BOOK OF THE ROCHESTER CENTENNIAL

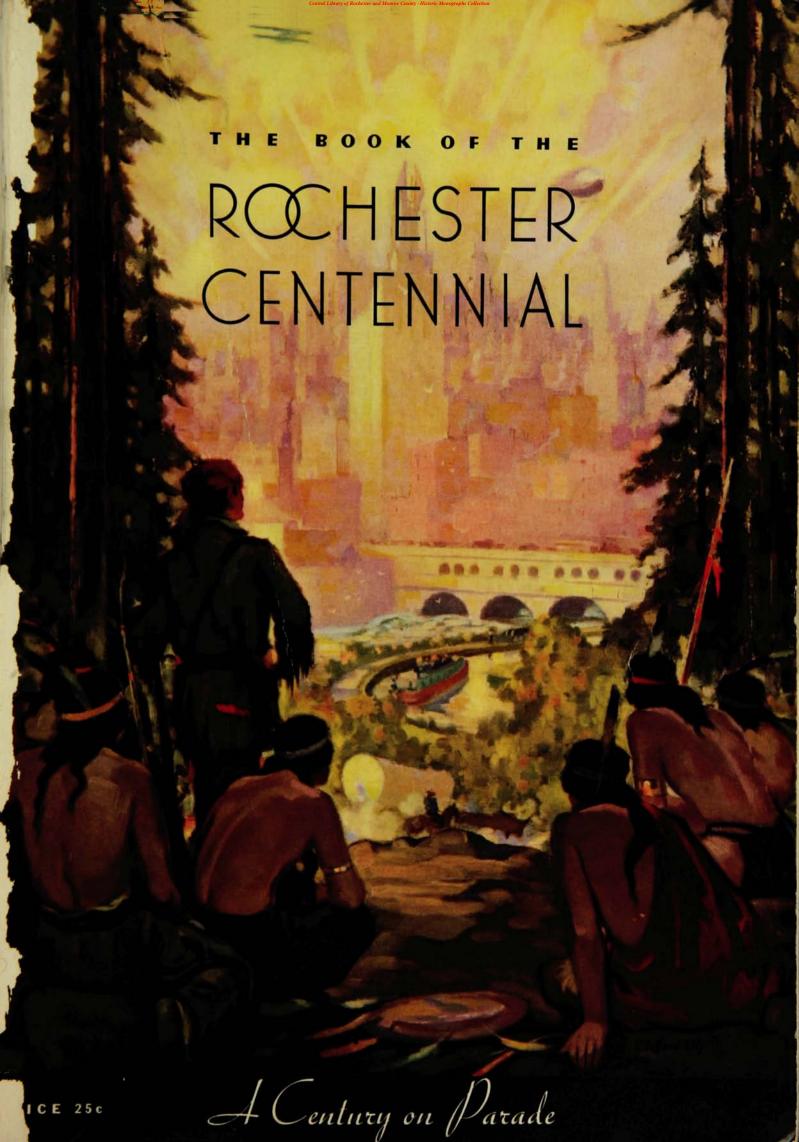
Rochester, N.Y. Centennial Celebration, 1934



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A JOBLESS IMMIGRANT BOY MADE THE WORLD BEAT A PATH TO HIS DOOR

OTHERLESS, fatherless, friendless and jobless, John J. Bausch landed in the United States in the rude, roaring days of '49. No financial assets were ever lower than his. His vicissitudes read like the trials of Job. But he had ideas, courage, honesty and energy. And he soon found a wonderful friend—Henry Lomb. Today the world beats a path to the doorway of an institution whose name is known wherever science throws its light. John J. Bausch ground the first pair of spectacle lenses ever made in Rochester. Today, Bausch & Lomb makes thousands of different pieces of optical equipment. More than a million pairs of eyeglass lenses are carried in stock regularly. Its scientific instruments are standards of quality and accuracy throughout the world. Industry, education, government—all rely on its fidelity to the standards that have governed it for more than eighty years.



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It's Time to Take Stock

ANNIVERSARIES lend themselves to retrospect and forecast. So, as Rochester celebrates its Centennial, its people may well look back with pride on its past record, and look forward with confidence to its future.

To each and every one of us, as well, this momentous year offers a special opportunity for a personal check-up. For it heralds the close of a long period of economic storm and strife. We may not be all the way out of the woods yet, but... certainly, the worst is past and it's a good time for everyone to see where he stands so that he can plan intelligently for the better times to come. It's time, specifically, to take financial stock...to find out how much is owed, what assets there are to

In doing this, and in evaluating the conditions disclosed, trained financial advice can be most helpful. For example, such advice as Central Trust officers give every day to businesses and in-

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dividuals. They are constantly suggesting ways to increase the safety and return-value of investments, plans for lightening debt-burdens in a manner satisfactory to all concerned.

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"friendly" bank, its help is much more than coldblooded, fact-and-figure bound advice. It aims to be friendly and it must be sound. Those who have used it say it is both.

III

...In seeking counsel from the Central Trust Company, neither businesses nor individuals incur the slightest obligation. For giving such counsel is a duty inherent in the fact that the bank is after all a public institution. In addition, of course, the Central Trust Company offers the complete service that only a long-established bank of experienced management and unquestioned soundness can give.

Central Trust Company

Organized June 12, 1888, as The Central Bank of Rochester

25 Main St. East • Rochester, N. Y. • 1806 East Ave.

"THE FRIENDLY BANK"



DISTINCTION

To be distinctive does not necessarily mean to be beautiful. It may be beauty or some other outstanding quality—personal charm, poise, wit, or ability. You may not possess all the qualities that distinguish some women, yet you can achieve true distinction by choosing as your perfume Springtime in Paris—the fragrance that Bourjois created for women who wish to stand out above others because of their exquisite taste and individuality. Springtime in Paris

is a different perfume. Its characterful fragrance has a personality all its own...modern...youthful...hinting sophistication...distinctive. Try the complete series of Springtime in Paris: face powder, rouge, lipstick and other accessories. Perfume \$1.25 to \$10.00, Face Powder \$1.25, Lipstick \$1.25, Vanities \$1.25 to \$2.75, Toilet Water \$2.25, Talcum 75¢. Look for Springtime in Paris in beautiful containers of pale blue and gold at the better drug and department stores.





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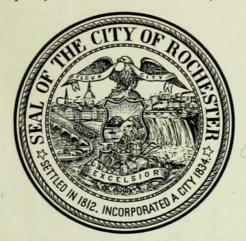
Their superb garments are the product of craftsmen's hands, which scientifically place thousands of hand stitches, insuring a comfortable, styleful drape to every garment.

Hickey-Freeman customized clothes

are sold in the leading stores of the country. In Rochester, they are presented exclusively at the MCFARLIN CLOTHING CO., 195 Main Street East

THE BOOK OF THE ROCHESTER CENTENNIAL

This publication, the only one officially authorized by The Rochester Centennial, is dedicated to the people of Rochester, the builders of a modern American city



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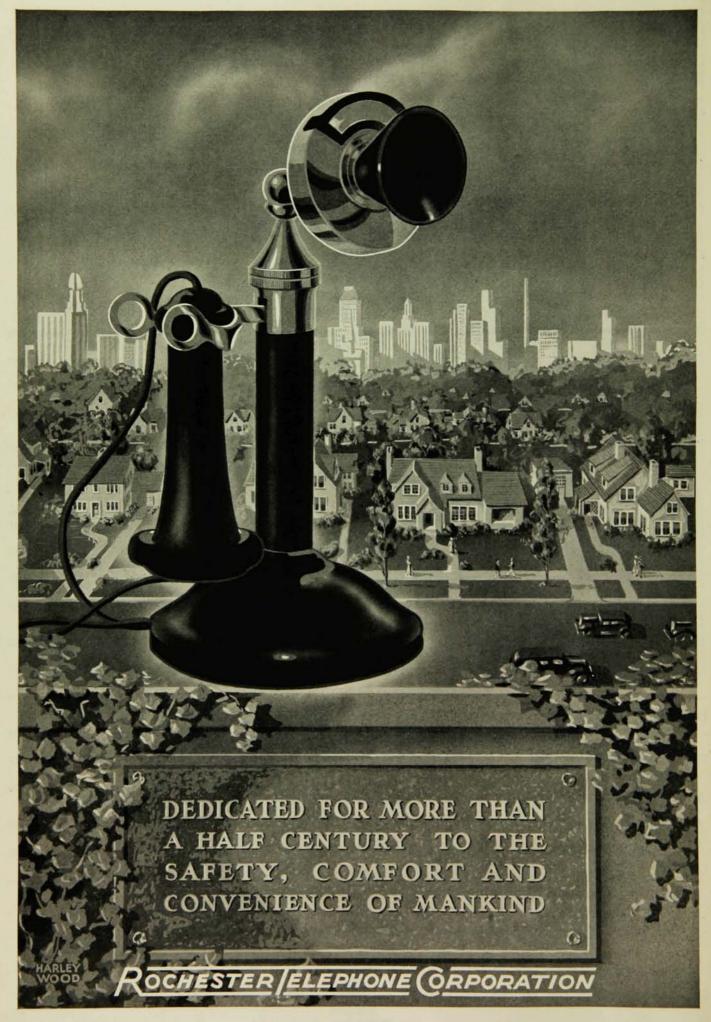
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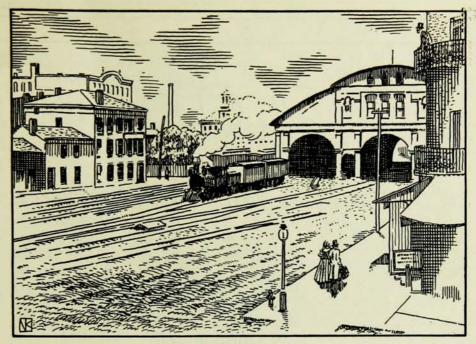
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First New York Central Station

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The Only National Bank in Rochester

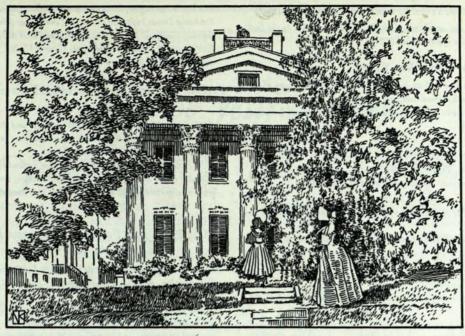


THIS bank has two primary functions — to provide a safe depository for funds and to make available in the community credit facilities which are wanted on the basis of either a financial statement or collateral. We invite you to make use of either one or both of these services.

