

1994 - 2004

A City in Transition

One word dominates the years 1994 to 2004 in Niagara Falls – casinos.

“If you have seen casinos in the world, you won’t see anything better than this.” These were the proud words of Gil Bennett, chairman of the Ontario Casino Corporation Board, when speaking to reporters as Casino Niagara hosted some 7,000 invited guests for a preview night on December 9, 1996. In just 200 days a vast army of skilled workers, labouring in round the clock shifts, had transformed the old Maple Leaf Village complex into a glittering 8,640 square metres (96,000 square feet) casino. Its opening was a turning point in this city’s history, changing the future and face of Niagara Falls forever.

After several years of lobbying, the city had convinced the provincial government that a casino was a viable attraction for Niagara Falls. This new facet in our city’s life was a runaway success from the moment its doors opened. Almost overnight we had a new industry that not only attracted wide attention but employed over 3,000 people, most of them from the Niagara region. The casino’s presence immediately brought about an upbeat, more positive attitude in the city. Niagara Falls was on the move again. Casino Niagara was meant to be an interim operation, to be replaced by a permanent casino a few years later.

In February 1998, the Falls Management Company, under an agreement with the Ontario Lottery and Gaming Corporation, was selected to develop a new casino resort. (Later that year Falls Management also assumed responsibility for Casino Niagara.) Ground was broken for the billion dollar development in October 2001. Located on the 9.2 hectare (23 acre) site at the corner of Murray Street and Fallsview Boulevard, the Niagara Fallsview Casino Resort opened in June 2004. The 225,000 square metres (2.5 million square feet) complex includes an 18,000 square metres (200,000 square feet) casino, a 30-storey hotel, a shopping galleria, a health

and fitness spa, and a 1,500-seat state of the art theatre known as the Avalon Ballroom. As Duncan Brown, chief executive officer of the Ontario Lottery and Gaming Corporation noted, “The opening of Niagara Fallsview Casino Resort reaffirms Niagara’s position as a premier North American tourist destination.” With Casino Niagara remaining open, Niagara Falls now has two casinos.

In the meantime, another significant development has been under construction. The Niagara Falls Community Centre, at the corner of Montrose and McLeod Roads, is due to open in the spring of 2005. This \$24 million facility will feature a number of recreational, health, educational, and family services.

The casinos have not been the only areas to prosper over the turn of the century in Niagara Falls. There are many annual civic events such as the Canada Day Parade, the Santa Claus Parade, the Winter Festival of Lights, the New Year’s Eve party in Queen Victoria Park, and the Spring (formerly the Blossom) Festival, all of which continue to be popular with residents and visitors alike. The manufacturing and retail sector continue to employ many outside of the tourism industry.

The past 11 years have been ones of optimism and change, and the future looks bright for the residents of Niagara Falls. The common thread throughout the decades of the past century has been the falls and its enduring ability to attract millions of visitors from around the world. One can still see the mist over the cataracts in the morning, take a stroll in the Niagara Glen, or picnic on the parkway. We continue to be the world’s most famous address. Tell anyone “I’m from Niagara Falls,” and you will likely be met with a positive response. We are blessed to live in such a community of opportunity and beauty. The rainbows that so frequently appear over the falls reflect both our colourful past and a vision for the future.

1994

- the population of Niagara Falls was approximately 76,311
- local grocers charged:
 - \$2.19/lb for butter
 - \$1.49-\$3.99/lb for beef
 - \$1.59-\$2.99/10 lbs for potatoes
 - 99¢/dozen for eggs
 - \$1.29/2kg bag for sugar
- there were 5,069,383 passenger automobiles registered in Ontario
- bread cost between 59¢ and \$1.19/loaf according to size and variety
- a 4L package of three bags of milk cost \$2.99
- Hy&Zel's on Lundy's Lane sold household cleaning supplies such as Mr. Clean for \$2.69/800mL, Shout laundry detergent spray for \$2.59/945mL, and Drano plumbing concentrate for \$2.29/900mL
- admission to the Whitewater water park was \$11.00
- a front or rear brake service at Canadian Tire cost \$79.99
- children's Mighty Morphin Power Rangers sneakers took \$9.98 out of the household budget at Picway Shoes
- watching a movie at the Cineplex Odeon theatre behind Niagara Square cost \$4.25
- the IGA grocery chain sold popular foodstuffs like High Liner fish sticks, \$3.79/350g, Hamburger Helper, \$1.99/package, and Eggo waffles, \$2.29/312g
- a pair of women's Levi's jeans ran between \$21.88 and \$26.88 at the BiWay
- Farr Lumber on First Avenue sold Black & Decker 7.2 volt, 65 watt cordless drills for \$61.00, and 9.0 AMP, 5,300 RPM circular saws for \$40.00



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)

THE SEVENTY-FIRST Niagara Falls Lions Club Carnival on July 1, 1995. Each year the Lions Club invites residents to come to Optimist Park to enjoy midway rides, bingo, carnival games, prizes, and summer food. The event typically runs for the last few days of June and the first of July.



