

WILKINSON

XIV

DAY BOOK

WILKINSON
Scrap book
XIV
March 1948



The Upper Falls of the Genesee River, Rochester, N. Y. — 18

ROCHESTER

~STRANGE BUT TRUE~



Bausch and Lomb Optical Co., Rochester, N. Y. — 21



1944 Certificate of Membership

Mr. Wm Wilkinson

THE AMERICAN NATIONAL RED CROSS

War Fund Contribution \$ *1.00*

Sir Witzel
Red Cross Representative

Thomas H. Davis
Chairman



GREYHOUND

PERMANENT ADDRESS OF OWNER

Name _____

Street _____

City and State _____



A major unit in the company's post-war construction program—the partly completed color print service building at Kodak Park





A Clubhouse Is Their Goal

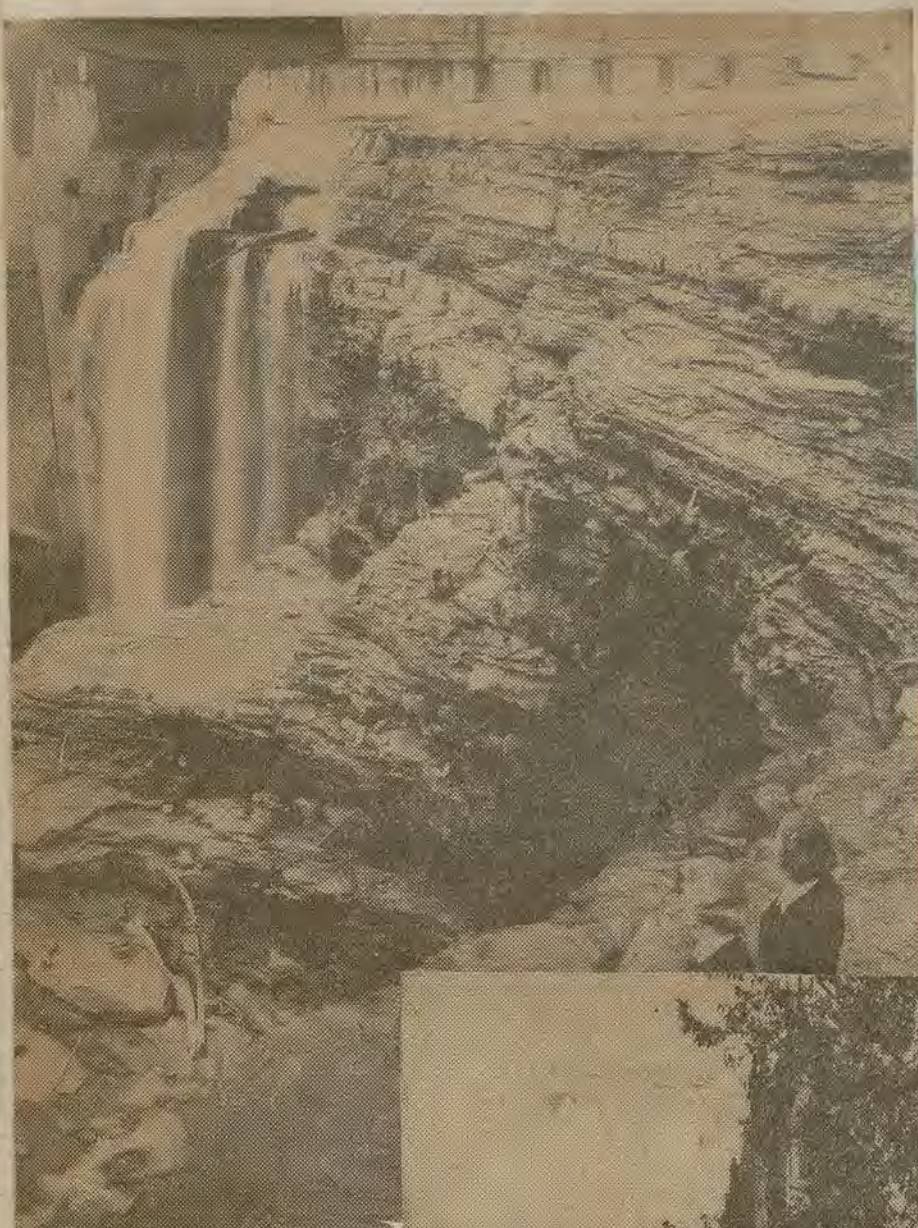
Goal of these campaign workers is \$10,000 to provide a clubhouse for the Federation of Negro Women's Clubs. From left are Mrs. Horace Jentons, Mrs. Arthur Byrd, general

chairman; Mrs. Vincent Anthony and Mrs. Cyril Taylor. The campaign will run to Apr. 30. Headquarters is at 159 Troup St. Organization is 22 years old.



REG. U. S. PAT. OFF. COPR. 1948 BY UNITED FEATURE SYNDICATE

The Katzenjammer Kids are now fifty years old



2 Female Charitable Society Did 'Spade Work' Resulting In City's 2nd Hospital

By ARCH MERRILL

A CENTURY ago it really was a man's world—theoretically. Woman's place was in the home and she stayed there—theoretically. She could not vote and she did not mingle with the other sex in tap rooms (at least nice ladies didn't). She was a clinging vine, a sheltered creature who left all affairs outside the running of her household to the men—theoretically.

Actually she was forever arousing the social conscience of the community, starting good works and helping to keep them going through difficult times.

It was the women of Rochester who cradled the City Hospital that is the General today.

In 1822 when the mill town was in its swaddling clothes, some of its leading women formed the Rochester Female Charitable Society. It exists today, Rochester's oldest philanthropic organization.

One of its major services was visiting the sick. The little city was split into 14 districts, with each member of the Society responsible for her own sector. The ladies from the best Third Ward families saw the filth and squalor of the shacks along the new Canal. They saw how inadequately the poor were cared for, particularly during the cholera and other epidemics. They drafted a memorial to the city fathers, urging that the city physician give more attention to the indigent.

They early realized the need of a public hospital and in 1845 formed a committee toward that end. They may have been clinging vines but they wielded some influence. For they induced the Common Council to grant \$200 toward the care of sick people whom they had installed in the Home for the Friendless which the Society helped support. They also rented quarters for the ill and destitute. But these were only makeshifts.

The good ladies never stopped their campaigning for a hospital and they aroused enough public interest so that on May 7, 1847 the Rochester City Hospital was incorporated—without one woman on its 12-man board of directors. It was a hospital without funds, site or building.

In 1851 the Female Charitable Society asked the city fathers for the site of the abandoned Western Cemetery in Buffalo (West Main) St. The fences were broken down, monuments were being defaced and cattle and hogs roamed over the graves. The city had acquired Mount Hope but had not yet removed the pioneer dead from the old burying ground. It was not until 1857 that title was obtained to the site for a City Hospital.

The name was a misnomer. Other than giving a paltry \$7,000 for hospital purposes—and that only on condition that the sponsors raise \$5,000 within a year—the city never supported the City Hospital nor did it ever control it.

The women raised most of the fund. Jenny Lind, "The Swedish Nightingale," gave two concerts in Corinthian Hall in 1851 and donated the proceeds to charities.

The Female Society's share, \$800, went to the hospital, along with profits from "a moral lecture" by P. T. Barnum. The cholera scourge of 1849 helped the campaign. Some prominent residents remembered the hospital in their last wills and testaments. But progress was slow. In 1857, a decade after the City Hospital's incorporation, the Sisters of Charity opened St. Mary's Hospital at the Bull's Head.

Finally, in 1860, construction of the City Hospital began. Slowly the 4-story brick building, that is part of the central section of the present General Hospital, rose, well back from the street. Work was halted when funds ran out. The women never gave up. In December, 1863, they held a week-long bazaar in Corinthian Hall and raised \$10,000 for the hospital fund.

The City Hospital was formally opened on Jan. 29, 1864, in the fourth year of the terrible Civil War. Two days later it received its first patient, a Maggie O'Brien afflicted with a tape worm. It was manned by a superintendent, a matron, a paid woman nurse, a male volunteer nurse, a cook and a laundress.

Almost immediately the government utilized the hospital for the care of sick and wounded soldiers, as it had St. Mary's 3 years earlier. In two years, 448 Boys in Blue were cared for in the new brick building and in the tents that were pitched on the large lawns.

* * *

THE CITY HOSPITAL began to sprout wings after the war, the 3-story East wing in 1865 and the West wing in 1871.

A pioneer on the staff of the City Hospital, as well as St. Mary's, was Dr. Edward Mott Moore, the physician whose name is venerated as "The Father of the City Park System." He envisioned a fine medical school in connection with the City Hospital and for that purpose influenced the building of the rotunda and dome that once surmounted the central section. On the grounds were two frame pavilions for patients with communicable diseases. On the south side was a huge willow tree that hung over the iron railing to which the doctors hitched their horses.

In those days those physicians operated without gloves or masks, in their street clothes, in carpeted rooms. There were no diet kitchens, no clinical records, no segregation of patients, no oxygen tents, none of a hundred and one things that are commonplace hospital equipment today. Patients slept on wooden beds, on straw-filled ticks. Wagons hauled water drawn from wells in barrels to the hospital. The gas lights were turned off at 9 p. m. and candles sufficed for the rest of the night. Yet the City Hospital always was abreast of its times and it pioneered in many ways.

THE 1880s brought many improvements, such as running water, bathrooms, furnaces and an elevator. In 1880 the City Hospital opened a nurses' training school, the first in Rochester and the twelfth in the nation. The first class had four graduates. Nurses then wore blue-striped uniforms, with tight fitting waist, trailing skirt, apron and bib and flat-heeled, broad-toed shoes.

An advance in science is recorded in the doctors' minutes of 1888 when it was recommended that "a standard solution of high wines be adopted as a substitute for whisky in the interest of economy and temperance, for prescriptions of ward patients."

Hospitals in many cities today have Twigs, volunteer groups of women performing many services. They all stem from the first Twig that grew out of a City Hospital sewing society in 1887. At present the General has 70 Twigs with some 1,000 members.

In 1898 Dr. Henry T. Williams gave the City Hospital its first ambulance, a horse-drawn affair with an appropriate color scheme—black and blue. Up to 1895 when the Homeopathic Hospital was given its own ambulance, which it shared

with the other hospitals, one city owned ambulance, housed at the central police station, served the whole city. When it went out, two policemen sat beside the driver. The city physician, responding to emergency calls on his bicycle, often arrived after the ambulance had taken the patient away. Such keen rivalry developed among rival hospital ambulance drivers that the commissioner of public safety had to issue orders limiting ambulance speed to a trot.

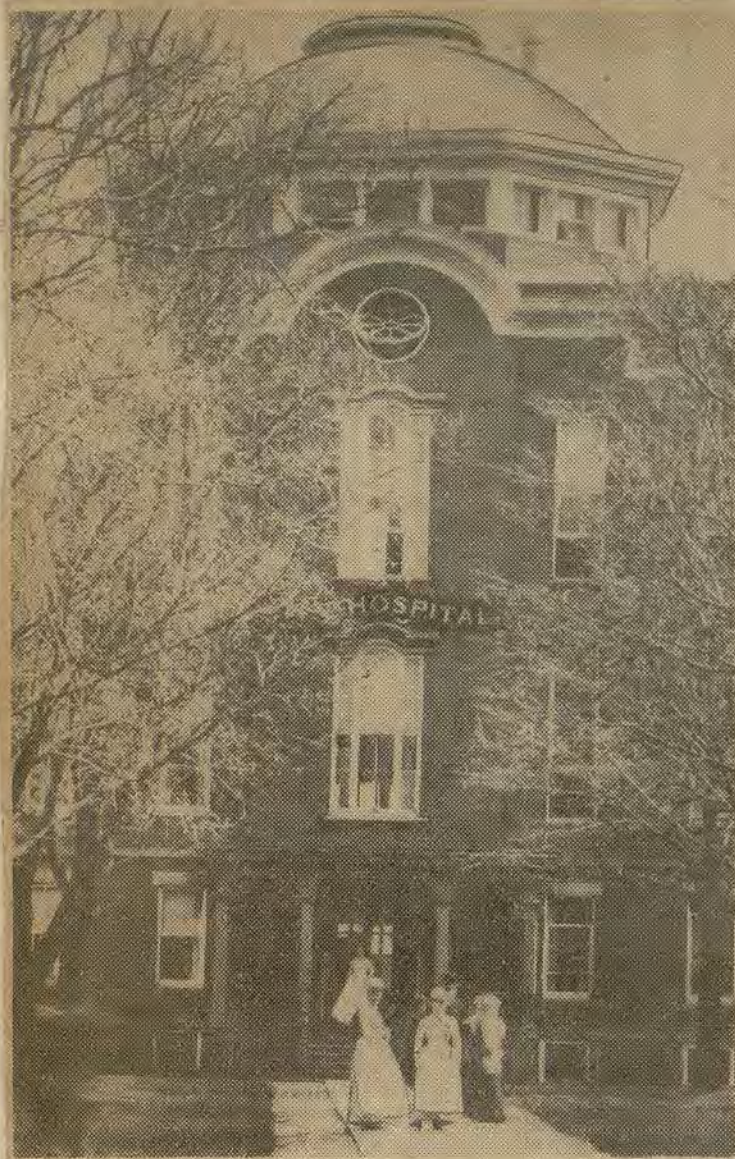
The City Hospital built a barn on its property to house its new ambulance and horse. It was near the old ice house and morgue, long since vanished from the scene. The driver was outfitted modishly in a blue uniform and a cloth hat to match. Best remembered of the City ambulance horses was one named Dobbin. There was a strange lack of originality among

hospital people at the time because St. Mary's also had a famous Dobbin. After long service, the City's Dobbin was retired and pastured near the hospital. Whenever he saw the ambulance dashing out on a call, Dobbin would work himself up into such a frenzy that only the fence restrained him from going along. He was like an old fire horse hearing a gong ringing in the night.

George Edmunds is the oldest employe of the General Hospital today. He came there first in 1905, a young man, but with the record of having driven every other ambulance in the city. He and his ambulances were at the disasters, the Sibley fire, the wreck of the GAR train at Manchester. They knew the great smallpox and influenza epidemics. In 1910 the City Hospital got its first motorized ambulance, the

gift of Mrs. Warham Whitney, and George shifted from reins to steering wheel. He's still driving for the General.

* More about the old
Cemetery grounds
on Page 4.



General Hospital's modern facilities are a far cry from those of the "private room" pictured above, which represented ultimate in service as late as 1910. Perhaps it was "homey" but it lacked the antiseptic appearance of today's streamlined rooms. At right is a onetime familiar picture of the dome surmounting the West Main St. entrance. Dome long has been gone. Note long-skirted nurses on the walk.

The City Hospital had one of the first X-ray machines in 1896, when experiments in that field were dangerous indeed. They cost Dr. Louis A. Weigel his life and Dr. F. D. Andrew his arm.

In 1903 when the famous Dr. Adolph Lorenz was conducting a clinic in bloodless surgery, his patient, a boy with a club foot, ceased to breathe. The doctor restored him through artificial respiration and the name of the City Hospital splashed into the headlines.

WITH THE PASSING YEARS
the hospital out West Main Street kept spreading its wings. A half million dollar gift of George Eastman in 1906 helped its expansion. Eastman made only one stipulation, that a medical annex for contagious diseases be built. The era of pesthouses and outside pavilions was over.

In 1911 the name of the hospital was changed to the Rochester General Hospital. It became the first in the nation to start a school of medical photography. It kept pioneering under the new name.

This old hospital has a notable record in four American wars. Its earliest patients were Union soldiers. Its physicians and nurses flocked to the colors in every war since. In World War 1 Base Hospital 19, which served in France, was organized at the General Hospital. In World War 2 the 19th General Hospital kept up the proud tradition of overseas service.

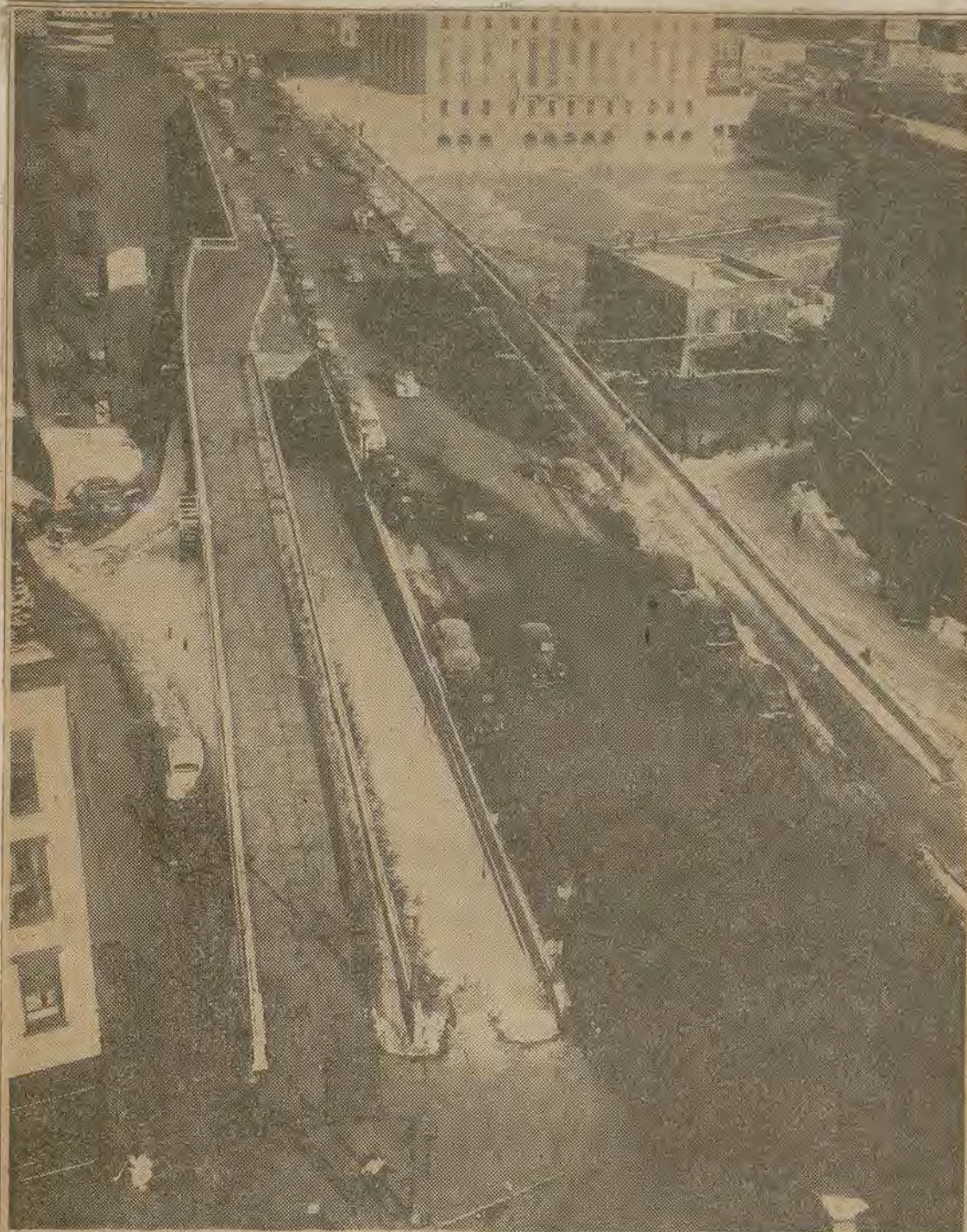
IT WAS LONG AGO that the good ladies of the Female Charitable Society, their hearts touched by the state of the indigent ill in a raw young mill town, began their campaign for a City Hospital. The fruit of their devotion, the little brick hospital of 1864, has grown into an imposing pile of buildings with all the modern equipment and methods.

In one respect it has not changed one whit—and that is the friendly, home-like atmosphere that pervades it.



The Western Cemetery Site of The General Hospital.

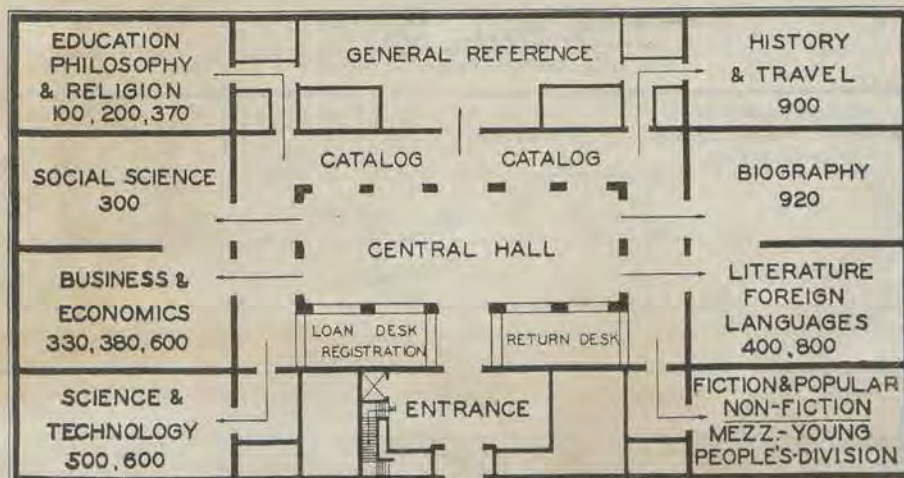
In 1851 the Female Charitable Society petitioned the Common Council to give the Western Cemetery lot on Buffalo St., now replaced by Mr. Hope, to the incorporators as the site of a hospital. This cemetery, in the outskirts of the village had been acquired in 1821 by exchange of lots number 103 and 104 of the original "Hundred Acre Tract" given the village by Messrs. Rochester, Carroll and Fitzhugh for a burial ground. It was appropriated by resolution of the Village Trustees the same year and was divided into 579 lots of which most were sold or leased and many were used and monuments erected. Here is the report of the Committee of 3 Aldermen. "It is now, as you are aware, in a sad condition. the fence is down and the monuments are defaced and being destroyed and the cattle and pigs are feedings on the graves and destroying the shrubbery. "The object sought to be accomplished by the Directors of the Hospital is of such importance to the community that your committee would recommend that the prayer of the petition of the Directors be granted provided that they will undertake to fence and take care of the cemetery until they obtain releases from the owners of the lots to remove the monuments and the remains of the dead." The next step of the Directors was to apply for State aid, which, however, was denied them at this time, and to try to acquire releases from the owners of the lots. Time dragged on and realizing the impossibility of acquiring title in any other way, application was made to the State legislature and they acquired fee title to the ground in 1857, by action of that body. It was 1860 before construction of the first building began. During the Cholera epidemic, at times, burials were made in trenches and many were unmarked. There is no doubt but that some bodies were left. It was not long ago when human bones were unearthed. The buildings are located at the rear of the grounds. The front part where most of the burials took place has been un-molested and now a tree-shaded lawn.



SUBWAY RAMP....A HAZARD

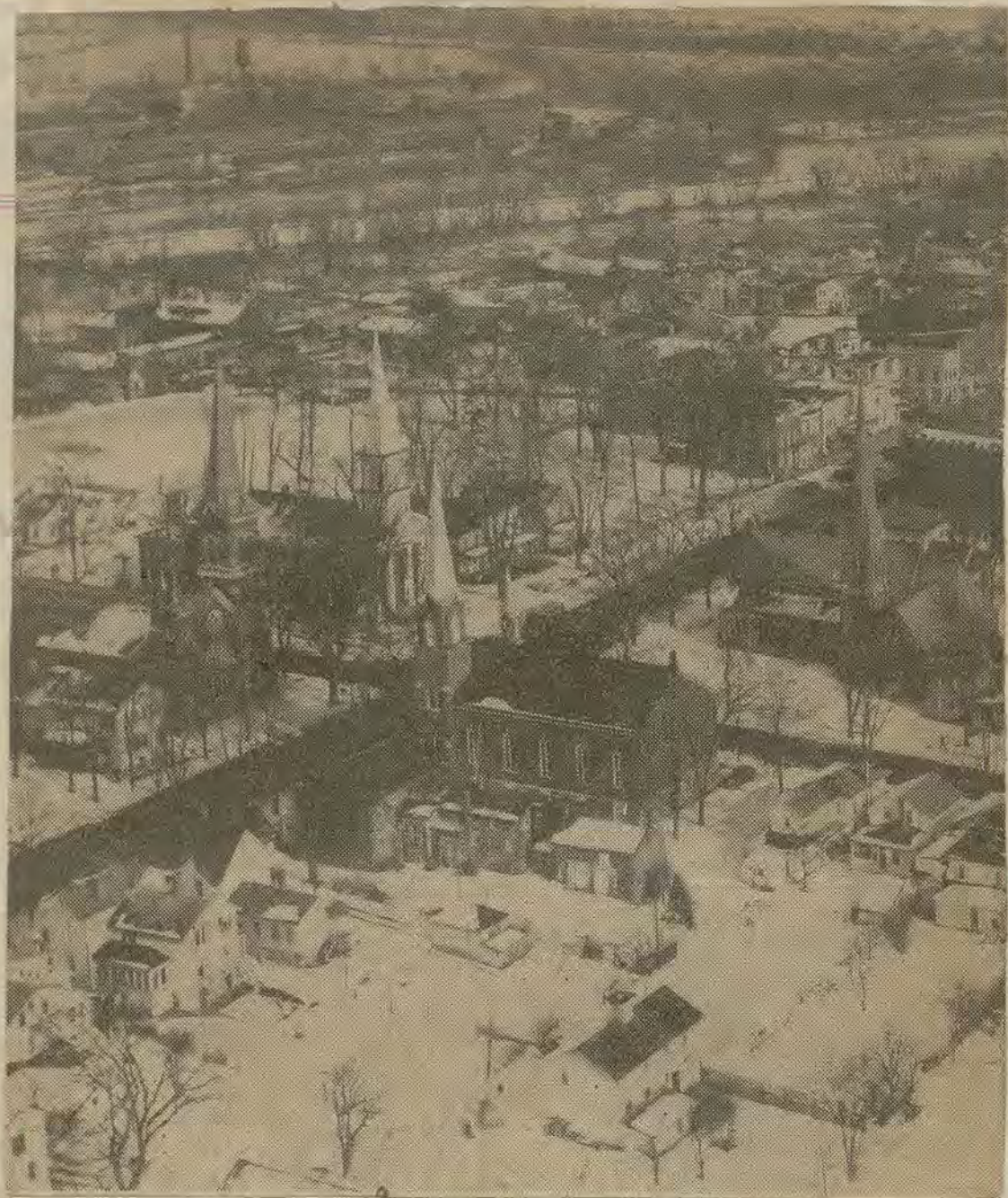
Removal of ramp leading down into subway, left above, would allow widening of Broad

St., and provide room for additional parking meters. City engineers have made plans.



SECOND FLOOR + FINE ARTS, LOCAL HISTORY, CHILDREN'S ROOM, + PERIODICAL ROOM.





History Group Lists Session

THE Amateur Historians will meet Tuesday evening at the home of the organization secretary, Clyde E. Van Houten in Albemarle St.

Mr. Van Houten will be the speaker and will discuss some of his 30 hobbies, illustrating them. On display will be his many scrapbooks, containing 250 pictures of cobblestone houses, pictures of parades, and clippings and pictures of historical events and places.

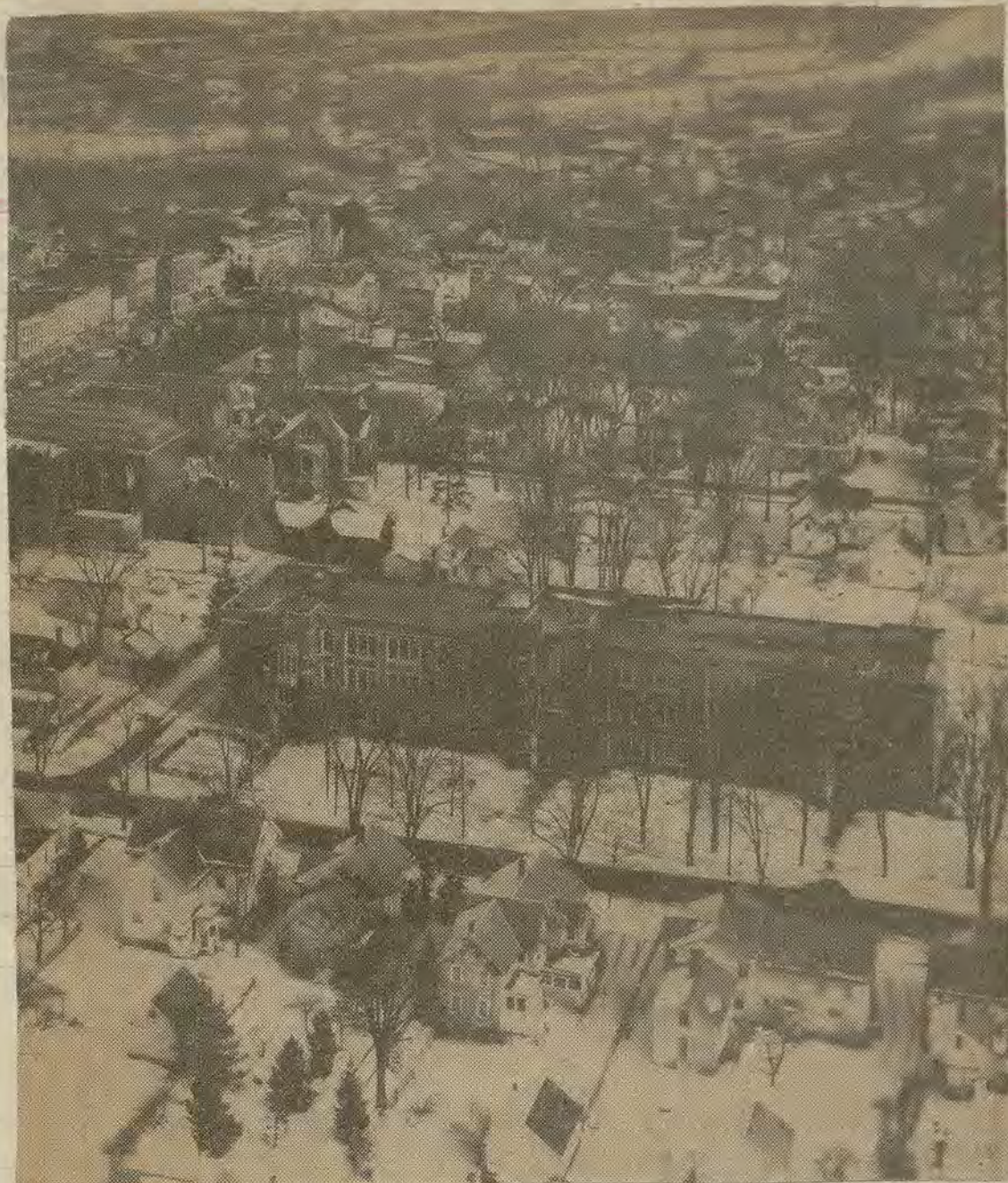
Kodachrome movies made on many of his trips will also be shown.



Home of Mormonism

Here is the home of Mormonism, with the statue of the Angel Moroni atop Hill Cumorah near Palmyra. The angel is said to have given the golden tablets to Joseph Smith. Building in foreground is information bureau.





Housetops of Palmyra

This helicopter view of neighboring Palmyra shows to excellent advantage the village's famous four-corners churches, one at each corner of the main intersection.

GOOD NEWS! GOOD NEWS!



Churchillian Relic

Mrs. Sarah Ziegler, custodian of the historical library at Palmyra, holds a picture of Winston Churchill's mother, born Jennie Jerome, whose own mother came from the village.



THEY ALL CALL HER MOTHER

On eve of entering hospital, Mrs. Ethel G. Chatfield, center, receives good wishes of, from left, Mrs. William Milligan, Mrs. Sybil

Doyle, Mrs. John Morgan and Mrs. Curtis Evershed. Mrs. Milligan and Mrs. Evershed are her daughters. Others "foster children."

Cheery D&C Poems' Author To Enter Hospital; Has Party

Readers of The Democrat and Chronicle have seen from time to time a short cheery poem printed in the columns of the editorial page and signed "Ethel G. Chatfield."

They may have wondered about the writer. Who is she? What makes her able to see the brighter side of things?

It may come as a surprise to know that the writer of verses with so much youthful verve and romantic tenderness is a slightly built, whitehaired grandmother of 13 and has a number of great-grandchildren.

