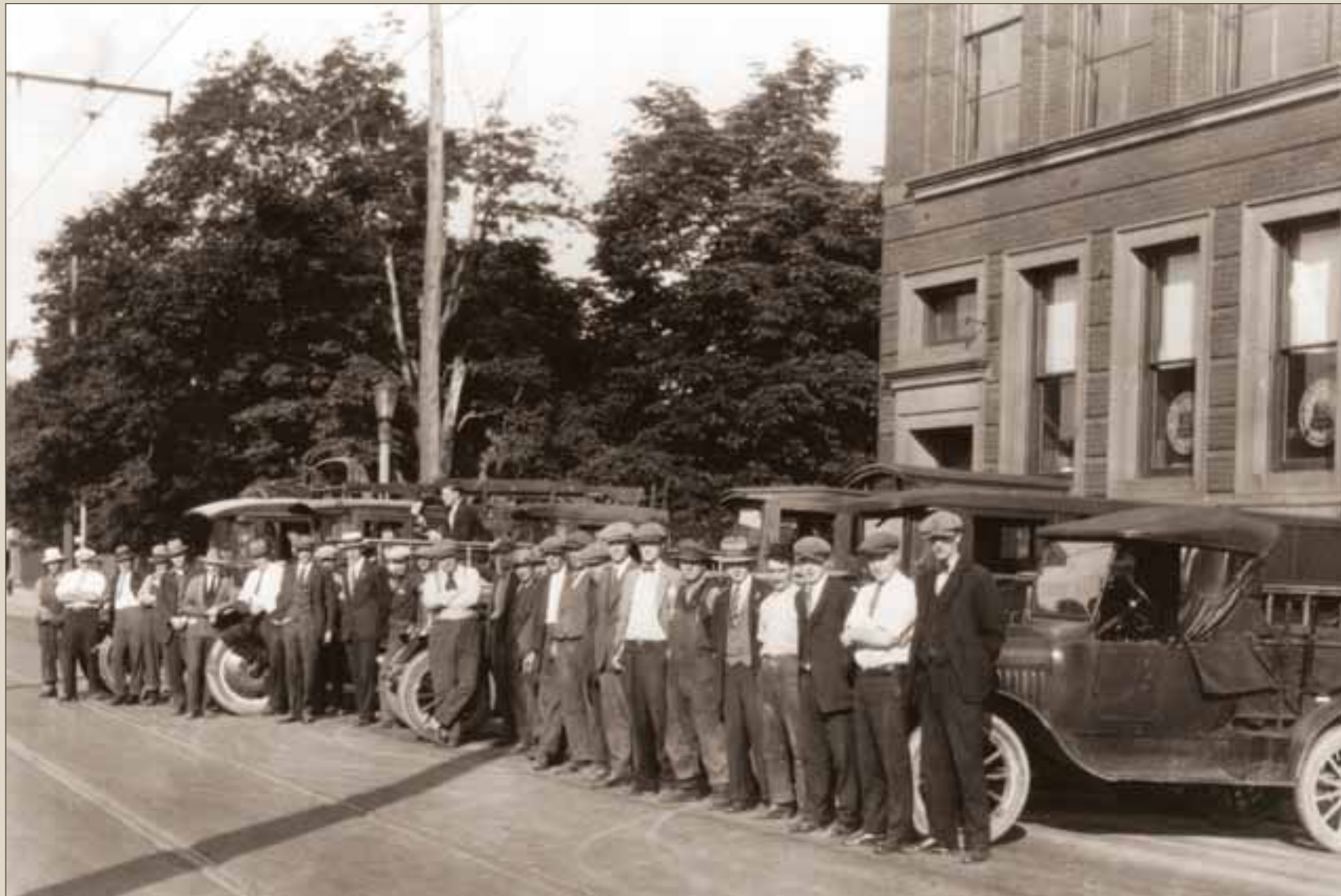
Photo by Eddie Hodge, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

THE PROSPECT HOTEL, located on Main Street, was built in 1827. This photo was taken on the occasion of its one hundredth anniversary. At the time of its complete destruction by fire in 1974, it was the oldest operating hotel in the southern half of the Niagara Peninsula.