The FIRST NATIONAL BANK & Trust Co. of ROCHESTER-45 State St.

Member Federal Reserve System

CAPITAL, \$1,000,000 • SURPLUS, \$500,000



The Jonathan Child House

A Pictorial History of Interesting Rochester Events

From the pen of Norman Kent, especially drawn for The Book of the Rochester Centennial

PAGE 7—The First New York Central Station at Rochester, New York

The first train-shed of the Auburn Railroad, at Mill Street, in Rochester, New York, built in 1840, was a rough, wooden structure entered only from the east. When Dean Richmond became the first President of the original New York Central Railroad, among other rapid improvements, he built a new depot at Rochester, on the site of the Auburn shed. It was opened just prior to 1853, and stood for thirty years. The drawing, made from a photograph, shows the west end of the station, about 1865, and a corner of the old Waverly House, at State Street. From the lower balcony shown, it was planned to have Abraham Lincoln address the citizens of Rochester on a cold Monday morning, February 18, 1861, when on his way to his first inaugural; but plans were changed, and he spoke from the platform of a rear car at the west end of the station shown in the picture.

PAGE 9-The Jonathan Child House

Sometimes called "Child's folly." Located at present Number 37, South Washington Street (formerly Number 9). Now (1934), a Christian Science Church. House built in 1837, by Jonathan Child, who married (May 7, 1818) Sophia Eliza, fourth child of Colonel Nathaniel Rochester. Ten children were born of this union. The Common Council elected Jonathan Child as the first Mayor of Rochester, June 9, 1834. He resigned, June 23, 1835. Mrs. Child died, March 3, 1850, and the mansion was sold to John N. Wilder. Shortly after, the family removed to Buffalo, where Jonathan Child died, October 27, 1860.

PAGE 19-Travel de Luxe on an Erie Canal Packet Boat

The first "Directory for the Village of Rochester" (1827) said: "The packet boats daily arrive at and depart from Rochester, both east and west, during the season of navigation, and afford excellent and comfortable accommodations. During the whole of the summer months, or from the first of May to November, the traveler is sure to meet, in these boats, a large company of the most respectable

of both sexes; while the easy motion and rapid progress of the boat, with the opportunity of alternate reading and conversation, beguile the tediousness of a long journey. These boats run night and day, and accomplish about eighty miles in twenty-four hours. The fare, including all expenses, is generally about four cents per mile."

PAGE 60—The Orringh Stone Tavern

(From the original drawing by the artist, May, 1934.)

East side view, showing the original entrance of the Orringh Stone Tavern. The tavern building is still standing (1934), as the private residence of Miss Ellen A. Tolan, at present Number 2370 East Avenue. It was built in 1790, by Orringh Stone, a brother of Enos Stone, Jr., being the first tavern between Canandaigua and the Genesee Falls. Opposite, across East Avenue, at the corner of the present Council Rock Avenue, stood the Rock and Elm. Located on the main trail leading from Canandaigua to the Falls, the tavern and the rock became well known to all travelers in the Genesee Country. A long list of famous men have been guests at this tavern. Names often mentioned are Louis Philippe, later King of France; Aaron Burr; Lafayette; Joseph Brandt; and Captain Charles Williamson.

PAGE 21—The Everard Peck House

This house, formerly situated at the southwest corner of Spring and Fitzhugh Streets, was built by Everard Peck about 1820, and was his home for many years until his death in 1854. Here were launched many philanthropic movements: The Rochester Female Charitable Society was organized in Mr. Peck's home, February 26, 1822; many conferences were held here concerning the founding of the University of Rochester, of which Mr. Peck became a Trustee. William Farley Peck, the local historian, was born here; Charles F. Pond was married in this house

The building was torn down in March, 1929, to give place to a parking station

PAGE 33-The Monroe Avenue Lock on the Erie Canal

This lock was in use from the completion of the Erie Canal in 1823, to the last season when this section was operated, in 1919.

PAGE 39-When the Horse Was King

The local street railway system had its inception in the horse-drawn cars of the Rochester City and Brighton Railroad Company, organized in 1860. The drawing shows one of the last of the horse cars, just before 1890, when electricity banished "bonny" from the car tracks.

PAGE 42—Old Stone Lighthouse at Charlotte, Port of Rochester, New York

(From the original drawing by the artist, May, 1934.)

Built back of Lighthouse Point, in 1822. Still standing in 1934. Giles H. Holden was first keeper. The lighthouse keeper's house adjoining was built in 1863.

There is now a long reach of filled land between this structure and the lake shore.

PAGE 45-Second Erie Canal Aqueduct

View, looking northwest, of second Erie Canal Aqueduct as it appeared in the 1870's.

The date is determined as prior to the statue of Mercury which was modeled by J. Guernsey Mitchell, in 1880, and raised to position January 9, 1881. Also the cupola of the second Court House is shown, which was destroyed 1894.

PAGE 49-Court House Square, Village of Rochester

From a drawing made with the Camera Lucida, June, 1827, by Captain Basil Hall, R.N., a British naval officer. Born, 1788; died, 1844. In 1827-1828, accompanied by his wife and infant daughter, be traveled extensively in North America, making a journey that compassed over eight thousand miles, largely by private conveyance. He was a keen observer and graphic raconteur. He came up the Hudson River by boat, and drove across the New York State wilderness in a chartered coach. He arrived at the Village of Rochester June 25, 1827, and made the sketch during his visit of two days. After his return he published his "Travels in North America" (3 vols., Edinburg, 1829); and a book of forty etchings, from drawings made with the "Camera Lucida."

PAGE 53-The Old Hanford Tavern

This building stood above Hanford's Landing at the corner of Hanford's Landing Road and the Boulevard. It was built by Abram Hanford, in 1809, and was torn down in 1884. Abram was one of seven stalwart brothers who emigrated from Connecticut. The Journal which DeWitt Clinton kept while on the exploring tour with the other Canal Commissioners, in 1810, says: "We dined and slept at Hanford's Tavern, who is also a merchant, and carries a considerable trade with Canada." This building was a rendezvous for American soldiers and sailors during the War of 1812.

PAGE 65-The National Hotel

Situated northeast corner of Main and Fitzhugh Streets, on site now (1934) occupied by the Powers Hotel. Was erected in 1832 as the Monroe House, and was later called by various names: Morton House; Champion House; McLean Hotel; and finally came the National Hotel, with the curved balcony. It was torn down in 1881, and was immediately replaced by the Powers Hotel.

PAGE 66-Ruins of Old Sawmill at Powder Mill Park

From the original drawing by the artist, 1932. Members of the Rand family, residing in Pittsford, assert that nothing but blasting powder was ever made at the Rand Mills. To produce the fine-grained material necessary for use in small-arms ammunition would have required a radical change in the process used in the manufacture of blasting powder. Toward the close of the Civil War a considerable consignment of coarse cannon powder, captured from the Confederates, was sent to the Rand Mills to be reconditioned.

The D. C. Rand Powder Co. plant, south of Bushnell's Basin, was abandoned in 1911 when the business was removed to a broader market for explosives in the Pennsylvania mining country. In 1929 the Powder Mill tract, with additional woodlands reaching south along Irondequoit Creek, to the Ontario County line, was purchased by the Monroe County Park Commission.

PAGE 68-The Famous Concord Coach

This type of vehicle was the smartest public conveyance in America. Early in the

1820's the coach office, "at the corner of Buffalo and Carroll Streets" (Main and Exchange Streets) opposite the Eagle Tavern, was doing an active business daily, running coaches as far East as Albany, and west to Niagara Falls and Buffalo. Every morning a coach started up the Genesee Valley, through Avon and Geneseo, and on as far as Bath and Olean.

PAGE 70—Mills Near the Main Falls of the Genesee River at Rochester

Of the nine mills shown above, eight are grist and flour mills, and one a cotton mill. The eight grist mills include seven which face on Brown's Race with the rear of the mills built down on the river bank.

"The Genesee at this point has excavated a round hasin a good thousand feet in diameter in the limestone strata and the factories, with their running works, are stuck so close to the edge of the rocks that they seem to be bird's nests."

-A. Duttenhofer

PAGE 79—Upper Falls of the Genesee River at Rochester, New York, 1831

Drawing made from woodcut appearing in "Atkinson's Casket," published in Philadelphia, in 1831, with the quaintly spelled title, "Falls of the Gennessee River, at Rochester."

The picture was printed in connection with a lively description of the village with the caption, "Rochester, Monroe County, New York." The writer waxed eloquent in praise, and closed with this exhortation to travelers: "Visit this place this year, admire what you see—return next year, and you will have more to admire."

On the island, at the right, appears the scaffold from which Sam Patch made his last jump, November 13, 1829.

PAGE 81—The Enos Stone House

This house stood on the present South Avenue about opposite where the Aqueduct was built later. It was the first frame dwelling erected on the east side of the Genesee River in what is now (1934) the city of Rochester. It was occupied by the Stone family until they grew too numerous to be accommodated by such small limits. The building was afterward moved east to the southwest corner of Chestnut and Elm Streets, when it was used as a woodshed.

The family of Hamlet Scrantom lived in this shack for sixty days when they first arrived in Rochester, from May 1 to July 4, 1812.

PAGE 83—Rare View of the First Aqueduct Carrying the Eric Canal over the Genesee River at Rochester

Aqueduct, commenced by Alfred Hovey, contractor, July 17, 1822; completed, September 11, 1823; cost, \$83,000. The original drawing was made in 1826. The lithographic print published originally with the title "Bruck-Canal uber den Fluss Genesee in Rochester," in "Study Journey through the United States of North America, with Special Consideration of the Erie Canal," by A. Duttenhofer (Stuttgart, 1835).

The Erie Canal is shown entering the Aqueduct, going east. The view is from a point which, today (1934), would be about the northeast corner of Exchange and Broad Streets, looking east, with no intervening buildings. The water in the left foreground is Child's Basin, beyond which is the south end of Aqueduct Street. Farther, at the left, appear the mill-race and the Genesee River. The tow-path of the first Aqueduct was on the north side; it was changed to the south side when the second Aqueduct was built. Across the iver at the left, South Water Street appears. The houses in the background are on the line of South Avenue.

PAGE 94—Rear View of Home of Colonel Nathaniel Rochester

Built by him in 1824, at the northeast corner of Spring and Washington Streets (site now occupied by the Bevier Memorial Building of the Mechanics Institute). This site was marked by a bronze tablet erected June 28, 1924, by The Rochester Historical Society and the Rochester Chapter, Sons of The American Revolution.