What's more, Mrs. Chatfield, who resides at 5 Karges Pl., has been a "shut-in" suffering from a heart condition and other complications for the last 10 years. Yet never has an inkling of her own troubles ever tinged her little poems.

Entering Hospital

Tomorrow, Mrs. Chatfield is entering General Hospital for a check-up on a tumor. Doctors will decide whether an operation will be necessary—a serious decision because of Mrs. Chatfield's weak heart.

Undaunted by the prospect, Mrs. Chatfield held what she described as a "going away" party at her home last night at which were present her own two daughters, Mrs. Curtis Evershed, who nurses her; Mrs. William Milligan, of 5½ Karges Pl., and three of four "foster" daughters, Mrs. Sybil Doyle, 2508 Mt. Read Blvd.; Mrs. John Morgan, 267 Benton St., and Mrs. William Sherwood, 424 Bernard St. The fourth foster daughter, Mrs. Gordon Wingheart, 16 A Pl., was ill and unable to attend.

The story behind Mrs. Chatfield's "foster" daughters is of a piece with her warmhearted approach to life. Though not actually reared by Mrs. Chatfield, the four women at one time or another have been befriended by the little old lady, and have come to so value the relationship that they chose to call her "mother."

Family With Her

Surrounded by her family last night, Mrs. Chatfield talked animatedly about many things, but never once about her own personal troubles. If she was apprehensive about the future, there was no sign.

She once wrote in a reflective mood:

"Suffering teaches us a lot about life . . . pain is part of life

as well as happiness . . . we cannot look it away.

"At times, it takes courage to look forward . . . but then we have our memories . . . they are very dear."

In that may lie the key to the composure of Mrs. Chatfield.

OCTOBER

Old Winter's just around the bend,
The thought cold shivers through me send.
But yet we have great joy, and cheer,
The month October still is here.

She flaunts her colors to the breeze,
All red and gold upon the trees.
And when we view her purple hills
Our very soul within us thrills.

And we will hate to see her go,
Her beauty and her golden glow
Will linger with us to the end.

It won't be long; in just a while
We'll greet old Winter with a smile
And be it early, be it late,
He'll come to us as sure as Fate;
He's peeking now, around the bend,
ETHEL G. CHATFIELD

TENDERNESS

There's a tender side of life,
In this world of war and strife,
A tender word, a tender thought,
Things that never may be bought,
Do not lose them on your way,
Hold them to your heart today.

There's the tender buds of spring,
Peeping from the earth's warm breast,
Have you heard the birds that sing,
Meaning love and tenderness.

New green leaves upon the trees,
Kissed by every tender breeze,
Tender green upon the hill,
Mother nature give a thrill,
If her pattern we will follow,
Life will never seem too hollow.

Cultivate each tender thing,
Echoes from the heart will ring,
Tender beauty all around,
On this earth it doth abound,
Seeking peace from Him above,
Life complete with tender love,
ETHEL G. CHATFIELD

Never met Mrs Chatfield but corresponded with her. The poems "October" and "Tenderness" were written for D&C in response to letters by me to the D&C. These letters are on P. 90 1st Col Scripbk No 10 and P. 93. 3rd Col. Scripbk No 10. W. Wilkinson.

KODAKERY

A NEWSPAPER FOR THE MEN AND WOMEN OF EASTMAN KODAK COMPANY

Copyright 1948 by Eastman Kodak Company, Rochester, N. Y.

1881 Directory's a Youngster, Says Owner of 1859 Edition

The 1881 Rochester Directory, featured in the Feb. 5 KODAKERY, may have yellowed and brittle pages, but it still is a youngster compared to one owned by Herb Ingram, KO Medical Sales.

When Ingram, one of whose hobbies is collecting old books, saw KODAKERY's picture page based on the directory of 1881—the year in which George Eastman forsook the banking business to devote his full time to the Eastman Dry Plate Co.—he brought in a book he had purchased in a secondhand bookshop a decade ago.

It was the Rochester Daily Union Annual City Directory for 1859—the first published in the city.

Eastman College

The fifth page, a full-page ad, is that of "G. W. Eastman's Model Mercantile College, Wamsley's Marble Block, 71 Main Street, Rochester, N.Y."

G. W. Eastman was George Washington Eastman, father of the founder of Kodak.

Young George, then but five years old, was looking forward to moving with his mother from Waterville, N.Y., to Rochester the following year to join his father.

Rochester had been chartered as a city for only 25 years, and the 1859 book contains "an alphabetical list of the heads of families, business men and mechanics, their several places of business and residences, and of females acting in the capacity of artisans and domestics."

Dailey's Line of Stages left the National Hotel at 3 p.m. for Honeye Falls and Lima, and J. Phelps' Line of Stages left the Exchange Hotel at 3 p.m. Tuesdays, Thursdays and Saturdays for Scottsville and Mumford.

The University of Rochester listed just 12 men as officers and faculty members.

"In 1881 Rochester was known as the 'Flower City,' but in 1859 it was just budding," says Ingram.



Growing Pains — When Herb Ingram, left, of KO Medical Sales, spotted KODAKERY's picture of Merritt Mosher, right, KO Finishing, with a Rochester City Directory of 1881, he brought out his 1859 Directory, declaring the 1881 one to be an almost-recent issue. Mosher stuck to his point, however, emphasizing that 1881 was the year George Eastman left the banking business to devote all his efforts to photography, and Mosher's aunt, Susan B. Anthony, was residing on Madison Street.

"IT'S THE COMMON THINGS THAT COUNT"



Only
A ROLL of
FILM ...
BUT—

Can you picture Rochester without an industry that produces film?

THOMAS J. HARGRAVE



His contribution to victory in World War II is matched by his work now for preparedness in peacetime. As president of Eastman Kodak Co., he directed the production of many vital weapons for the war effort. Recently, he was appointed chairman of the U. S. Munitions Board. As such, he's organizing America's industrial strength for action when and if needed. He's stock-piling strategic materials and co-ordinating procurement for the armed forces.

At Eastman Kodak, meanwhile, he carries forward the liberal and progressive traditions of the late George Eastman. Profit-sharing and other employee plans are still the rule under Mr. Hargrave. And so are the company's intensive research projects. He adds to that his own brand of personal democracy, which dates back to a modest \$50-a-month job as a young lawyer. His decision to go into industry was a break for him, the company and the country.

Explanation - For a number of years it was a hobby of mine truly to write letters to newspapers. I made the Rochester papers, The New York Tribune & the New York Daily News. I tried several times to get one in the Life Magazine and finally succeeded and here 'tis. W.W.

August 17, 1945

Dear Professor Wilkinson,

The Editors of LIFE are writing to thank you for your recent card written in response to our story in the August 6th issue on Coney Island.

We appreciated having your point of view concerning the Ferris Wheel, and because we thought your remarks would prove interesting to our readers, we have decided to publish them in the August 27th Letters column.

A complimentary copy of this issue will be mailed to you under separate cover.

Our thanks again for your trouble in writing.

Sincerely yours,

SSW

THE EDITORS

Prof. William Wilkinson
109 Atlantic Avenue
Rochester 7, New York

LETTERS — AUG 27, 1945 — TO THE EDITORS

WHITHER THE FERRIS WHEEL?

Sirs:

Concerning your interesting article on Coney Island (LIFE, Aug. 6), I notice your statement that Coney's Ferris wheel was transplanted from the Chicago World's Fair of 1893. I always thought the wheel was removed to France for the Paris Exposition. Afterwards it was broken up for scrap iron. . .

HORACE E. FITZER

Hion, N. Y.

Sirs:

. . . I always supposed the original Ferris wheel of that fair was transported to the St. Louis Exposition in 1903. I know I saw this wheel in St. Louis in 1906. A few days later I went out to see it again and it had been torn

down for scrap. I have a couple of souvenirs.

PROF. WILLIAM WILKINSON

Rochester, N. Y.

Sirs:

. . . After the Chicago fair the wheel was taken down and re-erected at an amusement park on the Chicago West Side, where I saw it in 1905.

WILLIAM E. MARSH

Oklahoma City, Okla.

Sirs:

. . . After the Chicago fair was closed, the Ferris wheel was moved to the North Side of Chicago, where it attracted thousands of visitors over a period of several years until it was sold to a junk dealer.

Mr. Ferris would turn over in his grave at this belittlement of his masterpiece.

RAYMOND G. WILLIAMS

Providence, R. I.

● He would indeed. To set the record straight, the Coney Island Ferris wheel came from the Chicago fair by way of the St. Louis Exposition. It was not, however, the only wheel at the Chicago fair.—ED.

THITHER THE FERRIS WHEEL!

Sirs:

Facts supported by original documents and pictures testify to the final disposition of the original giant Ferris wheel (Letters to the Editors, LIFE, Aug. 27). My cousin, the late Luther V. Rice, was the resident manager and engineer on the wheel built by George W. Ferris for the 1893 World's Columbian Exposition in Chicago.

The wheel did not go to Coney Island. After the fair it was moved from the Midway Plaisance, stored near Woodlawn Avenue and 61st Street until 1895 when it was erected at what is now the location of the Lincoln Park Post Office, Chicago, Ill.

From Chicago the Ferris wheel was shipped to St. Louis, where it was set up in 1904 for the St. Louis Exposition. After the closing of this fair the wheel was torn down and sold for scrap.

C. HOWARD GILL

Chicago, Ill.

BRYANT 9-5041

FERRIS E. REEVE
 Diamonds Watches Silverware
 576 FIFTH AVENUE
 NEW YORK, N.Y.

Oct 20

Prof. William Wilkinson
 Rochester

Mr. Prof. Wilkinson

Ref to controversy in Life
 over Iron Wheel at Brown's World
 Fair.

I was employed at the Fair
 and prior to returning East I
 took the enclosed photo of the
 old wheel after it was dynamited.
 - This verifies your statement.

Incidentally I was named after
 that branch of the family who
 built Iron wheels. - Smoked
 horns and made women's corsets.

I thought this photo would
 interest you - kindly return
 when convenient

Very truly yours Ferris Reeve



Young Women's Christian Association of Rochester, New York



HILL COUNTRY ART

Watercolors of the picturesque Bristol Hill country by Keith Pierce of Baptist Hill, near Canandaigua, have excited much interest

during brief Rochester showing. Above, Miss Barbara Herrick, 408 Park Ave., pauses to admire a couple of the paintings.





Nellie and Duke, owned by Roy Shepard, 120 Allen St., and employed by the Department of Public Works, drink at Plymouth Ave. N. and Brown St. trough, one of the few left.

City Still Has Horse Room

15 Drinking Places Checked, Gamboling Found Falling Off

(Beeneey was assigned to check up on the horseroom situation yesterday. He found no horserooms in evidence, but still room for horses.)

By BILL BEENEY

There is a watering trough for horses at the corner of Plymouth Ave. N. and Brown St.

It has been there for years, and is one of 15 left in the city—15 out of more than 50 which once graced the civic scene.

Yesterday a couple of customers, standing each with one heavy foot on the stone base, reminisced about "the good old days".

"Why, said Nellie to Duke, 'years ago they used to stand in line to get a swig of Hemlock. And there were troughs in front of all the old hotels and elsewhere around the city.'"

Not so today. Business has fallen off. But there still are 15 in operation. They're owned by the city. A constant flow of water courses through them.

In recent years, as water consumption has been stepped up, the horse troughs have gradually been abandoned, pointed out Louis Hall, general foreman of the city's Water Works Department. They use thousands of gallons a year, what with a steady flow being maintained 24 hours a day.

Remember the old Cathedral High School era when freshmen and miscreant school boys received regular dunkings in the equine quaffery at Brown and Frank Sts.? (Frank is now Plymouth Ave. N.).

And it was no uncommon sight to see a policeman douse an unruly intoxicant into a horse trough to help him wash away his sins.

As Nellie said to Duke yesterday: "Ah, those were the days. But come on, the drinks are on me."

"No," said Duke, "let's do this right. We'll shake for them. Here goes . . . Ah, that's a man on you . . . And that makes it a man apiece . . . Okay, you lose."

"As I said," said Nellie, "the drinks are on me."

"I don't believe I'll indulge," said Duke. "Have you forgotten, my dear? You can lead a horse to water—but you can't make him drink."

(Note to all thirsty horses: If you can't remember where the 15 troughs are located, clip this out and paste it on your harness: Brown and Plymouth, Favor and Main, Troup and Ford, Adams and Reynolds, Reynolds and Bartlett, Platt and Mill, Avenue D and North Clinton, Portland and Bay, Central Park and North Goodman, Delaware and Anderson, Kelly and Hudson, North Water and Andrews, Meigs and South Clinton, Henrietta and Pappert, and Reservoir and South Ave.

A few months after his inauguration, Monroe, in characteristic conscientious fashion, decided to



This painted "fancy" chair, made about 1815, is unusual for the recessed medallion on the back splat and the two smaller ones on the front stretcher.

make a tour of the country to find out for himself the need for such legislation.

Instead of being converted to the cause of roadbuilding, he came back with his mind unchanged for in his first message to Congress he declared it to be his "settled conviction" that Congress did not have the right to construct roads and canals!

Among Tavern Furnishings

It was on this trip that he stopped at a little tavern in Salem, Mass., of which Prince Stetson, whose friends called him a "prince by name and a prince by nature," was the proprietor.

Among the furnishings of the tavern was the little "fancy" chair shown here, which is now owned by Mrs. Richard Lansing, Stetson's great-granddaughter.

"It has always been a family belief," said Mrs. Lansing, with a tongue-in-cheek sort of smile, "that the President may have sat in that chair."

The Stetsons were hotel people for at least three generations. Prince Stetson was the father of Charles Augustus Stetson, proprietor of the Astor House in New York for 40 years, and was succeeded by his son, Prince Reddington Stetson.

Modified in America

The chair is typical of the painted fancy chairs which were advertised by chairmakers from 1815 to 1860. Like the Windsor, the fancy chair was of English origin. In his attempt to adapt the French mode of the early days of Napoleon, Thomas Sheraton, London cabinet maker, produced the ancestor of all fancy chairs but the English did very little with this new style.



DESIGN FOR LEARNING

Here is architect's drawing of new Barnard Union Free School in Britton Rd., on which

construction will begin this spring. Plans call for completion of building in a year.



—The Bettmann Archive.

Receiving a message from America by Edison's phonograph in 1888 . . . today "a building up of a phantom musical empire in which every collector is his own judge, jury and impresario."



Here, at the Union Trust Company, through our many helpful financial services, we have assisted thousands of our neighbors in their effort to create a strong financial picture.



REGIONAL SCHOLASTIC HIGH SCHOOL ART EXHIBITION

FOR CENTRAL WESTERN NEW YORK

FEBRUARY 28 TO MARCH 13

SIBLEY, LINDSAY & CURR CO.



AWARDS EXHIBIT 1948



See Vol. XIII P41
Spring Preview



Caretaker George A. Stevenson checks some advance Spring blooms in the Lamberton Conservatory at Highland Park.

Albion High School
Bath-Haverling High
Belfast Central
Belmont Central School
Brockport Central
Canandaigua Academy
Canisteo High School
Churchville High School
Clyde Central
Corfu High School
Dansville High
East Rochester High
Fairport High School
Genesee Central
Geneva High
Hilton High School
Holley High School
Hornell High
Le Roy High School
Lyons High School

SCHOOLS INCLUDED IN EXHIBIT

Palmyra High School
Penfield High School
Penn Yan Academy Jr. High
Pittsford High School

Rochester—
Aquinas Institute
Benjamin Franklin High
Brighton High
Charlotte High
Columbia School
East High School
East High Annex
Edison Technical
Greece Central School
Harley School
Irondequoit High School
Jefferson High
John Marshall High
Madison High School
Memorial Art Gallery

Rochester—
Monroe High
Nathaniel Rochester School #3
Nazareth Academy
Sacred Heart
St. Mary's School of Business
West High School

Rush-Henrietta Central
Seneca Falls-Mynderse Academy
Shortsville High School
Sodus High School
Spencerport High School
Victor Central School
Webster High School
Wellsville High School
Williamson Central School

Webaco Oil Co., Inc.

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January 23, 1948

MAIN OFFICE
WEBSTER, N. Y.

Dear Customer:

DON'T THROW THIS LETTER AWAY. IT MAY KEEP YOU FROM RUNNING OUT OF OIL AND BEING COLD THIS WINTER.

I am making this personal appeal to you because it is important. Right now, a real emergency is shaping up in a critical shortage of Fuel Oil.

For months, people have been hearing there would or there wouldn't be a shortage of oil. The facts are that the oil industry is producing more fuel oil today than it ever has before. But, the weather so far this heating season has been about 13% colder than last heating season, and there has been a 16% increase in the number of fuel oil users in the state.

Putting these facts together means that the supply of Fuel Oil is very short of meeting normal requirements.

There is one thing that can surely save thousands of oil users from real hardship---Everyone must reduce his normal oil consumption by 15% during the next three months, January, February and March.

This can be done without too much discomfort:

1. Keep your thermostat down to 68° during the day. Set it down to 60° during the night and also when you leave home for weekends or other long periods.
2. Turn off the heat in unused rooms, sun-porches and garages.
3. Use auxiliary devices, such as coal grates and wood in fire-places.

In this emergency our job is to get all the oil we can and distribute it fairly and equitably among all customers. This we will do. Your part of the job is to conserve and reduce your consumption 15% during the next three months.

By cooperating, and each doing his part, we believe we can get through this winter without too much discomfort and hardship. May we have your help in this emergency?

Very truly yours,
WEBACO OIL COMPANY, INC.

F. D. Bertch, Mgr.

The Winter of 1947-48 will go down in history as the first winter in which the supplies of heating oil nearly failed to meet the demands. But we managed to pull through - but it was a close call.

**Traveler's Correspondence
DO NOT DELAY**

TO HOTEL CLERK — If addressee has gone, please forward this immediately. If no forwarding address please return immediately to

**MONROE CHEMICAL COMPANY
QUINCY, ILLINOIS**

AIRMAIL



Mr. J. J. McNulty
Powers Hotel
Rochester, New York

Here's Your Chance To ~~Save~~ **\$400 worth of**
In Wegman's 28th Ann.
BIRTHDAY CANDLE



Grand Prize IN EACH WEGMAN'S BIRTHDAY CANDLE CONTEST is a handsome wicker shopping bag filled with groceries—valued at over \$15.00—awarded IN EACH WEGMAN'S STORE.

**Here's A Contest
YOU Can Win
RULES**

1. A giant candle in the window of each Wegman's Supermarket was lighted at 9:00 o'clock (February 18, 1948). It will be a contest of 9:00 A. M. and 6:00 P. M. the candle flame reaches a cord on the candlestick.
2. To enter this contest, simply reach the cord on the candlestick.
3. Enter your time on the coupon available in each Wegman's Supermarket. A purchase is necessary.
4. All entries must be in boxes by February 21.
5. Each contestant is limited to one entry in any Supermarket.
6. This contest is open to all men or the Hart-Conway Advocate families.
7. Separate prizes will be awarded in each Supermarket. In case of ties, duplicate prizes will be awarded.



AIR FOR THE TRIPLETS

Out for an afternoon stroll to catch a breath of air are Mr. and Mrs. Stanley Dabrowski, 93 Avenue C, with their triplet daughters, from left, Mary Ann, Marlene and Monica.

I estimate that the candle flame in the window of _____ will reach the cord at:

DATE FEB. HOUR

NAME

ADDRESS

Rochester made means Quality also Quantity - See the proud Papa!

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DO NOT DELAY**

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QUINCY, ILLINOIS**



Mr. J. J. McNulty
Powers Hotel
Rochester, New York

AIRMAIL

Here's Your Chance To Share In \$400 worth of PRIZES In Wegman's 28th Anniversary BIRTHDAY CANDLE CONTEST



Grand Prize IN EACH WEGMANS SUPERMAR-
KET is a handsome wicker basket filled with gro-
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shopping bags filled with groceries—will also be
awarded IN EACH WEGMANS SUPERMARKET!

**Here's A Contest
YOU Can Win!**

RULES

1. A giant candle in the window of each Wegmans Supermarket was lighted at 9:00 o'clock Wednesday morning (February 18, 1948). It will be allowed to burn between the hours of 9:00 A. M. and 6:00 P. M. every week-day until the candle flame reaches a cord which is tied around the candlestick.
2. To enter this contest, simply estimate the time the flame will reach the cord on the candlestick.
3. Enter your time on the coupon below, or on a coupon available in each Wegmans Supermarket. Drop your entry in the box provided in each Wegmans Supermarket. No purchase is necessary.
4. All entries must be in boxes by 6:00 P. M. Saturday, February 21.
5. Each contestant is limited to one entry in each store, but may file an entry in any or all of the 9 Wegmans Supermarkets.
6. This contest is open to all except employees of Wegmans or the Hart-Conway Advertising Agency or their immediate families.
7. Separate prizes will be awarded in each Wegmans Supermarket. In case of ties, duplicate prizes will be awarded.

I estimate that the candle flame in the window of my Wegmans Supermarket will reach the cord at:

DATE FEB..... HOUR..... MINUTE.....
NAME
ADDRESS

D. M. WHITE CO.
Distinguished
Cleaners & Dyers
Plant 1289 Clifford Ave.
Main 4364

E FRIEND TELLS ANOTHER
Weisbuch paid more than they
acted for their old DIAMONDS,
FQUE JEWELRY TRINKETS, OLD
TCHES, SILVER, OLD COINS and
ROSITIES. Look through your
eau drawers for any TRINKET you
't want. You will be agreeably
rised how much you can get in
b at
WEISBUCH, Inc.
8 Main St. E. Established
in 1908

OR \$895
Low Mileage
O MT. HOPE AVE.
OPEN EVENINGS

**Learn the facts
before you se-
cure a loan.**

**Secured
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in E., Phone Main 7523
These Rochester Banks
Community Savings Bank
Monroe County Savings Bank
Security Trust Co.

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By ARCH MERRILL

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When the Sibley residence was built, it was in the City of Rochester. Mrs. Sibley and her husband had a profound influence on the history of Rochester. The Sibley residence was built in 1850 and was one of the finest homes in the City of Rochester.

How the Genesee Hospital's proposed five-story building is indicated in

factors that made such a move inevitable.

One was the rivalry — and it was intense in those days — between the homeopathic and allopathic schools of medical thought. Rochester had many homeopathic practitioners with a goodly following among the laity. In 1872 the "homeopaths" had opened a free dispensary in West Main Street. Many people in 1887 felt Rochester should have a homeopathic hospital.

Then there was the rising importance of the East Side. Slowly but surely the old Third Ward was yielding its social crown to the newer, more opulent East Side sector centering around East Avenue on which ornate new residences were rising. It was an era of national expansion, fortunes were being made and by 1887 some very important people were living on the East Side and demanding recognition for that area.

As it turned out, the Homeopathic, while it was the first East Side hospital to incorporate, it was not the first to be opened for patients. That distinction went to the Hahnemann (now the Highland) which although it was not incorporated until Apr. 4, 1889, it opened its doors six days later.

The history of the Genesee Hospital is closely linked with those VIP Social Register families who have given so generously of their money and services through the years—four generations of Sibleys and their kinfolk, the Watsons and the Willards; the Hollisters, the Warners, the Hoyts, the Brewsters, the Lindsays, the Genesee Wadsworths and many others.

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SERIES

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How the Genesee Hospital's proposed five-story building, of brick and limestone, would look is indicated in this artist's rendition.

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In its first year, the Homeopathic Hospital cared for 430 patients and need for larger quarters soon became imperative. In 1894 the Freeman Clarke estate at 224 Alexander St. was acquired and on Nov. 21 of that year the hospital opened its doors in its new location.

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Mrs. Sibley saw a woman take a bad fall on the icy Avenue sidewalk. She sent the Sibley butler out to bring the injured woman into the Sibley mansion. Then she ordered the Sibley coachman to drive the victim of the fall posthaste to the nearest hospital, which was the City (now the Rochester General) in West Main Street, way across the town.

Determinedly, Mrs. Sibley remarked: "It's high time we had a hospital on the East Side. Both the City and St. Mary's are much too far away."

Whereupon she set about to arouse interest among leading Rochesterians in an East Side hospital, with the result that on May 25, 1887, the Homeopathic Hospital was incorporated.

Mrs. Sibley was a resolute woman and her family was wealthy and influential. Her reaction to the accident she observed undoubtedly hastened the launching of the hospital, but there were other factors that made such a move inevitable.

THIRD OF A SERIES

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The first patient was one Thomas B. Pick of Dunkirk, who was admitted 3 days before the formal opening for an operation, the exact nature of which is lost in the mists of time, and who was shortly released. Ward patients paid \$4 a week and those in the nine private rooms were charged \$10 to \$12 per week.

Formal opening of the new hospital was marked by a reception which was quite a society event. The reporter who covered it for The Democrat and Chronicle rhapsodized over the "elegance of the appointments," the many "socially prominent persons" present, the "profusion of flowers and tropical plants" and the "strains of Meyerling's Orchestra."

The press account failed to mention that Mrs. Hiram W. Sibley, first president of the "Lady Supervisors" and a daughter-in-law of the "mother" of the hospital, and Mrs. Martin Cook had made the hospital beds with their own hands that morning or that Mrs. Don Alonzo Watson and Mrs. David Hoyt had gone out in their carriages to buy the day's supplies, or that the Ladies Aid Society had provided the hand-sewn sheets, pillow cases, curtains, surgeons' gowns, towels and other necessities. Money contributions, and they were sizeable, were listed.

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The grounds provided plenty of room for expansion and new buildings began to rise. Most of them were built by philanthropic Rochesterians. One was the Brothers Cottage, originally a contagious disease pavilion and later remodeled into a pathological laboratory. It was the gift of Mr. and Mrs. Hiram W. Sibley as a memorial to their two children who died from diphtheria.

Mrs. Ernest R. Willard of the Sibley clan gave the first nurses' home in 1898. It was replaced in 1911 by a larger building, the gift of George Eastman in memory of his mother. Thanks to Mrs. Willard, the Homeopathic was the first hospital in the city to have its own horse-drawn ambulance. In 1895 she gave TWO of the vehicles and built a barn to house them and the two horses. She also presented the first motorized ambulance in 1910. One of the best remembered horses was Frank, a dapple gray, and one of his drivers was Joseph R. Meyers of 78 Hazelwood Ter., now retired from the police force on which he had been a "mountie."

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Genesee Hospital

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5-Story, \$1,411,200



LED with years 1896-1908 the hospital was: on't Treat mens. sensibility et Barn. k-Owner,

influenza epidemic of 1918, when volunteers, college and high school girls among them, aided the over-worked nurses. Special tribute is paid Mrs. David B. Jewett for volunteer service and Simon N. Stein, the clothing manufacturer-philanthropist who gave liberally of his money and his time. He would assist doctors any hour of the day or night.

There's the record of the long service of Mrs. Charles P. Ford, a first board of superintendents and still is a member.

the building of the hospital with funds raised by subscription in 1926, the name was changed to Genesee Hospital. The opening in 1926 of the new building, the Ranger A. Hollister—his and reunions in the city and interurban arch of the hospital in the march of science.

began in 1945 when



most of the nursing including the first patients York State rate, the hospital brick. The end of the influence on the X-ray more than a long number of its hema-is its presi-on her re-ence onle honorary will pass the first floor, wished that dmitting home. She istrative's and sug-l be as the school nd comment each

the Genesee entered into a close working agreement with the University of Rochester School of Medicine and the Strong Memorial Hospital. Its effect, it was stated, was "to make the Genesee a teaching hospital associated with the School of Medicine and to extend a long standing policy of co-operation between the institutions under which the School has provided resident physicians and internes to the hospitals."

The Genesee has not lost its individuality under the arrangement. And it is not standing still. There will be more expansion on the old Freeman Clarke estate in Alexander St.

Under its old trees, in the heart of the modern city, something of the spirit of the tranquil era in which is begun still lingers. And there are the names of the Old Families on the buildings and the time-mellowed traditions. So many things that knit the Genesee Hospital firmly into the Rochester story.

Some of Genesee Hospital history is contained in these photographs from scrapbooks owned by persons long associated with the hospital. Upper left, five nurses posed in 1896 to demonstrate what "first aid" meant then. Upper right, complete with tallyho, Class of '08 nurses entertained Class of '07. At left, original home of the hospital, a former sanitarium which stood on present site of Sears Roebuck Co. in Monroe Ave. Immediately above, Dr. William Rambo, first interne at the "Homeopathic," with a pair of youngsters under treatment. Note gas light.

omeopathic bouquet of a red satin en by Mrs. commence-hospitals ove to dis-Mrs. Sibley ved, every ionicopathic bouquet. And t. Mary's record gen-itals and vice. One hospital itgen Rays city to by James rochester when that six Homeo-ed in the ed that physicians allocated the flag et of them any serv-which in World end the us. tal beds ord of the tiquated.

Besides replacing 75 beds now located in obsolete quarters, the new building at Genesee will increase the over-all capacity of the hospital by 45 patients to a total of 271, not including new-born infants.

The new building will be the first addition to Genesee Hospital since 1936, when the north wing was constructed. In the subsequent 22 years, Lawrence J. Bradley, hospital director, pointed out, the institution has given a steadily increasing volume of service without a corresponding expansion of facilities.



25 EXCHANGE STREET, MAIN 3067

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5-Story, \$1,411,200 Structure OK'd For Genesee MARCH 19 1948

Plans for a new five-story building at Genesee Hospital have been approved. Thomas G. Spencer, chairman of the hospital building committee, announced yesterday. The project will be one of many to be financed through the \$6,940,000 capital fund to be sought by the Rochester Hospital Fund Inc. during 1948 and 1949.

The new building will arise on the site now occupied by the old administration building, Hollister Halls, a connecting corridor, the old power house and the laundry and maid's buildings, structures between 50 and 90 years of age and no longer regarded as suitable for hospital use. Matching the present north wing in appearance, the new building will form a connecting link between that structure and the maternity building.

Beds for 124

Beds for 124 patients, most of them in single rooms, including many small units for patients paying less than the private rate, will occupy the four upper floors of the new fire-resistant, brick and limestone structure. The entire first floor will be devoted to scientific facilities, including diagnostic and deep therapy X-ray more than units, a physical therapy suite and bacteriology, chemistry, hematology laboratories.

Through a new entrance on Alexander St., visitors will pass into the lobby on the ground floor, which will house the admitting office. The unit, business and administrative offices. Liberal space will be signed to an enlarged and completely modernized emergency department with a special ambulance entrance and facilities for treating several accident patients at one time.

Kaelber and Waasdorp, Rochester architects, designed the building, plans for which are the first to be made public in the community-wide hospital expansion program which also includes modernization and enlargement of Highland, Park Avenue, St. Mary's and Strong Memorial hospitals and the construction of a new hospital on the north side of the city to be administered by the Rochester General Hospital.

Fund Allocated

Fund leaders explained that Genesee Hospital will be allocated \$1,411,200 to finance its part of the expansion program through which Monroe County hopes to end the present shortage of hospital beds and replace various antiquated accommodations.

Besides replacing 75 beds now located in obsolete quarters, the new building at Genesee will increase the over-all capacity of the hospital by 45 patients to a total of 271, not including new-born infants.

The new building will be the first addition to Genesee Hospital since 1926, when the north wing was constructed. In the subsequent 22 years, Lawrence J. Bradley, hospital director, pointed out, the institution has given a steadily increasing volume of service without a corresponding expansion of facilities.

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influenza epidemic of 1918, when volunteers, college and high school girls among them, aided the over-worked nurses. Special tribute is paid Mrs. David B. Jewett for volunteer service and Simon N. Stein, the clothing manufacturer-philanthropist who gave liberally of his money and his time. He would assist doctors any hour of the day or night.

There's the record of the long service of Mrs. Charles P. Ford who was on the first board of supervisors in 1889 and still is a member.

One reads of the building of the North Wing with funds raised by popular subscription in 1926, the year the hospital changed its name to Genesee because Homeopathic was out of date — the opening in 1931 of the Education Building, the gift of Mrs. Granger A. Hollister —

the class picnics and reunions in the days of trolleybuses and interurban trolleys — the march of the hospital in step with the march of science through the years.

A new epoch began in 1945 when

the Genesee entered into a close working agreement with the University of Rochester School of Medicine and the Strong Memorial Hospital. Its effect, it was stated, was "to make the Genesee a teaching hospital associated with the School of Medicine and to extend a long standing policy of co-operation between the institutions under which the School has provided resident physicians and internes to the hospitals."