Lundy's Lane Historical Museum

THE CITY OF NIAGARA FALLS' float in a parade to celebrate the sixtieth anniversary of Confederation in 1927. The ladies dressed in historically inspired regalia must have felt special indeed.



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

BELL TELEPHONE repairmen and engineers pose outside the exchange at 1633 Victoria Avenue in 1928. The first telephone call in Niagara Falls, and in fact what is believed to have been the first international call placed in the world, occurred on February 25, 1878 between the Stamford Township Hall, now the home of the Lundy's Lane Historical Museum, and the office of the American Upper Suspension Bridge superintendent on the opposite side of the river. Six years later the first Bell Canada exchange in Niagara Falls was established. It was located in Skinner's Drug Store on the southwest corner of Bridge and Zimmerman. By the following year operators provided service to their 18 customers from eight o'clock a.m. to eight p.m. on weekdays and from two o'clock to four on Sunday afternoons.



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

FOLLOWING THE FIRST WORLD WAR, *memorials to those who had paid the supreme sacrifice during the conflict were erected in many communities across Canada. Seen here are two views of the unveiling of the Niagara Falls War Memorial at the base of Clifton Hill on May 22, 1927.*



Lundy's Lane Historical Museum

CAP BADGE of the 176th Battalion CEF, from the First World War.



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



Sherman Zavitz

THE PRINCE OF WALES CLUB, located on River Road where the Rainbow Bridge Plaza is now, in 1929. Opened in 1925, the club's marble dance floor was considered one of the finest in North America. A first class restaurant was also available. This building was demolished in 1940 to make way for construction of the Rainbow Bridge.



The Review (Niagara Falls, Ontario), June 30, 1925



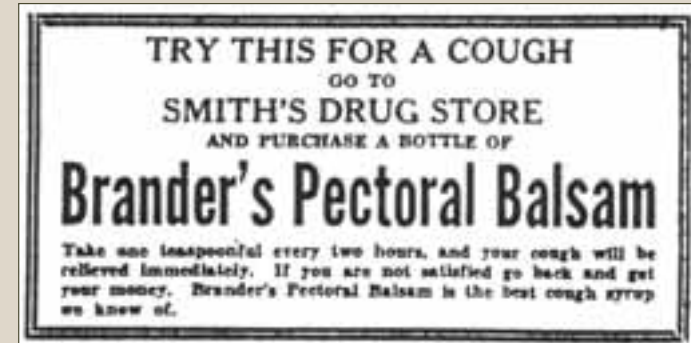
Photo by James Studio, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

LEN FORTIER AND HIS ORCHESTRA around 1933. This group was locally renowned and was one of the orchestras that regularly played at the Prince of Wales Dance Club. Front row, left to right: Len Fortier, Moe Sutton, Bruce Anthony, Cliff Fortier. Back row: Bill Morris, Harry Sykes, James Bird, Sandy Ialasico, Joe Knowls.



The Niagara Parks Commission

AN EARLY SNOW PLOUGH bravely tries to clear the paths near Table Rock House in 1927. The small blade underneath the vehicle is quite a contrast to the giant plows that help clear our streets today.



The Review (Niagara Falls, Ontario), January 28, 1930



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

A SNOWY LUNDY'S LANE looking west up the hill from Main Street in February 1930. Note the streetcar tracks.



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

FOURTH AVENUE
on a typical Canadian winter's day in 1928.

*W*ITH THE EXPLOSION IN AUTOMOBILE TRAFFIC CAME A SUBSEQUENT GROWTH IN FACILITIES TO SERVICE THESE VEHICLES. AS SEEN IN THE FOLLOWING IMAGES, SERVICE STATIONS BECAME A NEW FIXTURE IN THE CITY DURING THE 1920s AND 30s.



Photo by The International Art Studios, Niagara Falls Public Library (Ontario)

CARTER'S SERVICE STATION as it appeared around 1930 at the corner of Lundy's Lane and Main Street.



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



The Review (Niagara Falls, Ontario), January 2, 1924

A POSTCARD OF THE BOUCK BROS. GARAGE and car dealership at the corner of Victoria Avenue and Oak (now Huron Street) as it looked in the mid-1920s.