PAGE 97—First Permanent Dwelling on the One-Hundred-Acre Tract

Into which the family of Hamlet Scrantom moved July 4, 1812; they occupied this log cabin for five months from July 4, to December 15, 1812, and then moved on to other places of residence. Both Hamlet Scrantom and his wife died in the house which became 155 State Street, moving there in 1816. Hamlet Scrantom died April 10, 1850, and his wife Hannah D. Scrantom, February 6, 1862.

As the years go by...

N NOVEMBER 1, 1869, thirty-nine people brought \$7,922 to the Washington Hall Block, at the corner of Clinton Avenue North and Main Street East, and deposited it in the just opened East Side Savings Bank.

On July 1, 1934, the number of depositors had grown from 39 to 53,559, and the deposits had swollen to \$27,172,-600.29.

When a group of public-spirited citizens met in the Osborn House sixty-five years ago to form a savings bank, their boldness was manifest in their choice of a location. Clinton Avenue North and Main Street East was a long way from the Four Corners; it was "uptown" with a vengeance, but Rochester's vigorous growth has brought this early bank well into the center of things. True, the bank is no longer in its original location. Sibley, Lindsay & Curr Co. are well entrenched there now. But the bank

is still at the intersection of the same two streets that it has helped so long to animate.

As proof, if proof were needed, that the facilities of the East Side Savings Bank were strategically placed, note the increasing use of them as decade follows decade:

	DEPOSITS	ACCOUNTS
Jan. 1, 1871	\$ 200,765.61	533
Jan. 1, 1881	931,274.75	2,020
Jan. 1, 1891	2,190,175.94	5,324
Jan. 1, 1901	3,668,530.01	9,137
Jan. 1, 1911	10,983,371.00	37,061
Jan. 1, 1921	19,990,320.43	51,841
July 1, 1934	27,172,600.29	53,559

Now, where once stood the original Asbury Methodist Church, the East Side Savings Bank serves the whole of Rochester with a progressive spirit, a deep sense of responsibility, and with every modern accessory to safe and convenient banking.

PROMINENT ROCHESTERIANS IN EAST SIDE SAVINGS BANK HISTORY

Benjamin E. Chase Edwin S. Hayward Arthur T. Hagen W. Henry Mathews W. H. Gorsline Valentine F. Whitmore Alexander B. Lamberton William R. Peters Leon Stern Charles P. Kingston John M. Davy Cassius C. Davy

PRESENT OFFICERS

AUSTIN C. JACKSON President	EDWARD L. GOETZMAN Cashier
WM. BAUSCH, Chr. of the Bd. and Vice-Pres.	JOSEPH H. ZWEERES Comptroller
WM. H. DUNN Vice-President	PHILIP O. WILLIAMS . Assistant Secretary
HENRY B. ALLEN Secretary	CHARLES H. BOORMAN, Assistant Treasurer
JOHN W. F. SWANTON Treasurer	HAMILTON C. GRISWOLD Attorney

TRUSTEES

Austin C. Jackson William Bausch Frank A. Brownell William H. Dunn Frederick A. Sherwood P. V. C. Jackson R. Andrew Hamilton Edmund H. Barry Lewis B. Jones Oscar B. Spiehler Hamilton C. Griswold

East Side Savings Bank of Rochester

A TOWN IS KNOWN BY THE HOTELS IT HARBORS

IGH in the affection of the traveler is the town with good hotels. Whether he be a commercial man, conventionist or common citizen away from home, his impression of a community is largely governed by the house that shelters him.

And so it comes about that the fame of Rochester, blessed with many things, is carried far and wide by the visitors whom its hotels have made at home. Good food, a restful room, unobtrusively skillful service, and a hospitality that comes from the heart—these are the things with which Rochester hotels hold up the fair name of Rochester and win for her the affectionate respect of the stranger within her gates.

The hotels signing here pledge themselves to a continuing cultivation of this esteem, recognizing it as of first importance to a growingly greater Rochester.

HAYWARD HOTEL

200 ROOMS

\$2.00 and up, Single with Running Water

\$2.50 and up, Single with Private Bath

\$3.00 and up, Double with Running Water

\$3.50 and up, Double with Private Bath

POWERS HOTEL

out it out it is

\$2.25 and up, Single \$3.50 and up, Double

ROCHESTER HOTEL

260 ROOMS

\$2.50 and up, Single with Private Bath

\$3.50 and up, Double with Private Bath

SENECA HOTEL

STRICTLY FIRE-PROOF

550 ROOMS

\$2.50 and up, Single

\$3.50 and up, Double





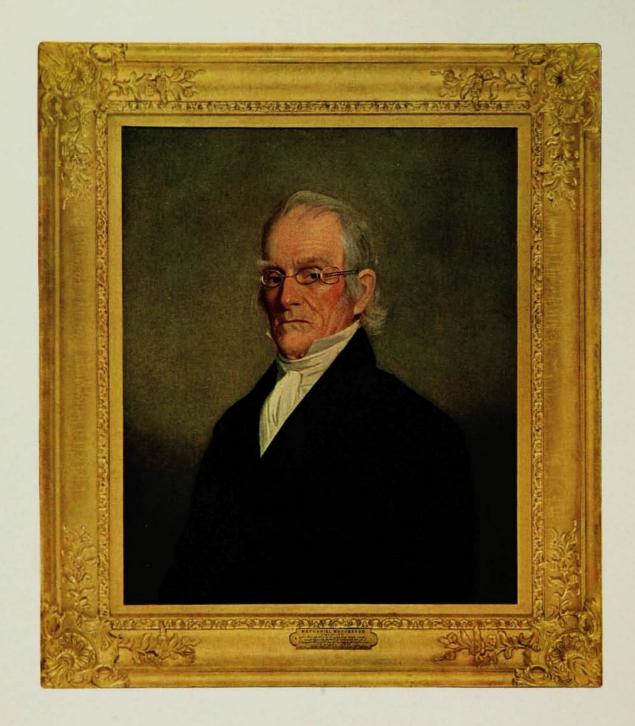
TIMELY CLOTHES

ROCHESTER TAILORED

Exclusively for Young Men



TIMELY CLOTHES are sold in Rochester at the McFarlin Clothing Company exclusively

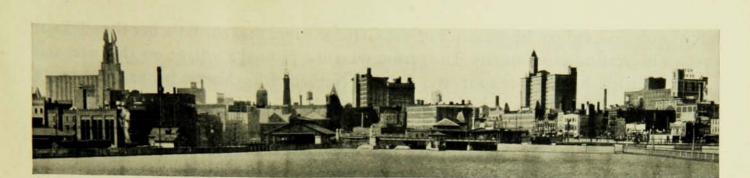


NATHANIEL ROCHESTER

1752 — 1831

Founder of City of Rochester, New York,
Member First Provincial Convention, N.C.
Founder & First Preso the Bank of Rochester,
PAINTED IN 1834 BY

1786 — JOHN J. AUDUBON _1861_



Foreword Between Two Centuries

By EDWARD R. FOREMAN, City Historian

MEASURED by the events which may transpire within it, a century is an immensely important span.

Never at rest, the wings of Time have swept over the first hundred years of Rochester, soaring into another era. In 1934 we stand between two centuries. "The bell strikes one, we take no note of Time but from its loss; to give it then a tongue is wise in man."

Rochester is the Queen City of the adjacent region — the capital of the Genesee Valley. If Rochester and the Genesee Country are great and prosperous it is not an accident; it is the result of long growth, and the roots run deep and far back.

The Local Scenario

In the beginning, the scenario of our local picture discovers a dense forest covering the whole terrain, with the blue lake and bay in the background; three roaring cataracts breaking a sluggish river; with canoes of the Indians the only craft, and their trails the only roads threading the wilderness. Enter, in armed force, devastating soldiers comprising Sullivan's Army; the Indian villages are destroyed utterly, and the mighty League of the Iroquois is broken forever. Here begins the drama of the white man, while the red man fades from view. With peace concluded, comes the great inrush of settlers from New England into the land of promise, the Genesee Country; lured by its forests and hills; its plains and beautiful valleys, fertile for fruits and grain; its sparkling lakes and streams; and its waterfalls potential with power. The present site of Rochester, naturally a fever-infested swamp, is cleared and reclaimed. The growth of the place is unprecedented; in 1812 it starts with fifteen people; by 1815 it counts a population of over three hundred; and in our first city year of 1834 the population reaches thirteen thousand.

From Village to City

A distinction must be made between the first dwellers within the limits of the One-Hundred-Acre Tract and those who actually established a settlement thereon. Before 1812

a few pioneers lived on the west side of the Genesee River near the falls, but they did not succeed in creating a community. The person who first planted a village on this site, and induced settlers to emigrate to it, was Colonel Nathaniel Rochester; his partners being Colonel William Fitzhugh and Major Charles Carroll.

In 1811, Colonel Rochester began to survey the tract and to sell lots. Hamlet Scrantom and family moved into the first log dwelling, on the site of Powers Building, July 4, 1812. The village was incorporated as "Rochesterville" in 1817, the name being shortened to Rochester in 1822. Monroe County was created in 1821. Rochester was incorporated as a city by an act of the New York Legislature passed, April 28, 1834. The first city election was held June 2, and the Common Council organized and elected Jonathan Child as the first Mayor, June 9; he was inaugurated with appropriate ceremonies on the following day, June 10.

Eager Home-Builders

Our Rochester pioneers were eager home-builders. Such was the spirit of Colonel Rochester who urged the first comers in our wilderness village to become established. To encourage them he sold lots at low prices, on easy terms, often lending money to help build houses. Thus, from the beginning our community has had an unusually high percentage of working people who have been home-owners. In no other city in the country has this condition been more pronounced or longer-continued.

Have Honor for Nathaniel Rochester

In a peculiar and very real sense Colonel Rochester was the founder of our city. We are all his beneficiaries, for his accomplishments gave us our opportunities and his animating personality is still dynamic. In this Centennial year common gratitude stirs local consciousness into a fuller sense of the historic worth and dignity of his career.

Patriot, pioneer, founder—Colonel Rochester typified in his honorable public service and private enterprise the best pioneer traditions of the Genesee Country. He shaped our young village. He was the earliest promoter of our prosperity, parting with his possessions to procure a virile population. In the wilderness he had a vision of a city. As a man his life was of constant integrity and primitive simplicity, winning the affection of a grateful community. He had courage, energy and faith. He gave our city more than a name—the heritage of his inspiring personality.