The Review (Niagara Falls, Ontario), January 5, 1994



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)

THE FIREHALL THEATRE, seen here in 1995, was opened in 1976 at the corner of Walnut and Kitchener Streets by the Niagara Falls Music Theatre Society. Located in the old Walnut Street Fire Hall, a renovation and addition was made to the building in 1982. The acting company provides a venue for local residents to become involved in community theatre and produces a number of shows every year.

DIAMOND JUBILEE SCHOOL, seen here in 1995, was built in 1927. The institution saw its last class of pupils during the school year of 2002-03, and was closed in June of that year. The building is located on Dorchester Road.



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)



The Review (Niagara Falls, Ontario), June 1, 1994



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)

FATHER HENNEPIN SCHOOL, a member of the Niagara Catholic District School Board, was built in 1957. Located on Churchill Street, this photo captures its appearance in July 1995.

1999

- photofinishing at Zehrs supermarket cost \$3.99 for a 24 exposure film
- The Bay department store sold 300 watt KitchenAid mixers for \$319.99 to \$369.99, and Lagostina eight-piece sets of stainless steel cookware for \$349.99, on sale from \$699.99
- aerobics videos by Richard Simmons or Kathy Smith, well-known fitness personalities, cost \$10.83 to \$12.63 at Wal-Mart, while the discount retailer also sold Sony PlayStation video game consoles for \$179.83 and Fellowes personal use paper shredders for \$39.83
- the popular Dockers brand of men's khaki pants could be had for between \$55.99 and \$66.99 at The Bay
- enrolling in the Greater Niagara Baseball Association's T-Ball program cost \$55.00/child, while their Junior Rookie to Junior baseball programs ran \$85.00/child
- an 18 hole round of golf at the Rolling Meadows Golf and Country Club on Montrose Road cost \$33.00 for a morning time slot on the weekend
- Saks Furniture on Ferry Street sold Serta mattress sets for \$399.00 to \$897.00

SOURCES:

Ministry of Transportation of Ontario

Niagara Falls Public Library (Ontario)

The Review (Niagara Falls, Ontario), January 3, 1994; January 5, 1994; January 6, 1994; January 8, 1994; January 16, 1994; January 29, 1994; June 2, 1994; June 4, 1994; June 10, 1994; June 11, 1994; June 13, 1994; June 14, 1994; January 2, 1999; January 8, 1999; January 9, 1999; January 12, 1999; January 14, 1999; June 5, 1999; June 9, 1999.



Pat and Rosa Simon

PAT AND ROSA SIMON, pictured here around 2000, are proprietors of Simon's Restaurant on Bridge Street. Simon's is the city's oldest restaurant, founded in 1884. A local landmark, the eatery is known locally for good food and as a gathering place for good conversation. Pat and Rosa have contributed to the community in many ways. Pat can be found at most city functions, taking pictures and preserving our history.



Photo by Charal Cameron, Niagara Falls Public Library (Ontario)

ST. MARY'S UKRANIAN CATHOLIC CHURCH on Main Street, pictured here in 1995, is designed in a Boyko-style. Built from fir logs from British Columbia, the church was constructed between 1986 and 1990. Architect Ihor Secura of Toronto and the Timothy J. Bullock Company worked on the project.



The Review (Niagara Falls, Ontario), June 3, 1994



CASINO NIAGARA under construction during the fall of 1996. Opened on December 9 of that year, the casino drew some 30,000 people on its inaugural day. The \$30 million development was built in the space formerly occupied by Maple Leaf Village. In addition to its world class casino, the venue also possesses a Hard Rock Cafe restaurant, 14 retail shops, a cafe, and a dining room. On December 8, 1996 a time capsule was placed in the casino's atrium, not to be opened until 2096.

Huge crowds jam park for Regis, Kathie Lee

The Review (Niagara Falls, Ontario), September 9, 1996



The Review (Niagara Falls, Ontario)

REGIS PHILBIN holds up a copy of *The Niagara Falls Review* during a live broadcast from Oakes Garden Theatre of the popular television morning show “Live with Regis & Kathie Lee” on September 9, 1996. The American Falls can be seen in the background. The show, based in New York City, originated in 1983 and is still broadcast today. It is now known as “Live with Regis and Kelly.”



The Review (Niagara Falls, Ontario), June 12, 1999

THE THOROLD STONE ROAD MINI MALL complex in July 1995. Beginning in the mid-twentieth century, shopping plazas like this became increasingly popular. Niagara Falls, like every other city in North America, boasts quite a number of these shopping venues. Among the first in what is now Niagara Falls were the Town & Country and Stamford Green plazas.