The Genesee has not lost its individuality under the arrangement. And it is not standing still. There will be more expansion on the old Freeman Clarke estate in Alexander St.

Under its old trees, in the heart of the modern city, something of the spirit of the tranquil era in which it began still lingers. And there are the names of the Old Families on the buildings and the time-mellowed traditions. So many things that knit the Genesee Hospital firmly into the Rochester story.

For The Itchy Irritation Or Sores
ECZEMA
FREE PROOF
Does your skin break out with watery blisters? Or do dry scaly patches form? Or does your skin crack, itch and burn? Does this itching, burning interfere with your work, your sleep, keep you feeling miserable? If so, send your name and address. I can mail you FREE and postpaid, a sample of my internationally known **Ovelme** which has brought letters of praise and gratitude from thousands upon thousands of users. I want you just to try **Ovelme** — that's all — Just Try It. That's my only argument.

Some of Genesee photographs associated with 1896 to demonstrate right, complete Class of '07. Sanitarium was Co. in Monroe first interne a



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A SCRAP BOOK FILLED with
clippings of the years 1896-
97 tells some of the more spectacu-
lar cases treated at the hospital
and also reflects the times. Here
are some sample headlines:

Local Hospitals Won't Treat
Cases of Delirium Tremens.
Boy Kicked Into Insensibility
by Horse in Stone Street Barn.
A Canal Boat Sunk—Owner,
Wife and Three Children Suffer
Exposure.
Youth's Leg Crushed by Trol-
ley Car.
Bicyclist Run Down by Dr.
Lee's Horse and Carriage (Dr.
John M. Lee then was chief sur-
geon at the hospital and later
founded his own hospital).

In the scrap book was also the
observation that "appendicitis is
no longer regarded as a fatal trou-
ble. Today, the operation though
not common, is performed with
success."

Miss Ida Jane Anderson of 154
Eastland Ave., a graduate of the
Homeopathic school of nursing in
the class of 1902 and the first
nurse to receive a New York State
certificate, has three scrap books
that bulge with lore of the hospital
with which she was long affiliated.

The reader notes the influence
of Mrs. Hiram W. Sibley on the
life of the hospital. For more than
45 years she was a member of its
board of supervisors, was its presi-
dent for 25 years and on her re-
tirement in 1929 was made honorary
life president. She built the first
children's ward and furnished that
and the first nurses' home. She
designed a cap for nurses and sug-
gested the design for the school
pin. Every commencement each

graduate nurse of the Homeopathic
Hospital wore an arm bouquet of
red carnations tied with red satin
ribbon. They were given by Mrs.
Sibley. When the joint commence-
ment exercises for all hospitals
came in, there was a move to dis-
continue the flowers. Mrs. Sibley
said as long as she lived, every
graduate of the Homeopathic
would have her arm bouquet. And
she kept her word.

The old scrap books record gen-
erosity and devoted service. One
reads of the first Roentgen Rays
(X-ray) machine given by James
Sibley Watson in 1896 when that
science was new; of the six Homeo-
pathic nurses who served in the
War with Spain; of the physicians
and nurses who followed the flag
in the first World War, many serv-
ing overseas. The record in World
War 2 is equally luminous.

There's the somber record of the

influenza epidemic of 1918, when
volunteers, college and high school
girls among them, aided the over-
worked nurses. Special tribute is
paid Mrs. David B. Jewett for vol-
unteer service and Simon N. Stein,
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REAL ESTATE BOARD

of Rochester, N. Y., Inc.



MARCH 7, 1948.

How Are the Lilacs Doing?

Editor, Democrat and Chronicle:

Many years ago I went to school in Rochester, it was along about the year 1909. At that time, the city fathers were planting lilacs in Highland Park and word got around that, someday, those lilac bushes were going to be something pretty special to see. This morning, as I was washing the breakfast dishes, I got to thinking and decided to write to somebody in Rochester and find out what has happened, and if those lilacs have done what was expected of them, I owe it to myself to pay them a visit. Therefore, this letter.

Those days in Rochester were such happy ones. I lived with three charming maiden ladies, named Chapel—Miss Agnes, Miss Jennie and Miss Gertrude — on Plymouth Avenue. There was a church across the way that tolled the hours with a deep-throated chime. The school I attended was the Mechanics Institute where I studied Domestic Science. There was a canal near the school where small barges with their washings flying kept the bridge busy, going up and down, to let these little boats through.

Mr. John Stewart was an important man at the Institute. He lived out on West Ave. with a sweet wife, five little boys and nervous indigestion caused by the hurried eating he was obliged to do in order to wait on all the plates that kept coming back for refills. One of my teachers was Miss May Benedict, another was Mrs. Chapin. She taught Senior Cookery and criticized me soundly for wiping my fingers on my apron while giving my senior demonstration on "Cranberries and Sweet Potatoes."

I remember the Driving Park Avenue bridge, the deep, deep canyon of the river at that point, a car line named "Parsells and Saratoga" which I took several times a week to teach night school, the grand little sausages and mashed potatoes in Sibley, Lindsay and Curr's restaurant, I even remember the deep seated leather chairs one sat in while waiting for the mashed potatoes...

I am sorry. I never meant to go on and on and on as I have done. I only meant to ask you "How have the lilacs done?"

CHRISTINE ROSE WHITNEY
1600 Monument Ave.,
Richmond 120, Va.



*I wrote to this lady
also sent her clipping
and a post card folder.
I did not give my address
and signed the letter W.W.
So could not expect
a reply W.W.*

Proof Was Quick

March 13, 1948.
Editor, Democrat and Chronicle:

Thank you for the clipping (Mar. 7th) on "How Are the Lilacs Doing?" It was nice of you to give my letter such a prominent place with picture at the top. But what I really want to tell you is this—my mail has been literally jammed with letters, picture postcards and newspaper clippings from people I don't know, who read my letter in your paper and went right and did something about it.

Maybe this will not be as surprising to you as it was to me. But it certainly shows that Rochester has some fine loyal citizens who read their Sunday papers thoroughly and love their city. Won't you tell them that there were too many letters for me to answer singly, but that I never had so much fun as I did while reading them. And if I ever get back to Rochester in Lilac Time, I want to meet them all. Every single one.

CHRISTINE ROSE WHITNEY
Richmond, Va.

\$3500⁰⁰ in PRIZES

THIRD ANNUAL NATIONAL HIGH SCHOOL PHOTOGRAPHIC AWARDS



CONTEST OPENS FEBRUARY 2
CLOSES MIDNIGHT, MAY 7
1948
ENTRY BLANK ON PAGE 4

Here's an opportunity for national recognition and cash awards for high school students.

There are classes in which you may enter any picture subject that interests you. Read the rules carefully.

THE PRIZES

ONE \$500 Grand Prize	FIVE \$30 Third Prizes
FIVE \$100 First Prizes	75 \$10 Prizes
FIVE \$50 Second Prizes	270 \$5 Prizes
Merit Certificates to all Prize Winners.	



John L.

This contest is sponsored by Eastman Kodak Company and has the approval of the Contest Committee of the National Association of Secondary School Principals.



Opera Stars Grace Her Home

Mrs. George M. Keller of Highland Ave. shares a hobby with her son, Otis, for they are both collectors of autographs. Mrs. Keller collects signed items of musical interest, but 14-year-old Otis prefers signatures of the military greats. Shown in picture is Mrs. Keller with some of the signed pictures of Metropolitan stars. At left above is Traubel and picture at right is Jeritza in her "Tosca" costume. Hempel, dressed as Jenny Lind, is at lower left. Collector holds signed picture of Roy Harris, and his wife.

Graduate of Eastman School Boasts Rare Opera Collection

By ELIZABETH de SYLVA

EXPERTS, when they discuss various kinds of collecting agree on one point; they maintain the successful hobbyist must collect things which relate in some way to his own life. Doctors often choose ancient medical books, actors amass historical playbills and merchants exhibit old-time costume prints or perfume bottles.

If the experts are right, then Mrs. George M. Keller of Highland Ave. is a most successful collector.

Mrs. Keller collects musical memorabilia, particularly of operatic interest. And in doing so, she more than follows the advice of the experts, for there is music in her background, she is a trained musician, and music is her avocation and one of her greatest pleasures.

Mrs. Keller's inherited interest in music goes back to an ancestor, Thomas Jordan of Surry County, Virginia, who owned some of the earliest musical instruments in the Colonies. A son of Samuel Jordan, who came to Virginia in 1609 with the London Company, Thomas Jordan mentioned in his will three of his choicest possessions. They were as the old document lists, "a pair of virginals and a bass viol."

A mezzo soprano, Mrs. Keller attended Peabody Institute, Baltimore, and was graduated from the Eastman School of Music. Her collection, however, is not that of a thwarted aspirant to the Met, for she never aspired to operatic roles.

"It's just that I love to sing," she explained modestly, when we admired her collection. "Moreover, I love everything about singing, and singers; especially opera." Her eyes wandered to the framed and autographed pictures which are among the choicest items in her collection. "They're very decorative people, too, the feminine opera singers of today. Aren't they?"

They are indeed—at least the ones that hang in the upper hall of the Keller home. There's Traubel, Jeritza in her "Tosca" costume, Helen Jepson, Frieda Hempel arrayed as Jenny Lind, Lucrezia Bori ready to sing the "Jewel Song," Rose Bampton, Jermila Novatna and Grace Moore in "L'Amore del Tre Re."

In her collection, incidentally, Mrs. Keller has every copy of the Opera News, except the first two. And though she does not get down to Met productions often, she has scarcely missed a performance on the air since 1933.

Mrs. Keller is too young to have been a "Gerry-flapper," which is what the bobby-soxers were called in Farrar's day. But she heard Farrar when she returned to the concert stage, and Gadske when she made a comeback. Her oldest autograph is that of Clara Louise Kellogg, a "Marguerite" of 1863, but her real collection began with Galli Curci.

A second generation collector is in the family, for 14-year-old Otis Aultz Keller, a student at the Hill School, Potsdam, Pa., is also an ardent autograph and photograph fan. Boylike, his heroes are sports figures and warriors. In his collection may be found Eisenhower, Mark Clark and Doolittle and Gen. U. S. Grant and Gen. George McClellan of Civil War fame.

A windfall in autographs came to the young man when a friend of the family turned over a fine collection which includes such outstanding names as Wilkie Collins, the Beechers, Thomas and Henry Ward, the "tragic muse" Mrs. Siddons and Joseph Jefferson, forever linked with the stage role of "Rip Van Winkle." But to young Keller the list is topped by the handwriting of "Buffalo Bill" Cody. Included in the collection are several members of Lincoln's Cabinet, and all of Grant's; William Seward, purchaser of Alaska, Lotta Crabtree, famed actress of Gold Rush days; Mark Twain, scientist Louis Agassiz and cartoonist Thomas Nast.

Moderns, equally cherished by the young collector, include the signatures of his favorite authors. Among them are the artist-naturalist, Ernest Thompson Seton, Mary O'Hara, author of "My Friend Flicka," and Esther Forbes, who wrote "Paul Revere."

Top o' the Morning! Hear Al Sisson On WHAM at 7:30 A. M.



Listen to Al Sisson each morning at 7:30. You will enjoy his friendly chats. His neighborly philosophy will help get your day off to a good start.

His talks about Rochester and nearby places should be published. He has covered a lot of local history.



MAIN STREET, AND BROAD. Helicopter view from the west looking east. On the left is Main Street East, on the right the portion of Broad Street over the Aqueduct that spans the Genesee River. As all Rochesterians know, Broad Street at its eastern end comes

to an abrupt halt at the old Osborn House, now the Milner. Its extension eastward at least to Clinton Avenue South, eventually to Chestnut and beyond, is the first item on any of the various plans that have been made for improvement of business section street system.



Floral Tips from an Expert

Raymond Fox of the department of floriculture, Cornell University, explains transplanting of annual seedlings at Highland Park Conservatory in school for gardening leaders

conducted by Monroe County Home Bureau. Members are (left to right) Mrs. Eugene Schubach, Irondequoit; Mrs. Doris Ferguson, Greece; Mrs. John Thetford, Penfield.

Another Peek at Arnold Swift Home Offered; All Rooms Prove Equally Interesting



The comfortable informality of the den in the Arnold Swift home at 661 Highland Ave. makes a cosy retreat for reading, working or small

"get-togethers." Architectural details of the room were changed only slightly in restoring the century-old house.

By ROSE SOLD

There is so great a fascination about a very old house, we thought you might like another peek at the Arnold Swift home at 661 Highland Ave.

Last week, we pictured the living and dining rooms of the lovely, century-old house. The other rooms, we think, are equally interesting.

A cheerful informality marks the den off the living room where white walls and woodwork are enlivened by a restrained use of bright red accents. Red paint backs the bookshelves and "mats" the historical map over the fireplace. The chair before the bookshelf is upholstered in a plain red fabric.

Draperies in the room are simple plaid gingham hangings, with large areas of blue, and stripes of green, white, purple and red. The fabric is repeated in pillows on a simple love seat which is upholstered in plain medium-blue material. The pillows, one slightly smaller than the other, are placed one before the other at one corner of the seat for an informal and picturesque arrangement.

A studio couch at the left of the fireplace permits snoozing or reading in comfortable proximity to the glowing fire on a brisk winter evening. A large oval braided rug covers the center of the wide-board pine floor.

A few architectural changes were made in restoring the room. A door, which led to the entrance hall, was removed, and a closet fitted in its place. The door jambs were ingeniously employed as a decorative molding on the mantel.

Upstairs, color is used with the fine courage of our early American ancestors. In the master bedroom, white walls are set off by peacock-blue (green-blue) woodwork and the color is repeated in a cane-bottomed chair and a low shelf-table at the left of the bed.

Draperies in this room are of a document print—peacock-blue conventionalized flowers flecked with green, yellow and red, against a white background—accented by a ruffle near the top of plain peacock blue. The print is repeated in a lampshade on a floor lamp at the left of the bed and on the ruffle of the white shade on an old kerosene lamp.

The lamp, an authentic old piece converted to electricity, has an iron-bottomed glass base.

Double doors to the closet, painted the same blue of the woodwork, boast the original iron latches, and iron drawer pulls are used on a three-drawer unit built into the wall at the right of the closet. The drawers are also painted the blue of the woodwork.

Braided rugs are used in this as in other rooms of the house. Bed and chest are Early American reproductions though the table at the right of the bed is a family heirloom. The bedspread, a handmade patch quilt, carries out the colors in the room.

A small guest room, of a size to accommodate only a bed and chest of drawers, has white walls and deep fuchsia woodwork. Draperies are of a document print in fuchsia and sand colors.

In the daughter's room, in deference to her whim, some modernity was allowed. A white paper with clover design in lavenders and green covers three walls, and because the eaves draw low over the room, the paper is carried over the ceiling. A fourth wall is painted in a deep muted green.

Many old Inns like the →
Springhouse were built on
the line between two towns
so if business was refused
in one town they could move
the bar into the other town.

FORMAL OPENING of the State Line R.R. WEDNESDAY

MAY 15, 1878.



On Tuesday evening word was sent to the members of the Mumford band that the President of the State Line R.R. had asked them to play at Mumford Wednesday morning, it being the day appointed for the opening of the road. During the evening some one interpreted the invitation, that if they were invited to play at Mumford, the least that could be expected would be that they would be invited to accompany the train to Salamanca. Wednesday morning came, and with it the band, dressed in their best attire. All made their way toward the depot. Soon the engine appeared in sight, drawing six coaches. At the ceasing of the ringing of the bell the band began to play. The music was executed in a style that the best of critics could find little fault with. After two minutes stop - the first piece of music scarcely finished - the train moved on bound for Salamanca. The looks of the musicians spoke louder than words. "Well," says one of the boys "they could not invite every body." But soon the consoling news came that a gun squad of LeRoy was invited, and that the Warsaw band was waiting for the train. It is sufficient to say that all bands did not enjoy the formal opening of the railroad that leads to Salamanca. The following were among the list of those who received an invitation to attend: Pres. Allen, Sec. McNaughton, Com. A. F. McPherson, V. P. Brown, D. R. McNaughton, Chas. Brown, Chester Brown, D. C. McNaughton, N. Blackmer, S. Remington, C. Burgess, A. S. Collins, James McQueen, D. Nicholls, E. J. Kelsey, John McNaughton, Jameson McNaughton, Oliver Alexander and Rev. R. Martin.



James Terry McCollum, 13, center of "church and state" controversy ruled on yesterday by U. S. Supreme Court, is pictured

with maternal grandparents, Mr. and Mrs. Arthur G. Cromwell, with whom he lives at 440 Plymouth Ave. S., while attending school.

"Americans who would keep America truly free can well be thankful for this decision by the Supreme Court."

Jubilantly, Mr. and Mrs. Arthur G. Cromwell, and their grandson, James T. (Jimmy) McCollum, greeted the news yesterday that Jimmy's mother, Mrs. Vashti McCollum, self-styled atheist had won in her Supreme Court suit to ban religious instruction in the public schools in Champaign, Ill.

Jimmy, 13, now is living with his grandparents at 440 Plymouth Ave. S. and is attending a private school here, because of the "persecution" to which he was subjected in Champaign, according to Mr. and Mrs. Cromwell. His two younger brothers, however, have remained with their parents. Mrs. McCollum has just been rehired in her position as a dancing instructor at the University of Illinois from which she was dismissed shortly after filing her suit in the Illinois state courts, her parents revealed. Cromwell, an architect, is president of the Rochester Society of Free-thinkers. Jimmy's father, John P. McCollum, is professor at the University of Illinois.

City Superintendent of Schools James M. Spinning last night said he was not sure whether the decision would be applicable to the New York State practice of "released time" for religious instruction.

"That is a matter that will have to be decided by the state's legal experts," he declared.

Qualified approval of the Supreme Court decision was given last night by Dr. Edwin McNeill Poteat, president of Colgate-Rochester Divinity School and president of Protestants and Other Americans United for Separation of Church and State.

In discussing the decision, Dr. Poteat emphasized that he could not speak for the group which he heads without consulting other members, but added:

"While I have been interested in the so-called 'released time' program of making religion available to school children, I have never been quite satisfied that it has been sufficiently protected against violation of the principle of separation of church and state.

"I wish there were some way religion in a non-sectarian form could be more generally taught.

However, I am not surprised at the stand taken by the Supreme Court."

Commenting upon the effect of the decision on the local program of religious education, the Rev. Daniel Staffeld, supervisor of week-day religious education for public schools under the Federation of Churches of Rochester and Vicinity said last night:

"A ruling pertinent to Illinois where school buildings are used for religious education is not necessarily binding where, as in Rochester, the use of school property for religious education is not permitted.

"In Rochester, parents request that their children be excused from school for religious education, and parents have the right to request that children be excused for a number of reasons. It is too early to judge how the ruling will be exercised in this state—I believe there will have to be a test case."



MRS. VASHTI M'COLLUM
... she won decision

KNORR SANITARIUM

ROCHESTER'S FIRST AND FINEST SANITARIUM
DESIGNED TO MEET THE NEEDS
OF THOSE WHO WANT EXPERIENCED CARE

Best of meals, all home cooking and baking.

GRADUATE NURSES IN ATTENDANCE DAY AND NIGHT



Patients accepted only on Physician's recommendation -- Rooms available
with private baths -- Visitors cordially invited

Complete New Fireproof Insulation and Fire Stairs.

No Contagious Diseases Treated . . . A home with professional care

Main 5359

139 Troup St.

Rochester 8, N. Y.

ALL AROUND the TOWNS

WAYNE COUNTY will be
125 years old on Apr. 11.
The Wayne County Historical
Society is sponsoring a
county-wide observance of the
forming of the county in 1823.

Set aside from portions of two
other counties, Ontario and Seneca,
Wayne's eastern section,
which now embraces the towns
of Savannah, Galen, Butler,
Rose, Wolcott and Huron, was
taken from Seneca's military
tract. The western section,
which today includes the towns
of Arcadia, Sodus, Williamson,
Marion, Palmyra, Ontario, Walworth
and Macedon was taken
from Ontario County.

Wayne County is one of the top
ranking counties in the nation in
the number of apple and cherry
trees it grows, and in 1939 it had
the largest acreage of celery in
the United States.

The Wayne Historical Society,
under general chairmanship of
Attorney Doris M. Sims of Sodus,
this week set in motion plans
for special observances in the
individual towns during the week
preceding the actual 125th anniversary
date.

Supervisors of all the Wayne
towns are designating either an
organization or an individual to
sponsor an anniversary observance,
in the form of exhibits,
pageants, parades or other festivities,
the first week in April.

The Historical Society is arranging
a meeting at the Court-
house at Lyons on Apr. 12 (since
the actual anniversary date, Apr.
11, falls on Sunday).

The public is being invited to
participate. It is anticipated
that the various towns will have
exhibits showing such historical
relics as old documents, and
articles used in the early churches
and schools of the county.

Among Wayne County's claims
to greatness are that Wayne is
termed the best agricultural county
in New York State, one of the
largest beef cattle producing
counties in the state, and the greatest
producer of nursery stock in the
state.

Famed for its scenic beauty,
Wayne County embraces beautiful
Sodus Bay, which is described
in historical accounts of this area
as "rivaling the Bay of Naples" in
beauty.

The Wayne County Historical
Society is endeavoring to make
this, the first celebration ever to
be held in commemoration of
the founding of Wayne County,
a high point in its year's program.

* * *

S.W. Cor. Main & S Clinton
the old Dake Corner.

MARCH
1948

The
LAST
of The
Liggett's

WAITING
FOR
BUS



TIMES-UNION CELEBRATING 30TH BIRTHDAY

D-C 3-12-48

Paper Actually
Dates Back to
1826

Thirty years ago yesterday, when America was preparing to draft 800,000 more men for World War 1 and German Field Marshal Von Hindenburg had been stopped on the Western Front by General Pershing, the Times-Union was born.

Vol. 1, No. 1, of the Times-Union came off the presses Mar. 12, 1918, in the midst of the "war to end all wars."

Since its first issue, Rochester's evening newspaper has recorded the end of the first World War and the beginning and end of World War 2, plus thousands of international, national and local developments in the last three decades.

Triple Consolidation

Early issues of the paper, which was a consolidation of The Union and Advertiser and The Evening Times, were published at 22 Exchange St., now a parking lot. In 1927 The Times-Union moved into its present modern quarters at Times Square. The newspaper's history actually dates back to 1826, when The Advertiser, which later merged with The Daily Union, was founded as the first daily newspaper west of the Hudson River.

In that first issue, London was reported recovering from a Zepelin raid and the United States had pledged defeated Russia utmost aid.

Locally, a housing development was being started in Brighton by the Browncroft Realty Corporation and Rochester's municipal employees were asking for a pension plan.

On the editorial page, it was promised that The Times-Union would be a newspaper "truthful without fear of bias" and Frank Gannett and Erwin B. Davenport, whose names appeared in the editorial page masthead in the first issue, still are fulfilling that promise. Gannett is editor-publisher and Davenport is general manager.

Alexander a Holdout

Sports pages in the first issue recorded that Pitcher Grover Cleveland Alexander remained "a real holdout" as other members of the Chicago Cubs baseball team headed for spring training at Pasadena, Calif.

Play's Theater (now the Capitol) was featuring "the wizard girl of the screen, Theda Bara, in a remarkable super production, 'The Forbidden Path,' plus six great vaudeville acts."

A sale of ladies' untrimmed hats at 97 cents was announced in the Duffy-Powers self-serve basement ad and the Rochester Railway & Light Company was offering to deliver a ton of coke for \$7.75 on the day The Times-Union was born.

Congratulations Times-Union

... and many happy returns of the day, from The Democrat and Chronicle to its distinguished contemporary, on its 30th birthday.

Says our editor, Harold W. Sanford:

"We congratulate The Times on its splendid record and Frank Gannett on his publishing policies which have kept



both newspapers distinct but each on its toes."

(For news story of The Times-Union's anniversary yesterday please turn to Page 12.)

Chats on Antiques

By JOAN LYNN SCHILD



The front legs of this Empire bench have carved paw feet supported by gilded eagle wings. Stenciled decoration in gold also ornaments the front of the seat. The back legs are carved in the traditional manner.

A SMALL parlor bench, upholstered in leaf green velvet, with handsomely carved feet and gold stenciling, bids you welcome as you enter the door of the Campbell-Whittlesey house in Fitzhugh St. S.

Empire in style, it carries out the feeling of the Greek Colonial architecture of the house, which was built in 1834, when classical influences were at their height.

Several years ago, R. T. Miller, a retired business man, now living in Scottsville, made a bequest of \$10,000 to the University of Rochester for use of Memorial Art Gallery to form a collection of furniture and furnishings of domestic design, illustrating the culture of the Genesee Valley.

Many pieces already acquired from the fund belong to the Empire Period and are on permanent loan to the Campbell-Whittlesey house, which has been restored by the Society for the Preservation of Landmarks in Western New York.

The bench is one of the most important furniture items purchased through this fund. With two other pieces, a huge wardrobe, entirely original, with exceedingly rare American eagle carved feet

and gold stenciling, the piece de resistance of the east bedroom, and a fine console table, decorated in the same manner, it came from the famous Davenport collection, which was dispersed at public auction in Bath, N. Y., in the fall of 1946.

Just who discovered that stencils could be used as a substitute for metal applique, the chased, classical ormolu mounts with which French Empire furniture was lavishly decorated, is not known.

But being less expensive than the metal ornamentation, and less costly in time and labor, it became popular early in the 19th century and was used, not only for furniture, but clocks, trays, and other accessories, as well.

Strictly speaking French Empire means Napoleon. In construction it was heavy in comparison with earlier styles, but its influence spread rapidly to other parts of Europe and America. In 1808 a book was published in England containing designs copied from French Empire patterns which did much to popularize the style there. What England liked we soon adopted.

In this country Duncan Phyfe was the chief exponent of the Empire style and carved paw feet, the cornucopia and eagle motifs were used by him and his New York contemporaries with charming effect.

HUMPHREYS "THE PAINT MAN"

WALLPAPER, PAINTS, WINDOW SHADES, VENETIAN BLINDS

113 E. Main Street

Main 2117

Rochester 4, N. Y.

Date, May 6 1948

Sold to Wonderson

JOB

Address _____

POSITIVELY NO GOODS ACCEPTED FOR CREDIT OR
EXCHANGE WITHOUT THIS SLIP.

ROLLS or Quan.	YARDS or Size	DESCRIPTION	PRICE	AMOUNT
10		2138	37	
		2070		
		slv Paste		

THE FLORSHEIM SHOE SHOP

139 MAIN STREET EAST



PHONE MAIN 2491

ROCHESTER 4, N. Y.

To _____

10662

CASH



The Liberation of Crackers from the Barrel Era was due partly to better merchandising and public preference.

D&C Offers Reward in Fake Ad Case

Law Violation Cited By Management In Insertion

Fifty dollars reward.

That is what The Democrat and Chronicle will pay for information leading to the conviction of the person who inserted a "phony" apartment-to-rent classified advertisement in yesterday's paper.

Determined to run to earth and punish the prankster or miscreant who attempted to seize the housing shortage as a vehicle for his vicious propensities, the management of this newspaper declared

Heated, Furnished
Culver Section—Five-room modern apt.,
tile bath, heated, \$50. Call early.
169—4 rooms Adult

Telephone number was chiseled off press plate when this Want Ad was discovered to be "phony" to save embarrassment for subscriber, false hopes for would-be tenants.

the insertion was in violation of New York State law against fraudulent advertising.

The Democrat and Chronicle makes every effort to protect its readers against wilful viciousness or practical jokes and it will continue to do so.

More than 350 telephone calls concerning the false ad were received immediately after the Sunday Democrat and Chronicle was published. This newspaper regrets that readers have been put to trouble and had false hopes raised through its insertion.

THE CITY OF ROCHESTER

* welcomes you *

Named after Colonel Nathaniel Rochester, one of the earliest settlers, the great city of Rochester, New York, today stands as one of the all-important commercial hubs of the United States.

With slogans of "Rochester Made Means Quality" and "Rochester, the City Where Quality Dominates," its industries are many and varied. In a recent governmental survey, it was found that Rochester fostered 15 out of the 16 possible industrial classifications listed. Notable among the productive landmarks are Kodak Park, home of the largest plant for the manufacture of photographic equipment; and the impressive factory of Bausch & Lomb, manufacturers of optical supplies. The largest vegetable canning plant, as well as the largest mustard factory in the world are also located within the bounds of this distinctive city.

Symbolic of progress and achievement in industry, Rochester is an example of civic pride too. More than 43% of all Rochesterians own their own homes, leading all cities of its size east of the Rocky Mountains. At various times, Rochester has won recognition as being one of the safest cities. Awards made by the National Automotive Equipment Association and the National Safety Council have substantiated the care with which the city is governed and the splendid co-operation which its loyal citizenry offer.

The University of Rochester is one of the most memorial structures in the city. When dedicated, in October, 1930, it marked the first occasion in history where a complete university was moved into a new, complete setting. The University now stands as one of the most highly endowed educational institutions in the country.

Located by the breezes of Lake Ontario, Rochester is also an ideal vacation spot. Located in the heart of the picturesque Genesee country, easy access is afforded to the attractions of the surrounding vicinity. Hunting, fishing, golf, tennis, bathing, riding, hiking, boating, and camping facilities are all within reach of Rochester by a short motor trip of several hours.

Helpful in maintaining Rochester's honor of being one of the great music centers of the world, is The Eastman School of Music, an institution in which the city takes a great pride. Another of Mr. Eastman's gifts is the Eastman Theatre, erected for "the enrichment of community life."

The spirit of friendship and co-operation are predominant in Rochester and build, ever higher, toward the perfection of one of the finest cities in the world!



105-Year-Old Landmark Sale Set

Auto Dealer Buys Winton-East Ave. Carriage Shop

Sale of a 105-year-old landmark of the carriage trade days, at the northwest corner of East Avenue and Winton Road N., is scheduled next Monday.

Now an auto body repair and painting garage operated by Caley & Nash Inc., 1828 East Ave., the real property will be transferred by the estate of the late Mrs. Elizabeth A. Caley to Wolk Brothers Company Inc., 23 Stillson St., auto dealers. The deal includes a house at 17 Winton Rd. N.

The Caley & Nash firm is going out of business. All machinery and equipment has been sold separately, and the office will be closed Friday or Saturday, according to a company official. Em-

ployes are planning a party Thursday.

The Caley interests—there are five brothers and two sisters, children of Mrs. Caley—date back to 1856. It was then that their grandfather, Thomas Caley, purchased the original carriage shop, built in 1842. Caley transferred the property in 1879 to a son, John P. Caley, father of the seven Caley heirs.

In 1880, John P. Caley formed a partnership with J. Sidney Nash of Fairport for operation of the business under the name of Caley & Nash. Five years later the present large building was constructed around the original shop.

The real estate remained in John P. Caley's name until his death in 1917, when it went to his wife,

Mrs. Elizabeth A. Caley. That same year the business was incorporated as Caley & Nash Inc. When Nash died in 1931 the Caleys bought up his business interest, and the entire business again came under the Caley banner.

Mrs. Caley's seven children are: Frank T. Caley, president of the company; William H., vice-president; Morrill J., secretary-treasurer; George and Arthur Caley, Elizabeth Copson and Mrs. Dorothy Eagle.

A contract for sale of the property has been signed. William MacFarlane represents Caley & Nash. Jacob L. Rubenstein represents Wolk Brothers.

The prospective buyers have not announced their plans for use of the property.

Neisner's Signs 2 Leases MARCH 1948 Clearing Way for Expansion

Neisner Brothers Inc. today announced signing of leases which will make it possible to expand the company's store in Main St. E. and to provide a new entrance in Clinton Ave. N. within the next two years.

Under the terms of one lease, the store will be expanded eastward to take in space now occupied by Stephens, women's apparel shop. Under terms of the second, a 21x65-foot entrance will be constructed in Clinton Ave. N. where the present Odd Fellows Building now stands.

The Main St. expansion will bring the frontage to more than

100 feet and is scheduled in 1949. Complete renovation of the existing store is planned, with the extension of the three existing sales floors, installation of escalator service, an additional freight elevator and other improvements.

The company also announced today the establishment of a new Cleveland district office to cover stores in Ohio, Western New York and Pennsylvania.

The limited price variety chain, founded here by the late Abraham and Joseph Neisner, now embraces 114 stores in virtually all sections of the country.

CALEY & NASH BRIGHTON VILLAGE CARRIAGE MAKERS.