A Century on Parade

As we come out on the conspicuous hilltop of a completed century we look back and see the life and movement of other days in true perspective. The scenes revealed are well suggested in the slogan, A Century on Parade. It is fitting to say to our brave past: Rise and walk before us that we may realize you! These birthday pictures are rich with the magic potency of color, the tremulous life of atmosphere, and infinite gradations of light and shade. Rochester, personified, is indeed the City Beautiful — the City of Heart's Desire.

Human Personality

The field of local history presents a panorama of living people. Our debt to human

personality is always evident and the drama of the Centennial, Pathways of Progress, reveals the extent of that obligation.

Rochester must be judged by those who have given the best that was within them for its creation; building their lives into our institutions and infusing their love for the city into its very bricks and stones. People who know our community by virtue of having been born and brought up in it, or who are here admitted to citizenship, have a love for the city which is entirely personal. They are attached to their home-city on account of its history and also on account of its physical features. Love of landmarks is a tie that binds.

A City Built by Hands

We may well be proud of the claim that ours is a city built by hands — by many hands; proud because our pioneers left us this heritage — the greatest inspiration in all the world — the will to do the work that conquers! And as the memories of a hundred years crowd upon us we recall with genuine affection all the people who have founded and nurtured our community. Human thought, human feeling, and human will went into the making of Rochester. Other men would have made another city. Let us celebrate our own.

To become acquainted with Rochester history is to know the people in their mutual relationships, revealing what has been most potent in our community life. In Shakespeare's tragedy of *Coriolanus* these words are written: "What is a city but the people? True, the people are the city."

The Soul of the City

The history of Rochester is something more than a calendar-chronicle of prosaic happenings. Day-by-day jottings have been written and rewritten by many factual scribes. Yet, there is the music of human heart-throbs above and below the octave of material records.

It is between the lines of the scroll of events that we must seek for the soul of the city—"the essence of innumerable biographies"—which can be apprehended only by the mystic sense, the perceiving gift of appreciation. Many overlooked beauties in the life of Rochester will be evident if we brush aside "the mist of familiarity" which Shelley says "makes life obscure to us."

The Sacred Past

It will always be true that the experience of the past is the safest guide for the future; even as the engineer places stakes as he proceeds that by sighting backward he may determine his advance correctly. Our roots are in the past; our joy of service is in the present; our hopes are in the years to come. If we neglect the past we destroy the future. Today is the sure preparation for tomorrow, and for all the tomorrows to follow. We may look to the past for guidance, but we must depend upon ourselves for success.

The Harvest-Fields of Home

No citizen can study the record of Rochester without finding an interest, without mental stimulus, without increased understanding and sympathy with his fellowmen. There is no more valuable moral or intellectual asset that a community can possess than

keen concern and pride in the personalities and deeds that make up its history. There is a wholesome and inspiring influence growing out of acknowledging a debt to the men who made our soil sacred by first planting the harvest-fields of home.

A man cannot be taught to love his state or his country unless he is taught that great deeds have been done in his own city; that high ideals have been cherished there; and that his neighborhood has been, and is a factor in civilization. The love of locality is the very essence of patriotism.

The Real City

At the beginning of the nineteenth century, when our village was born, New York State was largely a wilderness. The fifteenth census of the United States (1930) presents facts for impressive contrasts with the primitive conditions of pioneer life, showing that today there are fifty-four cities and fifteen villages in the state having a population of ten thousand or more, of which Rochester is the third in size. However, the citizens of Rochester understand fully that mere bigness is not greatness. We know that Emerson spoke truly when he said: "The true test is not the census, nor the size of cities, nor the crops, but the kind of men the country turns out." Thus, the intellectual, moral and cultural elements—the social and domestic graces—which enter into and shape Rochester, these are the real city! These are the things that perish never.

Divinity Will Abide

And as we celebrate our one-hundredth birthday emphasis is laid constantly upon the significance of the occasion, and upon the obligations which must be assumed by heritors of a noble past.

The citizens of Rochester begin their second century in a spirit of thanksgiving for civic blessings showered upon them in the past; looking out upon the present with high courage to bring good things to pass, and facing the future confident and unafraid.

Thus, when the Centennial year is done, the divinity of our neighborhood will abide, that generations yet to be shall learn to love their homeland and their city, and to acclaim them.

Ours is the oath of the young men of Athens: "In all ways we will transmit this city not less, but greater, better and more beautiful than it was transmitted to us."

"Such is the patriot's boast, where'er we roam, His first, best country ever is at home."



Early Rivals Annexed by Rochester

By Morris Adams



ore than a century ago, Rochester adopted an infallible technique for disposing of rivals for community supremacy. She made them part of herself. Ten settlements, at least half of them good-sized villages in population as well as area, were appropriated by her after she began to spread beyond the borders of the historic *Hundred-Acre Tract, which constituted her domain up to the time of her incorporation as a city in 1834.

Dreams of Greatness

Each of the ten had a name of its own and, as was believed, a destiny of its own. Some of them may have been a bit uncertain as to their boundaries, but surveyors had staked out the sites of most of them, and these took themselves most seriously as to their identity and their possibilities for development. At least two were given to picturing themselves as outstripping Rochester in growth and as perhaps annexing that struggling settlement at the Upper Falls of the Genesee.

The explanation of Rochester's expansion at the expense of the communities that surrounded her is easily found. The Eric Canal was cut through

*The Hundred-Acre Tract, approximately square, bordered the Genesee River on the west. An extension westward of the Court Street of today would mark its southern limits and an extension of Andrews Street its northern limits.

the Hundred-Acre Tract, and pretty much everything that Rochester represented at the end of the first half of the nineteenth century, at which time the Erie Canal had been in use twenty-five years, she owed to that waterway.

Largely Swamp

The list of communities that sprang into existence alongside and near the Genesee River in this area more than a hundred years ago seems unaccountably long, until light is turned on the Hundred-Acre Tract. The undeniable fact is that many of the newcomers to this part of the Genesee Country were frightened away from the Tract. They saw that it was largely swamp and that its forest growth was almost impenetrably dense. On all sides they heard stories of a fever that year after year laid low many who made their homes there. So they moved off to east and west, north and south to build their crude dwellings and buckle down to the task of wresting a living from the soil and the woods.

Carthage and Frankfort

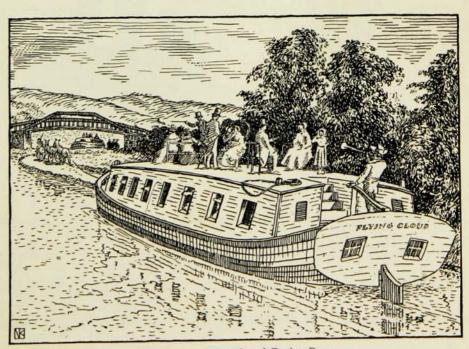
But not all the ten communities were founded by men and women who had turned away from the HundredAcre Tract. Carthage was not. Frankfort was not. These two, which for a
few bustling years saw themselves destined to leave Rochester behind in attracting residents and developing industries, came into existence because
men of courage and initiative believed
their sites offered opportunities for
city building. They couldn't know
that the Erie Canal was to set at
naught plans and judgments that appeared to rest on the soundest of foundations.

Of all the communities that surrounded the Tract, Carthage had the most ambitious aspirations. Lake Ontario shipping was to give it wealth, growth and prestige, Carthage believed. Its site was on the east side of the Genesee, just north of the Lower Falls. To its wharves came, by way of the river, freight-carrying boats from ports on both sides of Lake Ontario, and from its wharves boats laden with cargoes grown or manufactured in this area sailed for those same ports.

Canal Vital Factor

What had Rochester in the way of transportation to compare with that shipping? And how could Carthage possibly lose in its race with the pent-

(Continued on page 88)

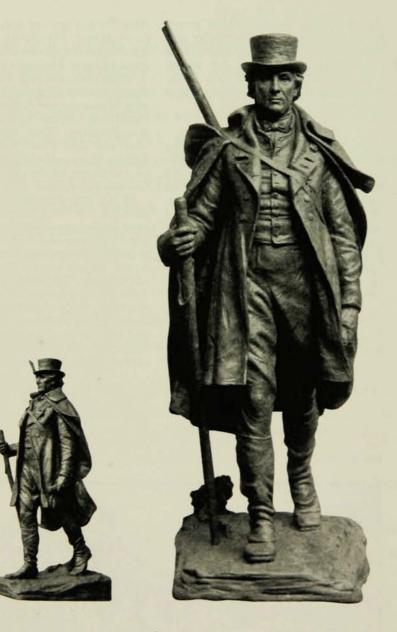


Travel on an Erie Canal Packet Boat

PROPOSED STATUE OF

Colonel Nathaniel Rochester

Designed by Mr. BRYANT BAKER





Colonel Nathaniel Rochester is shown here as he appeared at forty-eight years of age when he first visited the Genesee Country in 1800. The model was designed by the famous sculptor, Mr. Bryant Baker. From this model it is proposed to construct a bronze statue of heroic size, nine feet in height, to stand upon a granite base seven feet high. When procured, the statue will be erected within the city of Rochester at a site to be determined by the joint Committee of The Rochester Historical Society and The Society of the Genesee.

The Rochester Historical Society

By CHARLES HASTINGS WILTSIE, President

The Rochester Historical Society is a significant factor in the educational and cultural life of our City. Its accumulations of historical material and its achievements in research and publication are outstanding. From small beginnings it has become one of the most important historical societies in the State of New York.

In this Rochester Centennial year many more people have made direct contacts with The Rochester Historical Society than in previous decades, yet the Society, its origins, its motives and its work carried on through the years, are somewhat remote from general community knowledge.

The First Organization

On April 15, 1861, Lewis Henry Morgan, as a member of the Assembly of the State of New York, caused to be introduced and passed a special law incorporating The Rochester Historical Society. When this law was passed the clock of destiny was striking in the Civil War, and the absorbing events of the succeeding years delayed the consummation of Mr. Morgan's plans for the establishment of an historical society in his home city, though some meetings were held.

The Revival of the Society

It was Mrs. Gilman H. Perkins who revived The Rochester Historical Society. She summoned leading citizens to attend a preliminary meeting held at her residence, 219 East Avenue, December 17, 1887. Those present and voting were Dr. Edward Mott Moore; Henry E. Rochester, Hiram Sibley, Dr. Asahel C. Kendrick, Judge James L. Angle, Professor Samuel A. Lattimore, Thomas C. Montgomery, George T. Parker, Mrs. George T. Parker, Dr. Augustus H. Strong, Robert Matthews, Frederick A. Whittlesey, Professor William C. Morey, Hobart F. Atkinson, Gilman H. Perkins, Mrs. Gilman H. Perkins and Martin W. Cooke.

