

Niagara Parks Commission Records, 1947-1990, n.d. (non-inclusive)

Ontario Editorial Bureau Fonds

RG 75-2

Brock University Archives

- Creator:** Ontario Editorial Bureau
- Extent:** 0.90 m of textual records (3 boxes)
69 photos: col., b&w, 1 col. negative, 1 dvd
- Abstract:** This archive is part of the larger Ontario Editorial Bureau archives (OEB) also housed at Brock University. The bulk of the collection is correspondence and media releases, relating to *The Niagara Parks Commission*. Samplings of tourist information were also retained.
- Materials:** Typed and handwritten correspondence, media releases, clippings, photographs, and serial publications.
- Repository:** Brock University Archives
- Processed by:** Jen Goul and Anne Adams
- Last updated:** November 2015

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Preferred Citation: RG75-2, Ontario Editorial Bureau Records, 1951-1989, Niagara Parks Commission, Brock University Archives, Brock University.

Acquisition Info. This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

Administrative History:

The Niagara Parks Commission was created in March of 1885, by the Ontario Government. The Commission is in charge of the development and maintenance of the three thousand acres of public parks, a 35-mile scenic boulevard from Lake Erie to Lake Ontario, restaurants (*The Refectory*), gardens, museums, and forts among other attractions within the Niagara region (media release, 1955). The gardens are known worldwide for their originality and beauty. In 1952 the Commission was invited to a conference in Oita Japan to display their parks layout and design in order to aid in the re-building of Japanese parklands (Correspondence, Sept. 5, 1952).

The Niagara Parks attracted an estimated 8 million people per year at the time Marilyn Monroe's film *Niagara* was released (correspondence, Feb. 4, 1953). As well as attracting Hollywood Royalty, Niagara drew His Imperial Highness Akihito (April 18, 1953), Her Royal Highness Princess Margaret (Aug. 1, 1958) and Queen Elizabeth with the Duke of Edinburgh (June 28, 1973) for visits. The various attractions managed by the Commission include; the *Clarion Bells*, *Laura Ingersoll Secord Homestead*, numerous memorials (ie. *Simcoe Memorial*, *Brock's Monument*), *Fort George*, *Table Rock House*, and *Fort Erie*. To maintain all these attractions the Commission was broken into nine major departments. These include the Works Department, Engineering and Roads Department, Horticultural Department, The School of Gardening, The Golf Course, The Accounting Department, The Purchasing Department, The Police Department, and the Service Department.

Public Relations Campaigns for the numerous attractions are handled by the Ontario Editorial Bureau. The Bureau creates media releases related to the various activities of the Commission. These media releases are distributed locally, nationally and internationally depending on the activity. The releases have been very helpful in attracting new visitors to the Niagara Parks, as well as keeping the public informed of recent improvements and parks expansion. As well as media releases the Bureau covers individual attractions and special events run by the Commission, through promotional/informational pamphlets, news stories, and press conferences.

Scope and Content:

Fonds contains materials related to the Niagara Parks Commission attractions, events and development from the late 1940s to early 1980s. Most duplicates were removed from the collection and only a sampling of tourist information (pamphlets and brochures) were retained. All photographs were removed from general correspondence and placed in a separate series; however photographs relating to a specific attraction or event remained with original material. Media Releases were separated

from general correspondence and are arranged chronologically, as is correspondence. Individual Attractions and Special Events are arranged alphabetically and within a particular topic chronologically. If a subject area had a substantial amount of clippings, with no accompanying correspondence, they were moved into a separate folder.

The bulk of the material is Series I, Correspondence; which contains typed and handwritten letters, and occasional clippings with accompanying correspondence. Series II, Individual Attractions/Special Events contains information on individual attractions and special events hosted by the Commission, many of which are mentioned within correspondence. Meeting minutes relating to special events are also included. Series III, Advertisements/Media Releases, contains promotional avenues used by the Bureau to promote the Commission; including clippings, tourist information, photographs, media releases and advertisements.

Organization: The records were arranged into three series:

Series I, Correspondence, 1947, 1952-1963, 1965-1966, 1972-1973, 1980
 Series II, Individual Attractions/Special Events, 1955, 1958, 1961, 1964-1968, 1971-1974
 Series III, Advertisements/Media Releases, 1947, 1952-1960, 1962-1968, 1971, n.d.