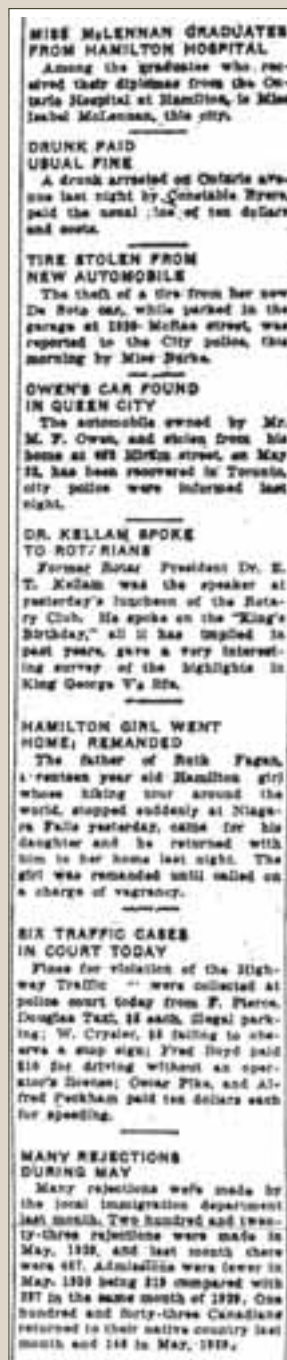
Clinton Wilson

THE WHITE ROSE SERVICE STATION in 1933, located at the intersection of Victoria Avenue and Morrison Street across from the present site of the Niagara Falls Public Library. The Orange Lodge is the building across the street. Earl O. Wilson, an employee of the station, is standing on the right.



Lundy's Lane Historical Museum

THE LUNDY'S LANE GARAGE, now the Falls Manor Restaurant, in the mid-1920s.



The Review (Niagara Falls, Ontario), June 4, 1930



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

THE INTERNATIONAL RAILWAY COMPANY STATION on River Road at the foot of Bridge Street on September 26, 1927. This electric line railway operated the famed Great Gorge Route. The line was a popular excursion for visitors to the Falls until 1932 when the IRC ceased operations on the Canadian side of the Niagara River. In the background, a Michigan Central passenger train is crossing the Railway Arch Bridge.



Niagara Falls Public Library (Ontario)

QUEEN STREET as it looked on September 24, 1927. City hall is located at the extreme left of the photo and the Queen Street Fire Hall is adjacent. Although their facades have changed somewhat, the buildings on the opposite side of the street still stand.



The Review (Niagara Falls, Ontario), January 7, 1930



Willoughby Historical Museum



William and Ivy Dodman

STAFF OF THE SPIRELLA CORSET COMPANY IN 1928. *The business operated within the city between 1908 and 1958. This landmark River Road building later became the Niagara Falls Museum and is now the Niagara Falls Aviary.*



Charles Burland

NIAGARA FALLS TOURIST CAMP



Lundy's Lane Historical Museum

FALLS VIEW TOURIST CAMP



Sherman Zavitz

CLIFTON TOURIST CAMP

TOURIST CAMPS WERE VERY POPULAR with the new breed of tourist — the automobile traveller. Not only was it less expensive than staying in a hotel, but you could drive your car right up to the camp and pitch your tent for the night, or even enjoy the accommodations of a “modern” cabin. Seen in the following photos are the Niagara Falls Tourist Camp, located on Clifton Hill, in 1925; The Falls View Tourist Camp sometime around 1930; and the Clifton Tourist Camp in 1927. Many camps also offered a central complex where visitors could obtain meals, bathing, and regular hotel-style rooms.



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

A CARETAKER cuts the grass by hand in Queen Victoria Park during the spring of 1928. The Clifton Hotel, now the site of Oakes Garden Theatre, can be seen behind the trees at upper left.