The following persons were elected as the first officers: President, Dr. Edward Mott Moore, Sr.; Vice-President, Rev. Augustus H. Strong; Corresponding Secretary, Mrs. Jane Marsh Parker; Recording Secretary, William F. Peck; Treasurer, Gilman H. Perkins; Librarian, Herman K. Phinney.

The following were appointed by the President as the first Board of Managers: Henry E. Rochester, Mortimer F. Reynolds, Hiram Sibley, George E. Mumford, Judge James L. Angle, Frederick A. Whittlesey and Professor William C. Morey. The Society was reincorporated June 1, 1888.

Know Your City

The slogan of The Rochester Historical Society is, Know your city! He who knows his city best loves it most; and he who loves his city is always a good citizen. Knowledge of one's city increases understanding, appreciation and loyalty. These imponderables are of the very essence of good citizenship. For this reason the membership of The Rochester Historical Society has always included the leaders of our community. No other local organization is incorporated for the same purposes or fills this historic field. The Society is the chief agency to crystallize into reality the visions of yesteryears to serve the highest good of our city today.

Major Activities

The major activities of The Rochester Historical Society are devoted to the accumulation and preservation of

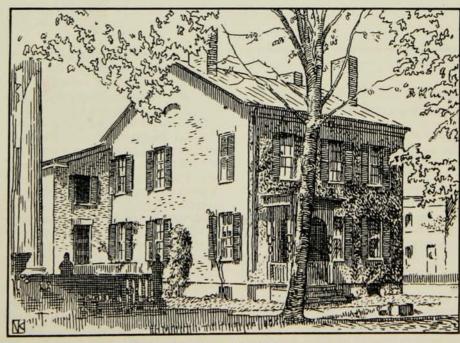
historical material of every kind pertaining in any way to the Genesee Country; to the publication of an annual volume of between four hundred and five hundred pages confined mainly to local subjects; and to monthly meetings through the winter season, thus stimulating research work and the interpretation and the popularization of local historical subjects in general.

Publications

Our publication work has become exceedingly valuable and permanently important. Prior to 1922 only occasional papers at irregular intervals had been printed. In that year a plan for Publication Patrons was developed under which the annual dues of such members made possible an annual volume; and these memberships have continued and increased until the annual volume has now become an established and definite part of our regular activities.

During the years 1922-1933 fifteen volumes have been compiled and published as follows: Three volumes of the World War Service Record of Rochester and Monroe County, of thirty-three hundred pages; nine volumes of local

(Continued on page 103)



The Everard Peck House

A Message from the White House

THE WHITE HOUSE

June 28, 1934.

My Dear Mr. Mayor:

I am happy to have this opportunity
to join with the citizens of the City of
Rochester in commemorating the one hundredth
anniversary of its incorporation.

The celebration of this event is fitting and proper, and I extend my best wishes to all who take part in this observance.

Very sincerely yours,

Honorable Charles Stanton, Mayor of Rochester, Rochester, New York.

Greetings from the Great State of New York

By Governor Herbert H. Lehman

To the Citizens of Rochester:

A hundred years ago Rochester began its life as a city, but it had already gone through seventeen years of childhood and adolescence as an incorporated village. It had grown in that time to a population which established it as the metropolis of the Genesee Valley, and had but just yielded to Buffalo the primacy of western New York. Here was a center for the water-borne trade with Canada and the West, for industry and transportation.

Soon after the coming of the Erie Canal, Rochester became the Flour City of the Genesee, indeed of the State and Nation. When the wheat milling was transferred from the falls of the Genesee to those of the Mississippi, at Minneapolis, the initiative and energy of your citizens were not daunted. You created a new Flower City renowned afar for the beauty of its gardens, its public recreation areas, as well for its beautiful streets and buildings. Yet these things are inci-dental in consideration of a city's greatness and influence. First in significance are its people—they make up the real city. Men and women from all lands and climes have found homes in Rochester, but the earliest proprietor was a southern gentleman, and most of the early settlers were pioneering stock of New England. Perhaps we may attribute the characteristic spirit of

Rochester to this intermingling of warm friendliness of the South with the sturdy, but somewhat colder, manners of the North—an atmosphere that has created a City of Homes and of Friendships.

Ever Progressive

The citizens of Rochester have ever been progressive and open-minded. Hospitable in the early days to the cause of the abolition of slavery and that of woman suffrage, they have encouraged education and the cultivation of the arts.

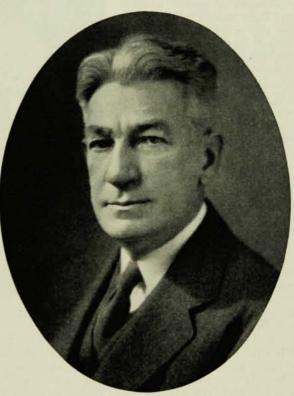
On this happy occasion of your centennial, the State of New York congratulates you upon the past, and with you it looks forward to the coming years, confident in your wisdom and courage to meet the new conditions as they arise, and to make your city ever a more beautiful and greater Rochester.

High Purpose Our Guide for the Future

By Hon. CHARLES STANTON, Mayor of Rochester



Hon. Jonathan Child First Mayor of Rochester Elected by Council June 9, 1834



Hon. Charles Stanton Present Mayor of Rochester Elected by Council January 2, 1934

of the newly born city of Rochester were celebrating their new civic status, even as we today, a century later, are commemorating the event, and rejoicing in the achievements of the intervening years. We are equally blind as to what the future may hold in store for us as were our predecessors of a century ago. They could not then foresee that the infant city of some twelve thousand souls was destined to become a metropolis of three hundred and forty thousand inhabitants, any more than we today can predict what changes the coming century holds for us.

Look Ahead Optimistically

Our earlier citizens, with a courage bred of intimate contact with hardships and unremitting labor, looked ahead optimistically and unafraid, even as we do today.

Only a few years removed from the pioneer day of the infant village, the memory of those first years of hardship was fresh in the minds of our townspeople as they bridged the gap between the village and city. This fact was commented upon by our first Mayor, Jonathan Child, when he said, "Rochester has been settled and built for the most part by mechanics and merchants whose capital was economy and industry and perseverance; they have founded and reared a city before they have passed the meridian of life. What pride and what satisfaction must our earlier residents have experienced as they went forward under the new City charter, constantly toiling, gradually adding in both wealth and population; to find in after years they had built upon sound and enduring principles a City which was to become one of the foremost in the Union.

Material and Cultural Growth

As we celebrate the material and cultural growth of our beloved Rochester during the past century, as we recall the insignificance of our beginning, and as we embark upon the second century of our civic life, let us do so with that same humility and with the same high purpose, which actuated our first Mayor, that our City may continue to enjoy those blessings which have contributed so greatly to our well-being of today.

A Great Citizen's Great Benefactions

By Franklin Courtney Ellis

THERE is something inspiring about an orchestra composed of children. Their music can not but be far below the perfect unison of the Philharmonic; yet a miracle stands forth. Left behind are the squeaky and reluctant hours of practicing. The composite of music they make exceeds the

abilities of each player.

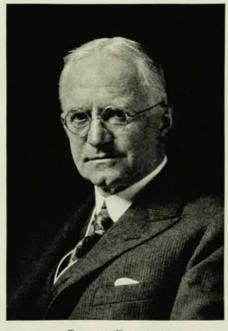
That earnest little girl in brown is skilled enough to have earned her seat in an otherwise-male section of first violins; but neither she nor her audience could feel the "lift" in her single youthfully handled instrument that results when she, and the shock-headed boy who stands on a chair to play the bass viol, and the lad who puts homerun enthusiasm into beating the drums, and the several dozen of their confrères,

play good music together. A Philharmonic player has a reserve of technique. He is even a better player than his job in the orchestra requires. He is an accomplished player in his own right. But with children, having their first orchestral experience, it is quite different. Following the score requires every ounce of ability and effort. There is no musical reserveand that is what sets the stage for the miracle. For the music this orchestra of children makes is beyond the sum of the individual skills contributed.

Made Dream Come True

One of the opening events of Rochester's Centennial program was in progress. The Eastman Theatre was suffused with a soft light made tense and exciting by having shone on many a concert star of world renown, on many a brilliant audience. This time it bathed an assemblage of mothers and fathers and brothers and sisters. An orchestra of school children was playing. All through the week Rochester schools had filled the theater with their music-music from choruses and bands and orchestras.

On this occasion it was an orchestra, and the miracle was being revealed to the pride of the listeners and the elation of the players. But behind the miracle stood a more specific force—a force that has wrought other wonders for Rochester. These children were playing in a theater built by George Eastman's mind and heart. Many of them were playing instruments he had



GEORGE EASTMAN

contributed to Rochester schools. All were playing to make George Eastman's dream come true—though it is unlikely that any of those avid young thoughts turned to George Eastman.

George Eastman's dream was as broad as Rochester. As broad as Rochester today, for when our young fellowcitizen half a century ago began his important work, Rochester was only

one-third of its present size.

His first realization of the dream was the basis of all that came later. He built a business that now contributes directly to the support of half as many persons in Rochester as the 1884 population of Rochester, of one-sixth of the 1934 population; a business that in the past ten years has paid wages and salaries of \$178,300,000 to employees in Rochester, and substantial dividends to Rochesterians as well; that has done its proportional and cumulative part in building Rochester's retail commerce and its property values.

What in addition to this greatest contribution to his home city did George Eastman produce? Few, in this large-scale generation, have dreamed o broadly and executed so truly

> The Eastman School and Theatre The Rochester Dental Dispensary The Chamber of Commerce The Greater University

The Mechanics Institute The Municipal Research Bureau

The Parks, Hospitals, Social Institutions and Community Chest These owe all or part of their growth to a man who didn't consider himself

a dispenser of largesse.

George Eastman didn't put money into projects for the benefit of Rochester either because he had so much money he didn't know what to do with it or because it was fun. It was perhaps, indeed, his greatest pleasure to do things for Rochester, and to see that they were well done, but that wasn't the reason he did them. Perhaps the truer explanation is to be found in letters he wrote to his partners when money was being raised to establish Mechanics Institute on its present site.

Mr. Eastman was only thirty-seven, and his business had yet yielded him no fortune. He wrote: 'I would like very much to see you put your name down for \$5,000. You have made a good deal of money in Rochester... A citizen's debt to Rochester was in his mind, and thus he wrote-but first he had decided to put his own name

down for \$10,000.