Inventory:

	Series I. Correspondence, 1947-1980, n.d. (non-inclusive)
1.1-2.9	Correspondence, 1947-1980, n.d. non-inclusive
	Series II. Individual Attractions/Special Events, 1955, 1958, 1961, 1964-1968, 1971-1974
2.10	Boy Scout Jamboree, 1955
2.11	Houdini Hall of Fame, 1968; includes media releases.
2.12-2.17	Laura Secord Homestead, 1971; includes media releases, correspondence, photographs, clippings, family tree, home restoration plans (7 folders).
2.18	Meeting Minutes, 1953-1956, 1960, 1962, 1965, n.d.; includes special co-coordinating meetings, Stoney Creek Celebration Committee, NATO journalists' tour of Canada programme.

- 2.19-2.20 Niagara Escarpment Scenic Drive Committee, 1967-1968, n.d.; includes meeting minutes, progress report.
- 2.21 Niagara Falls Illumination, 1958
- 2.22-2.29 Niagara Historic Sites and Parks Development, 1971-1974; includes clippings, media releases and photographs.
- 2.30 Niagara International Center Ltd. (Skylon Center), 1964-1965, 1967-1968; includes correspondence, media releases.
- 3.1 Niagara Institute for International Studies, 1973; includes clippings, photograph
- 3.2 Niagara Planetarium Limited, 1961; includes media releases.
- 3.3 Niagara Resorts and Tourist Association, 1972-1973

Series III. Advertisements/Media Releases, 1947-1948, 1951-1960, 1962-1968, 1971, 1985-1987, n.d.

- 3.4-3.6 Clippings, 1947-1948, 1951-1953, 1957-1962, 1964-1966
- 3.7-3.21 Media Releases, 1947-1966; includes advertisements, special events announcements, speeches, n.d. (non-inclusive)
- 3.22 Photographs including: the Skylon Tower; Fred Willett and his band at the Queenston Heights bandshell; Dufferin Islands; Niagara Parks Floral Clock; Spanish Aero Car; Queenston Heights Restaurant and Monument; Ice Bridge at Niagara; Miss Canada 1965; Fireworks over the Falls; RCMP officer; Horseshoe Falls; Queen Victoria Park in Winter; Niagara Parks Commission administration building; the American Falls; Maid of the Mist; Machinist Mitch Solokov; Niagara Agricultural Society plaque; St. Mark's Church in Niagara on the Lake; Fred Walker Farm on Linwell Road; a double decker bus; power plants at the Falls; Old Fort Niagara; Fort George; St Andrew's Presbyterian Church, Niagara on the Lake; the Festival of Lights; Illumination of the Falls; Niagara city bus; Niagara Parks Commission Fragrance Garden; Dufferin Islands; Picnicking along the Niagara Parkway; Niagara Parks Police Building; Jack Barton of Maple Leaf Village; Table Rock Scenic Tunnels; Niagara Parks Greenhouses; Dufferin Islands dewatered area and stone walls; Mayor Wayne Thompson and G.T. French Paper Company, disc is also included, 66 b&w photos, 3 col photos, 1 col. negative, 1 dvd, 1952, 1964-1965, 1980, 1983, 1988-1989, 1993

- 3.23-3.24 Tourist Information – Niagara Falls, ON, 1947-1948, 1953-1955, 1959-1960, 1963-1966, 1968, 1971, 1985-1987, n.d.; includes a sampling of media releases, brochures, advertisements.
- 3.25 Niagara Parks Commission School of Gardening/School of Horticulture includes outline of courses, graduation ceremonies and media releases, 1947-1961, n.d. (non-inclusive)

Added Entries:

- 600 Cahill, Lou
 600 Daley, Charles (chairman of commission 1944-1959+)
 600 Rand, Calvin G.
 600 Secord, Laura Ingersoll

Subject Access:

- 650 Gardens North America
 650 Niagara Falls (Ont.)
 650 Niagara Falls Bridge Commission
 650 Niagara Falls (Ont.) Description and travel
 650 Niagara Falls History
 650 Niagara Falls (Ont.) Maps, Tourist.
 650 Parks

Related O.E.B. Collections:

- Brock University 1962-1989
 [City of] St. Catharines 1952-1983
 County of Lincoln 1956-1969
 Niagara Falls Visitor Convention Bureau 1981
 Niagara Grape and Wine Festival 1964-1989
 Niagara Region Development Corporation 1983-1989
 Niagara Region (Municipality) 1969-1975
 Niagara Resort and Tourist Information Association 1979-1982
 Public Relations 1954-1989
 St. Catharines Office [OEB] 1953-1989
 Welland County 1952
 Women's Literary Club (Laura Secord Homestead)

Related Materials:

- Ontario Editorial Bureau, Public Relations in the Making: A review of significant events in Canadian communication (Toronto: 1976?). [spcl FC 3140.7 P82056].