Manufacturers of light & heavy carriages, Express wagons. We have a large list of customers in Rochester. Our wagons are used by some of the best firms in the City. Shop, East Avenue, Brighton Village. Electric cars directly to the door. Take the Park Avenue Line.



'HOT' TIME AT THE OLD FORGE D4C 3-12-48.

The three Caley brothers, from left, Morrill, Frank and William, roast "hots" in forge of pioneer Caley blacksmith shop (in recent

years a garage) which is to be razed. Their Brighton neighbors threw a farewell surprise party last night at the landmark.

Brighton Smithy Shop Closes As Group Gathers for 'Wake'

Beneath the smoky and time dried beams of a one-time smithy, a party was held last night as a sort of farewell gesture to a 105 year old landmark that is soon doomed to disappear from the Brighton scene.

In a surprise party to which more than 50 neighbors had come with food and refreshments, good-byes were said to the last owners of the building, but the unspoken farewells were to the ancient structure.

The building, which stands at the corner of East Ave. and Winton Rd. N., was erected as a blacksmith shop in 1842. In it were built stagecoaches and wagons. Repairs were made and horses shod at its five flaming forges.

In 1856 the smithy came into the possession of Thomas Caley who later transferred the property to a son John P. and his seven children.

In 1880, a partnership was formed with J. Sidney Nash of Fairport and five years later a large addition was built around the original shop.

Changed Ownership

When John P. Caley died in 1917, the property went to his wife Elizabeth. The business was incorporated the same year as Caley & Nash Inc., and when the latter died in 1931, the Caleys bought up his interest.

As the years passed and with it the day of the horse and buggy, the business of the blacksmith shop changed from wagon work to the repair and painting of automobiles. But last night there was still ample evidence of what the place had once been.

Studding the bare wooden walls were hand-forged horseshoe nails from which had once hung blacksmith tools, tire hoops and harness. In one corner was a yellowed placard advertising a brand of cut-plug popular with teamsters at the turn of the century. A stump near a forge showed where the anvil once stood.

To Be Razed

Looking around the place, the three surviving sons of John P. Caley—Frank T., 69, Morrill J., 72 and William H., 62, had little to say.

"What is there to talk about?" remarked William gruffly. "This place has seen a lot of things—if it could talk you'd really have something to write about."

The structure which was recently sold to Wolk Brothers Co. Inc., 23 Stillson St., auto dealers, is to be razed to make way for a garage to be constructed on the site.

W.W. in
Letchworth Park



ASH.
GE.

(Repairing done promptly.)



from
Rochester Directory, 1896-97.

Take a look at this bldg in the rear, the stone wing was built in 1818 only 6 years after Seneca's Log Cabin - W.W.



UNITED
STATES
HOTEL

West Main Street.
The stone wing in the rear ^{built 1818}
is the oldest building in the
100 acre tract still occupied
as a dwelling - W.W. (my own opinion)

At the first regular meeting of the Trustees of the newly formed U. of R. held in the first Baptist Church of Rochester, Sept. 16, 1850, the Trustees directed the executive board, "To hire the United States Hotel for three years on the terms proposed by Mr. Tallman, the receiver of said property, namely \$800 per year, and make such repairs as necessary for the accommodation of the institution." It was fortunate for the university that this building could be obtained for it, and on moderate terms, too, for after an expenditure of about \$1,500 only, for repairs, changes, and necessary furnishings, it supplied at once, and for a decade, all that the university needed in a building. In fact, it not only met the early requirements in that respect of the university, but also, from the same date, those of the Rochester Theological Seminary, for the use of which the university sublet a part of the building.

The building was on the north side of Buffalo Street (now Main Street West), a little east of Elizabeth Street (now Clarissa Street), and near the Erie Canal. It had a frontage of one hundred feet on Buffalo Street and a capacious wing which extended back from the west end of the main part, the whole structure being four stories in height. When ready for use by the university, there were on the lower floor of the main part a commodious chapel, rooms for two literary societies, a library and reading-rooms, and one recitation room; while on the second floor there were all the other rooms of good size needed for recitation and lecture purposes. On the third and fourth floors of the main part and in the wing generally there were about sixty-five or seventy rooms suitable for the accommodation of that number of students. Besides, there was a

basement under the whole which provided rooms for the janitor and his family; a dining hall to be conducted by him for such students as might care to take their meals there; and cellars. The executive board ordered purchased, for use in the building, five pine tables, six arm chairs, one hundred common wooden chairs, thirty settees for the chapel, seven box stoves, and seven boxes for wood. It also approved of an expenditure of \$25.81 for lamps, and approved a bill for carpeting the rostrum in the chapel was carpeted; while the recitation rooms, it was said, were carpeted and furnished with chairs, tables, window shades, and everything necessary to make them comfortable. Another account said that the recitation or lecture rooms had "an air of home like neatness and elegance that could not fail to have an influence in correcting the careless personal habits so often fostered by the condition of college lecture rooms." The building was constructed, with walls of brick and stone, in 1826, at a cost of about \$25,000, by Martin Chapp, who was listed in the Rochester directories of 1827 and 1834 as "mason, Buffalo-st." Financially, it proved to be a disastrous undertaking, as apparently did almost every other early enterprise in that part of the city. At certain times the building, or, more likely, a portion of it, was used for a manual training school, for two different schools for girls, and for the station of the Tonawanda Railroad, the terminus of which road, was for some years, from 1837, in Buffalo Street, or on one side of it, near Elizabeth St. But sometime prior to 1850 the station was removed to a location some blocks away, which was given as the main reason why the property could be acquired so easily when it was wanted for the university. The large and beautiful Corinthian Hall, ^{back of} near Reynolds Arcade, seating 1600 persons was used by the university for commencements and exhibitions. The old university building is still standing, being used for small stores or shops and tenements. The building was purchased, for \$9,000 and the deed was dated March 1, 1851. The description in the deed indicated that the hotel had not always been known as the "United States Hotel," it having been formerly known as the "City Hotel." This property was afterwards conveyed by the University of Rochester to Giles B. Rich, May 20th 1867.

See a picture of
the US Hotel in
Vol 6 - inside back cover.
also p. 10 Vol 6.

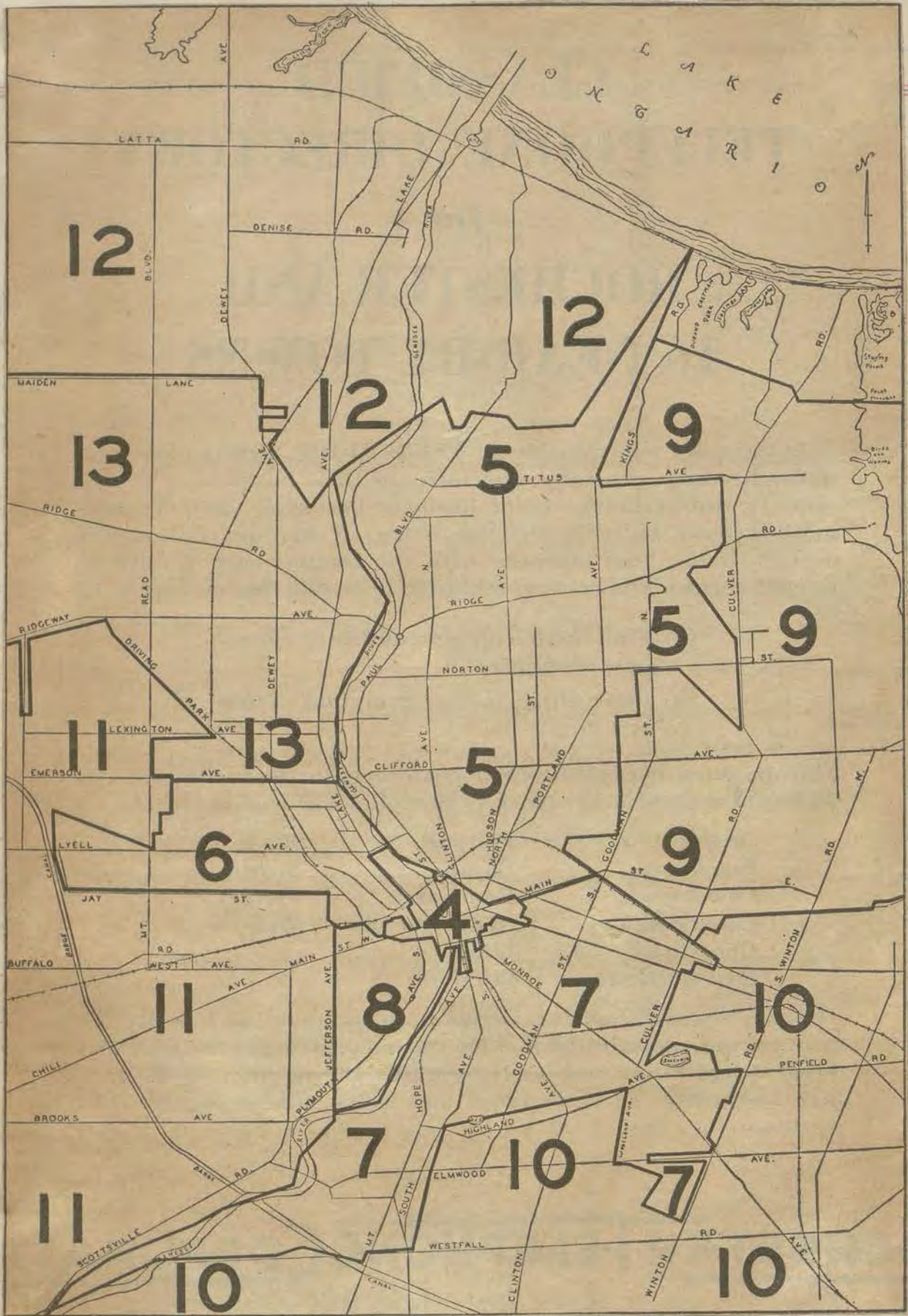
See Ad P. 12 Vol VI.

35 YEARS AGO TODAY—1913

Highest temperature, 46 degrees; lowest temperature, 25 degrees.

The old United States Hotel in West Main Street, built in 1826, first home of the University of Rochester, has been sold for \$90,000.

POSTAL ZONE MAP





GRANDFATHER Leonard Jerome, a N.Y. Times director, was a famed U.S. turfman.



JENNIE JEROME, a renowned beauty, wed Lord Randolph Churchill and became Winston's mother.

Leonard Jerome with his brother Lawrence were publishers of the Rochester Daily American from 1845 to 1850. Leonard became the grandfather of the British Premier Winston Churchill. It has sometimes been asserted that the four daughters of Leonard & Clarissa Jerome, including the future Lady Churchill were born in Rochester. But while it is possible that the eldest daughter may have been born here, Lady Churchill and her younger sisters were born after Leonard and family had left the city. Lady Randolph Churchill, herself, gave her birthplace as Brooklyn, N.Y. The Jerome houses at #88 and #90 South Fitzhugh St. still stand. Leonard lived at #90. For a picture of these houses see Vol IX Page 3. W.W.



Our Lady of Mercy High School in Brighton, N. Y.



Ladies on Ice

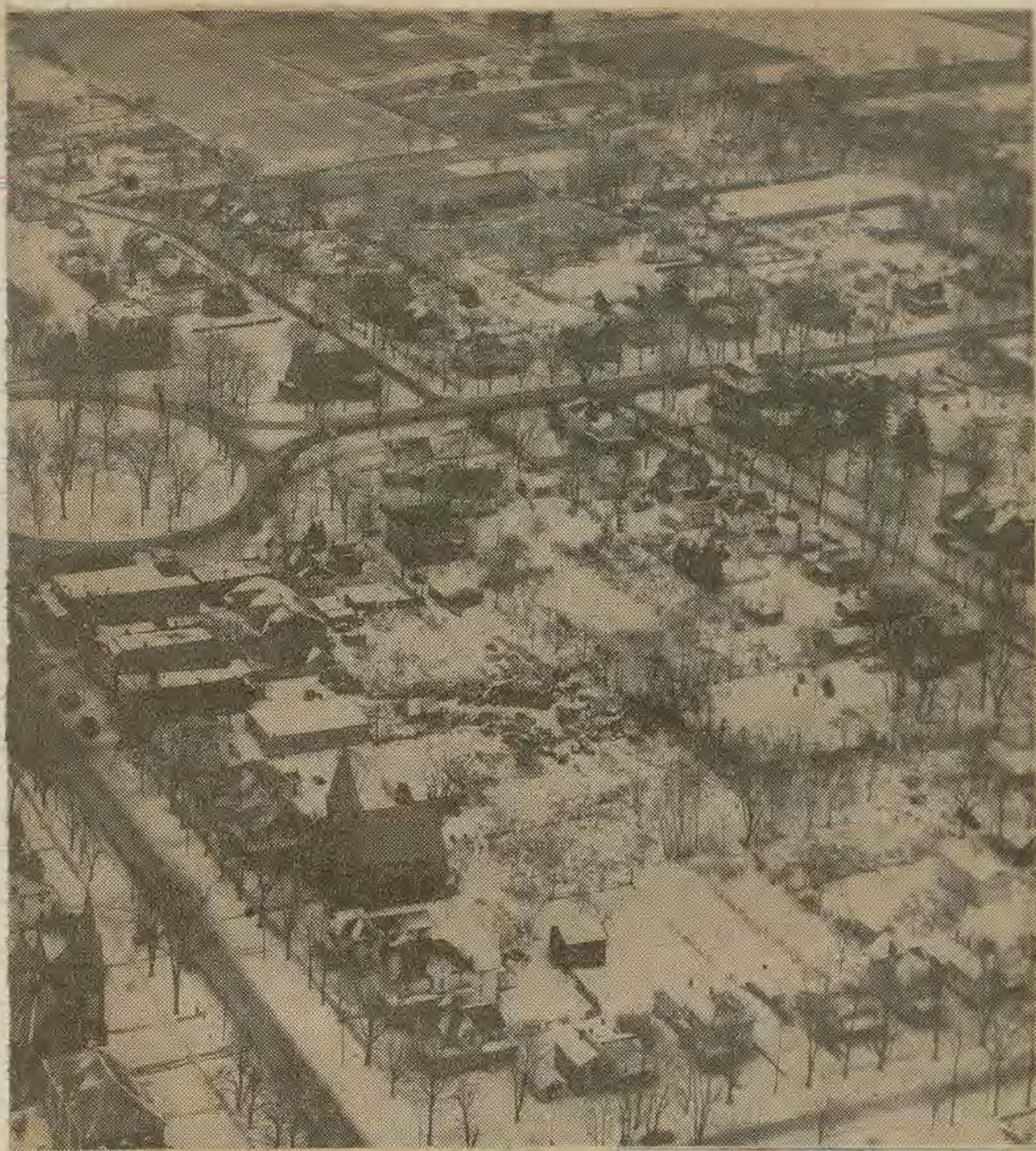
Fashions change but fun remains the same over forty years of winter sports.



1909—Gay blades.



1948 -
SPRING COMES TO WASHINGTON SQUARE.



Avon as the Birds See It



G & R RESTAURANT



SAM LANZA, OWNER

Steaks—Chops—Dinners—Platters
Short Orders—Open 24 Hours

Aquinas Institute Rochester, N. Y.

STUDENT PASS

NAME Jack E

DATE 3/8/48 TIME LEFT 1:50

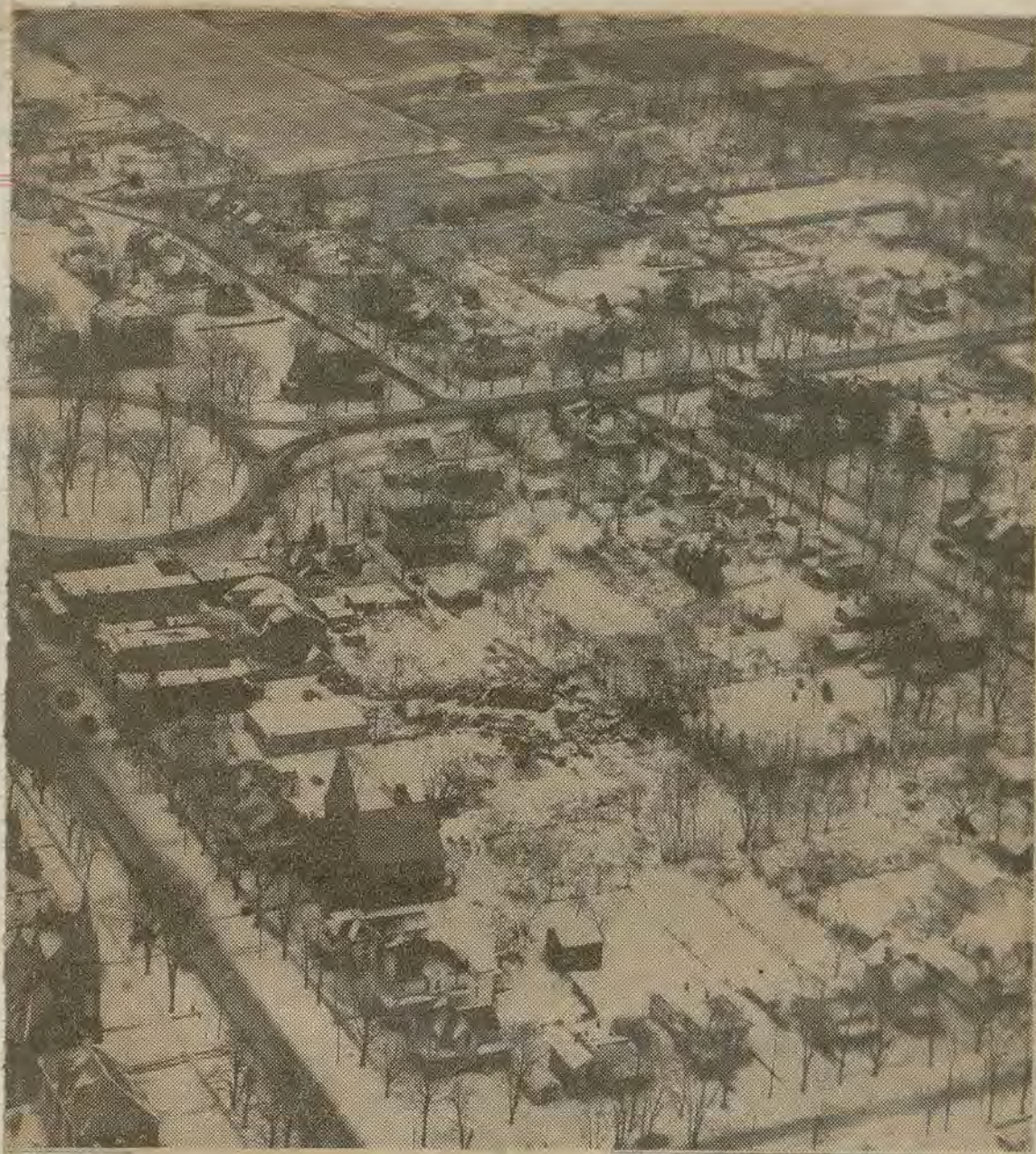
DESTINATION 208

TEACHER ISSUING J. Perkins

TEACHER CERTIFYING _____

TIME RETURN _____





Avon as the Birds See It



G & R RESTAURANT



SAM LANZA, OWNER
 Steaks—Chops—Dinners—Platters
 Short Orders—Open 24 Hours
SOUTH AVE. and COURT 5
 (Opposite Public Library)
 TELEPHONE MAIN 8567





Highland Park Grass Seed ~ *Makes the Finest Lawns*



This Beautiful Lawn, Freshly Green All Summer, Surrounding the Very Modern Buildings of Harold H. Clapp, Inc., Rochester, N. Y. Manufacturers of Clapp's Baby Foods, was Made with Highland Park Grass Seed



Mrs. Sam McGredy

Our Highland Park Grass Seed helped make this beautiful lawn on the grounds surrounding the home of Mrs. Robert Douglas at 1510 East Ave. in Rochester, New York.



Beauty and **ABUNDANCE**
FROM YOUR OWN GARDEN

Sponsored by National Garden Bureau, A. S. T. A.

SEEDS, PLANTS and BULBS • SPRING 1948
HART & VICK, Inc. 49-55 Stone St. Rochester, N.Y.

Chats on Antiques

By JOAN LYNN SCHILD

THIS is National Antiques Week. It was proclaimed by Gov. Dewey after a resolution by the Legislature, which confirms the opinion we have often expressed in this column—that "all forms of antiques as cultural history are necessary to teach a greater familiarity with our past."

And as an appropriate feature of the celebration, New York State's Freedom Train is on exhibition this week at the National Antiques Show at Madison Square Garden, New York City.

The purpose of the train is to convey to citizens of the Empire State the enormous influence which New York has had on the formation and continuance of American liberty.

The idea of the New York train originated, according to Dr. Charles Gosnell, state librarian, because the stops of the original Freedom Train were so limited that only few people were able to visit it.

Lincoln Proclamation Shown

Documents on the New York Freedom Train include some of the most precious papers from the state archives, among them the original manuscript of the Emancipation Proclamation of Abraham Lincoln, one of the real treasures in the state's possession.

We were interested to discover how this rare and important manuscript came to be in the archives of our state instead of the Congressional Library at Washington, where most other papers of national importance are housed.

The original draft, dated Sept. 22, 1862, was presented to the Albany Relief Bazaar in February, 1864, where it brought the sum of \$1,100 and became the property of Gerrit Smith, New York city philanthropist and abolitionist, who gave it to the United States Sanitary Commission. By vote of the Legislature in 1865, it was purchased for \$1,000 and ordered to be deposited in the State Library, where it has remained ever since.

'Common Sense' Included

Another authoritative document on the train is a copy of Tom Paine's "Common Sense." An original copy of this famous paper, often credited with starting the American Revolution, was found in this vicinity a few years ago by Kenneth Maher, local antiquarian.

Supplementing the documentary "antiques," an exhibit of early Americana furniture and handicraft identified with our struggle for independence is staged at the show.

This year marks the silver anniversary of Monticello, Thomas Jefferson's home in Virginia, as a national shrine and many fine pieces which belonged to the third president have been loaned by the Thomas Jefferson Memorial Foundation. Among them are a chair which he used as vicepresident when the nation's capitol was in Philadelphia, a chair which he brought from France when he was ambassador in 1798, and two others with solid silver trimmings.

The theme of the National Antiques Show is "Freedom."

lar medium of the wealthy for wall decoration. This paper was discovered in 1911 during restoration of the entrance hall of the college and is said to be the oldest block-printed paper in existence.

The real development of wallpaper came with the introduction of domino or marbled papers, so called because they were made by the dominotiers of France. These marbled papers were used to decorate book covers and as box linings. They required no printing but were made by floating off the colors from the surface of water after "combing" them into various marbled designs.

Imitation of Tapestry.

In 1620 the discovery was made that chopped wool could be used to produce wallpaper which resembled velvet and tapestry so closely as to deceive both the eye and the fingers. This was called the flock process and very simple. Instead of using ink, as in wood block printing, the design was put on with glue or sizing and bits of wool or silk in different colors were blown over it while still wet. The superfluous wool was then shaken off to leave a perfect imitation of brocade silk or velvet.

No attempt was made in the earliest papers to arrange designs so they would match when the small sheets were put on the wall. It was not until 1688 that printing of the designs with continuous repeat was developed by Jean Papillion and the casual effect disappeared.

Wallpaper was not in general use in America before 1750. Late in the 18th century there was a rage in New England for scenic papers, panoramas that covered the entire room with a landscape or a story without repetition. Most of these were imported from France.

Rare Liverpool Jugs Owned by Medinan

MRS. HOWARD JUDD writes from Medina that she has two Liverpool jugs, similar to those on exhibit at Woodside.

They were made in Liverpool in 1796 for her great-grandfather, John Stocking, and have his name printed on the front with a picture of his clipper ship, The Independence, which plied between New York and Liverpool.

On the reverse side of one are the emblems of the Masonic order of which he was a member in Liverpool. The other jug has a picture of Washington and his army, with

Washington's foot on the neck of the British lion and the inscription "By Virtue and Valor we have Freed our Country, Extended our Commerce and Laid the Foundation of a Great Republic."

She believes they were among the few made by Major Samuel Jenks of the Fusiliers.

These are very rare pitchers, typical of the yellow Liverpool ware, transfer-printed in black which was decorated with portraits, more or less imaginary likenesses, and eulogies of our first president. Such flattering sentiments ascribed to Washington at a time of great bitterness and even open warfare between the mother country and her offspring indicate the length to which British tradesmen would go to earn an honest Yankee penny.

Wallpaper Art Has Long History

WALLPAPER making was once as much of an art as cabinet making, according to Mildred Nelson, representative of the Imperial Wall Paper and Color Corporation of Glenn Falls, addressed the Rochester Antiquarian League Tuesday night at the Museum.

Where and when wallpaper making originated is still a moot question, she said, but it certainly prospered in France. As early as 1481, Louis XI of France commissioned an artist to make 50 panels of paper to be used in the palaces. As the earliest wall coverings were tapestries and brocades, these early wall papers were painted to simulate more costly and sumptuous hangings used in the great houses of Europe in the 16th and 17th centuries.

Simulated Damask

In 1509 Christ's College in Cambridge, England, had a paper made to simulate damask, then a popu-

STATE OF NEW YORK
Livingston Co. Surrogate Court
GENESEO, N. Y.



THE ROCHESTER GRAND OPERA CO.

presents a distinguished production of

Puccini's Opera

La Tosca

with

World's Most Famous Singing Couple

FERRUCCIO

TAGLIAVINI

PIA

TASSINARI



FERRUCCIO TAGLIAVINI

Brilliant Supporting Cast

FRIGERIO, WILDERMANN, HARRIS,

TALLONE, GLENNON, EDWARDS

NICHOLAS RESCIGNO, Conductor

Sunday, March 21 - 8 P. M. Sharp

A Few Good Seats Still Available Now

at Sibley, Lindsay & Curr Co.

Main Floor Ticket Office

AUDITORIUM THEATRE

East Main Street

Rochester, New York

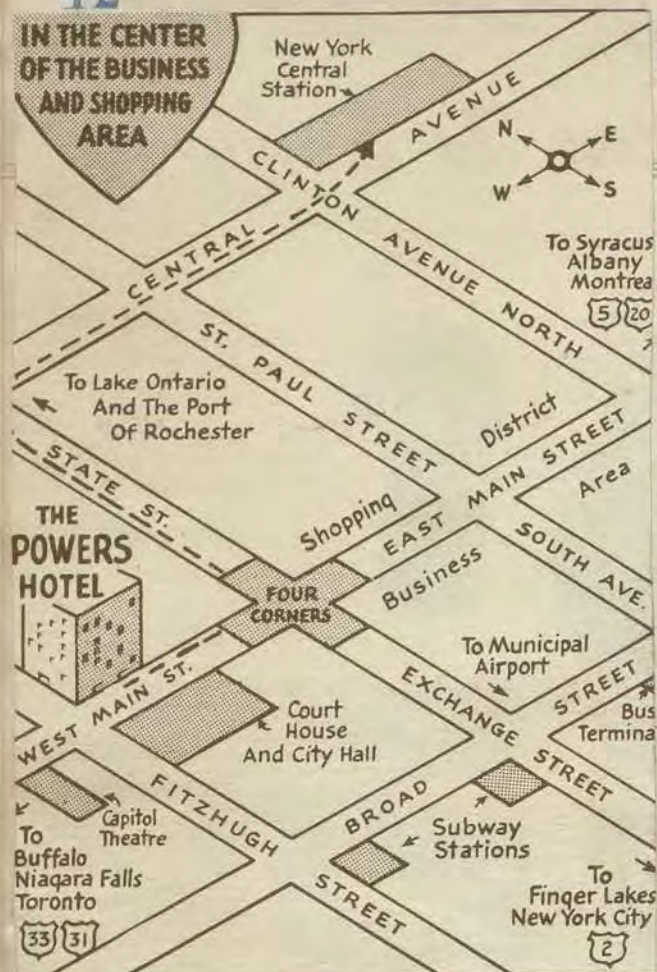


PIA TASSINARI

Tagliavini's recent Metropolitan debut created a storm of approval, a furore unequalled since Caruso. This is the first appearance in Rochester of Tagliavini and Tassinari at the same time in opera. In private life Pia Tassinari is the wife of Ferruccio Tagliavini.



**IN THE CENTER
OF THE BUSINESS
AND SHOPPING
AREA**



- **POWERS HOTEL** is centrally located on main thoroughfare.
- **CITY BUSES** stop at the Powers' front entrance.
- **SUBWAY STATION** 1 block away.
- **OUT-OF-TOWN BUSES.** Greyhound terminal 4 blocks away. Blue Bus Terminal (hourly service to Buffalo) 3 blocks distant.
- **RAILROAD STATIONS.** New York Central 5 blocks away. Lehigh Valley 2 blocks distant. Baltimore & Ohio 4 blocks away.
- **AIRPORT.** 5 miles from the Powers. Frequent service to all parts of the country.

**THE ROTARY, LION'S AND AD CLUBS
HAVE HEADQUARTERS AT THE POWERS**

The POWERS

*You'll Enjoy Visiting
"The Flower City"*

Rochester is the home of more than 1,500 industries, including America's largest clothing plants. Famous products from Rochester industries include: Bausch & Lomb Optical Goods, Beech-Nut Coffee, Blue Label Ketchup, Clapp's Baby Foods, Cutler Mail Chutes, Delco Automatic Heating Equipment, Eastman Kodaks, Evening in Paris Cosmetics, Fanny Farmer Candies, French's Mustard, General Railway Signals, Gleason Gear Cutters, General Motors Auto Accessories, Graflex Cameras, Hickok Belts, Mason & Hamlin Pianos, Matrix Shoes, Pfaudler Glasslined Tanks, Ritter Dental Equipment, Shuron Glasses, Snider's Catsup, Stromberg-Carlson Radios, Superba Cravats, Taylor Thermometers, Todd Protectographs, Women's Arch-Aid Shoes, and Yawman & Erbe Office Equipment.

Port of Rochester visited by ships from all over the world.

University of Rochester, School of Medicine, School of Dentistry and Women's College.

Rochester Museum of Arts and Sciences. Rundel Memorial Library, one of the country's leading libraries. Memorial Art Gallery featuring permanent exhibitions of paintings, photography and sculpture.

Eastman School of Music which attracts students from every corner of the globe. World's leading musical artists appear at the Eastman Theatre during the opera season.

One of America's finest Public Park Systems, comprising 24 parks covering nearly 2,000 acres, 8 miles of bridle trails, 2 zoos. World's largest lilac display. Large Conservatory open year around.

Numerous fine sandy beaches and public bath houses along the shore of Lake Ontario and nearby lakes. Three 18-hole public golf courses, 10 country clubs, 36 public tennis courts, 8 skating rinks and 3 toboggan slides. Hockey games, lacrosse matches, football, soccer, polo and league basketball and baseball games.

The beautiful Finger Lakes district and picturesque Watkins Glen and Portage Falls are only a short drive from Rochester. Niagara Falls and the Canadian border can be reached by motor in less than two hours. The Adirondack Mountains are also within easy motoring



Above. Cozy basement level cafeteria seating nearly 250



The POWERS

Below. Air-conditioned bar and grill



OLD ENGLISH BAR, GRILL AND LADIES' COCKTAIL LOUNGE

Air-Conditioned. Luncheon, Dinner and Supper. An excellent bar, open Monday through Saturday from 10 A.M. to 1:30 A.M. Open Sunday from 1 P.M. to midnight.

"POWETTE" SODA-SANDWICH BAR

Entrance, 36 West Main Street



Below. Spacious Ballroom



Above. Typical cheery guest room with comfortable beds

300 LARGE, CLEAN PLEASANT ROOMS

Single Room with Bath or Shower.....\$2.75 to \$4.75 per day
 Double Room, Double Bed, Bath or Shower.....\$5.00 to \$6.75 per day
 Double Room, Twin Bed, Bath or Shower.....\$6.00 to \$7.25 per day
 Single Room, with Running Water only.....\$2.00 per day

(NOTE: Each additional person per room....\$2.00)



Above. Main Dining Room

SHOPS FOR YOUR CONVENIENCE

Only a few steps from your room you will find: barber shop, beauty parlor, men's custom tailor, valet service, laundry, newspaper-candy-smoke stand, gift and book store, florist, drug store, public stenographer and notary, photo studio, travel bureau, and garage.