Gave Half First Money

Eight years later Mr. Eastman received his first large sum of money that was not tied up in the business; a sum amounting to \$969,000. Within a year he had given or obligated himself to give very nearly fifty per cent of this money to institutions or to individuals . He had indeed paid his debt in gen-

erous measure to date, for there were not yet other millions in reserve behind the sum of which he gave away half.

But he was well repaid. Making his beloved Rochester "a better and safer place than any other" for his fellowworkers and for his fellow-citizens was its own reward. With all the enthusiasm of the boy who spent 65 cents for ice cream on his fourteenth birthday, and with the careful procedure of that same youthful George Eastman who didn't fail to write down the treat in his "Cash a/c" book, our first citizen paid the better part of fifty million dol-lars to establish or improve Rochester institutions. The additional twenty million dollars left by his will for the same purpose was the result of no less deep thought or less devoted spirit.

Dramatizing the City's Colorful History

By EDWARD HUNGERFORD, General Director of "A Century on Parade"

To properly commemorate the onehundredth birthday of the city of Rochester was a genuine problem; in itself demanding no small amount of study, research and thought. The executive committee of the Rochester Centennial Celebration of 1934, looking over the entire field of possibilities for marking such an anniversary, came to the conclusion that a dramatic spectacle, such as the successful Wings of a Century, at the Chicago World's Fair, last year, might be the most fitting thing possible. It so happens that I am the author and producer of Wings of a Century, as well as having produced The Fair of the Iron Horse, at Baltimore, a few years ago. The Rochester committee therefore did me the great honor of asking me to see if we could not produce here in this city this summer a pageant of equal volume and scope to that of Wings of a Century.

A Stupendous Task

Under many circumstances I could not even have considered the thing. Rochester, even as large as it is, seemed a little too small for so stupendous a task; the time allotted-thirty daysall too short to justify the great original overhead cost of the pageant. But the fact that, for one reason or another, the pageant idea became tied in closely with that of operating the Rochester Centennial Exhibition in this year of grace, 1934, saved the day. As a federal aid project, the old horse show grandstand in the exposition grounds— Edgerton Park—was to be torn down and replaced by a new and much finer one-all steel and concrete. This we found could be readily adapted to the amphitheater needs of a large pageant production. This very thing has now been done.

Greek Theater Idea

Pathways of Progress, as the Rochester pageant has been named, will be produced in front of this great amphitheater with its four thousand comfortable seats on what is probably the largest dramatic stage ever built in America. This stage—in reality two or three stages—is open to the heavens. It is walled in by a great cyclorama more than one hundred feet in length and thirty feet in height at its rear and side walls—after the fashion of the high



hedges in a great Italian garden. It is in fact a modern adaptation of the old Greek theater idea, except that when the Greeks built their theaters they worked in lasting granite. This, of course, was out of the question here, for a temporary production. Yet so cleverly does the modern artisan fashion steel and wood and canvas; so intelligently does the modern stage painter use his colors; so vast are the possibilities of electricity in lighting, that probably no Greek theater ever built will excel the Rochester stage in beauty or in utility. This last is to be translated many ways-chiefly into the introduction of such things as electrical switchboards and lights, amplification systems, telephones and the like, of which the ancient Greeks never even dreamed and yet which have come to be an essential part and parcel of modern pageantry upon a huge scale.

Pantomime with Music

In this glorified open-air theater, Pathways of Progress is produced as a pantomine with music, this last composed by Norman Soreng Wright, with interludes arranged by R. Nathaniel Dett. As the one hundred and fifty or more actors enact their roles in pantomime, the theme of the play is read by two narrators—a man and a woman—seated in small pavilions at each side of

the proscenium. Greek theater again. Pathways of Progress is divided into ten scenes and a prologue, and yet, with all the tremendous amount of scenery and actors to be handled, its telling is encompassed within one hour and fifteen minutes. Its actors are not exclusively human beings. To supplement the men and women in the cast, horses are introduced-some forty of them-real locomotives with their trains, horse-cars, automobiles, and even a remarkable simulation of an early packet boat upon the Erie Canal. All these things must move in unison, and in keeping with the music and the reading of the script. Hence the necessity for rigid supervision, as well as the modern utility of the telephone connecting the musicians' box, where conductor Victor Wagner is in charge of a small symphony orchestra, the stage director's desk and the various

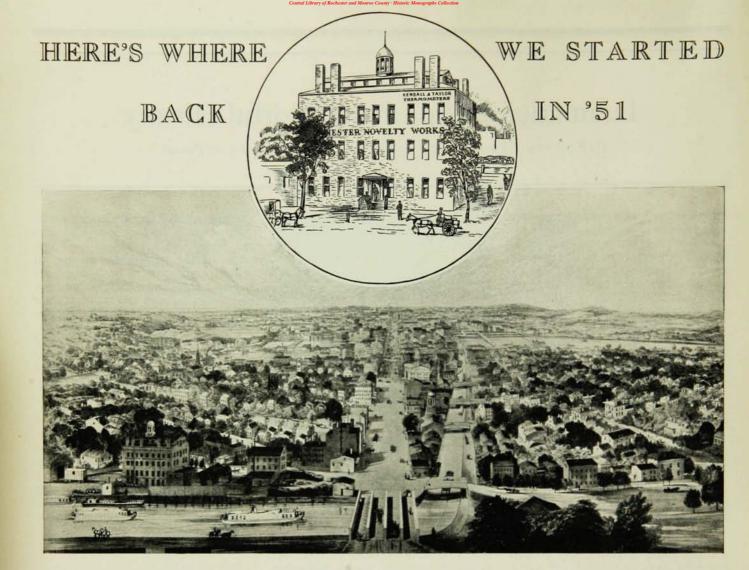
Native Narrators

entrances of the giant stage itself.

This entire production here in Rochester this year is in immediate charge of Adele Gutman Nathan, as director of the pageant, assisted by Perrin G. Somers, as stage director. The narrators are both Rochesterians—Miss Roberta Beatty, who has achieved a large success on the professional stage, both in New York and in London, and Walter F. Folmer, whose success in local dramatic circles and upon the radio makes him well known everywhere. The stage was designed in the rough by me and in detail by James B. Arnold, a Rochester architect; the scenery designed by Hans Oberhammer, and executed by the Mungovan Studios, in Rochester, and the costumes designed by Charles Alan, and executed under the direction of Mrs. Alice Couch, of the Eastman Theatre Studios, and the Eaves Costume Company of New York.

Last Wolf Killed

Rochester's last "big bad wolf" bit the dust in 1830, although some insist he came back to life in 1929. One hundred people joined in a five-day hunt and finally exterminated the animal in Irondequoit.

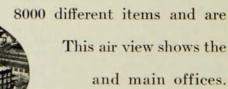


This lithograph of early Rochester, looking east up Main Street (Buffalo Street to you old timers) with the Erie Canal, now Broad Street, in the foreground, shows the Rochester Novelty Works Building in the lower left corner. There, in a tiny one-room shop, David Kendall and George Taylor started in 1851 to make thermometers which they sold around the neighboring country-side. From this small beginning has grown Taylor Instrument Companies. Today

Taylor products number over

sold around the globe.

Rochester factory



Taylor Instrument Companies

WEST AVENUE AT AMES STREET . ROCHESTER, NEW YORK

TORONTO, CANADA • LONDON, ENGLAND • NEW YORK • CHICAGO • SAN FRANCISCO

Thermometers Barometers Stormoguides Controllers Recording Instruments

A Century on Parade—August 11 to September 9

By ARTHUR P. KELLY



A CENTURY on Parade!
The very sound of the phrase suggests color, action, pageantry, flags, music, life, gaiety and carni-

val atmosphere.

It is against such a background that for four weeks the city of Rochester will commemorate the one-hundredth anniversary of its incorporation with a glamorous Centennial Exhibition at Edgerton Park. The attainment of 100 years is an important event in the history of any city and Rochester's Centennial Committee, under the general chairmanship of Carl S. Hallauer, assisted by Vice-Chairmen Frank J. Smith and Bernard E. Finucane and a capable group of associates, has worked from the very beginning with the idea that the Century on Parade celebration should eclipse any exhibition ever presented in this part of the country.

Modern Miracles of Industry

That goal is being achieved. The most brilliant and fascinating spectacle that Rochester has ever offered to the world has been prepared under the direction of The Pageant and Exposition Committee, with Harper Sibley as Chairman. When the gates at Edgerton Park are opened on Saturday noon, August 11th, a dazzling display of the modern miracles of industry, a colorful array of special attractions and a picturesque panorama of en-

thralling features will be unfolded before the eyes of a delighted public.

re the eyes of a delighted public.
What is "A Century on Parade"?

It is the descriptive name given to the entire celebration that will run for four weeks, morning, afternoon and evening, week-days and Sundays, beginning August 11th and continuing through September 9th at Rochester's own spacious exhibition grounds, Edgerton Park.

What does "A Century on Parade"

include?

Fascinating Industrial Exhibits

It comprises the Rochester Centennial Exhibition, a vast and comprehensive showing of a modern city's contributions to industrial progress. It will present the marvelous achievements of Rochester's world leaders in various lines of manufacturing. These exhibits will not be static displays of finished products but pulsating, moving, working demonstrations of actual manufacturing processes, creating products that have carried the name and fame of Rochester to every corner of the civilized world.

It will also include the superdramatic spectacle, "Pathways of Progress," which Mr. Hungerford, its creator, has described on another page of this Centennial Book. Depicting in a series of stirring episodes the most interesting incidents of Rochester's one hundred years, "Pathways of Progress" will be presented twice daily, every afternoon and evening.

Reproducing Early Rochester

In addition to these two main features there will be a fascinating variety of special attractions. The village of Early Rochester will be recreated with its store fronts, just as they were in pioneer days, clustering around Court House Square. Planning and construction of this unique exhibit are under direction of Charles H. Wiltsie, President of The Rochester Historical Society. There will be operated a dance hall with a popular jazz band playing current hits.

One of Rochester's early flour mills, recalling the romance and prestige of the days when Rochester was the milling center of the world, has been reproduced, with its huge wheel and mill-pond. Hereflour will actually be ground, ready for the baker's oven. This in-

triguing exhibit will also house the historical display of the progress of industry through Rochester's one hundred years, the joint contribution of leading concerns that were doing business in the city's pioneer days.