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)



Photo by and courtesy Jim Brown

THE ZIPPO MANUFACTURING COMPANY began operations in Niagara Falls in 1949. Working out of a large garage on what is now Allendale Avenue, the company produced cigarette lighters, pocket knives, key chains, and golf balls, among other small consumer goods. The illuminated Zippo sign on the plant's roof, seen here around 2003, became a local landmark. The Zippo plant was closed in the summer of 2002.



The Review (Niagara Falls, Ontario), January 5, 1994



Photo by Chantal Cameron, Niagara Falls Public Library (Ontario)

LUBRIZOL CANADA LIMITED manufactures and deals in specialty chemical materials, primarily additives and compounds for oil products. Operating in Niagara Falls since 1953, the Lubrizol plant is located on Thorold Stone Road. This view of the property dates to 1995.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

ESTABLISHED IN 1934, the E.S. Fox Limited Niagara Falls plant stands on the Montrose Road site of the former Ford Motor Company's glass factory. This view dates to the spring of 2004. The company is one of the nation's leading sheet metal, module, pipe, and pressure vessel manufacturers. E.S. Fox is also involved with construction and engineering work.



Niagara Falls Tourism

Wedding bells ring today

The Review (Niagara Falls, Ontario), February 14, 2000

NIAGARA FALLS CONTINUES TO ATTRACT honeymooners into the second millennium. On Valentine's Day, February 14, 2000, 200 couples braved the cold to be united in marriage or renew their wedding vows. The event, held at Oakes Garden Theatre with a reception at the Skyline Brock (also known as the Brock Plaza) Hotel, was organized by Niagara Falls Tourism.



Photo by and courtesy Jim Brown

THE BATTLE GROUND HOTEL was officially opened in all its restored glory on July 28, 2002. Established by Adam Fralick as a tavern in 1836, the property changed hands many times before Ruth Redmond, activist for the preservation of the Battle of Lundy's Lane battleground, took possession. She donated the site to the City of Niagara Falls in 1996 as part of a 1.5 hectare (3.7 acre) parcel of land involved with the battle. The hotel, also known as Fralick's Tavern, is operated by the Niagara Falls Board of Museums as a historic site recreated to its appearance in the 1850s.



Canadian Press / COA

COACH JAY TRIANO (at right, foreground) and members of the Canadian Men's Basketball Team at the Olympics in Sydney, Australia on September 28, 2000. Triano, a Niagara Falls native and renowned basketball player and coach his entire life, played on the national team from 1978 to 1988, appearing in the 1980, 1984, and 1988 Olympics. In 1999 Triano became head coach of the Canadian Men's Basketball Team, leading them to a fifth place finish at the 2000 Olympics. The Toronto Raptors hired Triano as one of their assistant coaches in 2002.

MIKE STRANGE, a native of the Falls, was born August 6, 1970, and holds numerous boxing titles. He has represented Canada at the Olympics three times (1992, 1996, and 2000), has represented the nation at the Commonwealth Games championships in 1994 and 1998, and is an 11-time Canadian senior boxing national champion. This photo shows Strange, at left, with an opponent at the 2000 Olympics in Sydney, Australia.



Mike Strange



Photo by, and courtesy, Jim Brown

A VIEW OF THE RAINBOW BRIDGE and surrounding area looking west, taken in 2000 from the Flight of Angels sightseeing balloon in Niagara Falls, New York. The Rainbow Bridge was constructed over 1940 and 1941. From left of the photo on the Canadian side of the river, Casino Niagara, the Brock Plaza Hotel, the Carillon Tower, Planet Hollywood, the Spirella Corset factory/Niagara Falls Museum building (now the Niagara Falls Aviary), and Michael's Inn can be seen.



Photo by, and courtesy, Jim Brown

FALLS AVENUE, looking south towards Queen Victoria Park, in 2003. The Hard Rock Cafe is at centre in the photo, with the Brock Plaza Hotel to its right. The Skylon Tower and Fallsview hotels can be seen in the upper left portion of the scene.



The Review (Niagara Falls, Ontario), January 8, 1994



Photo by Cathy Simpson, Niagara Falls Public Library (Ontario)

THE SCREAMING TUNNEL, October 2003. *This Canadian National Railways underpass off Warner Road, not far from the QEW, was constructed in the nineteenth century when the railway was linked to Toronto and New York City. It was used in 1982 during the filming of Canadian movie director David Cronenberg's work "The Dead Zone." According to legend, the 4.8 metres (5.3 yards) high and 38 metres (42 yards) long tunnel is haunted by the ghost of a young girl killed in a nearby house fire.*



Photo by and courtesy Jim Brown

DEDICATED IN 1962, FIREMEN'S PARK, seen here in 2000, is made up of 15 hectares (38 acres) of beautiful forest, recreation facilities for sports, a pavilion for concerts, and a man-made lake. Nestled in the slopes of the Niagara escarpment at Dorchester and Mountain Roads, the park provides a valuable retreat for locals.



Photo by Anton Fecher, courtesy N.P.S. Inc. & N.H.L.