FINEST BANQUET FACILITIES

BORN in an old mansion on a hill in the year of 1889, the Hahnemann Hospital, long ago aptly renamed the Highland, was the child of a rebellion.

Its founders were a small but militant "splinter" of the homeopathic bloc of the medical profession, then arrayed against the allopathic school. But there were two kinds of homeopaths, the Hahnemannites and "the eclectics," just as there are Truman Democrats and Wallace Democrats today. And the followers of the principles of the Saxony-born Dr. Samuel Hahnemann (1755-1843), numbered many laymen, as well as doctors.

That old rift has long been healed and is all but forgotten now. But in the Rochester of 1889 it was very real. The feeling was so intense that a handful of Hahnemannites seceded from the County Homeopathic Society and opened their own hospital.

They rented the former home-
stead of Judge Henry R. Selden in
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and on Apr. 10, 1889, only six days
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2

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FOURTH OF A SERIES

has been in operation nearly a year. The means used in the art of healing during that time have been the single remedy, the similar remedy and the smallest dose compatible with the ability to cure, in accordance with the principles of Hahnemann . . . No morphine or opiate or anodyne has been used."

Admitting that "many times the workers have been weary" but that they kept on because "the world was watching their pioneer movement," the Hahnemannites, "few in number (out of 40 homeopathic physicians in this place, less than 10 are faithful) struggling against great odds and misrepresentations," now were appealing "to the friends of pure Homeopathy for co-operation and financial support."

That ringing statement was signed by nine physicians, headed by Dr. Joseph A. Biegler, the

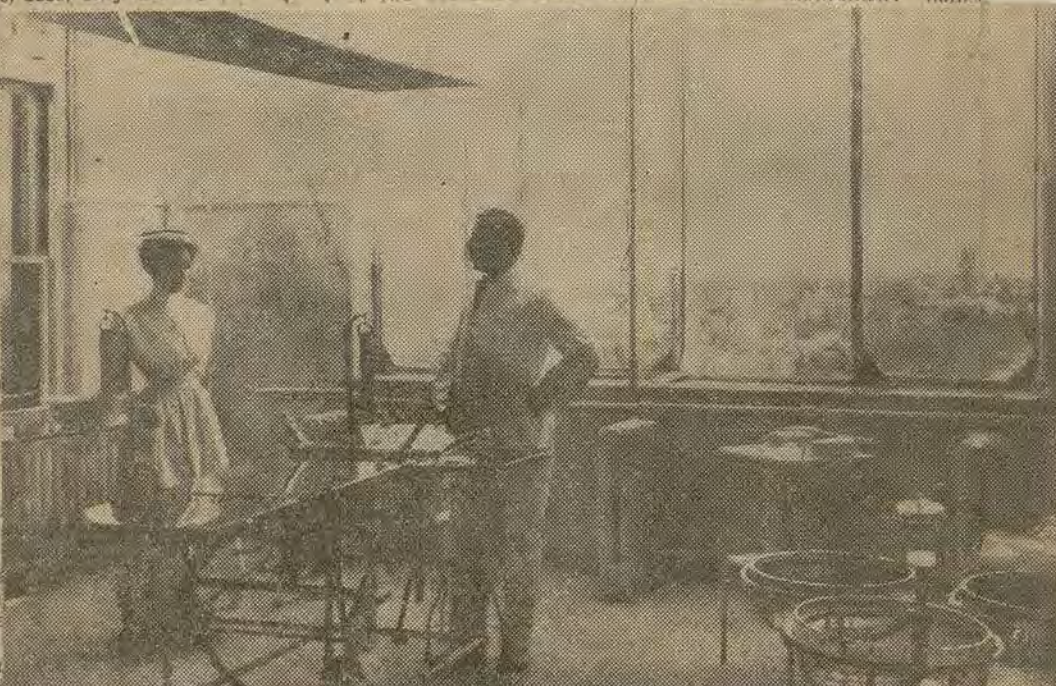
report praised the tireless women who "day after day have climbed the steep hill on which the hospital rests and have patiently given their attention to even the pettiest affairs."

One of the lady managers was a famous one, Mrs. Mary Jane Holmes of Brockport, who wrote some 40 best sellers of the Victorian age.

The women edited the monthly periodical, the Hahnemann Advocate, and through its files march the events of many changing years.

One reads that the hospital had 12 patients the first month (the capacity was only 20 beds); that it had its own dairy and hennery and that the first nurses, who wore uniforms of white and blue gingham, were examined in "reading, penmanship, simple arithmetic and English dictation" before being admitted.

Like its counterpart at the Homeopathic Hospital, the Advocate was eternally appealing for donations. The hospital on the hill had its "Saturday Baskets" to be filled, too. In June 1901, listed under the heading "What We Need,"



Parsons spoke.

The hospital on the hill had humble beginnings. It knew many anxious early days. The property was rented for \$200 a year and remodeled for hospital use as a cost of \$2,000, which was raised by popular subscription. A barn was converted into a temporary home for the six nurses and some of the physicians wielded hammers and saws in fitting it up.

The young hospital found a Lady Bountiful in Mrs. Nina Hargous Appleton of Boston, an ardent disciple of Hahnemann, who gave two beds, one for children, the other for adults, in memory of her parents, Mr. and Mrs. Louis S. Hargous, of an old Pittsford family. In 1890 she bought the property for \$17,000 and gave it to the hospital. In 1891 the name was changed to the Hargous Memorial Hahnemann Hospital.

Its story follows a familiar Rochester pattern, with the lady managers and the members of the sewing and other societies bearing a heavy share of the burden of keeping it going. The first annual

three attendants.

At the turn of the century, while the Hiram (Western Union) Sib-

leys were guiding the destinies of the Homeopathic Hospital, the Rufus A. (Department Store) Sibleys were giving lavishly of their services and money to the hospital on the hill. In 1902, the year the hospital dropped the cumbersome Hargous Memorial from its name and became plain Hahnemann, it received a princely Rufus Sibley gift, a \$25,000 wing providing 21 private rooms.

Other names high on lists of givers in those days were those of Mrs. Maria Eastman and her son, George, whose Kodak business was booming. In 1903 the Maria Eastman district nurse began making her rounds and after his mother's death in 1907, George Eastman continued to finance the nurse until the Community Chest was set up after World War I. The Kodak magnate many times hired the Dossbach Orchestra to

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The Hahnemann banner was raised on a commanding eminence on the southern outskirts of the city, near the beautiful Highland Park that Ellwanger and Barry had recently given the city. The grounds were studded with oaks and fruit trees and according to an early prospectus, the site was "blessed with a fresh pure air that nerves and gives hope to the despondent invalid." Few hospitals in all the land have a finer setting.

Two years before, the Homeopathic Hospital had been incorporated and in September, 1889, it began life in Alexander St. It was between them and the disciples of Hahnemann a great gulf yawned.

The factional bitterness is clearly of the road" homeopaths and brought out in an "Appeal to the Friends of Homeopathy," issued in 1890. It also was a declaration of faith and it was couched in fighting terms. The founders of the Hahnemann Hospital were the kind who once they had put their hands to the plow, would never turn back.

The manifesto declared that "when the homeopathic physicians of Rochester who believed in the discoveries of Hahnemann took the decisive step of separating themselves from the county society . . . the very life of homeopathy here was at stake and its fair name daily dragged in the mire by those who should have been its defenders. Three-fourths of the members of the Monroe County Homeopathic Society were not only using allopathic measures but were also continually chasing after every new fad and patent medicine . . ."

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* * *

THERE WAS MUCH MORE to the founding of the hospital on the hill than the issuing of warlike statements. Hard work and the liberality of many idealistic people made it possible.

Names notable in the life of old Rochester sprinkle the list of incorporators, among them: Rufus K. Dryer, the banker, first president of the board; Joseph T. Cunningham, the carriage manufacturer and Dr. Algernon S. Crapsey, the liberal Episcopal rector who was destined for national fame. All religious faiths were represented in the founders. All had faith in the Hahnemann ideology. A cardinal

principle of the hospital was that no one should ever be turned away from its doors.

The day the hospital was opened was a stormy one and the road was almost impassable yet some 200 people came to the formal reception at which Mayor Cornelius R. Parsons spoke.

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Like its counterpart at the Homeopathic Hospital, the Advocate was eternally appealing for donations. The hospital on the hill had its "Saturday Baskets" to be filled, too. In June 1901, listed under the heading "What We Need," were: Towels, nightgowns, blankets, reading matter and **SUNSHINE ON THE DAY OF THE FETE.**

The last need at least was filled for the next issue tells of the signal success of the annual Garden Fete. The grounds were gorgeously illuminated by Japanese lanterns (donated by Sibley, Lindsay & Curr), supported by arches gaily decorated with red and white bunting" (courtesy of McCurdy & Norwell and Burke, Fitzsimmons and Hone). The King's Daughters of Pittsford "contributed a crock of nice butter" and B. C. Harned was thanked for "carving the ham." Speaking of ham, a later issue acknowledged C. T. Ham's gift of two lanterns for the horse-drawn ambulance.

In the same year, 1901, it was recorded that "the life of the hospital for the past two months has been little golden-haired John Carey who came to us from the dreadful Orphan Asylum fire and is occupying the free child's bed." It was an echo of one of Rochester's most terrible fires which took the lives of 28 children and three attendants.

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Hahnemann Hospital

play for the patients and nurses at the hospital.

In 1903, 15 Hahnemann nurses responded to a call for help from Ithaca, stricken by a typhoid epidemic. That year the hospital got a new and much needed ambulance from the Cunningham factory. It was painted black with red trimming and its interior was lined with mahogany. With it came two new horses, a double harness and a new uniform for the driver.

On Sept. 16, 1904, a rare operation was performed at the hospital, with Dr. M. E. Graham and Dr. Frank Fowler in the leading surgical roles. A woman factory worker had been virtually scalped when her hair became caught in a revolving shaft. The doctors successfully grafted skin from a collie dog on her head. The operation, which proved disastrous for the dog, a stray from the Pound, was a sensation of the time.

The Advocate files bring back many scenes from the march of events on the hill... the building of a \$5,000 nurses' cottage in 1905... the record 6-minute run the horse-drawn hospital ambulance made to the fire which all but destroyed School 23 in November, 1905... the annual crop of Fourth of July casualties, the kids with their firecracker burns... the editor, after watching a horse haul an ice wagon up the steep hill on a hot day, campaigning for an ice house for the hospital... the long service of Judge Arthur E. Sutherland as head of the board.

New buildings kept rising on the hilltop, a ward building in 1906; a laundry the next year; in 1909 through the munificent \$50,000 gift

of George Eastman a three-story fireproof building; a new nurses' home in 1912; a \$70,000 administration and maternity building in 1913 to replace the old Selden homestead in which the hospital had begun. Two rooms of the old residence are still preserved in a children's wing.

Reminder of one of Western New York's greatest disasters is the notation in 1911 that 19 of the injured in the Lehigh Valley train wreck at Manchester were brought to the Hahnemann and but one lived. The wreck took 29 lives and injured 74. That same year a new pavement was laid in South Ave. from Linden St. to the newly opened Bellevue Drive, giving a better approach to the hospital.

The motor age dawned on the hill in 1912 when Industrialist George W. Todd gave the hospital its first motorized ambulance. The next year he gave another. In 1913 the Rochester Railway & Light Company presented a pulmotor and the Advocate described the new apparatus at length.

The first World War came and 14 of the 29 staff physicians joined the Medical Corps while 69 graduates of the nursing school followed the flag—one to far Siberia.

In 1918 the year of the great flu epidemic, the hospital opened four diagnostic laboratories, the first of their kind in Western New York.

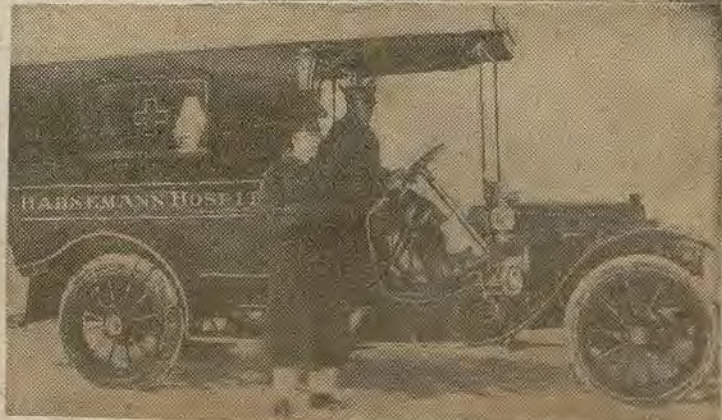
It was in 1921 that the Hahnemann became the Highland Hospital because the old name meant nothing in a new age when homeopaths and allopaths were one.

As the years went by, more new buildings crowned the hilltop, the \$140,000 North building in 1927, and the \$200,000 Hall Memorial, the maternity building, the gift of Miss Louie A. Hall in 1937.

It's an imposing hospital plant that stands today on its commanding site on the southern heights where the lilacs flaunt their multi-colored glory in the springtime, where first the Hahnemann banner was raised 59 years ago come Apr. 10.

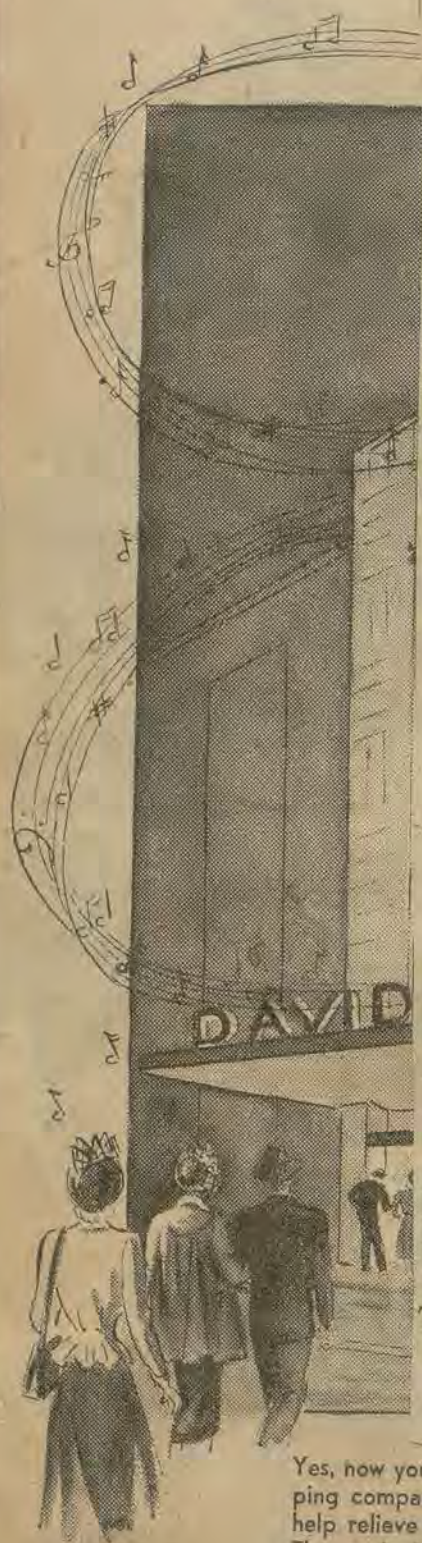


More like a bakery wagon than an ambulance, in appearance, was the horse-drawn vehicle above which served Hahnemann Hospital in its early beginnings. But perhaps it was in keeping with the former Henry R. Selden mansion in Rockingham St. (upper right) where hospital began in 1839. At far right is pictured the first motorized ambulance, in use when the "Highland" was still the Hahnemann. Below is an early operating room, with "modern" equipment of that era. Note the cluttered room and "unsterile" open windows.



Now---- There's MUSIC at

David's



Yes, there's
MUSIC AT
DAVID'S! Come
in and enjoy it,
won't you?



TRICKLE DUE TO STOP MARCH 25, 1948

This is about the last of the trickle of coal that has been going to Canada from the Port of Rochester since the mine shutdown. Cars are going onto the Car Ferry Ontario.

Yes, now you can shop at David's with a most pleasant shopping companion - - - Music by Muzak! The soft melodies help relieve shopping fatigue, create an air of well-being! The music is not continuous, but on a schedule of fifteen minutes on and fifteen minutes off. Our employees, too, will get a "lift" from these lilting melodies.

It is only fitting that Rochester's most beautiful fashion store shall also furnish beautiful music, for lovely melodies go hand in hand with breathtaking fashions from David's!

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**COBB'S HILL RESERVOIR AND EASTERN WIDE-
WATERS.** Forty years ago this was a wooded hill, and
the Widewaters seen at top left of the helicopter view
was a basin where horse- and mule-drawn canal barges
stayed a while, or discharged and took on cargoes of
lumber. In 1908 the Reservoir was finished, later the

western slope of the hill was given to the city by George
Eastman and planted to lilacs, and with the construc-
tion of the Barge Canal south of the city the Erie bed
was abandoned (now the subway) and the Eastern
Widewaters became Widewaters Lake. One of the city's
most popular and most prized beauty spots.



Felled by flash gale, this tree temporarily blocked Lake Avenue near Holy Sepulchre Cemetery.

5 Relatives in Rochester

Anxiously awaiting a telephone call and visit from Eamon de Valera, former premier of Ireland who is now visiting America, are four Rochester cousins and an uncle.

DeValera, who was born in Manhattan, and whose mother, Mrs. Catherine Wheelwright, lived and died in Rochester, is expected by his relatives here to visit Rochester on his way to San Francisco where he has been invited by the United Irish Societies of that city to be grand marshal of the St. Patrick's Day parade next Sunday.

The family, whose members are all sons and daughters of a sister of Mrs. Wheelwright, expect to hear from De Valera shortly. His mother is buried in Holy Sepulcher Cemetery. She lived in Brighton St.

His Rochester relatives are Mrs. Mary Connelly Johnson, 25 Barkley St.; Mrs. Elizabeth C. Beldue, 15 Kay Ter.; Edward Connelly, 1210 Clinton Ave. N., and Mrs. Anna Johnson, 76 Sawyer St., all first cousins, and an uncle, Patrick Connelly, 55 Breck St.

De Valera's last visit to Rochester was about 20 years ago, when he came to the city for the funeral of his stepfather.

De Valera in U. S., Predicts War 3

New York—(AP)—Eamon de Valera, former Prime Minister of Eire said yesterday he thought the world was headed for a third world war. He added that the United Nations "doesn't amount to much."

De Valera, who was born in New York, made the statements at a news conference following his arrival here for his first visit to this



Mrs. Elizabeth Baldue, left, and Mrs. Mary Johnson, examine a picture of Eamon de Valera, former premier of Eire, and their cousin. They expect that De Valera, who arrived in this country yesterday, will visit his Rochester relatives.

country in 18 years. He was re-placed as Prime Minister by John He plans a tour of this country, Costello after last month's elec- and said he would call on President



DE VALERA

THE PEOPLES RESCUE MISSION

WHERE MEN ARE HELPED TO
HELP THEMSELVES

SERVICES

ARE HELD NIGHTLY AT 7⁴⁵ P.M.
IN THE LARGE MISSION HALL
JUST AROUND THE CORNER

WE ARE NOT WHAT WE
THINK WE ARE. BUT WHAT
WE THINK WE ARE

YE MUST BE BORN AGAIN

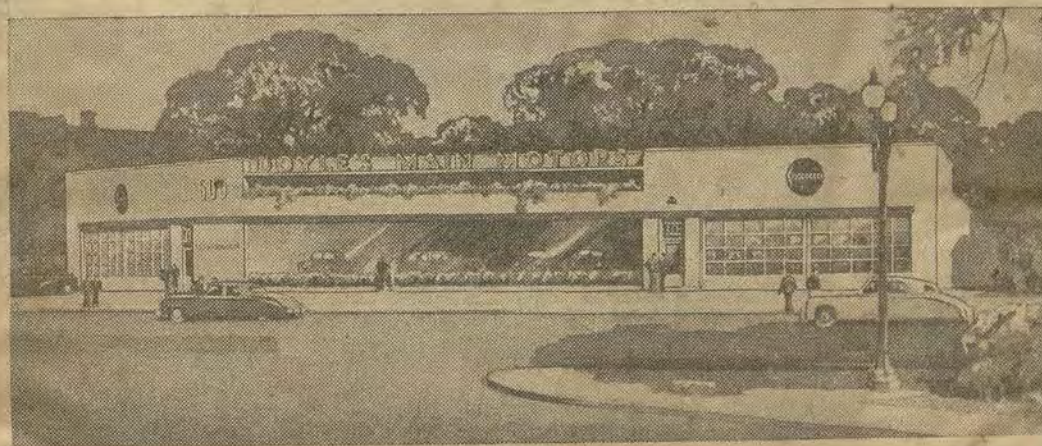
HERBERT BAKER
SUPERINTENDENT

PHONE MAIN 2860
ALWAYS OPEN

EST. 1889

People's Rescue Mission—

Supt's Office, 134 Front.....Main 2860
Employment Office, 134 Front.....Main 7458
Mission Annex, 6 Market.....Main 6380
Mission Hall, 83 Andrews.....Main 2860





The house where the famous Wilkinson Scrapbooks were made.
109 Atlantic Avenue - Corner Merriman St.

A FUTURE SHRINE

(The former Delacy home.)



ROCHESTER



WARD.



CHILD



SCRANTON

MOUNT
HOPE



SUSAN B.

OLD CAMPAIGNERS are these four men who served as charter members of the Rochester War Chest drive in 1918. The quartet, James E. Gleason, Edward G. Miner, James S. Watson, and Mortimer Adler, from left, inspect original campaign posters.



Oldtimers Recall First Drive As Chest Marks 30th Year

In 1918 when the first War Chest (now the Community Chest) drive for funds was held, they enlivened the proceedings by stirring up competition among teams.

The rivalry proved to be extremely keen in the Individual Subscriber's Division. And the top team that year was captained by Elmer E. Fairchild.

But a couple of years later when George W. Todd, treasurer of the Chest, became captain of one of the teams, the competition became terrific.

Todd worked hard in getting together his team. He managed to corner a group of workers who themselves were big givers to the Chest. So when, on the first day of the campaign, there was talk about the team competition Todd stepped up and announced the total gifts by members of his team—with their soliciting efforts yet to come.

"Here's something for you boys to shoot at," said Todd, announcing the team's donations, "and there's more on the way."

That was nearly 30 years ago, and since then the teams are more "scientifically" distributed. But competition among drive workers, now as then, has been keen.

Today is the 30th anniversary of the Community Chest, and yesterday four of the five remaining charter members of the organization reminisced about the early days of the venture.

James Watson, Edward G. campaign-000 to be B. East member,

"It was remarked reached workers

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Still on Job after 30 Years



Mortimer Adler is shown above (left) as he appeared as secretary for the Community Chest at its founding and (right) as he appears as treasurer for the Chest today.

BODIES PRESERVED IN PLASTIC

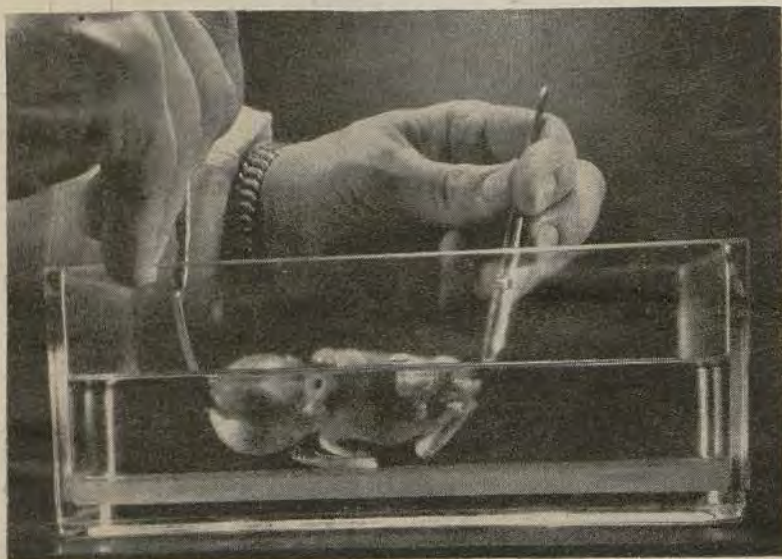
Transparent mounts make it easier to study human and animal anatomies

As any high-school science student knows, the study and handling of biological specimens like dead frogs or newborn rats can be an unpleasant chore. Because specimens are commonly preserved in bottles of formaldehyde, they are difficult to examine, give off foul odors and frequently disintegrate after being in use for a time.

A new method of preserving specimens, by imbedding them in blocks of crystal-clear plastic, is now about to revolutionize biological display and study. The method, which makes use of a resin known as Bio-Plastic, has been developed commercially by Ward's Natural Science Establishment Inc. of Rochester, N.Y. Bio-Plastic makes it pos-

sible to preserve indefinitely not only butterflies and scorpions but such delicate, soft-bodied specimens as pig embryos, jellyfish and even the human fetus and cross-sections of the human body.

Bio-Plastic mounts are practically indestructible. Specimens can be studied from every angle with the naked eye or under the microscope. The mounts are so easy to make (*next page*) that even a rank amateur can get fair results. One bad feature is that fumes from a pan in which the plastic is poured may contaminate food in a home refrigerator or oven. A home kit, including special heating equipment, is now on the market, so that hobbyists can safely make their own Bio-Plastic mounts.

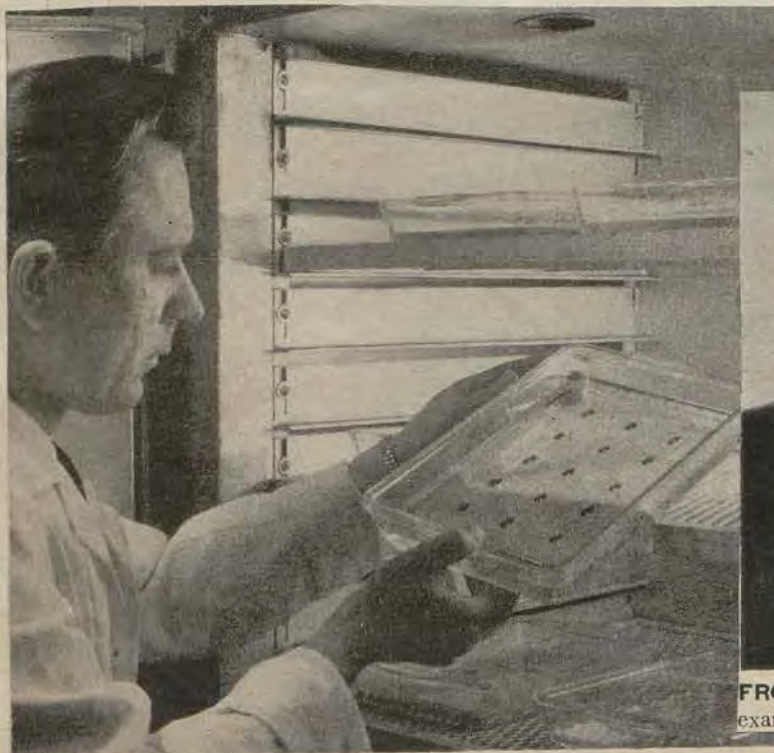


HUMAN FETUS is lowered through top un-gelled layer of plastic and laid on second gelled layer. Ward's is the first commercial company to treat successfully the human fetus and cross sections of the human body in this way.

WARDS
NATURAL
SCIENCE
ESTABLISHMENT.

3000 Ridge Rd East

ROCHESTER, N.Y.
*



BAKING IN OVEN to set plastic is next step after top layer has hardened. Theodore Romaniak, co-developer with Dr. R. L. Roudabush of the Bio-Plastic process, removes tray of plastic after it has been in the oven for three hours.



FROG SKELETON embedded in plastic is held up for examination by Dr. Dean L. Gamble, Ward's president.



MRS. WILLIAM E. WERNER

Mrs. William E. Werner Feted on 81st Birthday

By RUTH B. CHAMBERLAIN

ANOTHER MILESTONE in an eventful and useful life was passed delightfully yesterday by one of Rochester's most beloved citizens . . . Mrs. William E. Werner . . . on her 81st birthday.

The relatives and friends she loves, paused to send her their best wishes by phone, card and telegram while gifts of flowers and other remembrances made the day a happy one for one who has brought much happiness and inspiration to others.

Her love of children, of music, and all matters for the betterment of the community stems from a deep well of human understanding while her rare sense of humor has saved many a situation from becoming embarrassing.

Following a luncheon at the home in Sandringham Road of her daughter, Mrs. Frank E. Gannett, Mrs. Werner received her friends informally at her Oxford Street home where she has resided for many years. Here, she counts among her favorite possessions, two pianos, and at them she spends many happy hours, for music is one of her deepest interests. She has continued her studies in music with unending enthusiasm and each week takes a music lesson.

She was one of the organizers of the Tuesday Musicales, forerunner of the present Rochester Civic Music Association. Through her interest and enthusiasm she inspired others to share her aims in helping Rochester to become music-conscious. Particularly has she been interested in this phase of entertainment and education for children. Her home in fact, is a mecca for young people, and she delights in talking to them, encouraging them, sharing their problems, their hopes and hobbies.

She has also given vital service to the community through her more than 30 years as president of the board of the Rochester State Hospital guiding, developing and tirelessly working in behalf of the community's mental health problems. Furthermore, the widow of the late Judge Werner, for many years on the bench in the Court of Appeals of New York State, finds time for the study of, and participation in civic and political affairs.

To scores of other "Happy Birthday" wishes we add our salute to one who is 81 years young in spirit as well as years. Mrs. William E. Werner.



Twenty-five years ago, on Mar. 28, 1923, Arthur Alexander took the podium for the initial concert of the orchestra. Last night Erich Leinsdorf, concluding his first season as permanent conductor, led the orchestra, Rochester Oratorio Society and four soloists in two great choral works, before a fervently applauding audience.

From Los Angeles, where he is now living, Alexander sent the following message: "I have many happy memories connected with my years in Rochester—devoted friends, musical companionship of colleagues in the school, and most certainly not least, the joy of organizing, training and bringing to performance the Rochester Philharmonic Orchestra, whose rise I have been happy to observe and for whose future I have great hopes."

Watches Presented

With Mrs. Roland T. Will, head of the Women's Committee of the Civic Music Association, presiding on the stage at intermission, eight members of the Philharmonic who have continued their service uninterrupted during the 25 years, were presented with gold watches, suitably inscribed, in recognition of that service.

And for every member of the audience there was a full-color reproduction, suitable for framing, of the chandelier and the murals on the west wall. The reproduction was made from a Kodachrome transparency taken by Frank Williams of the Eastman Kodak Company. In preparing these souvenirs, cooperating with the Civic Music Association, were Frank J. Smith of the John Smith Company and Howard H. Reine-man of the Rochester Envelope Company.

Eastman's Words

Last night's printed program appropriately had for its inside page a photograph of George Eastman, and these words, written in March, 1919:

"I should like to see Rochester become a great musical center, known throughout the entire world. There is no reason to prevent this city from getting the sort of fame which comes from the possession of institutions which are foremost in developing gifted musicians and which are distinguished in the stimulation of the musical appreciation of the great body of citizens."

In a foreword, Edward S. Farrow, president of the Civic Music Association, outlined the history of the orchestra and of the Civic group, which came into being in 1929.



SIBLEY, LINDSAY & CURR CO. ROCHESTER

tower topics

*This one should
be good for a
laugh-along
about 1998.*

VOL. II, NO. 2 • MARCH, 1948

SPRING FASHIONS FOR
UPSTATE LIVING

SO PRETTY FOR EASTER!

M1a. No wonder Mom's so thrilled with her new three-piece ensemble. Every detail is emphasized with precise tailoring—yet it's designed along the gentle lines of 1948 fashion. 100% wool sharkskin — always bandbox fresh! Tan, blue, gray. Misses' sizes. Coat, suit, each **49.95**

Crisp straw roller 11.00

COATS, SUITS, MILLINERY, SECOND FLOOR

M1b. Very important is Mom's dewy-eyed moppet in her fashion-new suit. Trim, waist-hugging jacket, full ballerina skirt. It's 100% wool in a soft muted check of powder with gray, or pink with gray. 3-6x. **13.95**

Natural sisal straw roller . . 4.00

CHILDREN'S SHOP, THIRD FLOOR





CLOSE UP
VIEW
from
FALLS FIELD

NOW A
JUNK YARD.

MARCH
1948

Fall 90 feet.