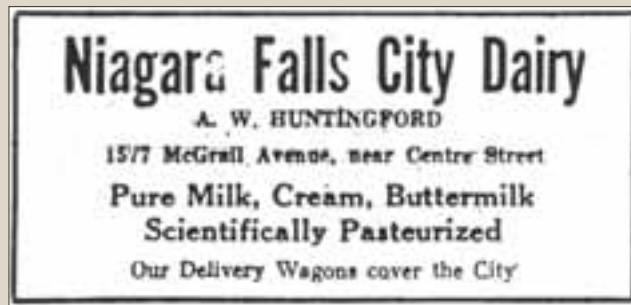
The Niagara Parks Commission

FAMILY, COMPANY, AND SUNDAY SCHOOL picnics in Queen Victoria Park were once common occurrences. Here a fashionably dressed group lunches in the park on a beautiful August day in 1928.



The Niagara Parks Commission

ALONG WITH PICNICKING, games and races were also quite frequent in Queen Victoria Park. This group is about to start a wheelbarrow race in the summer of 1928.



The Review (Niagara Falls, Ontario), January 6, 1930



Vernon's City of Niagara Falls (Ontario) Street, Alphabetical, Business and Miscellaneous Directory for the Year 1930

THE CAIRNS DAIRY in 1930. Later owned by Borden's Dairy, this building with its interesting milk bottle-shaped entrance still stands on Magdalen Street.



Niagara Falls Public Library (Ontario)

A CONVOY OF NIAGARA FALLS DAIRY DELIVERY WAGONS on McGrail Avenue in 1929. The dairy, owned by A.W. Huntingford, was located to the rear of the houses as noted by the tall, thin smokestack at left.



Lundy's Lane Historical Museum

SOME OF AMERICAN CAN'S EMPLOYEES pose in one of their machine shops in February 1925.



Burt Hanna

THE AMERICAN CAN SOFTBALL TEAM OF 1925. Throughout the century many companies fostered camaraderie and corporate esprit through social and sports-related activities.



Burt Hanna

THE ENTRY TO THE AMERICAN CAN COMPANY on Lewis Avenue in 1930.



Lundy's Lane Historical Museum

THE NIAGARA FALLS REVIEW, known for many years as The Evening Review, began publication in 1879. In this photo one of the newspaper's delivery trucks is being used for a promotional shot at Table Rock around 1930.



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

THE YOUNG NEWSPAPER CARRIERS of The Evening Review pose on a chilly December day in 1925.



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

THE NIAGARA FALLS REVIEW STAFF outside their offices at the southwest corner of Park and Clifton (now Zimmerman) Avenue in 1929. Frank H. Leslie, owner and publisher of the paper, is in the front row, fourth from the right.



Lundy's Lane Historical Museum

CONSTRUCTION WORKERS ON NEWMAN HILL IN 1927.



The Review (Niagara Falls, Ontario)

THE RISE IN AUTOMOBILE USE by Niagara Falls' citizens and visitors, along with its resulting heavy traffic, was bound to bring changes in infrastructure. Consequently, by the 1920s many streets were being surfaced. Here a paving crew works on River Road at Zimmerman Avenue circa 1930. Christ Church is located on the left.



Lundy's Lane Historical Museum

HELPING TO KEEP THE CITY'S STREETS CLEAN, the Elgin Motor Sweeper posed on Queen Street with St. Andrew's United Church and manse in the background, circa 1930.



Photo by King Studio, Sherman Zavitz



Sherman Zavitz

TO INCREASE THE POLICE FORCE'S EFFICIENCY in dealing with traffic, officers began to operate on motorcycles during the 1930s. This photo, circa 1933, shows such a squad behind the site of our present-day city hall. In the background at the left, a sizable portion of the Michigan Central Railway Station may be seen.

THE FEDERAL BUILDING on the southwest corner of Queen Street and St. Clair Avenue just after its construction in 1930.



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

ST. ANN'S CHURCH was built in 1913 to serve the surrounding predominantly Italian-Canadian community. This view of the Desson Avenue church in 1927 reflects the new sanctuary and sacristy which was added in 1924. In 1957 the structure was rebuilt and enlarged to meet the growing congregation's needs.



Photo by Woolever's Photographers Limited, Francis J. Petrie Collection, Niagara Falls Public Library (Ontario)

TALARICO'S CONCERT BAND IN 1930, TAKEN ON THE STEPS OF ST. ANN'S CHURCH.