A SUMMER 2002 AERIAL VIEW from the Niagara Parkway, looking south along Victoria Avenue (the main thoroughfare running diagonally from left of the photo). Travelling from the foreground to the upper right portion of the photo, the Niagara Helicopters Limited complex, the Canadian National railyards (at right), the former Provincial Crane building, St. Patrick's Roman Catholic Church, Buckley Towers, the Casino Niagara Tower, the Sheraton on the Falls Hotel, the Horseshoe Falls, and the recent Fallsview developments can be seen.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE ACRES INTERNATIONAL BUILDING on Queen Street, next to city hall, in October 2003. The company, established in 1924, moved to this site in 1996 from their Dorchester Road location. The building was originally constructed to house the provincial Ministry of Tourism, but that move was abandoned due to a change of government and an economic recession.



The Review (Niagara Falls, Ontario), January 14, 1999



Monica Dancevic

FRANK DANCEVIC, pictured here in 2002, was born in Niagara Falls on September 26, 1984. He became the fifth Canadian to win the Junior Grand Slam title when he was victorious in the 2001 Wimbledon boys' doubles event with Giovanni Lapentti. Frank was the first Canadian teenager to qualify for an Association of Tennis Professionals competition. He holds 10 national titles.

MONIKA DANCEVIC in 2002. Born November 17, 1986 in Niagara Falls, Dancevic has been an Under 18 and Under 16 national champion, and has also placed second in American junior tennis rankings. In August 2003 she won the G18 doubles competition in the Canadian National Outdoor championships with Stephanie Dubois. Dancevic is now a professional tennis player with the Women's Tennis Association.



Monica Dancevic



Vito DiMartino

THE NIAGARA FALLS RED RAIDERS BASKETBALL TEAM OF 2002.

Division One Juvenile Boys provincial champions, they are, front row, left to right: Michael Kemp, Scott Murray (co-captain), Jay Oliver. Second row: John Joseph Land, David Carlone, Kenny Colosimo, Kevin Jones, Matthew DiMartino. Back row: Bill Rootes (manager), I. Longmuir (coach), Brandon Gracie, Dustin Bianchin, V. DiMartino (coach). Absent: Brad Rootes (co-captain).



Photo by Jan Leek, Niagara Falls Public Library (Ontario)

TABLE ROCK HOUSE IN SEPTEMBER 2002.

This building opened in 1926, replacing an earlier version which stood slightly to the north. Located right beside the Horseshoe Falls, the structure features gift shop and restaurant facilities, and is the entrance to the popular Journey Behind the Falls attraction. Table Rock House is owned and operated by The Niagara Parks Commission.

Before the creation of the Parks Commission in 1885, this area was privately owned by people whose business practices were often unscrupulous and who tended to bully and swindle their customers. In 1878, Lord Dufferin, Governor General of Canada, made the first public suggestion that a park be established by the falls.

Over the next few years support for this concept grew and in 1885 the Ontario government passed the Niagara Falls Park Act for “the preservation of the natural scenery about Niagara Falls.” In order to carry out the act’s objective a commission was formed, with Colonel Casimir Gzowski appointed as its chairman. This was the beginning of the organization now known as The Niagara Parks Commission.

The Commission has also played an integral role in the lives of residents of Niagara Falls. Many young people begin their working lives at Niagara Parks – bussing tables, directing cars in the parking lots, handing out raincoats at Table Rock, and giving tours. Many a couple can trace their

first meeting to a chance encounter at their summer job “in the Park.” Some staff are the second or third generation in their family to work for the Parks Commission. With over 320 full time employees and more than 1,540 seasonal or part time workers, Niagara Parks is a major employer for both the city and the Niagara region.

Today, as an operational enterprise of the Ontario Ministry of Tourism and Recreation, The Niagara Parks Commission’s mission remains “To preserve and enhance the natural beauty of the Falls and the Niagara River corridor for the enjoyment of visitors, while maintaining financial self-sufficiency.” All of the Commission’s holdings are maintained through revenue generated from its

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restaurants, gift shops, attractions, and parking lots. From its inception, The Niagara Parks Commission has been a completely self funding agency, one which does not draw a single penny from Ontario taxation revenues. Niagara Parks has grown since its beginnings in 1885. Evolving from a small 62 hectare (153 acre) park named for Queen Victoria, the Commission's holdings now cover more than 1,600 hectares (4,000 miles) and extend along the entire length of the Niagara River. These properties include golf courses, historic sites, a horticultural school, the 56 kilometre (35 mile) Niagara Parks Recreational Trail, a marina, restaurants, and a butterfly conservatory, to name only a few. Operating much like a small city, the Parks Commission also provides its own police force, garbage service, road maintenance, snow removal, and transit system.