ROCHESTER'S OWN NIAGARA (1 OF 'EM)

Rochester has two "Niagaras" right in the city. The Upper Falls are 90 feet high, the Lower Falls, at Driving Park Ave., 86 feet. The majestic Niagara Falls ranges from 158 to 175 feet in height.

UPPER FALLS OF THE GENESEE - SOME FALLS!

WEST POINT
Hudson Highlands

Fall 160 ft.
Majestic
NIAGARA FALLS

PALISADES
of the Hudson

In the Beautiful
MOHAWK VALLEY

NEW ENGLAND
SHORES

On the
GREAT LAKES

In the
ADIRONDACKS

Mr. and Mrs. ROCHESTER.

THE NEW YORK CENTRAL SYSTEM
WELCOMES YOU AS A GUEST AND EXTENDS
CORDIAL THANKS FOR YOUR PATRONAGE

NEW YORK CENTRAL SYSTEM

NEW YORK CENTRAL SYSTEM
THE WATER LEVEL ROUTE... YOU CAN SLEEP

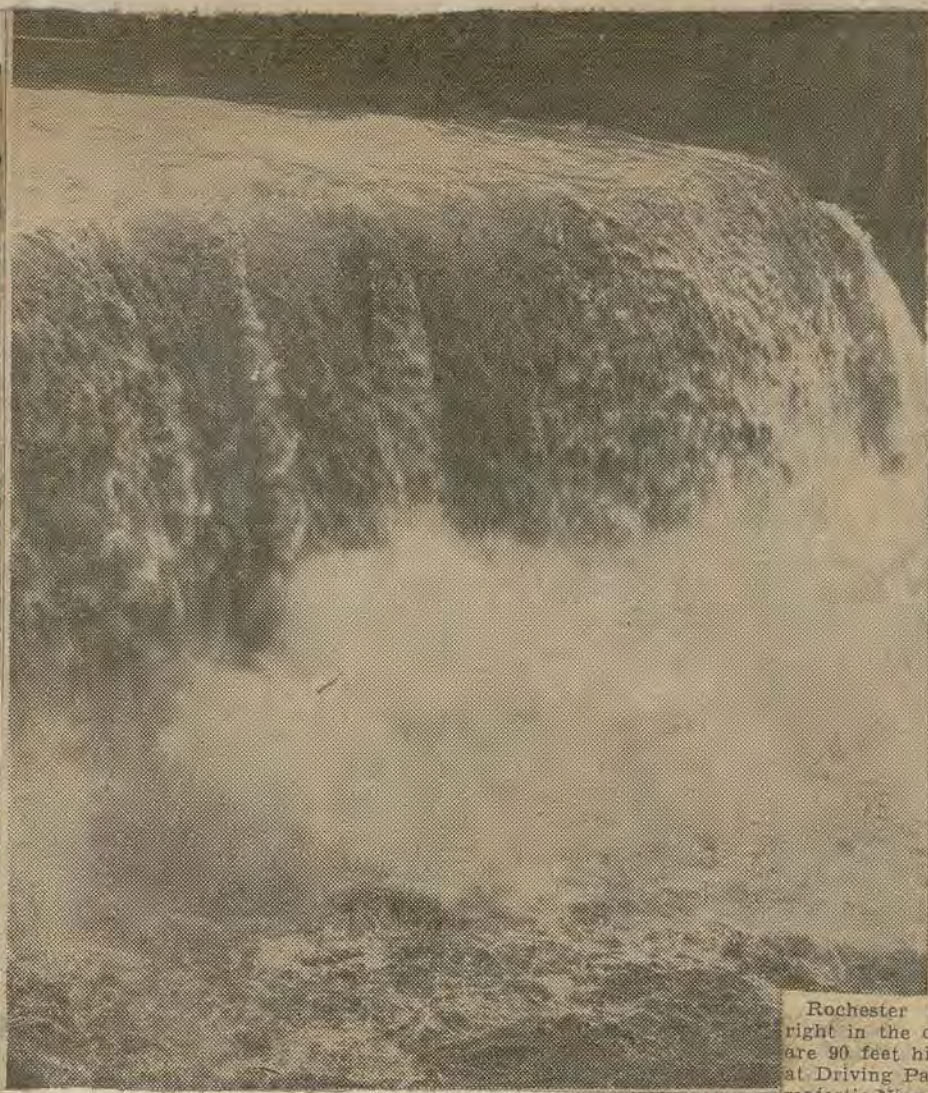
State Sch Explains At Disc

Establishment of
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DR. M. P. CATHERWOOD
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Under the progr



CLOSE UP
VIEW
from
FALLS FIELD

NOW A
JUNK YARD

MARCH
1948

Fall 90 feet.

Rochester has two "Niagaras" right in the city. The Upper Falls are 90 feet high, the Lower Falls, at Driving Park Ave., 36 feet. The majestic Niagara Falls ranges from 158 to 175 feet in height.

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Fall 160 ft.

Majestic NIAGARA FALLS

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NEW YORK CENTRAL SYSTEM
THE WATER LEVEL ROUTE... YOU CAN SLEEP

ROCHESTER'S NUMBER ONE CORNER.



100 YEARS AGO TODAY—1848

"Rochester has long been without an establishment known as 'takersales,' common to cities of considerable size. Within a few days one (horse bazar) has been established on the corner of Buffalo and State streets and on every fair day attracts hundreds of spectators and bidders."

TUESDAY, MARCH 23, 1948

Toggery Shop To Open Today At Four Corners

Third new-store opening of the past year for the Toggery Shops, Rochester men's wear group, is scheduled for this morning at Main and State Sts. corner.

The Four Corners location of the new shop replaces the Toggery's original store, established just 24 years ago at the adjoining address, 7 State St. The store will be opened today with ceremonies in charge of Joseph Feldman, founder of the group.

During the last year, the locally-owned and operated firm also re-opened at 94 Main St. E. where fire had destroyed its previous shop, and established a new location at 23 Clinton Ave. S., moving there when the old Whitcomb House block in East Main was torn down.

Many changes have taken place on this corner. The Scrantom Log Cabin came first. This was followed by a Tavern, and then the more substantial EAGLE HOTEL and this was demolished by D.W. Foxess to make room for

the former Block that still stands. It was long a banking corner and then occupied by stores. The United Cigar store vacated it recently to make way for the TOGGERY SHOP who's next and when?



- ☐ May your day be as gay and cheerful as your smart new Easter bonnet.
- ☐ May the beauty, joy and holiness of Easter abide with you throughout the year.
- ☐ With affectionate greetings on this Easter.
- ☐ Happy Easter from the same old me to the same dear you.
- ☐ Here's wishing you both, Mother and Dad, the grandest Easter you have ever had.
- ☐ A warm and happy wish for Easter from one who thinks of you often.
- ☐ May this season bring you its bit of contentment.
- ☐ Lots of good wishes for Easter, plenty of the year.
- ☐ Best wishes for Easter. May all also be filled to the brim with happiness.
- ☐ May all your Easter eggs be golder hatch nothing but happiness.
- ☐ It's a pleasure to say Happy Easter to you every joy.
- ☐ May the joy of this holy season
- ☐ throughout the year.
- ☐ Here's hoping that the Easter bunny brings you a great big basket of good things.
- ☐ Happy Easter. Feast day of spring! May yours hold the best of everything.
- ☐ Just a friendly wish for all the blessings a happy Easter can bring.
- ☐ May Easter fill your cup with cheer and keep it brimful all the year.
- ☐ May you enjoy Easter sunshine, flowers, good cheer for today and always, dear.

Birthday Greeting

- ☐ Happy birthday. Congratulations and best wishes.
- ☐ The best of everything to you, today and always.
- ☐ Many happy returns of the day and may there be many, many more.
- ☐ Love and best wishes for a happy birthday.
- ☐ Congratulations and sincere good wishes on your birthday.



- ☐ To you, darling, the happiest of birthdays.
- ☐ May each year bring you twice as much happiness as the year before. Happy birthday.
- ☐ With a thousand words I couldn't say more or mean more, than this. Happy birthday.
- ☐ Sincerely wish this may be the happiest birthday you ever had.
- ☐ Among birthday greetings headed your way may mine add its bit toward a wonderful day.
- ☐ Sincere wishes for a happy birthday, and many of them.
- ☐ May you have a happy birthday to start a happy year full of happy days.
- ☐ May the good ship "Happy Birthday" sail into your port laden with health and happiness.



WEDDINGS

- ☐ Love and best wishes to you both. May you always have fair weather and clear sailing.
- ☐ Heartiest congratulations. May all your days be as happy as this one.
- ☐ Congratulations and best wishes for a long and happy life together.
- ☐ May this smiling hour lengthen to a lifetime full of laughter.

BIRTHS

- ☐ Congratulations to you both and health and every happiness to the new arrival.
- ☐ Congratulations. Thrilled and happy to hear the good news. May the newcomer be a pride and joy to you always.
- ☐ Heartiest congratulations and love to mother, dad and son (daughter).
- ☐ Greetings to _____ on his (her) safe arrival and congratulations to his (her) proud parents.

ANNIVERSARY

- ☐ Congratulations on your anniversary. May each new one bring added happiness.
- ☐ Congratulations on your wedding anniversary. May you be as happy for many years to come as in the years that have passed.
- ☐ Love and congratulations on your wedding anniversary.
- ☐ Our heartiest congratulations on your wedding anniversary.
- ☐ Congratulations and best wishes for long life, health, happiness and prosperity.

Picture
VOL. XII
P. 52

Picture
VOL. VIII
P. 44



Contrasts show up in nurses' uniforms as in other things when a hospital history is being considered over several years. Above is a picture of the first group of nurses graduated from Park Avenue Hospital, the Class of 1911. Note the "new look" (of 1948) in the length of the skirts, the striking caps. Miss Helen Green, second from left, is still



on the Park staff. At right is a group from the 1947 graduating class at the annual breakfast which is a feature of commencement exercises at Park. Usually held outdoors, the breakfast was held indoors last year because of inclement weather. From left are Norma Arnold, Maxine Walker, Gertrude Griff, class president; Ruth Montgomery, Helen Sauer,



Copyright 1944 Flower City Specialty Co. Rochester 1, N. Y.

BLESSED SACRAMENT CHURCH Rochester, N. Y.





EASTER OFFERING

NAME _____

ADDRESS _____

AMOUNT \$ _____





EASTER OFFERING

NAME _____

ADDRESS _____

AMOUNT \$ _____

D+C April 2-1948

Succeeds Perkins

M'Kelvey to Be Historian For City

Resignation of Deeter Perkins, and promotion of Blake McKelvey, announced yesterday by Mayor will be effective May 1.

Dr. McKelvey, who has served as assistant city historian on a full-time basis during the 12 years Dr.



BLAKE
MCKELVEY

Perkins has headed the city's historical research office, will draw an annual salary of \$4,800 under the new setup. Dr. Perkins has been paid \$1,800 a year on a consultant, part-time basis and Dr. McKelvey as assistant has been getting \$3,300.

In presenting his resignation, Dr. Perkins, who is head of the history department at the University of Rochester and an internationally known authority on the Monroe Doctrine, explained:

Praises Successor

"The pressure of my many other duties makes it necessary for me to relinquish this post at this time. However, I know from my long association with Dr. McKelvey that I am leaving it in capable hands."

Mayor Dicker said he regretted losing the services of Dr. Perkins and added that he was pleased "so able a historian as Dr. McKelvey will continue with the work."

Dicker said Dr. Perkins indicated he would continue his interest in the historical side of city operations and would continue on call for consultational assistance.

During the 12 years of the Perkins-McKelvey setup, Dr. McKelvey has been carrying on the major portion of the work of the office.

Several Publications

Among the major publications of that office was the first volume of a complete history of Rochester titled "Rochester, the Water Power City." The second volume, "Rochester, the Flower City," is now ready for the press, Dr. McKelvey said. Profusely illustrated, this will cover the period 1854-90 and will present the story of the formation of Rochester's present-day industries and institutions. The histories are being financed by the Kate Gleason Fund of the Public Library.

Also published in co-operation with the Rochester Public Library headed by John A. Lowe, is a quarterly magazine now in its tenth volume. Another accomplishment has been the editing of 10 volumes for the Rochester Historical Society.



AMERICAN LAUNDRY MACHINERY PLANT. At the spot where Buffalo Road turns under the New York Central tracks to go into West Avenue is this plant which houses one of the city's best known and important industries. Rochesterians pioneered in develop-

ing many of the machines laundries have used for years, and large numbers of them have been manufactured here. Perhaps, when someday new street plans provide an overpass across the railroad, more persons can get this better perspective.



PARISH BULLETIN

GENESEE 82

Rev. J. Emil Gefell, Ph. D., Pastor

ROCHESTER 11

Vol. III No. 12

+ + +

March 21, 1948

A CHRISTIAN'S RULE OF LIFE

(to preserve the fruits of the Mission)

- I. BE CAREFUL TO SAY YOUR MORNING AND EVENING PRAYERS; for prayer is necessary for perseverance and is certain to obtain it. "Ask and ye shall receive," says Our Lord.
 - II. OFTEN CALL TO MIND THAT IT IS APPOINTED FOR YOU ONCE TO DIE-you know not when, nor where, nor how; only this you know, that if you die in mortal sin, you will be lost forever; if you die in the state of grace, you will be happy forever.
 - III. NEVER NEGLECT TO HEAR MASS ON SUNDAYS AND HOLYDAYS OF OBLIGATION. By uniting our hearts with all the faithful in Mass, we offer, 1st, an act of infinite adoration to God; and 2nd, we bring down the choicest blessings of heaven. A dark cloud hangs over the Catholic family that neglects Mass.
 - IV. BE CAREFUL ABOUT WHAT YOU READ, for bad reading is poison to the soul. Provide yourself with Catholic books. Take a Catholic newspaper.
 - V. REMEMBER THAT A MAN IS KNOWN BY HIS COMPANY. Fly from the danger of sin: for "he that loveth danger shall perish in it."
 - VI. WHEN YOU ARE TEMPTED BY BAD THOUGHTS say quickly: "Jesus and Mary help me!" Then say the Hail Mary till you have banished the temptation. God sees you at every instant.
 - VII. IF YOU ARE SO UNHAPPY AS TO FALL again into sin, be not discouraged; quickly beg pardon of God, and seek the first opportunity to go to Confession and start again in a new life. "He that shall persevere unto the end, he shall be saved."
 - VIII. GO TO CONFESSION AND COMMUNION OFTEN; at least never let a month pass without approaching the Sacraments. By Confession our souls are cleansed from sin, and strengthened to resist temptation. By Communion our souls are nourished by the Sacred Body and Blood of Jesus Christ. "He that eateth Me, the same also shall live by Me."
- (From THE MASS BOOK, copies of which are in the rack - 10¢.)

Old

Holy Week

63

St. Mary's Church

PASTOR

Rev. George F. Kettell, S.T.

ASSISTANTS

Rev. Francis E. Hester,
Rev. Leslie G. Whalen,
Rev. Albert J. Shamon,
Rev. W. M. Kehoe, C.S.B.
Rev. W. O. Regan, C.S.B.

WASHINGTON PARK
ROCHESTER, N. Y.



MAUNDY THURSDAY DEVOTION

Mrs. Samuel Valenti, 75½ Alexander St., with her 4-year-old son, Joseph, performed a Holy Thursday rite yesterday when they lit candles in Old St. Mary's Church. Today, Good Friday, services recall the Death of Christ.

PALM SUNDAY
March 21, 1948

1: The prayers of the congregation are requested for the repose of the souls of Mary McConville, Catherine Hutchinson, Johanna McCarthy, Frederick Rogers, Victoria Hughes and the deceased Priests, Sisters and Members of St. Mary's Parish.

2: The collection last Sunday amounted to \$1339.02 for which we thank you sincerely.

3: NOVENAS:

MONDAY.....8:00 P.M.

Miraculous Medal & St. Jude.

TUESDAY.....8:00 P.M.

Infant of Prague & Holy Ghost.

FRIDAY.....8:00 P.M.

Mother of Sorrows & St. Gabriel.

4: HOLY WEEK SERVICES:

Please consult the special folder for the time of the services.

5: SUNDAY MASSES: 7:00, 8:00, 9:30, 10:15, 10:30, 11:00, 11:30, 12:15.

6: LENT ENDS AT 12 NOON SATURDAY.

7: Banns of Marriage:

Robert Coyne & Marie Hartleben.

8: MASSES:

SUNDAY: 9:30 H.M. - Lillian M. Smith. Req. - Mother & Sister.

MONDAY: 7:00 H.M. - Irene Figenschier. Req. - Employees Richford Hotel. 7:30 H.M. - Matthew Reilly & deceased Members of Reilly Family. Req. - Mary Reilly. 8:00 H.M. - Thomas A. Jenks. Req. - Mr. & Mrs. John Scibetta. 8:30 H.M. - Mr. & Mrs. Ben G. Miles. Req. - Benjamin F. Miles.

TUESDAY: 7:00 H.M. Mrs. Mary Timmerman. Req. - Fred S. Roberts. 7:30 A.H.M. - Beatrice Bittles. Req. - Margaret Conneely. 8:00 H.M. - Dorothy Flynn. Req. - Mother.

WEDNESDAY: 7:00 Miraculous Medal & Infant of Prague Novena Mass. 7:30 Mother of Sorrows Novena Mass. 8:00 H.M. - The Conversion of Russia. 8:30 H.M. - Mrs. Norah O'Brien. Req. - Mr. & Mrs. W. R. Meehan.

SATURDAY: 8:00 H.M. - George P. Burns. Req. - Burns Press Inc.

SUNDAY: 9:30 H.M. - Mr. & Mrs. John Reffermat. Req. - Mrs. Elizabeth Gascon.

Old St. Mary's Church

PASTOR

Rev. George F. Kettell, S.T.D.

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ROCHESTER, N. Y.

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Holy Week
Services
1948



Old Saint Mary's Church
Washington Park

63



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of Jews from
Queen Vasti;
Ioffman (King
ing as readers.

Opens bration

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hat traces back
ommemorates a

carnival-like at-
was begun yes-
eading to synago-
of the Migillah,
Book of Esther
ce of the Jews
of death in which
consort to King

8: MASSES:

SUNDAY: 9:30 H.M. - Lillian M. Smith. Req. - Mother & Sister.
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TOWNER'S HALL

UNIVERSITY CORNER ATLANTIC

SPECIAL GAMES

THURS. & SAT. NITES**\$10-\$15-\$20**Sunday Afternoons
at 3:00**JACK POT****FERRARI'S HALL**

599 BROAD

Corner
Romeyn
Cross Town Bus Direct To Hall★ **STAR BINGO** ★
372 FLINT ST. (rear)
MON., TUESDAY, FRI.
NITES 8:15**BINGO**

2	19	42	60	66
8	18	34	56	70
11	25	FREE 547 SPACE	46	64
9	21	44	48	71
6	27	43	57	62

Nº 6841

\$BINGOSEVERY
SATURDAY - 8:30 P. M.**C.Y.M.A.**

51 FRANKLIN SQUARE

**BINGO**
FRI. NITE 8:15**O-K**
DOES IT AGAIN**BINGO**
CAPITOL HALL

85 MAIN ST. WEST

CLARA'S BINGO69 STATE ST.
GROUND FLOOR

JUST ONE BLOCK FROM MAIN ST.

UNION LEAGUE

SOUTH AVE. at GREGORY

CARPENTER HALL

113 N. FITZHUGH ST.

THURSDAY 8 P. M.

SATURDAY
8 P. M.

55
Numbers

\$30

ON REG.
BOARD

SUNDAY
2:30 P. M.

55
Numbers

\$35

ON REG.
BOARD

HOLLYWOOD

TUES. NITE
SPECIAL GAMES

\$6-\$8-\$10

65



BINGO

Tues., Thurs. 1:30
Wed., Fri., Sat., Sun., Mon.
8:15

142 GENESEE ST. Rear

Wegman Hall—E. Main at Stillson
SUN. and MON. NITES 8:15 p.m.

LINCOLN

THEATRE

JAY ST. at CHILD
ALLEN BUS

SATURDAY NITES



MUHS HALL

911 CLINTON AVE. N.

MAIN - BROAD HALL

MON. — \$10 - \$25

(LETTER B)
DOOR SPECIAL ... \$100

BINGO

1	22	41	56	67
10	23	33	48	69
5	19	FREE 2009 SPACE	47	72
12	25	45	54	71
9	18	31	52	65

No 6859

BINGO *As You Like It*
19th WARD CLUBHOUSE
HAWLEY ST. at JEFFERSON — JEFFERSON BUS



KNIGHTS of COLUMBUS

CHESTNUT AND LAWN STS.





The Refuge Room

WHAT TO DO IN AN AIR RAID

At the yellow warning, if you are not already on duty, you will be summoned to your post and will carry out orders until relieved. However, here are the rules for those who do not have assigned duties when the air raid warning comes. Memorize them carefully so that you can in turn instruct others. Here is what to tell them:

1. If away from home, seek the nearest shelter. Get off the street.
2. If you are driving, first park your car at the curb; be sure all lights are shut off.
3. If you are at home, send the others to the refuge room. This should be a comfortable place with as little window exposure as possible, equipped with drinking water, things to read, toilet facilities, a flashlight, a portable radio, a sturdy table, and food if you like.
4. Turn off all gas stove burners but leave pilot lights, water heaters and furnaces alone. Leave electricity and water on. Fill some large containers or a bathtub with water.
5. Check up on blackout arrangements. Don't let a crack of light show to the outside.



6. See that everyone's eyeglasses and dentures are in the refuge room. There should be additional warm garments for everyone, too.
7. Keep out of line of windows. Fragments and glass splinters cause most casualties.
8. If bombs fall nearby, get under a heavy table, an overturned davenport.
9. Don't rush out when the "all clear" signal sounds. Maintain the blackout. The Raiders may return.
10. Otherwise, keep cool; be sensible and set an example to others.



DO NOT run when air raid warnings sound after dark during blackouts.



Use your flashlight as little as possible, if at all. Never point it upward.



Curb edges and direction signs painted white will help you find your way



Keep pets on leash if you take them out after dark.



If an air raid warning sounds, get under cover, you may be hit by shell fragments.



If you don't know the neighborhood the first policeman or warden will tell you where to go.

Do you remember the "BLACKOUTS" of World War II? We did NOT experience an air raid but Rochester was ready - and how! But this does not mean that we may never see one. Better read these rules - just in case.



Shown at Sunday's opening of the newly re-modeled Rochester Club are, from left, Mrs. MacNaughton, Dr. Wilkinson,

1948 LENTEN NOONDAY SERVICES

Sponsored by Episcopal Churches of Rochester

ST. LUKE'S CHURCH

S. Fitzhugh St. between Main and Broad

12:05 — 12:30

Daily Monday through Friday

Beginning Ash Wednesday, February 11

February 11-13—"RELIGION AND LENT"

The Rev. Ernest F. Scott, Rector of Christ Church, Pittsford.

February 16-20—"RELIGION AND PSYCHIATRY"

The Rev. Otis R. Rice, Director of Religious Work, St. Luke's Hospital, New York City

February 23-27—"RELIGION AND SOCIAL PROBLEMS"

The Rev. Tollie L. Caution, D.D., Secretary for Negro Work, National Council

March 1-5—"RELIGION AND ART"

The Rev. Edward N. West, Canon Sacrist of the Cathedral of St. John the Divine, New York City.

March 8-12—"RELIGION AND LIFE'S MYSTERIES"

The Rev. Wilburn C. Campbell, Rector of the Church of the Ascension, Pittsburgh, Penna.

March 15-19—"RELIGION AND THE GOSPEL"

The Rev. Benson H. Harvey, Canon Missioner of the Cathedral of St. Mary and St. John, Manila, P.I., and Rector of St. Philip's Church, Easthampton, Mass.

March 22-26—"RELIGION AND THE PASSION"

The Ven. Harry J. Stretch, Archdeacon of Queens and Nassau, L.I.

Good Friday, March 26: Three Hours' Service, 12-3

ST. LUKES



THE STEEPLE

Rochester's Oldest Church Building.
The steeple has been replaced, but
it is exactly like the original.



1915 Ford town sedan



**Bernard
Held**
MENG & SHAFER

Corner Euclid & Atlas Sts.



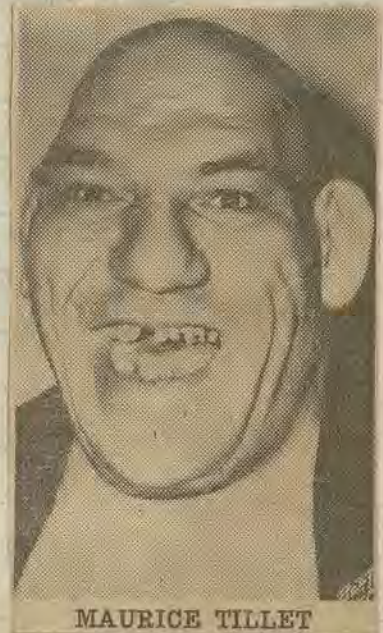
Webster from on High

Pretty village of the Ridge, Webster is shown in an aerial view taken from The Times-Union helicopter. Blanketed in late winter snow, the village presents quiet appearance.

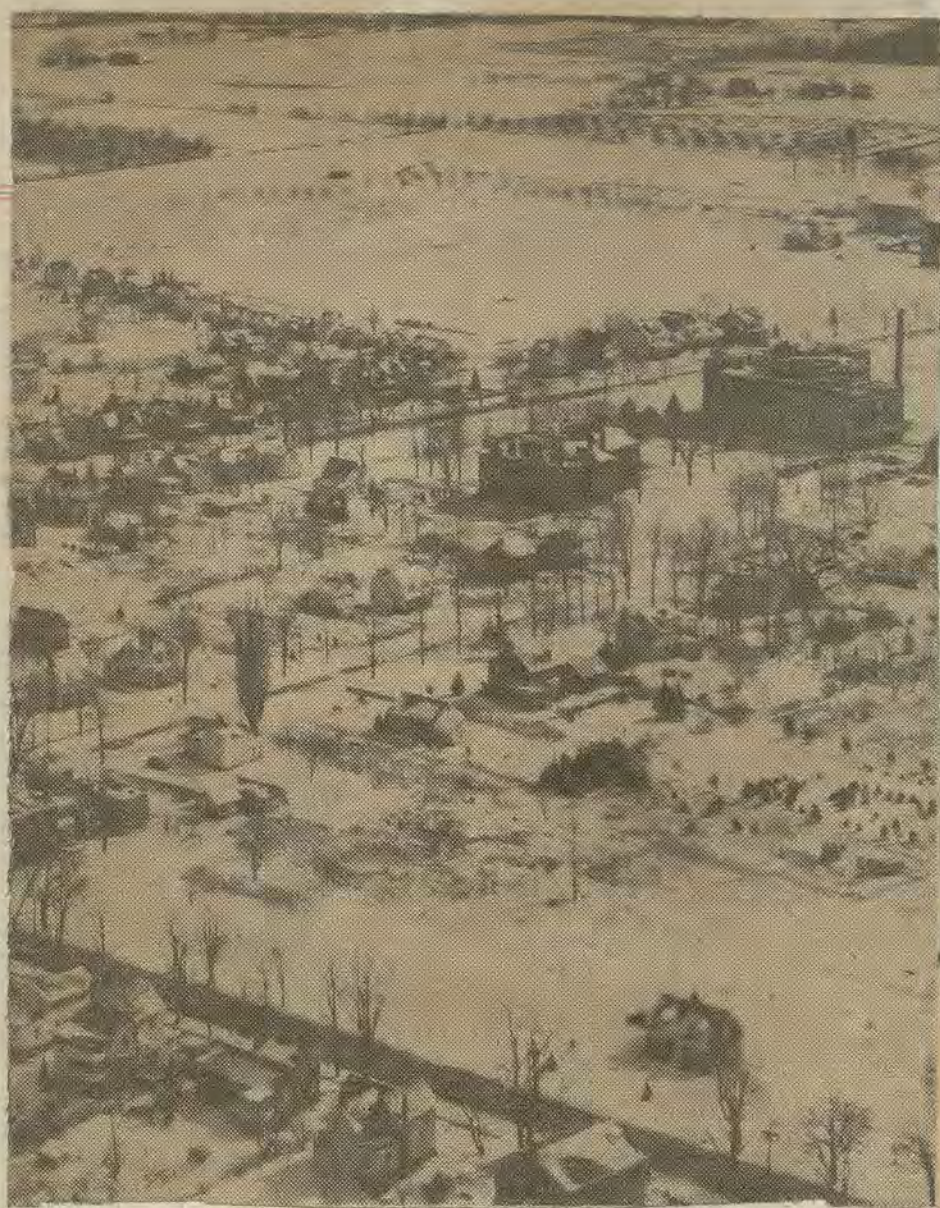


CUSTOM BUILT FOR EASTER

Benjamin Martin, 322 Porter Ave., Gates, completes the 17th cross he has made for churches from Chicago to Boston. The one shown above will be given to First Presbyterian Church.



MAURICE TILLET



Easter Time in Basketland

It's Easter basket time at the Webster Basket Company, a leading village industry.

Here Mrs. Rose Hutteman and Foreman Edward Walter inspect finished product.



The Times-Union cameraman got this picture of flooded River Meadows along Genesee River south of the city by angling his camera from the cockpit of the Gannett Newspapers helicopter. Broad stream in background is course of Genesee River. The meadows seldom escape spring inundation.

NO SCHOOL TODAY! Not, at least, for the pupils who customarily attend classes in this schoolhouse west of Geneseo. Flood waters surrounded it yesterday.

Suffering Cats!
Can't something
be done about this?
C





NO SCHOOL TODAY! Not, at least, for the pupils who customarily attend classes in this schoolhouse west of Geneseo. Flood waters surrounded it yesterday.

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Can't something
be done about this?
C



Funeral services for Emanuel Sturman, 72, co-owner of Sturman Home Furnishing Company, 491 Clinton Ave. N., were conducted this afternoon at the Parsky Funeral Home, 1125 St. Paul St., with burial in Britton Road Cemetery.

He died yesterday (Mar. 22, 1948) at the Pillars Rest Home, where he had lived for the last three years. His former address was 366 Alexander St.

A native of Russia, Mr. Sturman came to Rochester about 60 years ago and, with his brother, Samuel, founded the company, which last year celebrated its 50th year of business. He retired about 10 years ago because of illness. He was former president of Congregation Beth Israel.

He leaves, besides his brother, his wife, Mrs. Carrie Sturman; a daughter, Mrs. Henry Reich; one son, Leon Sturman, and two grandchildren all of Rochester, and two sisters, Mrs. Bessie Rock of Rochester and Mrs. Joseph Selib of Boston.

Rites for Mrs. Mary Bayer Scheduled Tomorrow

Funeral services for Mrs. Mary R. (Mayme) Bayer, active in several Catholic organizations, will be held tomorrow at 9:30 a. m. at N. J. Miller's Son Branch Funeral Home, 1625 Mt. Hope Ave., and at 10 at St. Joseph's Church, where she was a lifelong member.

She died Saturday (Mar. 20, 1948) at her home. She had been in poor health for about three years.

She was a lifelong Rochesterian and a member of Ladies Auxiliary, Knights of St. Eustace, Ladies Auxiliary of St. Joseph's and Archdiocese of the Holy Family.

Community Song Book



1927

Compiled by

The Rochester
Chamber of Commerce



BADGE OF THE CAMPAIGNERS

When the Community Chest drive begins in the county May 10, Sheriff Al Skinner, seated, county unit chairman, will be leading the campaign in his Red Feather tie. At left, James W. Gray, chairman of city Individual Subscriber Division, was a speaker at county planning meeting.

Rochester

Air—"Sweet Adeline"

R - O - C - H -
E - S - T - E
R - O - C - H -
E - S - T - E
R - O - C - H -
E - S - T - E
ROCHESTER!

We sing to thee—
Our Rochester.

Air—"Tammany"

Rochester! Rochester!
We are from that lively town—
Always up and never down—
Rochester! Rochester!
do it, do it (bang)
For Rochester!

The River Genesee

Air—"Rebecca of Sunny Brook Farm"

Where the River Genesee
(Where the River Genesee)
Winds its way down toward the sea,
(Winds its way down toward the sea)
There is a town
(There is a town)
A town that's Home, Sweet Home to me,
And no matter where I go,
(Syracuse or Buffalo)
Every other place seems slow,
(It's the finest place I know)
For it's so gay there,
I want to stay there,
In that good old Rochester town.

It's the songs ye sing an' the smiles ye wear.
That's makin' the sunshine everywhere.