The Review (Niagara Falls, Ontario), June 4, 1930



Pat and Gary Ward

A NIGHT-TIME VIEW of the Queen Theatre around 1929. Shortly after this photo was taken the venue experienced a name change and became the Capitol Theatre. This is now the site of the TD Canada Trust building.



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

LOCATED ON VALLEY WAY in a spot that was formerly part of Muddy Run, the municipal pool was opened in 1928 on land that had been donated by Frank H. Leslie, owner and publisher of The Niagara Falls Review. Named for its benefactor and still a spot for summer fun, this view dates to about 1930.



The Review (Niagara Falls, Ontario), January 19, 1924



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

A VIEW OF QUEEN STREET taken about 1930 from the corner of St. Clair Avenue. The Capitol Theatre building is at left. The Pew drug store building at right is currently home to Niagara Falls' three radio stations – CJRN, 105.1 The River, and Wild 101.1.



Public Archives of Canada, PA 54534

BUILT IN 1904, THE REFECTORY, later known as the Victoria Park Restaurant and Cafeteria, quickly became a prominent place to dine. In this circa 1930 shot the attractive ground floor cafeteria is ready for business.



The Review (Niagara Falls, Ontario), January 11, 1930



Fox Head Inn NIAGARA FALLS CANADA **A lovely old Tudor Style English Inn**

Tourists find this the most delightfully situated Hotel at Niagara Falls. Unobstructed view of Falls and overlooking Queen Victoria Park

RATES			
Rooms—Running Water—Single	\$1.50 and \$2.00	Rooms—with bath—Single	\$2.50 and \$4.00
Double	\$2.50 to \$4.00	Double	\$4.00; \$5.00; \$6.00; \$7.00
Twin Beds	\$3.00 to \$4.00	Twin Beds	\$4.50; \$5.00; \$6.00; \$7.00

EXCELLENT CUISINE • TABLE D'HÔTE AND A LA CARTE SERVICE

Special rates to families and motoring parties; also weekly rates on request. View while dining the unexcelled illumination of the Falls. Golf • Swimming • Saddle Horses Tennis Available.

FIREPROOF GARAGE IN CONNECTION PHONE 2290 HOWARD A. FOX, Prop.

THE FOXHEAD INN, at the northwest corner of Falls Avenue and Clifton Hill, was located in a perfect spot to take in the falls. Originally the Clifton Inn and part of the Clifton Hotel complex, the property was remodelled and renamed in 1925. The availability of a modern fireproof garage and special rates offered to motoring parties is another sign of growing automobile travel to Niagara Falls. This advertisement dates to sometime around 1930.

Lundy's Lane Historical Museum

THE GENERAL BROCK HOTEL, which opened in 1929 on Falls Avenue, boasted an impressive restaurant known as the Rainbow Dining Room. This photo of the Rainbow's patio around 1930 shows its spectacular vantage point, undoubtedly one of the sources of its popularity. Now known as the Brock Plaza Hotel, the Rainbow Room remains one of the jewels in the establishment's crown.



Lundy's Lane Historical Museum



Lundy's Lane Historical Museum

THE KING EDWARD HOTEL, located at Queen Street and Clifton (now Zimmerman) Avenue, circa 1930. This building experienced many reincarnations during its life. First a carriage mountings factory, many retail and manufacturing businesses made use of the property before it became the King Edward. By the time of its demise by fire in 1988, the structure had undergone many renovations and exhibited an eclectic mix of architecture.



Kiwanis Collection, Niagara Falls Public Library (Ontario)

THE OFFICE AND STORAGE SHEDS of the Whirlpool Incline Railway in 1932. These buildings were destroyed by fire two years later. This popular attraction is now called the White Water Boardwalk.



The Review (Niagara Falls, Ontario), January 17, 1930

A Fast Washer and Ironer

From Washer to Ironer in 10 Seconds

NOW COMBINED IN ONE

Beautiful, New Easiette Machine

at a price formerly asked for a good washer alone.

Here is the very latest development in a home laundry equipment:

The New Easiette Gyrator Washer
for "wringers" more changeable and

The Fast Easy Ironer

A complete laundry service combined in one handsome compact machine.

It is safe, practical, easy to control from washer into ironer, simple to operate, fast in both washing and ironing. That every woman who sees it wonders why the Easy Company didn't think of it before.