FIREWORKS OVER THE HORSESHOE FALLS *circa 2003. The Niagara Parks Commission has produced the fireworks show with support from local businesses, business improvement areas, restaurants, hotels, and patrons from New York State since 1988. Over the years the fireworks program has grown from displays on holidays, special events, and special nights during the Winter Festival of Lights, to every Friday and Sunday evening during the spring/summer tourist season. In 2003, SARS recovery funding from the provincial government allowed the fireworks to run every night during the summer.*



The Niagara Parks Commission



Photo by Charndal Cameron, Niagara Falls Public Library (Ontario)

THE YWCA ON CULP STREET IN 1995. *The YWCA began its charitable work in Niagara Falls in 1913. Before relocating to the former Acres home on Culp Street in 1955, it operated out of a number of different properties. Prior to closing its doors in June 2003 the Niagara Falls chapter of this organization offered 24 hour emergency service to women in need, many educational programs, and a residence.*



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE YMCA BUILDING ON FOURTH AVENUE IN OCTOBER 2003. *Once Cyanamid's recreation hall, the complex was donated to the Y in 1970. This location was known as the Greater Niagara YMCA Family Recreation Centre and underwent significant renovations in 1992. By 1995 proposals and studies had begun for the upcoming Niagara Falls Community Centre. In 2001 all Niagara region Ys merged to become the YMCA of Niagara. YMCA chapters have been active in Niagara Falls since 1894.*



Photo by and courtesy Jim Brown

THE WORLD PEACE TEN THOUSAND BUDDHAS SARIRA STUPA TEMPLE *is located on River Road and first opened to visitors in 1996. Designed by architect Doreen Lin of Toronto and built by Custom Cupola and Steeple Company Limited of Oakville, some 90,000 kilograms (200,000 pounds) of copper went into the temple's construction. The temple possesses a 6,300 kilogram (14,000 pound), 8.2 metres (9 yards) high statue of the Buddha. A Buddhist sculpture gallery resides behind the main temple. This picture shows the place of worship in June 2003.*

Old museum site goes to the birds Niagara Falls Aviary now open to public

The Review (Niagara Falls, Ontario), June 21, 2003

THE NIAGARA FALLS AVIARY in October 2003. This building on River Road originally housed the Spirella Corset Company, in operation between 1908 and 1958. The Niagara Falls Museum, established by Thomas Barnett in 1827, occupied the property between 1958 and 1999. On June 21, 2003, the structure was reopened as the Niagara Falls Aviary, an attraction that presents exotic birds in tropical surroundings.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

A Volkswagen advertisement for a 10-year warranty option. The text reads: "THE VOLKSWAGEN 10 YEAR 160,000 KM EXTENDED POWERTRAIN WARRANTY OPTION AT NO EXTRA CHARGE!". Below the text are two Volkswagen cars. A "K. & M. Autohaus" logo is at the bottom, along with the address "4424 MONTROSE ROAD, NIAGARA FALLS (905) 354-3929". A "OFFER ENDS JUNE 30!" sticker is also present.

THE VOLKSWAGEN
10 YEAR
160,000 KM EXTENDED POWERTRAIN
WARRANTY OPTION AT NO EXTRA CHARGE!
OFFER ENDS JUNE 30!
K. & M. Autohaus
4424 MONTROSE ROAD, NIAGARA FALLS (905) 354-3929

The Review (Niagara Falls, Ontario), January 10, 1994



Photo by Rebecca Pascoe, Niagara Falls Public Library (Ontario)

THE GALES GAS STATION at the corner of Stanley Avenue and Emery Street in August 2004. Bob Gale Sr. and his son Bob Gale Jr. have built a chain of gas bars throughout the Niagara region. Longtime supporters of community causes and service projects, the Gale family continues to own and operate their business.



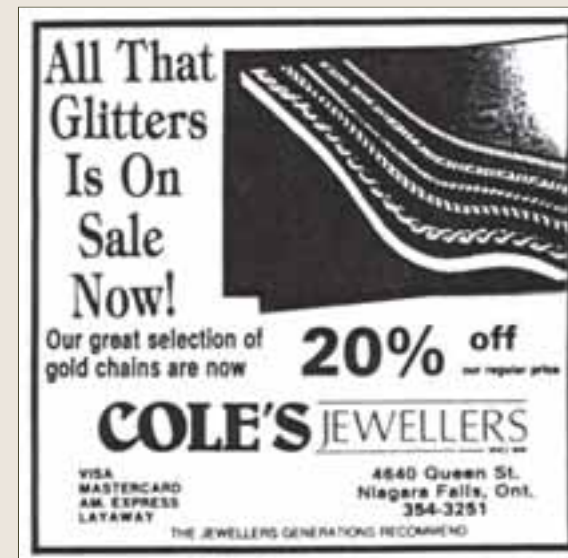
Photo by and courtesy Jim Brown

THIS PHOTO OF THE EMERGING FALLSVIEW SKYLINE was taken December 21, 2003 and looks down river towards the crest of the Horseshoe Falls. The line of sight in this part of Niagara Falls has changed drastically over the past 100 years. Once the most prominent structures on the skyline, the Konica Minolta Tower, seen amidst the cluster of buildings left of centre, and the Skylon Tower, at the extreme right, have now been joined by many neighbours.