—James Whitcomb Riley



KEYS

MADE IN ONE MINUTE

While you Wait

- Keys for Every Use and Need!
- Guaranteed Service and Workmanship!
- Expert Locksmith in Charge!

NEISNER BROS. #1
200 E. Main
Rochester 4, N. Y.

Chats on Antiques

By JOAN LYNN SCHILD

MARCH 25 1948

ELEGANT coaches, carriages, buggies, gold mounted harnesses, the finest team of horses, ladies' diamond rings, gentlemen's diamond studs, solid gold opera chains, silver sets and plated silverware, gold watches, oil paintings, grand pianos, the Great Carnival six-in-hand black team from Berlin, a bedroom set valued at \$2,500 and a mammoth ox, 18 hands high, weighing 4,000 pounds.

This is not the list of prizes for the Walking Man contest. It is only a few of the things advertised to be given away at the "Great Musical Carnival" at Falls Field, Rochester, July 2, 3, 4, 5 1872.

Falls Field also known as Genesee Falls Park, was situated on the bank of the river on the St. Paul St. side, and was a favorite picnic and amusement ground.

With its huge shade trees, fountain and duck ponds, swings that swung out over the water, the first merry-go-round, the first indoor skating rink and a menagerie behind a high fence, it is no wonder that it was sometimes called the grandest playground in the world.

In the Spring, when fancy turns to thoughts of circuses, along would come P. T. Barnum with his big tent and bareback riders. In the Fall, the growing German population of the city would hold a harvest festival there, with a beer garden and restaurant specializing in German dishes, and music and folk dances of the fatherland.

'Enchanted City'

William Dean Howells called the Rochester of those days the "Enchanted City." The enchantment was partly due, no doubt, to the fact that on his wedding journey he stood with his bride in a diminutive pagoda at Falls Field and by moonlight saw the historic Upper Falls of the Genesee.

But all was not beer and skittles. This popular garden spot became the center of many activities of a higher degree of culture.

Advertised in the papers every day for months in advance, the Great Music Carnival was hailed as a spectacle of "magnificent scale unequalled in Western New York." It offered the great Clara Louise Kellogg, American operatic soprano, who was coming at "great expense," as nowhere else in the United States or Europe had she sung for less than "\$2 to \$4."

Also featured was the renowned Dodworth Band of 50 musicians, under the direction of Harvey B. Dodworth and assisted by Made-moiselle Filomeno, violinist.

But Clara Louise, who had appeared twice before in Rochester, in January 1869 and again at Corinthian Hall, in January 1871, didn't show up for the carnival. Neither did Made-moiselle. By July, other artists had been substituted.



Ticket to Great Music Carnival.

Barnum's Tent Engaged

Perhaps that explains why the ticket for the affair, shown here, which has the singer's name at the top and bottom, and which entitled the holder at the cost of \$1 to "one admission and to any gift that may be awarded for its corresponding number," was never used. The buyer apparently refused to accept substitutes.

According to advance publicity, 175,000 tickets were to be sold. This would have meant quite an overflow audience for the ticket reads, "The mammoth tent under which the Great Music Carnival is to be held is the same used by Mr. P. T. Barnum for his great menagerie and circus and holds 15,000."

After the carnival was over the papers reported that not one of the scheduled drawings took place but that the people got their money's worth, anyway, as the concert was the best ever. Poor George Ellis, the manager, probably didn't make any money either.

Ellis, who conducted a music store in Powers Block, tried to commit suicide by jumping in the canal. He was rescued but later shot himself.

Starr Desk Given To Landmark Society

A DESK with the label of Frederick Starr, one of Rochester's earliest cabinetmakers, has been bequeathed to the Landmark Society by the late Miss Charlotte Houston and will be placed in the Campbell-Whittlesey House.

This is the second piece of furniture which we have been able to discover—the first being the William Brewster chair—which can be definitely attributed to a pioneer cabinetmaker.

There are plenty of Charles Robinson chairs about, including two barroom chairs we recently heard about, but they are quite late, his most prolific period of production being the 1850s.

Like other pioneer craftsmen, Starr was a man of many parts. He was a trustee of the village in 1825, an elder of the First Presbyterian Church and a member of

the New York State Assembly in 1839.

A zealous champion of the temperance cause, he was president of the Monroe County Total Abstinence Society and organized several auxiliaries throughout the county with a total membership of 2,000.

In the first directory, 1827, he is listed as a cabinetmaker on Main St. in a two-story building, next to Blossom Hotel. He lived above the shop.

Woman's Rights

Seneca Falls — An Associated Press dispatch came from Washington yesterday with news that President Truman has directed the Postoffice Department to issue a special 3-cent stamp to mark "100 years of progress by the women of America." The first day's sale will be in Seneca Falls during the centennial anniversary of the First Woman's Rights Convention in July. The news was hailed by local residents, who started the movement for such a stamp.

Mrs. Emily K. MacWilliams, chairman of the Seneca Falls Women's Committee planning for the 100th anniversary on July 19 and 20, and William K. Cross, executive secretary of the Seneca Falls Chamber of Commerce, made a request several weeks ago for the issuance of such a stamp and the designating of Seneca Falls as the place for the first day's issue. The request was made to Representative John Taber, Auburn, now in Washington. The Village Board of Trustees wrote to President Truman and to Postmaster General Jess M. Donaldson, with the same request.

In his replies to Mrs. MacWilliams and to the Chamber of Commerce's executive secretary, Representative Taber said he had taken up the matter with the Postmaster

General and that the latter would give the requests every possible consideration, and date of issue will be announced later. The Washington dispatch said. It is hoped, Mrs. MacWilliams said, that the stamp will bear the profile or photograph of Mrs. Elizabeth Cady Stanton, one of the women who called the first woman's right convention here in 1848.

Postmaster T. J. Riley said last night that to his knowledge the Seneca Falls Postoffice never has had an exclusive first day's sale of a postage stamp.

Genesee Valley Park swarmed with young fry chaperoned by parents, police and volunteer workers yesterday morning for the ninth annual Easter Egg Hunt jointly sponsored by The Democrat and Chronicle and Loew's Theater.



THE RUSH IS ON!

Stamp for Mrs. Stanton

Nearby Seneca Falls will get a national distinction when a commemorative 3-cent stamp is issued by the government to mark the centennial anniversary of the first Women's Rights Convention, which took place in that town. The first day's sale of the stamp, some time in July, will be conducted there.

The stamp itself will be just recognition for one of the memorable dates in our history, for it was here that all that is embraced in the term "women's rights,"

began. The stamp logically should bear the likeness of Elizabeth Cady Stanton, the Johnstown, N. Y., housewife who organized the first meeting, in spite of ridicule, and later carried on, with the aid of Susan B. Anthony and others, until the fact that "women are people" was impressed on the public mind.

Rochester shares the pride of all Western New York in the pioneering efforts of this dauntless band of women and the momentous reforms to which it led. Seneca Falls belongs on any map of historic places; the commemorative stamp will help to keep it there.



SUFFRAGETTES (1912)

GENESEE BREWING COMPANY

Lager Beer



12 Horse Ale

LOUIS A. WEHLE, CHAIRMAN OF BOARD
JOHN L. WEHLE, PRESIDENT
DONALD A. DAILEY, VICE-PRESIDENT
MILTON G. SILVER, SECRETARY
ROBERT G. WEHLE, TREASURER

PHONE: MAIN 1865

ROCHESTER 5, NEW YORK

March 24, 1948

W. Wilkinson
109 Atlantic Avenue
Rochester 7, N. Y.

Dear Mr. Wilkinson:

We are inclosing material which you may use in your scrap book along the lines indicated in your post card .

Very truly yours,

THE GENESEE BREWING COMPANY, INC.

James P. Duffy
Advertising Manager

JPD/bh
Incs

The Famous GENESEE 12-Horse Team

• A familiar sight on city streets and at state and county fairs, these beautifully matched Clydesdales form the only 12 horse hitch in the world. Each horse weighs almost a ton and, after hours of training, they respond to the lightest touch of the rein. The hand-made harness of chrome and patent leather is the only one of its kind in North America.



NET CONTENTS

ONE QUART

*The Original***GENESEE***Beer*
E
W
 CO. INC. ROCHESTER, N.Y.

TAX PAID




CLYDESDALES' NOBLE ANCESTRY

• Originated and developed in Scotland, these beautiful horses are descended from medieval chargers used in tournaments. No other breed equals the Clydesdale in style and action. Very active for his size, the Clydesdale is undoubtedly the world's finest horse of the heaviest class. . . This picture is from an original oil painting by Matt Clark, one of America's outstanding animal painters.

NET CONTENTS ONE QUART

The Original
GENESEE



12 Horse
ALE

THE GENESEE BREWING COMPANY, INC. ROCHESTER, N.Y.

INTERNAL REVENUE TAX PAID



CLYDESDALES' NOBLE ANCESTRY

• Originated and developed in Scotland, these beautiful horses are descended from medieval chargers used in tournaments. No other breed equals the Clydesdale in style and action. Very active for his size, the Clydesdale is undoubtedly the world's finest horse of the heaviest class. . . This picture is from an original oil painting by Matt Clark, one of America's outstanding animal painters.

Real Old-Fashioned Goodness

GENESEE

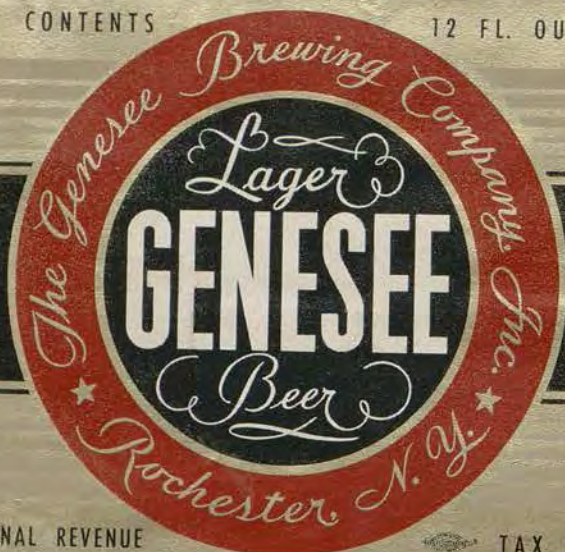
Lager Beer



MENU

NET CONTENTS

12 FL. OUNCES



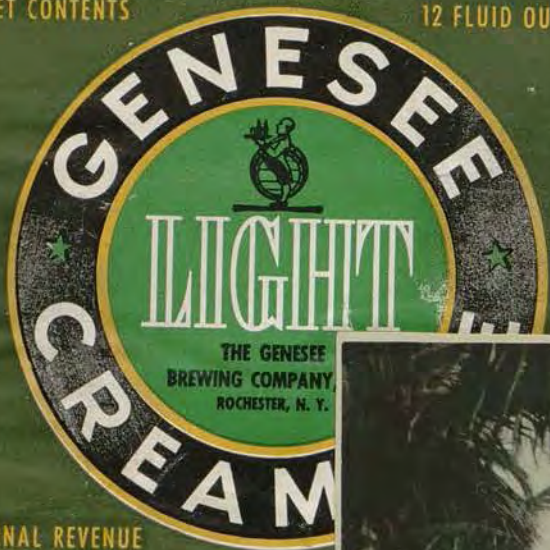
INTERNAL REVENUE

TAX PAID



NET CONTENTS

12 FLUID OUNCES

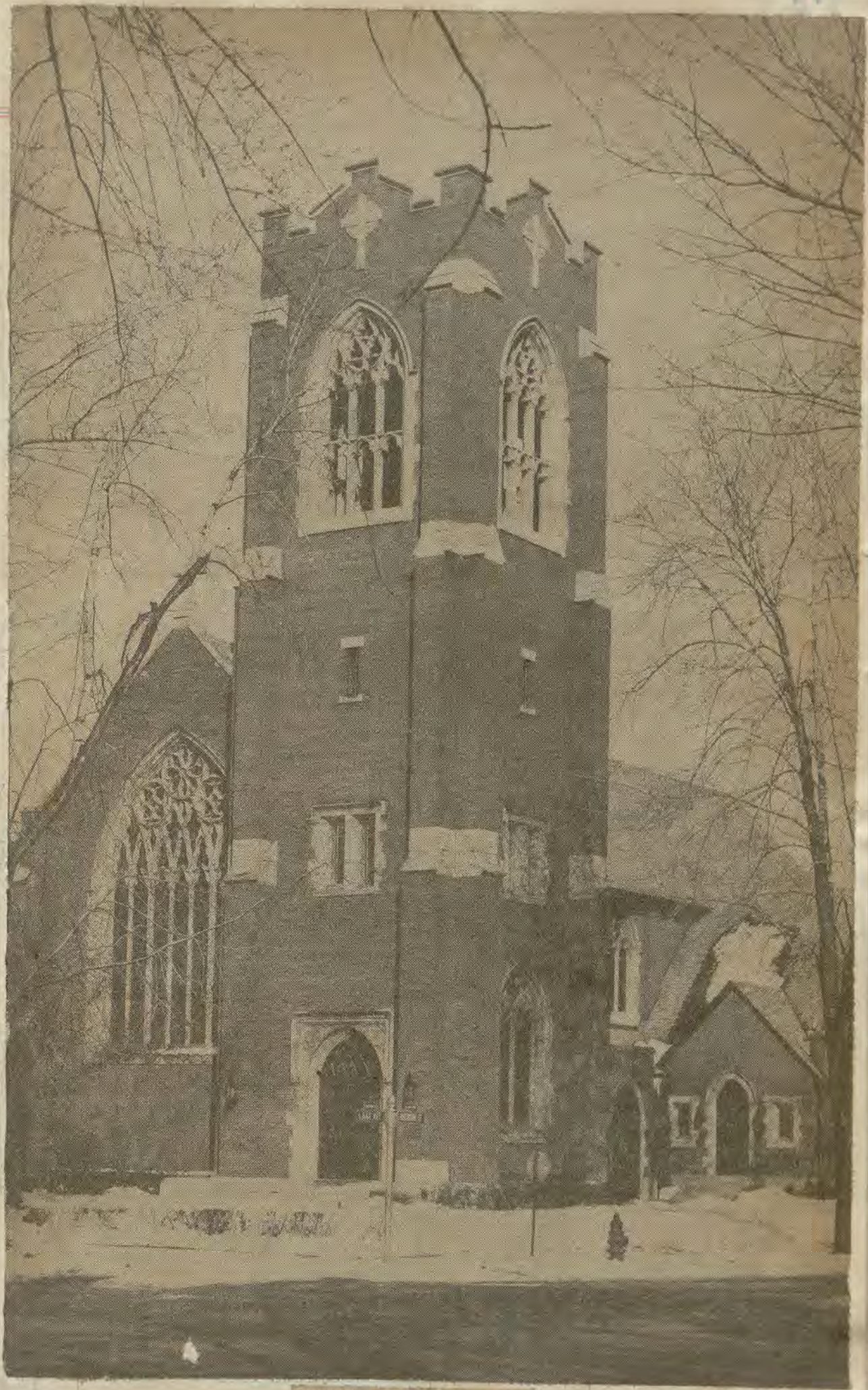


INTERNAL REVENUE



MIAMI, FLORIDA

One of 200 photos
taken by W. W.
on trip to
Buck Coast, Florida
and Cuba in
Jan, Feb, March 1929.



CHURCH OF THE ASCENSION
Lake Ave. at Riverside St.



EARLY SCENES PUT ON SLIDES FOR SCHOOLS

Rochester school children are soon to be transported back to Early Rochester on the imagination of a Rochester artist and the knowledge of a historian.

Scenes of their city, just as it was then, and in those very spots as it is now, will be projected from color slides to supplement fourth grade studies.

The early Rochester pictures, beautiful from the art standpoint as well as authentic in the eye of the historian, were painted by Edgar Williams, an art teacher in the Rochester public schools. He was assisted in his research by Assistant City Historian Blake McKelvey.

Modern color photographs of Rochester are matched with the paintings of early scenes in the set of slides made with the help of Adrian Terlouw of Eastman Kodak Company. They show such scenes as Scrantom's wooden bridge of early Rochester, and from the same angle the present Main Street bridge, so obscured by buildings that few Rochesterians are now conscious of crossing a river as they ride or walk along Main St.

Among other subjects are the old Abelard Reynolds home, and the Reynolds Arcade building that stands there now; Colonel Rochester's old home, and the first aqueduct of Rochester, Hanfords Landing and a canal scene. In all, there are 23 slides, including 15 original paintings.



ART FOR HISTORY'S SAKE

Edgar Williams, Rochester artist and teacher, touches up a painting of old Erie Canal, one of 15 paintings of authentic early scenes for a set of slides 4th grade children in Rochester schools will use. In lower photo, Frances Pierce, 10, and Ronald Kane, 9, preview the pictures at School 35.

Paul C. Reed, director of visual education for the public schools, said the slides fill a void of illustrative material for the fourth grade course of study. The children on whom the films were "tried out" were "thrilled," Reed said.

Williams, who teaches photography as well as art, has been chiefly responsible for the creative work on the annual Board of Education budget booklet, circulated throughout the nation and widely admired and emulated. He is a fine arts graduate of the University of Syracuse.

City Girls View Cherry Blooms, Prefer Lilacs

By ROBBIE JOHNSON

Gannett News Service

Washington—"These cherry blossoms are lovely—but they don't compare with the lilacs in Rochester," commented Rose M. Haselmaier, 21, student nurse at Georgetown University School of Nursing.

She and two other student nurses from Rochester were caught by GNS as they enjoyed a pre-Easter tour of the blossom-lined tidal basin near the Jefferson Memorial.

"Washington is a gorgeous and exciting place to live," Miss Haselmaier continued. "But we are all looking forward to the time when we can return to Rochester. I guess it's really true, that there's no place like home."

Miss Haselmaier is the daughter of Mr. and Mrs. Carl Haselmaier of 74 Woodman Pk., Rochester.

With her were Mary A. Cavanaugh, 21, daughter of Mr. and Mrs. William Cavanaugh of 273 Cedarwood Terr., and Sally M. Schutte, 20, daughter of Mr. and Mrs. Harry L. Schutte of 68 Mildorf St. The three girls have been friends for many years, all graduated from Our Lady of Mercy High School in Rochester.

After her June graduation, Miss Haselmaier plans to work for a year—she hopes on operating room duty in a Rochester hospital—before going to college to earn a B.S. degree in nursing.

"A college degree entitles you to a supervising job," she explained.

Miss Cavanaugh also is a member of the June graduating class of Georgetown School of Nursing. She plans to specialize in pediatrics.

"I love working with children," she explained, "though the parents are often a problem." She plans to go directly to Nazareth College in Rochester after her graduation, to earn that coveted advanced degree.

Sally Schutte is a year behind her friends.



—Acme Telephoto

Three Rochester girls, nursing students at Georgetown University, stroll near the Tidal Basin in Washington as the early Spring weather brings out cherry blossoms in time for Easter Sunday. They are, from left, Mary A. Cavanaugh, Sally M. Schutte and Rose M. Haselmaier, all student nurses.

"I could hardly wait to join them down here," she laughed. She doesn't yet know what her specialty will be.

"I haven't completed all the services yet. It's all so fascinating. It will be hard to choose a special field," she said.



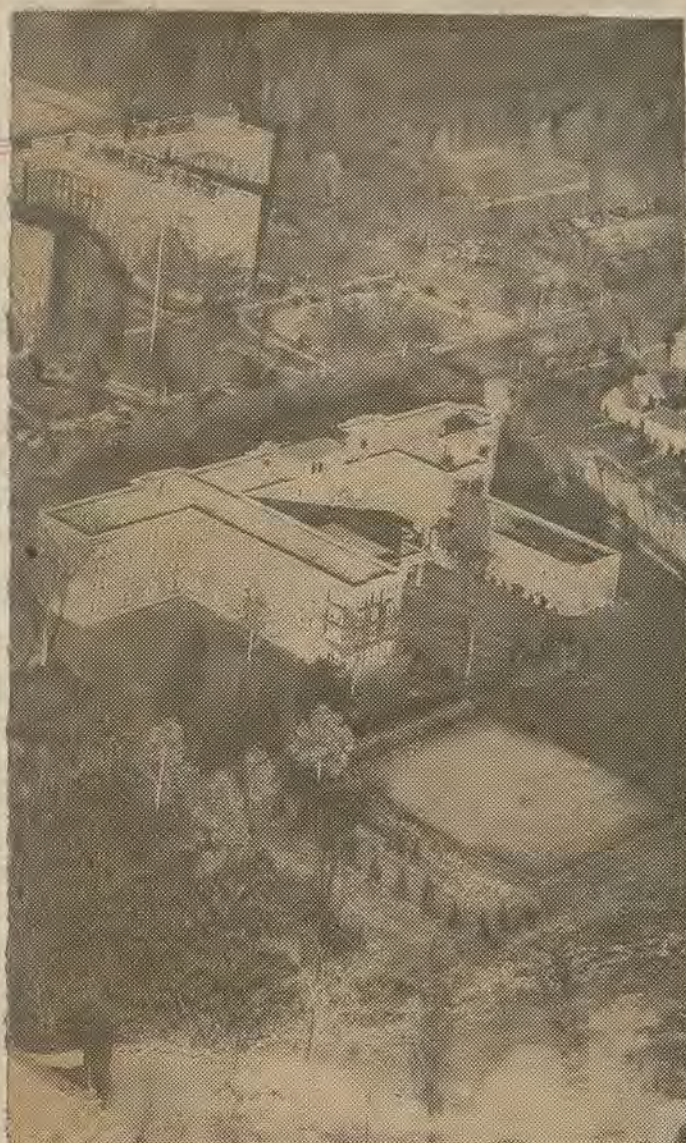
Main Break Sends Water Splashing High in State St.



THE UNIVERSITY'S MEDICAL CENTER. The center has developed since the School of Medicine, Strong Memorial and the Municipal Hospital were established back in the twenties. This view shows

the complete present extent of its buildings. At left center is the newest, the Rivas Neuro-psychiatric Clinic. At the bottom of the picture are the Nurses' Home and the temporary housing for





students. The central mass of buildings is the School, the hospitals and the experimental laboratories. An article about the history of Strong, written by Arch Merrill, is published on Page 32.



Robert Strong Beavers, pictured in his SeaBee uniform of World War 2, was first baby born at Strong. His birthdate: Jan. 14, 1926, nine days after hospital opened.



Service to humanity is paramount in any hospital. This picture typifies service of Strong Memorial to in-patient, out-patient

but only hints at vast technical operations and research which lie behind the walls of fast-growing medical center serving the city.

Strong Memorial

By ARCH MERRILL

THE Strong Memorial, Rochester's youngest and largest hospital, was born with a golden spoon in its mouth, a million dollar check in its hand.

The older hospitals of the city began in stone stables, in frame buildings, in old homesteads and other humble surroundings and through years of struggle, grew into modern plants:

Not so with the Strong Memorial. A child of the expansive 1920s, it began life on a grand scale. The story of Strong and Municipal Hospitals is inseparable from that of the history of the University of Rochester School of Medicine (and Dentistry). They are component parts of a great medical center that has spread the fame of Rochester to the ends of the earth—because of its contributions to the science of saving lives and alleviating human suffering.

Princely gifts, stemming from fortunes made from oil and Kodaks, made possible this \$11,000,000 medical center on the southern fringe of the city and adjacent to the new River Campus of the University

LAST OF A SERIES

on the rolling acres of a one-time golf course. This whole vast plant beside the Genesee is one of Rochester's showplaces, one we proudly exhibit to the visiting firemen. Time has mellowed it, the ivy is beginning to cover the brick walls and it has lost its New Look.

And out-of-towners have come to think of Rochester pretty much as a city that makes precision instruments and men's clothing; as a center of musical culture, as the land of the lilacs and the home of the School of Medicine.

* * *

THE STORY BEGINS in the year of 1920, in the wake of the first World War, the start of a gaudy decade and the flood tide of the munificence of George Eastman, who was systematically giving away in his lifetime the millions he had made out of cameras and film.

The exact date is elusive but one day that year Abraham Flexner, representing the General Education Board of the Rockefeller Foundation, the gigantic philanthropy set up by Standard Oil millions, called on Dr. Rush Rhees, the astute Baptist minister who was president of the University of Rochester.

Flexner wondered if Eastman would be interested in the establishment of a school of medicine here. Dr. Rhees arranged an interview with the Kodak magnate. At this meeting Flexner revealed that the General Education Board was ready to advance \$3,000,000 for such a school if a like sum were raised in Rochester. Eastman asked time to investigate the proposition and after going into it with characteristic thoroughness, summoned Flexner and guaranteed a personal gift of \$4,000,000 and the raising of another million here if the Board would match it with another \$5,000,000. Flexner accepted the proposal—and one of America's leading medical centers was born.

An additional gift of \$1,000,000 was announced by Mrs. Gertrude Strong Achilles and Mrs. Helen Strong Carter, in memory of their parents, the late Henry Alvah Strong and Helen Griffin Strong. Henry A. Strong, a manufacturer of buggy whips, a boarder at the home of George Eastman's widowed mother, had put \$1,000 in the tiny Eastman Dry Plate Company started by

his young friend, "Skinny." That was the best investment Henry Strong ever made. It was returned many fold and he became a multi-millionaire when "Skinny" became a Kodak King.

Plans were drawn for a combined school and hospital with streamlined efficiency the keynote. A staff of brilliant doctors from all over the country, with a heavy sprinkling of Johns Hopkins men, was assembled. Dr. George Hoyt Whipple was chosen dean of the school and Dr. Nathaniel W. Faxon director of the hospital.

* * *

THE SITE SELECTED for the enterprise was one fraught with nostalgic memories for many a Rochesterian.

In the 1890s after the abandonment of the old Driving Park where Maud S., queen of trotters, had raced to Grand Circuit glory and a world's record, a half mile track was laid out in the town of Brighton, off Mt. Hope Ave. It was called Crittenden Park after the pioneer family who owned the land. The name is perpetuated now in Crittenden Blvd., the street on which the hospital is located.

Crittenden Park's heyday was in the early 1900s when it was a fairgrounds, as well as a race track site. Many a white haired resident will recall the July racing meets when special trolleys ran to the fairgrounds, with Hebing's Band aboard playing "In the Good Old Summertime" and "Mighty Lak a Rose." History has been made at Crittenden Park. It was there in 1910 that a daredevil barnstormer named Eugene Ely flew a fragile, crate-like contraption a few rods. It was Rochester's first airplane flight. The old park also had echoed to the roar of the racing motorcycles and automobiles in the early days of the Gasoline Age.

Its fate was sealed when Governor Hughes drove through legislation outlawing race track betting. Grass grew on the half-mile track, fire swept the park buildings and in time the site was cut up into building lots. But there was a large vacant plot on the northern edge of the old fairgrounds and there arose the sprawling new brick school and hospital, severe in its simplicity, ultra modern in its equipment.

THE FIRST UNIT erected in

1922 was a two-story research laboratory now known as "The Animal House." While the main building was being constructed, it housed a curious collection of hardware, plumbing fixtures and furnishings, besides the desks of the officials. In the years since it has housed as varied an assortment of animals as the ones Noah took into the Ark, among them alligators, bears, geese, gophers, kangaroos, mice, mules, skunks, sheep and snakes—all serving the cause of medical research, albeit involuntarily.

Borings for foundations were made with the greatest difficulty during the severe winter of 1922-23 when 2½ feet of snow covered the ground and Elmwood Avenue, in those days virtually a country lane, was often blocked by drifts.

On Apr. 16, 1923 the first steam shovel sank its teeth into the earth and gradually the plant began to take form. Construction of the Municipal Hospital proceeded along with that of Strong. It was

mainly due to the wisdom of Dr. George W. Goler, veteran city health officer, that the Municipal Hospital became part of the medical center. The old municipal hospital, which had been built in Waring Rd., in the wake of the smallpox epidemic of 1902, was inadequate and plans were drawn for a new building on the same site when Dr. Goler went to George Eastman and Rush Rhees with a suggestion.

He pointed out the advantages of having a new municipal hospital adjoining and connecting with the Strong Memorial, using the Medical School faculty for the care of the city patients. A contract was made between the city and the University covering the financial structure. The two hospitals are operated under a joint system of medical care, food service, records and other services.

For 25 years, the contract, drawn up by the late Walter S. Hubbell, eminent Rochester attorney, has been in force without an iota of friction between the city and the University. The setup is regarded as unique and has been studied by controllers of hospitals in America and abroad.

Meanwhile, work was started on the four-story Nurses' Dormitory across from the main building and on the Staff House. On Nov. 10, 1924, Dr. Rhees lighted the first fire in the central heating plant of the medical center and the men's college and the plume of its smoke was the symbol of a new order in education beside the Genesee.

A red letter day was June 14, 1924, Alumni Day in the U. of R.'s Commencement Week, when the cornerstone of the new hospital and school was laid. On the platform beside Dr. Rhees was Dr. David Jayne Hill, his distinguished predecessor as president of the University. Another historic date was Sept. 17, 1925, when the Medical School opened with a class of 22 carefully picked students from 13 colleges, representing five states and one foreign country.



Sweeping high above pedestrians' heads, these graceful columns greet patients, visitors at hospital's main entrance.

At 8:45 on the morning of Jan. 4, 1926, Dr. Faxon unlocked the massive front doors and declared the Strong Memorial Hospital formally open for the reception of patients. A bevy of doctors and nurses eagerly awaited Patient Number One. He came in the afternoon. His name was Harry T. Commons and he was a milk company employe, with a stomach ulcer. Maybe the enthusiasm of his welcome overwhelmed him.

At any rate after his examination, Commons said he would like to think it over before entering as a patient. He recalls sitting on the front steps of the hospital for a while doing just that. The next morning he returned and became Patient Number One. He stayed six weeks. Today, still on the job as the route foreman for a dairy company, Commons, who lives at 246 Frost Ave., looks back proudly on a January day 22 years ago when he was the first patient of many thousands to enter the portals of Rochester's youngest hospital.

On Jan. 14, 1926, the walls of the first baby born within its walls were heard at Strong. It was a boy who was named Robert STRONG

Beavers, the middle name chosen because of his birthplace. He was the grandson of Andrew W. Nixon of West Webster, then pharmacist at the hospital. Bob Beavers, after 4 years with the Sea Bees in World War 2, now is attending school in Boston.

Quick thinking on the part of one of its first internes sent the name of the new hospital into the headlines on July 26, 1926. Two workmen were buried in a cave-in of a trench being dug along Crittenden Blvd. Fellow workers extricated one of them but feared to

rescue the other because of the danger of another cave-in. Dr. De Graff Woodman arrived at the scene, jumped into the trench, cleared the dirt away from the

head of the imprisoned man so that he could breathe and with the aid of others, freed him.

Pomp and circumstance marked the formal dedication of the School of Medicine in the Eastman Theater on Oct. 25-26. Distinguished scientists from home and abroad marched in the Academic Procession, including Dr. Friedrich von Muller of Germany; Dr. Andrew Balfour of England and Boston's Dr. Harvey Cushing.

The dedication of the hospital was more informal. It took place in the main lobby before the fireplace. Dr. Rhees made a few graceful remarks and one of the donors, Mrs. Achilles, expressed regret that her sister was unable to take part in the event, which their benefactions had made possible.

THE REST OF THE STORY

should be familiar to every Rochesterian. For it is a proud record and it is known in far places.

From all over the world scientists have come to the medical center here to study and to learn. Many have been refugees from war-torn Europe.

Two members of the staff have received medicine's greatest accolade—the Nobel Prize. In 1934 a joint award went to Dr. Whipple, the tall, quiet-spoken, modest and forthright Yankee, who has been dean of the medical school since its beginning. In 1944 a Nobel prize co-winner was Dr. Hendrik Dam, Danish-born senior research assistant at the school.

The role of the University of Rochester in the Manhattan (atomic) project was a vital and historic one. The medical phase of

the campaign that ended the second World War was centered here—in three buildings along Elmwood Ave., where in wartime secrecy 400 people labored. The work still goes on, with a staff of 300.

The mighty new cyclotron (atom smasher) being assembled for the Navy; the clinic at Le Roy for re-

search in infantile paralysis and cerebral palsy; the new \$600,000 Psychiatric Clinic, now being constructed, through the \$2,734,000 gift to the school of Mrs. Helen W. Rivas of the Woodward clan of Le Roy—these are some of the more publicized recent developments of this famous medical center, where dogged, painstaking research goes on, day and night, unheralded and unsung.