Orchestra in Viennese Garden

In a beautiful Viennese Garden, gay with alluring canopies, the famous Rochester Civic Orchestra, under the gifted baton of Guy Fraser Harrison, will play twice every evening, from 6:45 to 7:45 and from 9:30 to 10:30. These "Serenades Under the Stars" will furnish a delightful interlude to the round of sight-seeing and give proper recognition to the high place which Rochester holds in the world of music. In addition to the Civic Orchestra four bands will be heard during the afternoons of the four weeks of "A Century on Parade."

The Midway will provide a succession.

The Midway will provide a succession of thrills and novelties aimed to amaze and entertain visitors of all ages. They include the famous Diving Horse in which a young girl, astride the animal, leaps from a dizzy height into a pool of water; a real old-fashioned one-ring circus, Hawaiian Village, Hopi Indian Village, Mechanical City, Wrestling Alligators, Miniature Railroad, daring Log Rollers, Ferris Wheels, and all kinds of "rides"

for children.

Thirty Dazzling Days

Besides the industrial display there will be a medical exhibit, dental exhibit, church exhibit and displays by a number of scientific societies. A Hobby Show will present picturesquely the pet fads of "hobby hounds" from all over the state.

The space limitations of an article of this character will not permit a detailed description of all the unique features that have been prepared to amuse, enchant and instruct the populace at "A Century on Parade." It will be Rochester's greatest show, it will be the East's greatest show. For the hundreds of thousands of visitors who are expected to come to this beautiful capital of the Genesee Country to help Father Rochester celebrate his one-hundredth birthday it will provide thirty dazzling days and nights of gorgeous entertainment.

ON ROCHESTER'S CENTENINHAL PFAUDLER CELEBRATES

The Golden Wedding OF GLASSIAND STEEL

IN 1884 Pfaudler invented Glass Lined Steel Equipment and today, with plants in England and Germany and two large plants in this country, is the world's largest manufacturer of this internationally used product.

Its constantly increasing applications are all based on such specific advantages as sanitation, prevention of metallic contamination, resistance to acids, elimination of undesirable catalysis.

DAIRY PLANTS

Until the advent of large, one-piece glass lined tanks, dairying existed as a "can and dipper" industry. Pfaudler pioneered the glass lined tank car and truck which made possible the shipment of 6000 gallons of milk in bulk under ideal sanitary conditions. This stimulated larger dairies, requiring large glass lined storage tanks and glass lined pasteurizers, automatically operated.



ICE CREAM PLANTS

Few people realize the sanitary care that goes into the making of ice cream. To achieve this purity of product, leading ice cream manufacturers use Pfaudler equipment extensively for pasteurization, for mixing and aging, for transporting large quantities of ice cream mix from manufacturing to distributing centers, often hundreds of miles apart. Modern methods are a far cry from the old "hand freezer" days.



FOOD INDUSTRIES

A great number of the prepared foods that you use are made in glass lined equipment. Mayonnaise, coffee extract, tomato juice, salad dressing vanilla, tomato paste, many canned foods, preserves, etc., come to you with better flavor and in a more sanitary condition because they were made in glass lined steel. In the photo at right are some of the glass lined vacuum cookers used in the preparation of baby foods.



Many of today's standards of purity in the dairy, ice cream, food, brewing, beverage, distilling and chemical process industries would either be impossible of achievement or of an inferior quality but for the protection glass affords.

In its half century of continuous progress, the name Pfaudler has played its share in giving meaning in all parts of the world to that famous slogan—"Rochester made means quality."

CHEMICAL INDUSTRIES



Glass Lined Steel is the only material resistant to all acids (except hydrofluoric) at any concentration or temperature. Consequently it is a big aid to the chemical and pharmaceutical industries in the constant war against corrosion and metallic contamination. Such delicate products as insulin, used in treating sugar diabetes, and illetin, for correcting pernicious anemia, owe their absolute purity to glass lined steel.

BREWERIES



Pfaudler Glass Lined Steel Brewing Equipment is used in breweries the world over. Fermenters, storage and bottling tanks protect famous brews from turbidity and help cut costs. Its durability is shown by the fact that the world's first brewing installation of glass lined steel tanks is still in active service. Such Rochester breweries as Standard, Cataract, Rochester and Genesee are Pfaudler equipped.

DISTILLERIES



As a large scale application of the principle of the bottle, Pfaudler Glass Lined Equipment has many applications in distilleries and wineries. Many of the world's most famous brands come to you with their original excellence unimpaired due to the fact that Pfaudler Distilling, Blending and Bottling equipment have protected them from turbidity, off-flavors and discoloration, providing greater sanitation also.

PFAUDLER CO. ROCHESTER N.Y.

A City of Diversified Industries

By ROLAND B. WOODWARD, Executive Vice-President of the Rochester Chamber of Commerce



Diversification of industry is one of Rochester's outstanding attributes, providing an important means of leveling the peaks and valleys of prosperity and depression, and making for steadier employment and more even purchasing power. It has given Rochester a more stable life than belongs to those communities which are dependent for their welfare upon one or two major industries.

Covers 39 Miles

A century ago, Rochester numbered scarcely 12,000 persons. Today, with a population of 328,132 and a recognized metropolitan area numbering close to 400,000, it ranks twenty-second in population among all cities in the United States.

A century ago, the city was founded on a hundred-acre tract. Today, it covers 39 square miles and embraces a metropolitan area of 304 square miles.

Figures showing the growth and diversification of industry are no less startling than those showing population and acreage growth.

A century ago community life revolved around one industry, namely, milling. A survey in 1931 showed more than 1,000 industrial plants turning out annually products valued at nearly \$242,000,000. Eight hundred of those plants employed 45,455 persons and paid \$52,345,004 in wages.

In this article I wish to cite first the importance to the city of a number of major industries as revealed by authentic figures, then to trace briefly the beginnings of Rochester industry and to show how types and classifications of industry in Rochester have broadened out with the years.

Turns Out First Shoe

Shortly before Falls Town became Rochesterville, Abner Wakelee turned out the first shoe made within limits of the present city. That was in 1812. From such an humble beginning has grown the industry which in Rochester in 1931 produced shoes valued at \$11,587,932, employed 3,610 workers and paid them \$3,194,110 in wages—a sizeable industry indeed.

From the small shops of Jehiel Barnard, Rochester's first tailor in 1812, and of Patrick Kearney, the city's second tailor—from the early custom work of Mire Greentree who opened shop in Front Street in 1840—with the arrival of skilled artisans from the Old World—and with the rapid strides made possible by invention of the sewing machine, has risen Rochester's clothing industry known the world over for the quality, style and workmanship of its products. The present extent of this industry can best be told by these figures: The value of men's clothing produced in 1933 totaled \$32,000,000; employment was

given to 7,500 men and women, and factory pay-rolls in the industry aggregated \$11,845,500. In addition must be mentioned the fact that Rochester produced more vegetable ivory buttons than any other city in the world; an industry that established itself here to be near the main source of the nation's quality clothing.

Inventive Skill

Gathering momentum as the century advanced, Rochester's machine and tool industries in 1931 accounted for products valued at \$10,504,935, paid wages amounting to more than \$2,510,940, and planted Rochester's name securely in many a factory on the far side of the globe. The inventive skill of Rochesterians accounted in large degree for the prominence attained in this field. Today, manufacturers of automobiles throughout the world look to Rochester for improved gears; printers find here improved presses and equipment; manufacturers using castings, and firms using a wide variety of other machine products, look to Rochester to fill their needs.

Actual figures support Rochester's claim to distinction in the field of printing. In normal years the value of printed products is \$10,000,000, and the wages paid in this giant industry, exclusive of executives' salaries, office pay-rolls and sales staffs, exclusive also of newspaper, periodical printing and



Beautiful Gardens Adorn Rochester Homes

lithographing, runs to the \$2,000,000 mark.

Ideally Located

The food products industry produced goods in 1933 valued at \$35,000,000 and paid to its workers \$4,000,000. Rochester, ideally located in the heart of the fruit and vegetable country of Western New York, and blessed with adequate transportation facilities at reasonable rates, is able to ship the finished products at competitive prices.

Rochester reflects the glory also of her world-renowned optical industry. To say that this is the home of America's leading optical institution, the Bausch and Lomb Optical Co., and of a dozen other noted though smaller optical firms, is to tell only a part of the story. The optical goods industry in Rochester in 1929 turned out products valued at \$14,043,830, employed 4,313 persons in eight plants, and paid salaries and wages to the total of \$6,954,000. Rochester's optical industry receives orders from all parts of the world and visitors from equally as far. Some of its products have been a means of added health and enjoyment to millions of people; other of its products have made possible scientific research of major importance.

Beginning of Kodak

From the one-man firm founded in 1880 by George Eastman to the mammoth Eastman Kodak Company, giving employment to 23,000 men and women in 1934, is a partial picture of the development of the photographic industry—an industry that has made "Rochester" and "Kodak" synony-mous terms. With Rochester as its home and headquarters, the Kodak organization has branches, factories and representation all over the globe. Factories are in Rochester; Kingsport, Tenn.; Peabody, Mass.; Chicago, Ill.; Toronto, Can.; England; France; Germany; Hungary and Australia. Branches, stores and processing stations may be found wherever the feet of men have trod. Rochester is preeminently the "Kodak City" and the home of photographic supplies, leading the world in volume and variety of cameras and photographic materials. Other firms, including Folmer Graflex Corp., Defender Photo Supply Co., Haloid Co., and others, have added materially to Rochester's distinction in this field.

Some Major Industries

In so brief a sketch it is not possible to give an adequate account of the importance of many other major industries. To present a hasty survey of the types of industries that have made Rochester a City of Varied Industries, however, let me cite the following: Milling, nurseries, shoe industry, men's

clothing industry, photographic industry, food products industry, optical goods industry, manufacture of instruments, office equipment, machinery and tools, telephone and radio apparatus, printing and the graphic arts, advertising specialties and paper boxes, and railway signals and supplies.

Each of these has contributed in a major way to the stability of the city.

From "Flour" to "Flower"

Milling was the city's first industry, attributable to the Falls which provided the pioneer millers with power with which to run their grist mills. The city thus became known within a wide radius as "The Flour City" and today bears on its official city seal that title. As milling migrated to the western states, the importance of the early nurseries here grew and "The Flower City" gradually supplanted "The Flour City" in popular thought. William A. Reynolds, son of Abelard Reynolds of Reynolds Arcade fame, began the first seed business here, in partnership with a Mr. Bateham. This later formed the nucleus of the firm of Ellwanger & Barry Nursery Co. Second only in prominence to this firm was that founded by James Vick who had come from England in 1833. Nursery firms thereafter sprang up with astonishing rapidity.