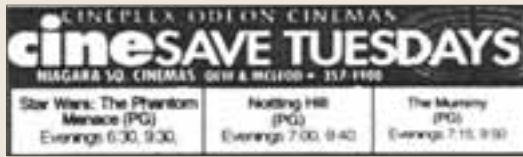


Pat and Rosa Simon

NEW YEAR'S EVE celebrations have been held in Queen Victoria Park for a number of years. Here, Mayor Ted Salci accepts a cake commemorating the city's one hundredth anniversary from television anchors Kathy Wegner and Matt Hayes, of CH Television, just before midnight on December 31, 2003. Entertainment that night included local band the Mad Hatters, Canadian artist David Usher (formerly of the band Moist), and California popular rockers Smash Mouth. A crowd of about 20,000 attended the event.



The Review (Niagara Falls, Ontario), June 7, 1994



The Review (Niagara Falls, Ontario), June 8, 1999

THE CINEPLEX ODEON movie theatre behind Niagara Square in June 2004. Constructed in 1999, this state of the art theatre replaced an older complex built in 1977, the Niagara Square Cinemas.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

NIAGARA SQUARE, seen here in 2004, opened in August 1977 at the intersection of the QEW and Montrose Road. At the time, the 33,300 square metres (370,000 square feet) shopping mall held two department stores, 49 retail outlets, three banks, eight restaurants/fast food retailers, a Dominion grocery store, and an auditorium. Some 200,000 people attended its opening day celebration. Niagara Square continues to offer shopping venues to the area's residents.



Photo by Leslie Brown, courtesy Jim Brown

NIAGARA SQUARE NOT ONLY PROVIDES A PLACE TO SHOP, but is also used as an entertainment venue. Here, children and their parents enjoy a visit from Barney, of children's television fame, during the March school break of 2004.



Pat and Rosa Simon

ST. MICHAEL CATHOLIC HIGH SCHOOL has had two homes since its inception. The first, on Valley Way, was formerly Lord Elgin Vocational School (which operated between September 1967 and June 1988), and opened in September 1989. Over 2003 and the winter of 2004, a new St. Michael's was built on McLeod Road. Seen here shortly after its completion, the \$15 million facility houses 200 new computers, new culinary equipment, a double gymnasium, and a 220-seat auditorium.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE OAKES PARK STADIUM in 2004. Opened in 1931, the facility was created through funds donated by Harry (later Sir Harry) Oakes. Offering a running track, soccer field, and baseball diamond, this park is considered one of the finest of its kind in Ontario.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)



The Review (Niagara Falls, Ontario), January 2, 1999

A BASEBALL GAME AT OAKES PARK, June 2004.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

ISLAMIC CENTRE NIAGARA in June 2004. The centre, on Lyons Creek Road, is an Islamic mosque for worship and educational purposes. Opened in 1985, with an addition in 1994, much of the building was constructed by the members themselves.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

OUR LADY OF THE SCAPULAR ROMAN CATHOLIC CHURCH, June 2004. After World War Two, Niagara Falls and Stamford Township experienced a great increase in population. Our Lady of the Scapular Church, on Thorold Stone Road, was built in 1960 to help serve this growing community. Its architecture is representative of the modern Roman Catholic churches of Niagara Falls.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

ST. ANDREW'S UNITED CHURCH on Morrison Street, 2004. St. Andrew's has a rich history. Beginning as a Presbyterian church which formed in 1856, the congregation's original building was in downtown Niagara Falls, on St. Clair Avenue near Queen Street. The current facility on Morrison was constructed and dedicated in 1961.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE FERRY STREET SYNAGOGUE in 2004. Built in 1920, this house of worship had an expansion added in 1937.

BY THE LATE 1990s a new trend in shopping was sweeping North America: the rise of the “big box” format store. In 1997 Niagara Falls had its own such shopping development approved for the corner of Morrison Street and Dorchester Road, on the former site of the Brights Wines property. Between 1997 and 2003 the complex’s retail venues were all leased to chain stores, some of which are pictured here.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE ZEHRS supermarket in the Morrison Street “big box” development was the first retail outlet established in the complex, starting up in December 1997.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

WAL-MART, a well-known discount department store, began serving its Niagara Falls customers in October 1998. This photo of the retail outlet was taken in June 2004.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE STAPLES BUSINESS DEPOT store in 2004. This “big box” office supply store opened in December 1998.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE HOME DEPOT store in June 2004. This was the last of the “big box” chain stores to join the Morrison Street complex, opening its doors in October 2003. Home Depot offers construction and home renovation supplies, as well as household appliances and accessories, to its customers.