* * *

THERE'S A MINIATURE city within the walls of the sprawling pile on Rochester's southern rim, where once the trotters raced and the bands played and the crowds roared in the brave days of old.

It has its own postoffice, barber shop, beauty parlor, libraries, laundry, bakery, pharmacy, mechanical shops and a general stores department, stocking 1,200 items, not to mention the "Barracks City" that has grown up around it because of the housing famine.

There are 3 miles of corridors, 2,800 doors and 4,000 windows; 326 beds in Strong and 317 in Municipal, besides 48 bassinets. Three tons of laundry are washed on the premises daily; 1,000 quarts of milk are used every day and 10,000 gallons of ice cream made annually.

The average daily turnover is 90 patients and 400 outpatients. The emergency department serves some 1,000 patients each month.

Some 1,500 babies are born in the two hospitals each year; 2,000 persons visit patients daily and the three telephone switchboards handle 10,000 calls a day. There are 1,250 employees. During the war 313 were in the services. It costs \$257 a minute to operate the center.

So you see it's a mighty big business that the Canadian-born director, Dr. Basil C. MacLean, a leader in his field, administers today. Rochester's youngest hospital is a Gargantuan infant indeed.

But sheer bigness is not the

only yardstick in the realm of hospitals—or in any other realm. Service to humanity is paramount. In that respect the record in war and peace of the medical center that is only 22 years old, is a glittering one. It has the facilities. It has the know how. And it has the pioneering spirit.

* * *

EACH OF THE SIX HOSPITALS of Rochester has its own personality, its own traditions, its own distinctive history.

Soon there will be a seventh. Along the historic Ridge Road on the garden-studded borders of Irondequoit, will rise a new and long-needed general hospital to serve the North Side and a populous suburban area. When it is built Rochester need take a back seat for no community in the matter of hospital facilities.



MUD AGE



Rochester's 1948 Easter Parade -

**1898-1948**

It was a quiet country, those United States of 1898.

There were no radios. There were no talkies; the fledgling movies were jerky, indistinct pictures that called for an aspirin, except that aspirin did not come into common use until two years later.

Children scampered to stare at the rare automobile that jolted down the street on its solid rubber tires. (There were no pneumatic tires.)

Blacksmiths flourished on corners now occupied by filling stations. The thought of flight in an airplane was snickered at as a "Jules Verne phantasy". Television was a pipe dream.

Diabetics prepared to meet their Maker, for insulin was unknown. No one argued about vitamins, still some 15 years in the future. Women couldn't vote in national elections, get a "permanent wave", or eat an ice cream "sundae". Women doctors were ridiculed.

THOSE GOOD OLD DAYS!

March 15th was just another blustery March day, because Uncle Sam had not yet imposed an Income Tax.

There was no parcel post system to carry that package to Aunt Mathilda on her birthday; no nationwide R.F.D. to delight the farmer.

There were no cellophane wrappers ... no oil burners ... no electric refrigerators or irons.

This was America as the turn of the century neared. A slower-paced, easier-going America, with a population of just under 76,000,000 (today 145,000,000). A national income of \$15,000,000,000 (today over \$192,000,000,000). A national debt of only \$1,200,000,000 (today over \$245,000,000,000).



On the Avenue - East Avenue. (Cool Day.)

Mine Nearer Geneseo

Editor, Democrat and Chronicle:

In reference to your section, "Books of the Week," and the review by Ike Shynook, the Retsof salt mine is over 15 miles from Warsaw. It would be more correct to say that it is near Geneseo, which is only 5 miles away.

However, "the largest rock salt mines in the world" should be well enough known not to need such a reference in this locality. (MISS) ANNE CONWAY, Piffard.

York State 'Spelunker' Explained

They call them "spelunkers," those intrepid and uniquely curious folks who like to spend their time burrowing in the dark, dank recesses of Mother Earth where time stands still and nature records its handiwork in many strange formations of stone. Ideally suited for their wanderings is scenic New York State which each year lures vacationists from all parts of the land.

Clay Perry, a former newspaper editor and a "spelunker" of many years' standing, has captured the fascination of natural caves in two books, his most recent piece, *Underground Empire* (Stephen Daye Press, New York; 221 pp., illustrated; \$3.50), presenting a strong case for the Empire State as a fruitful field of operations. Perry begins his peregrinations in Indian Oven Cave, a world of underground wonders located in Dutchess County, where bat fanciers come to collect specimens for laboratory study. From here he went on to visit horse-thief caves and bear dens along the Taconic range, moving up into historic Fort Ticonderoga where repose the remains of an early Algonquin Indian caveman who was 6 feet, 10 inches tall.

In Pottersville he explored the Adirondack Natural Stone Bridge and Caverns whose geological history is the oldest in that region. The author includes a reference to Rochester's own Arch Merrill in a chapter dealing with a curious cave located in Pittsford, and concludes with a tour of the Retsof salt mine near Warsaw, which covers over 1,000 acres, some of its corridors extending for more than a mile and a half in one direction. Not many writers can match Clay Perry in combining folklore with nostalgic charm.

—IKE SHYNOOK

Rolling Hills

AN IMPORTANT
INGREDIENT IN FINE WINES

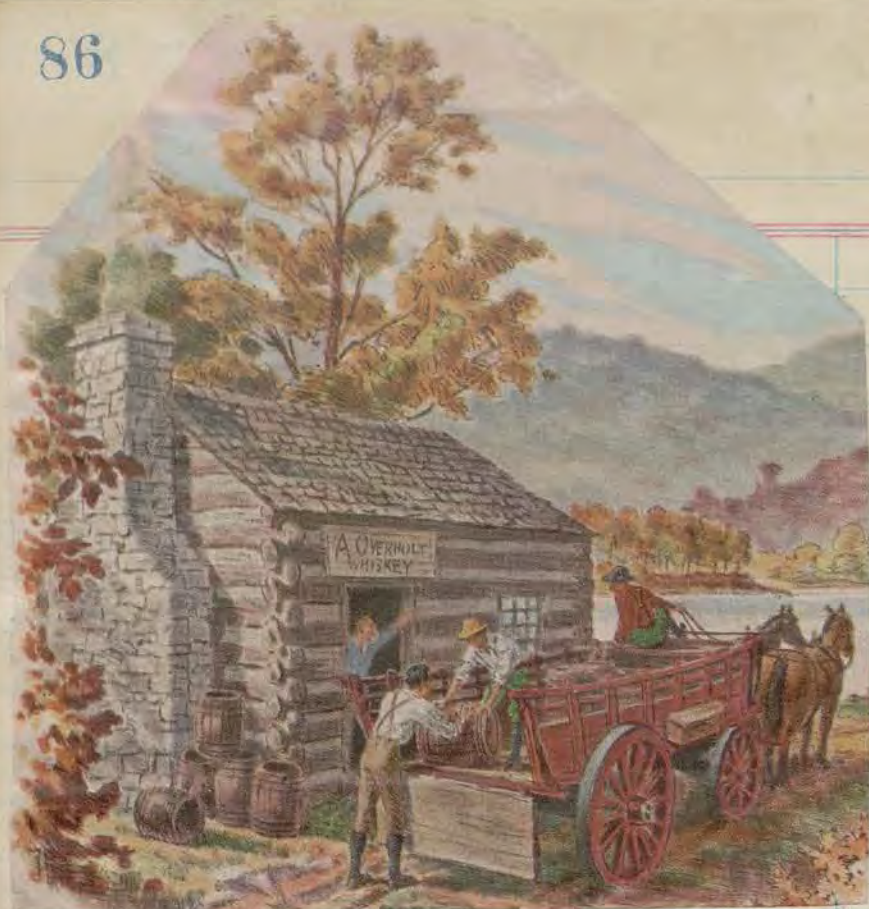


Wine grapes thrive on the exceptionally favorable soil of the Naples Valley area, and many varieties must grow on sunny slopes to reach their prime. So it is that the colorful beauty of these rolling hills is an important ingredient in the superb excellence of Widmer's Wines.



NEW YORK STATE
WIDMER'S WINES

WIDMER'S WINE CELLARS, Inc., NAPLES, N.Y.

**FIRE****Pilferage****Loss of Use (from theft)****Falling Objects—Missiles****Strike—Riot****Rain—Snow—Sleet—Water—Hail****Earthquake****THEFT****Damage Caused by Thieves****Glass Breakage****Windstorm—Tornado****Flood—Rising Water****Malicious Damage—Vandalism****Explosion**



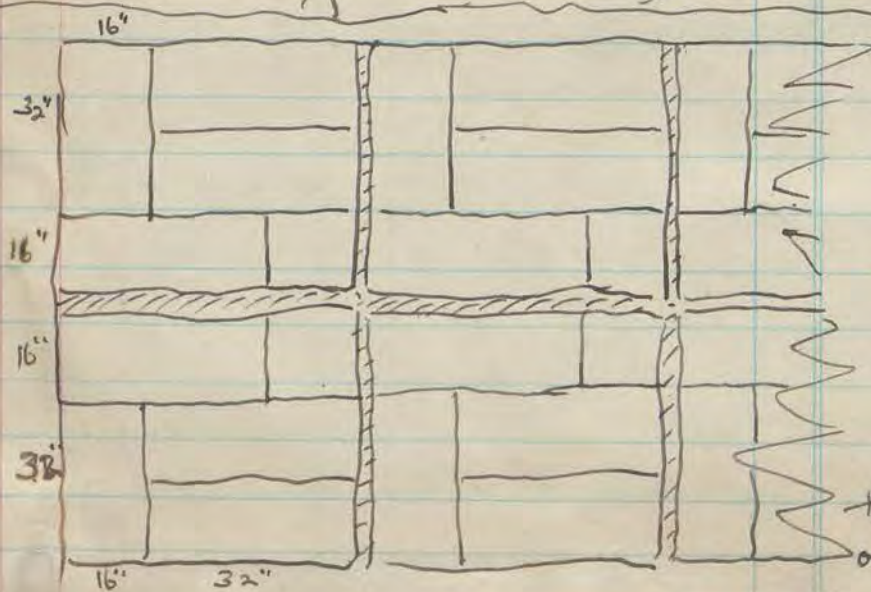
Blessed Martin de Porres, O. P.
Apostle of Charity
Help Us

How did this get in our Rochester Scrap book?

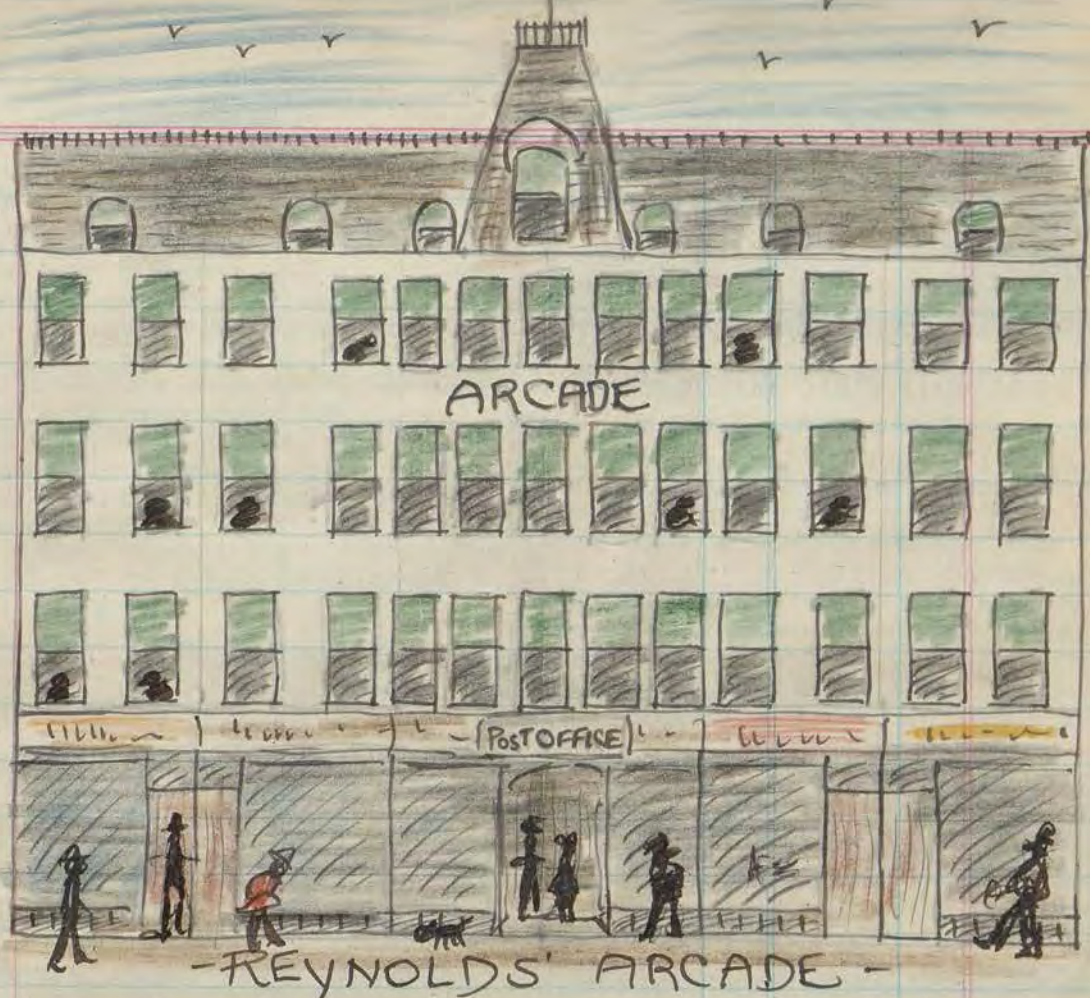
1828



The site on which the old Arcade stood was selected in the summer of 1812 by Abelard Reynolds, upon which he built the first framed house on the one hundred tract, then called "Rochesterville", completing and occupying it in 1813. In 1828 Mr. Reynolds erected "The Arcade", the largest and most expensive building in the United States, west of Albany at that day. Upon this site the first Post Office was established and remained for about 90 years.



There are
120 plates 16" x 32"
and
30 plates 16" x 16"
in
Present Skylight
1948
the present Arcade is
one story in height.



The old-fashioned style of architecture, with high, narrow windows, that formed the original store fronts, was changed to broad sheets of plate glass, and the old wooden arch, with small lights of window glass, was replaced by massive iron rafters and large plates of rough glass weighing fully seventy tons, supplying to the citizens a commodious Merchants Exchange, with Post Office and Telegraph Offices at hand. The Arcade Hall was 22 feet wide, 100 ft. Long and five stories in height, covered by an artistic iron truss roof and 120 plates of American rough glass, 2 ft by 13 feet each, and $\frac{3}{4}$ of an inch in thickness.

The glass plates in the above were not to be laughed at. People came from near & far to see this wonderful arcade. The present Arcade (1948) is lighted by glass plates about 16" by 32" I do not know the thickness. See diagram on p. 88 ←

1948

F. W. Van Zile Popular Tours

CALEDONIA, N. Y.

to

WASHINGTON & NEW YORK

at

Easter, Memorial Day, or in June,
Following Commencement

For transportation to New York City or Washington
use the railroad best serving your locality.

YOUNG PEOPLE'S PARTY

Since 1921 MORE seniors have selected the F. W. Van Zile Popular Tours than have patronized other tours. In 1947 over 2,300 seniors from 105 schools were enrolled. The trip that has pleased the majority of seniors will best please you.

WHY THIS ENVIABLE RECORD?

F. W. Van Zile Tours Offer Seniors:

1) A trip well worth the aim of their high school years, providing the most for EDUCATION and PLEASURE. In choosing a Van Zile tour seniors surely avoid the disappointment of a short, inferior one- or two-day trip or a dull boat ride, or a lonesome one-class trip.

2) The opportunity for making new acquaintances from every section of New York State. The Van Zile Tours are FRIENDLY house parties to be remembered.

3) DEPENDABLE service. Seniors believe that their long anticipated class tour is too valuable to waste time aimlessly wandering in a big city. They prefer the experienced sightseeing service of the Van Zile Tours.

ROCHESTER BUSINESS INSTITUTE, CENTRAL CITY BUSINESS INSTITUTE and their affiliated schools at BATAVIA and OSWEGO patronize VAN ZILE TOURS.

NOTE THESE VAN ZILE NEW TOUR FEATURES which make it a 1948 superior Washington Tour: 1) One-half day longer in Washington; 2) Additional time at Mt. Vernon, but leave when you wish. 3) More time at museums; 4) Visit Annapolis Tuesday, ONLY day of DRILL! 5) Van Zile experienced assistants and sightseeing inspectors at each hotel.

6) More licensed guides. of Itinerary. 8) All taxes the one low party rate: Cement, Pan American, A Rates held close to the 1 for improved guide and increases.

THE 1947 EASTER POPUL

The Van Zile Tours offer all the life, enthusiasm and inspiration of a large party and the advantages of being con-

ducted in small groups, directed by assistants and by competent g





7) Improved arrangement and admissions included in Capitol, Mt. Vernon, Monumrlington Mansion, etc. 9) 1947 level despite increases in service and some hotel

The party offers entertainment at world famous hotels: the imposing Willard on Pennsylvania Avenue one block from the White House, the beautiful Raleigh, also on Pennsylvania Avenue, the fine, modern Hotel Annapolis, and the friendly Hotel Houston one block from Pennsylvania Avenue. Nearby are excellent cafeterias and the shopping and theatre districts, a location much superior to that of hotels far out on M or L Streets or near Union Station.

AR WASHINGTON PARTY

ected by friendly, experienced guides. Do not go in an inferior,

lonesome, one- or two-school party to gratify the whim of someone lacking the spirit of youth.





Recently modernized
kitchen in the home of
MR. and MRS. SAMUEL MANCUSO
290 Cedarwood Terrace
Rochester, New York

R. G. AND E.

APRIL
1948

Monthly Messenger



*Equal opportunity for all is an original
American principle symbolized in the
traditional log cabin of the American pioneer.*





PICTURED here is an old-fashioned cable ferry



DESIGN BY BARTHEL [right] . . . the late Henry Ford at the wheel



Theatre chairs of the style shown above were made by American Seating Company at the turn of the century. Many are still giving good service.

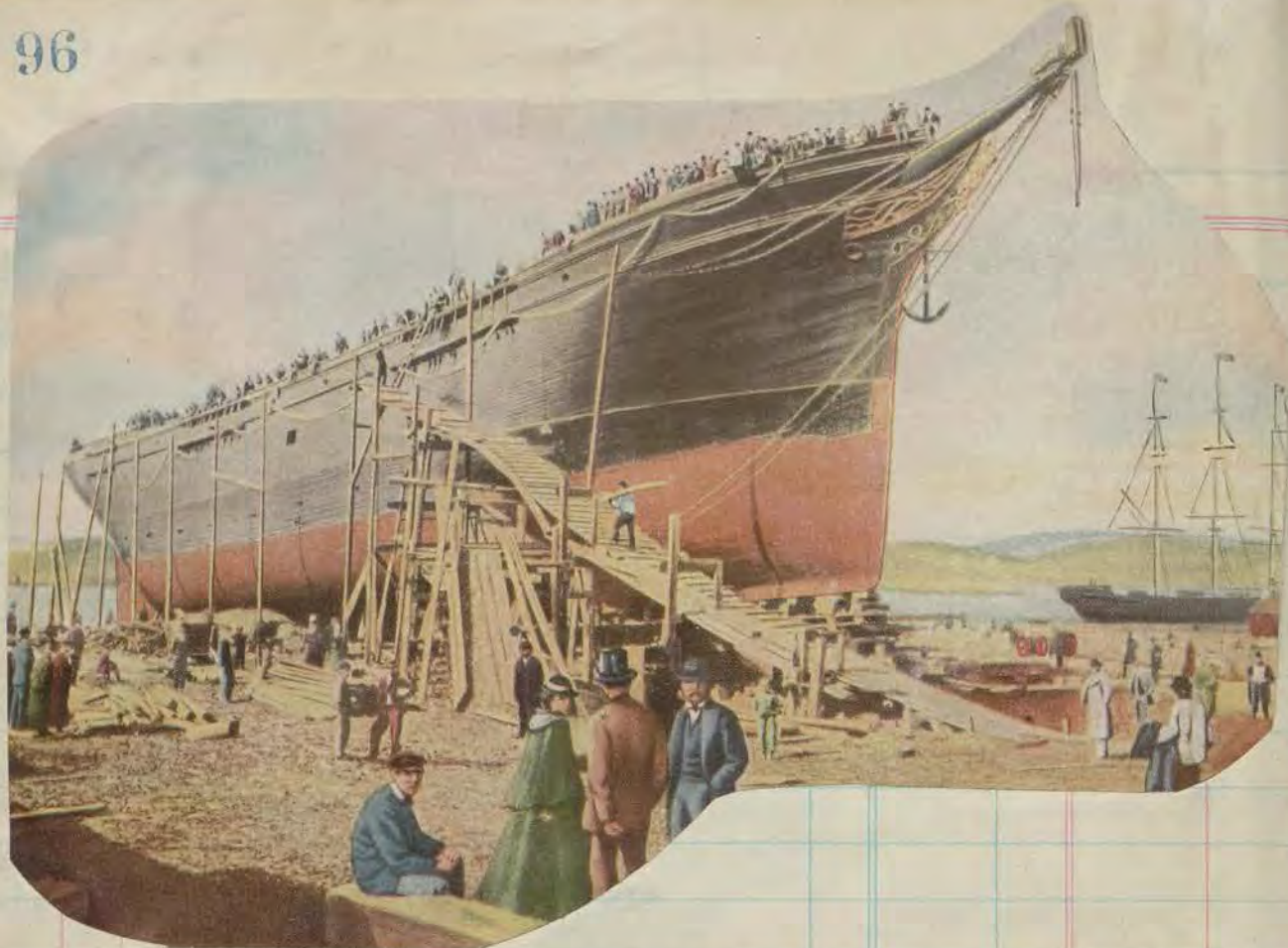
My first Talkie - was Al. Johnson in "Mammy".
**Remember when this was
 the world's best movie?**

American theatre owners have added to our enjoyment of better entertainment

When the Edison Company produced "The Great Train Robbery" in 1903, giving the public the first movie with a regular plot and story, the foundation was laid for the most popular entertainment ever devised.

*He remembers a movie place where Grant's
 5410 is now located, also one, on corner
 North + Franklin where Sibleys now is -
 also the Rialto where Topa Parlours is located -
 the Big Dream Man + Water etc etc.*

*Saw this picture at The old Cook's Opera House. It
 was not my first movie but the first one that told a story.
 Saw the first movie about 1900 in Brockport. I
 remember a steam roller that ran over a guy and made
 him into a pancake - trick photography. The gent in
 charge of the exhibition invited anyone to remain and
 ask questions so several of us guys did so. He told
 us what a wonderful invention it was and that we
 would live to see them in colors and in relief. I
 remember my first colored movie. It was the coronation
 ceremony of King George of England - or somebody.*



American progress is nowhere more apparent, or more significant, than in our school systems.

Boys on a strike.

SAME
OLD
MOON.





"Gentlemen, be seated!" With these traditional words the Interlocutor opened the old-time Minstrel Show, an American Original, this country's unique contribution to the theatre.

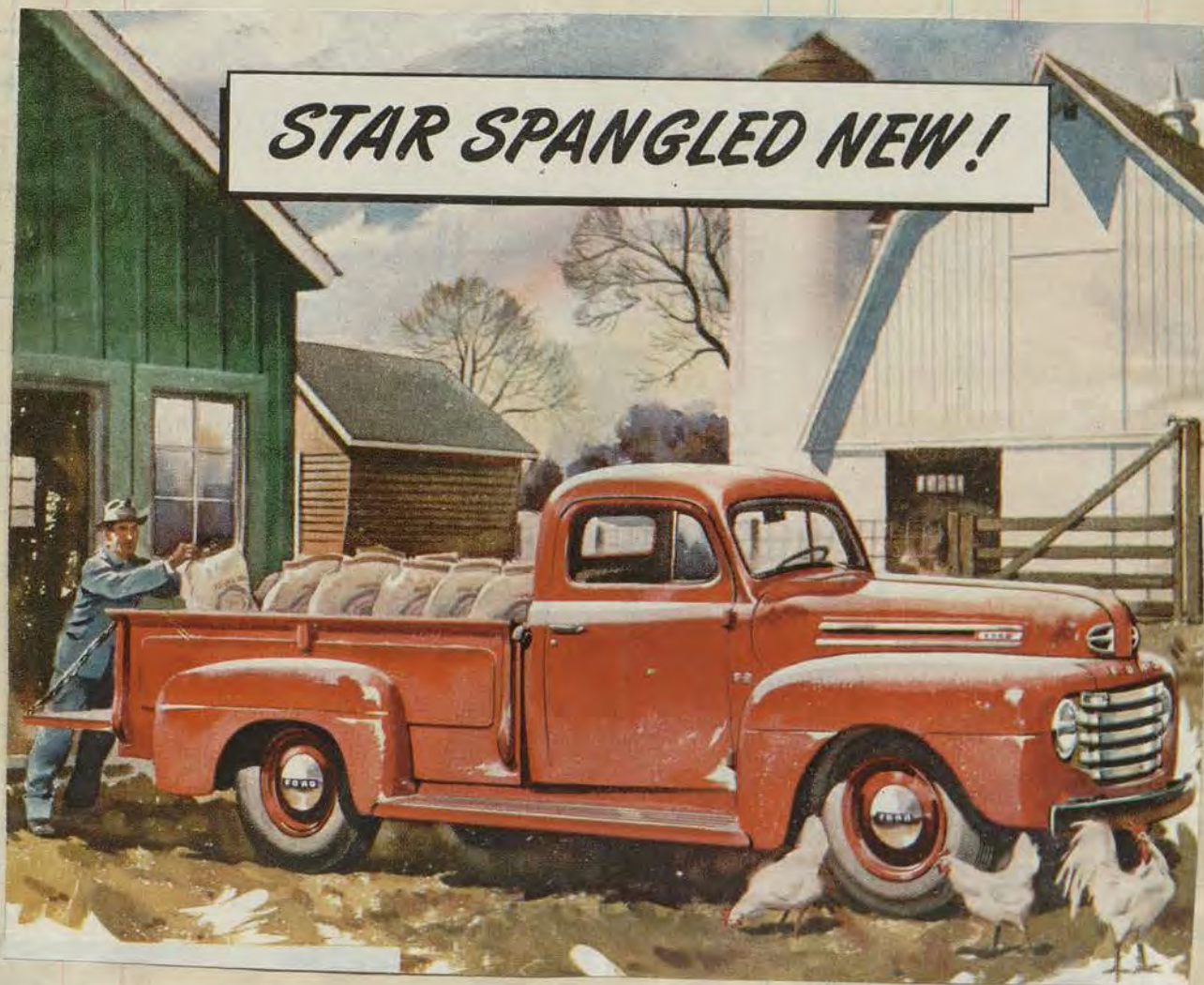




JOYRIDE

You wouldn't think so—*now*. But many folks called it that, back in 1898 . . . when there were only ten miles of concrete roads in the whole United States.

STAR SPANGLED NEW!





EDISON & EARLY PHONOGRAPH

The Bettmann Archive





EASTER SERVICES IN ROCHESTER EPISCOPAL CHURCHES

ALL SAINTS'

Winona Blvd. and Chestnut Hill Drive

The Rev. Ernest K. Nicholson, Rector
8:00 A. M.—HOLY COMMUNION
11:00 A. M.—CHORAL EUCHARIST
4:00 P. M.—CHURCH SCHOOL SERVICE
AND THE FLOWERING OF THE CROSS

ASCENSION

Lake Ave. and Riverside St.

The Rev. Stuart G. Cole, Rector
Tom Grierson, Organist
7:00 A. M.—HOLY EUCHARIST
9:00 A. M.—CHORAL EUCHARIST, FAMILY
SERVICE AND JUNIOR CHOIR
10:45 A. M.—CHORAL EUCHARIST AND
SERMON, PARISH CHOIR.

CHRIST

East Ave. near Broadway

The Rev. Donald H. Gratiot, Rector
The Rev. Norval Scott, Curate
7:00 A. M.—HOLY EUCHARIST
9:00 A. M.—HOLY EUCHARIST (WITH
ORGAN AND HYMNS)
11:00 A. M.—FESTAL EUCHARIST AND SER-
MON, CHOIR OF MEN AND BOYS
4:30 P. M.—CHILDREN'S EASTER SERVICE

EPIPHANY

303 Jefferson Ave.

The Rev. Henry T. Egger, Rector
8:30 A. M.—HOLY COMMUNION
8:00 A. M.—HOLY COMMUNION, FULL CHOIR
11:00 A. M.—HOLY COMMUNION AND SER-
MON, FULL CHOIR, SERVICE BROADCAST
OVER WYET
4:00 P. M.—CHURCH SERVICE

ST. ANDREW'S

Averill Ave. and Ashland St.

The Rev. Stanley Nelson, Vicar
7:00 A. M.—HOLY COMMUNION
9:00 A. M.—CHORAL EUCHARIST
11:00 A. M.—PROCESSION AND FESTAL
EUCHARIST
3:00 P. M.—SACRAMENT OF HOLY BAPTISM
4:00 P. M.—CHILDREN'S EASTER SERVICE

ST. GEORGE'S

Lake Ave. and Sutson St.

The Rev. N. C. S. Goldring, Rector
8:00 A. M.—HOLY COMMUNION
10:00 A. M.—HOLY COMMUNION
and SERMON
4:00 P. M.—CHURCH SCHOOL SERVICE

ST. LUKE'S

17 S. Fitzhugh St.

The Rev. Frederick M. Winnie, Rector
Ruth Palmer Sullivan, Organist
8:30 A. M.—HOLY COMMUNION
11:00 A. M.—HOLY COMMUNION
and SERMON
7:30 P. M.—CHURCH SCHOOL PAGEANT

ST. MARK'S AND ST. JOHN'S

Culver Road and Rosewood Terrace

The Rev. Frank R. Fisher, Rector
7:00 A. M.—HOLY COMMUNION (NO MUSIC)
8:30 A. M.—HOLY COMMUNION (WITH PART
CHOIR)
11:00 A. M.—HOLY COMMUNION
and SERMON
SPECIAL MUSIC WITH FULL CHOIR
4:30 P. M.—CHILDREN'S EASTER SERVICE.
RAISING CROSS OF FLOWERS.
PRESENTATION OF LENTEN OFFERING

ST. PAUL'S

East Ave. and Vick Park E.

The Rev. George E. Norton, S.T.D., Rector
The Rev. John B. Scarlett, Curate
7:00 A. M.—HOLY COMMUNION
8:00 A. M.—HOLY COMMUNION
11:00 A. M.—HOLY COMMUNION (FESTAL)
5:00 P. M.—CHURCH SCHOOL CROSS OF
FLOWERS SERVICE

ST. SIMON'S

6 Oregon St.

The Rev. Quintin E. Primo, Jr., Rector
8:00 A. M.—FESTAL EUCHARIST
10:30 A. M.—DECORATION OF FLORAL
CROSS
11:00 A. M.—SOLEMN HIGH CELEBRATION

ST. STEPHEN'S

Chili Ave. and Thorndale Terrace

The Rev. Jerome Kates, D.D., Rector
7:00 A. M.—HOLY COMMUNION
8:00 A. M.—HOLY COMMUNION (JUNIOR
CHOIR)
3:45 A. M.—CHURCH SCHOOL FESTIVAL
11:00 A. M.—HOLY COMMUNION
and SERMON

ST. THOMAS'

Winton Rd. S. and Highland Ave.

Canon Arthur R. Cowdery, Rector
8:00 A. M.—HOLY EUCHARIST (WITH CHOIR)
9:30 A. M.—HOLY COMMUNION
11:00 A. M.—HOLY EUCHARIST AND SERMON
4:30 P. M.—CHURCH SCHOOL FLOWERING
OF THE CROSS SERVICE



BRANCH LIBRARY.

RG ^{AND} E

MONTHLY MESSENGER

MARCH 1948



Remember when it was called the Richford?

The first Ford Hotel was in Rochester.

Model "T"

Here 'tis.



THERE ARE ALSO FORD HOTELS IN

Buffalo
750 Rooms

Erie
400 Rooms

Toronto
750 Rooms

Montreal
750 Rooms

P.S. 1948: Once again it's called "The Richford"
Richard Ford was originator of the Ford Hotels.

POWER PLANT, GENESEE RIVER, ROCHESTER, N. Y.