If you own an old style washer, or if you are having your laundry work done for you, be sure to call in to see us. Let our expert demonstrators do a washing and ironing for you in your own home, with your own clothes.

Easy Housekeeping Shop, Limited

630 Erie Avenue Phone 404, 2411-W, Bridgeport

\$179 COMPLETE

A low down payment and balance in easy monthly payments.



The Review (Niagara Falls, Ontario), January 27, 1930



Niagara Falls Public Library (Ontario)

THE DOMINION GROCERY STORE on Queen Street a few years after its opening in 1924. This store shows an early stage in the evolution of customer service from clerk-assisted to self-serve. The Dominion chain was a staple in the Niagara Falls grocery industry until the mid-1980s.



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

THE BUSINESSES ON VALLEY WAY between Morrison Street and Victoria Avenue in April 1932. The building in the centre is now occupied by Lindsay Press.



The Review (Niagara Falls, Ontario), January 11, 1930



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

THE TOWER INN, located within walking distance of the falls, was a distinctive River Road landmark. Shown here circa 1930, this was the Niagara Falls terminal for the Niagara, St. Catharines, and Toronto Railway (N.S. and T).



Photo by King Studio, courtesy Edw Masters

A VIEW OF QUEEN STREET around 1930. Smith's Drug Store boasted a scale out front for its customers' use. The Colonial Tea Store next door, with its distinctive teapot sign, was a prominent establishment for many years. C.W. Doan's Mens' Wear, at right, sold the now highly popular Burberry brand of overcoats.



Lundy's Lane Historical Museum

TO RECOGNIZE THEIR FIRST PLACE WIN in harmonica band competition at the 1930 Canadian National Exhibition, the Memorial School Harmonica Band, under the direction of Principal Merrill Zavitz, poses on the steps of their school on Spring Street. This building is now the Royal Canadian Legion, Branch 479.

THE NIAGARA FALLS CRICKET TEAM OF 1928.

Front row, left to right: Jack Marshall, Les Rundle, George Simpson, Andy Lister. Second row: Dave McMillan, Jack Lister, Strut Fischer, unknown. Back row: Frank Worrall, P.G. Rigby, Andy McLellan, Charles Harmer, Dr. Duggan Sr., William McCarthy.



Kiwans Collection, Niagara Falls Public Library (Ontario)



The Review (Niagara Falls, Ontario), January 27, 1930



Photo by The International Art Studios, Lundy's Lane Historical Museum

DETERMINED TO MAKE CHRISTMAS A LITTLE BRIGHTER for those children whose families had been affected by the Great Depression, members of the Main Street Fire Department pose in the fire hall with the results of their December 1932 toy drive.



Niagara Falls Public Library (Ontario)

MEMBERS OF THE NIAGARA FALLS BADMINTON CLUB pose for a photograph on the occasion of the club's opening in 1932.



Lundy's Lane Historical Museum

ANOTHER POPULAR OPTION FOR TRAVELLERS around mid-century was the bed and breakfast-style accommodation provided by "tourist homes." Many had postcards professionally made noting the amenities they could provide and their contact information. Here the Wayside Tourist Home looks ready to welcome visitors in the 1933 season.



Norval Johnson Library, British Methodist Episcopal Church

REVEREND J.T. DAWSON AND YOUNG BOB PLUMMER pose outside the British Methodist Episcopal Church (BME) on Peer Street in 1930. The church acted as a focal point and gathering place for the numerous black families who lived here at the time, many of whom were descended from escaped slaves who had fled the southern United States.



THE NORTHCOTT SIGN IS LOWERED as the store gets ready to close during the winter of 1928. This prominent business, located at the corner of Queen and Welland (now Chrysler) Streets, offered women's and children's clothing as well as miscellaneous sundries to its clientele. The building is now home to Anderson's Furniture.



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

**ONE OF THE MOST
MEMORABLE OCCASIONS**

of the 1930s was the enormous fire that destroyed the second Clifton Hotel on December 31, 1932. The fire burned for an entire day, leaving the building a vast ruin. The hotel is seen here as onlookers watch it go down in flames, and as a skeleton three days later.



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