Photo by Rebecca Pascoe, Niagara Falls Public Library (Ontario)

CONAGRA INCORPORATED, formerly *International Home Foods (Canada) Incorporated*, on Pettit Avenue in 2004. *International Home Foods* began in Niagara Falls by producing *Chef Boyardee Italian Style Foods*. Their complex is located on the former site of the *D'Arcy Cropp Company*. Pictured is the familiar air dome used as warehouse space. The company also manufactures *Hunt's* pasta sauces for all of Canada.



Photo by and courtesy Jim Brown



Photo by and courtesy Jim Brown

TIM HORTONS, at the corner of Portage Road and Front Street, 2004. Before this site became home to the popular coffee and donut chain in 1996, it was occupied by *McKenzie's China and Gift Shop*. *McKenzie's* opened here in 1882.



Photo by and courtesy Jim Brown

THE KRAFT CANADA cereal plant on Lewis Avenue, July 2004. Shredded Wheat has been made on this site for 100 years.



Photo by and courtesy Jim Brown

THE NEIGHBOURHOODS OF ST. DAVID'S SUBDIVISION as it appeared in July 2004. This housing development is located on St. Paul Avenue, north of Mountain Road and opposite the Eagle Valley Golf Club. The subdivision's significance lies in the fact that this site once held one of the largest native ossuaries (burial grounds) in Canada. First discovered in 1828, the ossuary was further excavated and, unfortunately, raided of its human remains and native artifacts over the next 100 years. A cairn noting the historical importance of this area was unveiled by the Lundy's Lane Historical Society in 1934. It remains on the site.



Photo by and courtesy Jim Brown

LOCOCO'S FRUIT & VEGETABLES retail outlet on Victoria Avenue in 2004. Also operating a wholesale division, Lococo's opened this store in 1977. The firm, established by Michael Lococo in 1906, is among the oldest in the city.



Photo by Rebecca Pascoe, Niagara Falls Public Library (Ontario)

THE CANADA ONE FACTORY OUTLET MALL in September 2004. Opened in the fall of 1998, this is the first of its kind in the city, and the first brand name outlet mall in Canada. The 15,300 square meters (164,688 square feet) shopping venue contains some 40 major retailers. Before the mall stood on this site it was occupied by the Lundy House and the Whitewater water park.



Photo by and courtesy Jim Brown

THE CAVERNERS, a Beatles tribute band, on Canada Day, 2004. Real Beatle, the late John Lennon, visited Niagara Falls around 1970. Footage of his visit with Yoko Ono was later used in the Lennon biographical documentary “Imagine,” directed by Andrew Solt and released in 1988.



Pat and Rosa Simon

DEREK TIDD, official town crier, gives a cry detailing the history of the city at Canada Day celebrations, July 1, 2004. Tidd was named crier in 1995. He participates in many parades and formal city functions throughout the year. Beryl Tidd, his wife, stands to his right. Canada Day events in 2004 included a parade as well as a midway and official celebrations at Optimist Park.



Photo by Rebecca Pascoe, Niagara Falls Public Library (Ontario)

MAYOR TED SALCI, left, and **SHERMAN ZAVITZ**, official historian for the city, stand beside a plaque at the entrance to the Niagara Falls City Hall. Erected during the summer of 2004, the plaque commemorates the city's centennial.



Lundy's Lane Historical Museum

OVER 300 HISTORICAL AND MILITARY ENTHUSIASTS from across North America participated in a reenactment of the Battle of Lundy's Lane (July 25, 1814) on July 3, 2004 at Don Johnson Park on Spring Street. The event was organized by the City of Niagara Falls Board of Museums, the Royal Canadian Legion, Branch 479, and The Niagara Parks Commission in partnership with local historical societies and business improvement areas. The following day the Battle of Chippawa (July 5, 1814) was also recreated at its actual battle site.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE BATTLE OF LUNDY'S LANE MONUMENT in June 2004. The monument, located in Drummond Hill Cemetery and erected by the federal government, was dedicated on July 25, 1895. The 12 metres (40 feet) high memorial is made of Quebec granite. Plaques at its base bear the names of those British soldiers who lost their lives during the battle (July 25, 1814), one of the bloodiest of the War of 1812.



The Review (Niagara Falls, Ontario)

ON JULY 25, 2004, the one hundred-ninetieth anniversary of the Battle of Lundy's Lane, four plaques were unveiled along Drummond Hill Cemetery's retaining wall, facing Lundy's Lane. Created by James Smith, Peter LeBaron, and Doug Stephens of the Campbell Monument Company in Belleville and sponsored in part by the Lundy's Lane Business Improvement Area, the plaques were an official city centennial project. Kevin Windsor, curator of the Lundy's Lane Historical Museum and model for some of the figures in the plaques, appears here on the day of their unveiling.



Photo by and courtesy Jim Brown

THE BATTLE OF CHIPPAWA MONUMENT, July 2004. Unveiled on October 12, 2003, the monument is dedicated to the memory of the British, Canadians, Americans, and natives who clashed here on July 5, 1814 during the War of 1812. The battlefield, owned by The Niagara Parks Commission, is located along the Niagara Parkway between Chippawa Creek and Usshers Creek. Interpretive signage also graces the site.

THE NIAGARA FALLS BRITISH METHODIST EPISCOPAL CHURCH congregation dates its origins to 1814. In 1836 the members constructed a church home at Fallsview. That building, pictured here in July 2004, was laboriously moved to its present location on the corner of Peer and Grey Streets in 1890. The land was donated by longtime member Oliver Pernell. Now known as the Nathaniel Dett Memorial Chapel of the BME Church, this building was designated a national historic site in 2000. Robert Nathaniel Dett was born in Drummondville (now Niagara Falls) on October 11, 1882. A renowned pianist, composer, arranger, and choral director, he was an instructor at Hampton Institute in Virginia for many years and became famous for his dedication to the study and promotion of black music. During his time in Niagara Falls Dett attended Barker Street School and Niagara Falls Collegiate. He is buried in Fairview Cemetery.



Photo by and courtesy Jim Brown



Photo by and courtesy Jim Brown

THE LENNOX CABINS MOTEL on Macklem Street in Chippawa, 2004. The rise in automobile travel during the 1920s and 30s spawned tremendous growth in tourist cabin complexes in Niagara Falls. The Lennox cabins were built around 1935 and are perhaps the last remaining in the city.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)

THE LUNDY'S LANE HISTORICAL MUSEUM

on Ferry Street in June 2004. Built in 1874 and originally the Stamford Township Hall, this structure was designated as museum space in 1969. In 1961 the Lundy's Lane Historical Museum had first opened in the McKenzie House, a property owned by the city at the corner of Lundy's Lane and Drummond Road.

THE NIAGARA FALLS SCOUTING MUSEUM

in 2004. Located on the lower level of Baden-Powell House, Niagara District's scouting centre on Fourth Avenue, the museum preserves artifacts and information about the scouting movement in Niagara. Scouting has been active in Canada since 1907, and in Niagara Falls since 1910. The museum was established in 1987.



Photo by Rachel Montgomery, Niagara Falls Public Library (Ontario)



Niagara Fallsview Casino Resort



Niagara Fallsview Casino Resort

THE NIAGARA FALLSVIEW CASINO RESORT was built between 2001 and 2004. The premier development will undoubtedly draw visitors for years. The complex includes an upscale casino, a 368-room Hyatt hotel, and retail, spa, and entertainment facilities.



Niagara Falls Public Library (Ontario)

THE RIBBON-CUTTING OPENING CEREMONY of the Niagara Fallsview Casino Resort on June 8, 2004. From left to right the dignitaries pictured here are: Jim Dougan (president and chief operating officer, Falls Management Company), Kim Craitor (Member of Provincial Parliament, Niagara Falls), Neil Bluhm (of the Falls Management Company), Joe Cordiano (Ontario Minister of Economic Development and Trade), Duncan Brown (chief executive officer, Ontario Lottery and Gaming Corporation), Jim Watson (Ontario Minister of Consumer and Business Services), Jim Bradley (Ontario Minister of Tourism and Recreation), and Ted Salci (mayor of Niagara Falls).



Photo by and courtesy Jim Brown

THE CANADIAN NIAGARA POWER COMPANY was incorporated in 1892. This American-based company, under the leadership of William Birch Rankine, built a hydroelectric generating plant which was located approximately 455 metres (500 yards) above the Horseshoe Falls. This power station was inaugurated as the William Birch Rankine Power Station. It began generating electricity on January 1, 1905 and is still in operation. This view of the plant was taken the summer of 2004.

MURRAY HILL, pictured here in July 2004, was widened and landscaped to accommodate increased pedestrian and automobile traffic resulting from the opening of the Niagara Fallsview Casino Resort. A former ravine, the hill has been a main artery into Queen Victoria Park since the nineteenth century.



Photo by and courtesy Jim Brown

A FAMILIAR SIGHT on the Niagara Parkway, the buses of the Double Deck Tours Limited company have been in operation since 1967. This bus was showing visitors the falls in 2004.



Photo by and courtesy Jim Brown



City of Niagara Falls, Parks, Recreation & Culture

THE FUTURE NIAGARA FALLS COMMUNITY CENTRE, a conceptual drawing from 2004. Set to open in the spring of 2005, this \$24 million initiative will feature numerous community services: a YMCA, a branch of the Niagara Falls Public Library, Heart Niagara, Coronation 50 Plus, Niagara Falls Big Brothers Big Sisters, and the City of Niagara Falls Parks, Recreation & Culture offices. The two-storey 8,190 square metres (91,000 square feet) facility, situated on a 9.2 hectare (23 acre) site on the northeast corner of Montrose and McLeod Roads, will feature two swimming pools, a gymnasium, racquet sports courts, a running track, exercise areas, meeting rooms, a cafe, outdoor playground, and a skateboarding park. The community centre is being funded by the city, the provincial and federal governments, the YMCA, and fundraising efforts.