The shoe manufacturing industry was next to attain national prominence; then the men's clothing industry; and, after the Civil War, the camera and optical goods industries. From that point on, Rochester has justifiably held claim to the title "City

of Varied Industries.'

English Mayor Coming

Mayor J. W. Leech, of Rochester, England, has accepted an invitation to attend the centennial celebration of Rochester, N. Y. It is expected that he will be the guest of honor on Rochester Day, September 1st. Pleasant relations have existed for years between the two communities, one located on the Medway River, County Kent, England, and the other on the Genesee River, Monroe County, U. S. A.

In 1856, when diplomatic relations between the United States and England were a bit strained, a message of goodwill was received from the residents of the old English city, and in 1881, resolutions of regret on the death of President Garfield were adopted by old Rochester and forwarded to its youth-

ful namesake.

In 1931, old Rochester celebrated its two-thousandth anniversary, and Herbert S. Thorpe, of this city, visited there as a special ambassador, carrying friendly greetings. Mayor Leech's coming is a return of that courtesy and made in response to an invitation from Mayor Charles Stanton.

Rochester's First Wedding

The first wedding on the site of Rochester occurred on October 8, 1815, when Delia Scrantom was united to Jehiel Barnard. Incidentally, the first surgical operation was performed by Dr. Hunt, of King's Landing, on the broken ankle of the same Delia Scrantom in 1812.

Rochester's first newspaper, The Weekly Gazette, was established by A. G. Dauby

in 1816.



Ontario Beach Park, City-Owned Recreation Spot

central landry of Rochester and Stomot County 11500th Monographs Concentral



Left—Main Street, Rochester, in 1834. Below—Main Street, Rochester, in 1934.

Rochester 1834·1934

ROCHESTER'S first century as a city is crowded with achievements of the pioneer. Not the "covered wagon" pioneer; but the industrial pioneer, who looked into the future, saw clearly the needs and wants of the people, and planned and worked to be ready when those needs developed. Upon this basis the great industries of the city were built.

The day of the industrial pioneer has not ended. Rochester's industries have continued to thrive largely because they have made quality their objective. Even in the confusion of recent years, Rochester firms have been planning and developing new products to meet new needs, to open new markets.

As Rochester's second century advances, new opportunities will develop—for those who are alert, for those who look ahead, for those who plan. For those, particularly, whose financial planning is sound.

A modern progressive bank is an indispensable factor in planning. By the very nature of its business, a bank must look ahead. To safeguard its depositors, its borrowers, its stockholders, it must constantly look into the future.

THE Lincoln-Alliance
Bank and Trust Company
has played an important
part in a most significant
portion of the city's first hundred years. It is ready to continue this role as Rochester's
new century dawns.



LINCOLN-ALLIANCE

BANK AND TRUST COMPANY

MEMBER FEDERAL RESERVE SYSTEM





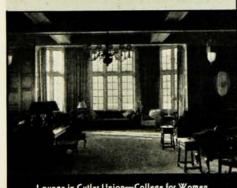
Main Portico—Rush Rhees Library







Todd Union-River Campus







A few of the many buildings of The University of Rochester A.W. HOPEMAN & SONS CO.

> BUILDERS • FOUNDED 1869 GORDON & KAELBER, Architects

A Century of Medicine in Rochester

By BETSY C. CORNER



GENESEE FEVER" was the first disease encountered by the early settlers of the region now known as Rochester. This disease, probably malarial in origin, was mortal to most heads of families in 1798 and prevented further settlement until about 1815," according to the inscription on an old gravestone which still stands in the neighborhood of Kodak Park.

Doctor and Cook

Jonah Brown was the first physician known to settle in Rochester. In 1813 he was "often called upon to act as nurse, cook and doctor when finding whole families prostrated with fever." Other early physicians were Dr. Orrin E. Gibbs, Dr. Simon Hunt (surgeon in the War of 1812), Dr. Anson Colman, Dr. John B. Elwood, Dr. Frederick F. Backus, Dr. Matthew Brown, Jr., Dr. Azel Ensworth. These doctors played a part in the formation of the new community by holding public office and engaging in business and social enterprises.

In 1827 Rochester's first Directory enumerates among the learned professions 7 clergymen, 25 doctors, 28 lawyers, among a population approximating 8,000. The ratio of 1 doctor to 320 people compares with a present ratio of 1 physician to 700 inhabitants. Rochester's early faith in her doctors

was enunciated in 1828 by this statement: "If a wall of physicians about us is any guarantee to the preservation of Publick Health, we may enjoy an exemption from disease to a degree altogether enviable to less fortunate villages."

Medical Society

Official medical history begins in Rochester with the formation of the Monroe County Medical Society in 1821. This association of doctors bears the distinction of having the longest consecutive history of any society organized in Rochester, being a year the senior of the Rochester Female Charitable Society which was later instrumental (1847-1864) in establishing the Rochester General Hospital. The Monroe County Medical Society undertook the work of examining and licensing young local doctors. Its first president was Dr. Alexander Kelsey, who was succeeded in 1822 by Dr. Frederick F. Backus, of Rochester. In 1827 a second medical society, known as the Rochester Medical Society, was organized for monthly discussions of professional interest.

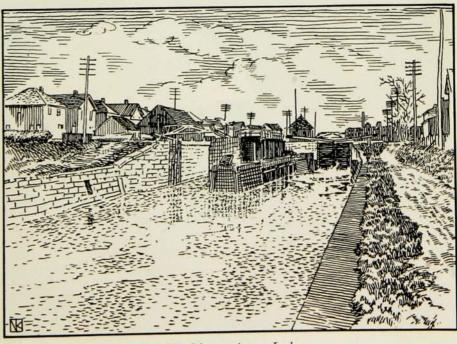
Epidemic cholera broke out in Rochester in 1832, in 1834, and later, in 1849 and 1852, taking heavy toll of the

population. Dr. Hugh Bradley, an Irishman, licentiate of the University of Glasgow, Scotland, was placed in charge of a small cholera hospital organized in 1849 by His Honor, Mayor Levi Ward.

First Hospital

Other physicians whose work at this period should be mentioned are: Dr. Edwin G. Munn, one of America's very earliest specialists in ophthalmology; Dr. Edward Mott Moore, surgeon, teacher, organizer, and later known as "father of the Rochester park system"; Dr. W. W. Reid, whose method of manipulation in dislocation of the hip-joint was an important contribution to early orthopedics; and Dr. Douglas Bly, whose timely invention of an extremely practicable artificial leg (1859) brought relief to many soldiers maimed on the battlefields of the Civil War.

Rochester's first permanent hospital was established by the Catholics. Dr. Thomas Bradley and Mr. Patrick Barry, at the direction of Bishop Timon, of Buffalo, chose a site in the West End, where Sister Heironymo and her associates from the Mother House of the Sisters of Charity, at Emmitsburg, Maryland, began their ministra-



The Monroe Avenue Lock

tions to the sick in two small renovated stone stables. During the Civil War, the United States Government requisitioned this hospital, known as St. Mary's, and more than 5,000 soldiers are said to have received care in its quarters which were necessarily enlarged to meet emergency needs.

War Surgeons

The Rochester City Hospital (now the General), opened in 1864 through the efforts of the Rochester Female Charitable Society and a group of prominent men serving as hospital directors, also treated many Civil War soldiers, and very early attracted an able staff of physicians.

Rochester doctors who went to the Civil War as regimental surgeons included Dr. David Little, Dr. Theodore F. Hall, Dr. James W. Casey, Dr. W. S. Ely, Dr. John F. Whitbeck, Dr. Lake-

man, and others.

Great Strides

In the next two decades Rochester hospitals made tremendous changes in surgical practice, due to the fact that the discovery of ether anaesthesia (1846), and the knowledge gained from Civil War experience in amputations and major operating, were combined with insistence upon bacterial cleanliness by the introduction of Listerian surgery, embracing both asepsis and antisepsis. Mortality from operations became greatly lessened and public opposition to hospitals began to decrease. Dr. J. F. Whitbeck, who had studied in clinics abroad, his assistant, Dr.

Henry T. Williams, and Dr. Edward W. Mulligan, fresh from New York City, where he had been a pupil of Dr. William H. Welch (who later became a founder of Johns Hopkins Medical School), were largely responsible for improving surgical practice in Rochester by introduction of the new methods.

Societies Flourished

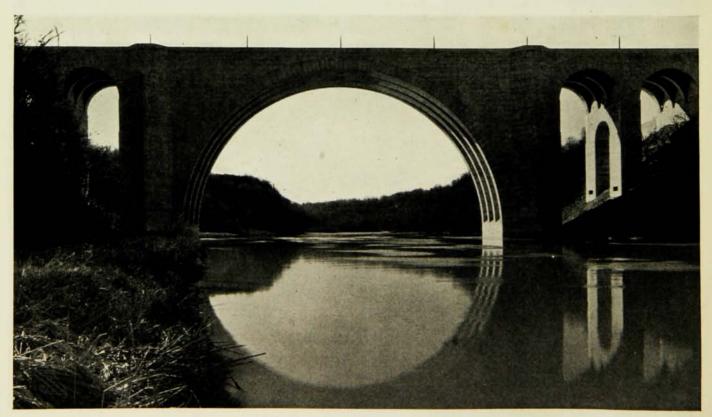
Medical societies have flourished in Rochester, finding culmination in the formation, 1899, of the Rochester Academy of Medicine, under the leadership of Dr. W. S. Ely, Dr. Edward B. Angell, Dr. John O. Roe, Dr. Henry T. Williams, and others. The Rochester Academy of Medicine, long a center of scientific and literary interest for the profession, by reason of a fortunate real estate transaction, possesses a small endowment and is the owner of a building (13 Prince Street) and a library of 12,000 volumes.

The Rochester Medical Association, beginning in 1914 as a commercially organized physicians' telephone exchange, by uniting into one group all reputable physicians licensed to practice in Rochester, accomplished without preconceived design a rapprochement between homeopaths and members of the regular or old school group, which proved a fortunate breaking down of barriers. About 1930 the Rochester Medical Association merged with the Academy, since it was realized that the interests of the two organizations had become identical and were serving the same purpose.

Dr. Goler's Record

As regards public health, the appointment of Dr. George W. Goler, in 1894, as assistant Health Officer, marks a new era in the city's welfare. Through discoveries made in the basic sciences underlying medical advance (chemistry, physics, biology, bacteriology), the way to health was gradually being made plain. To make a healthy city, however, necessitated a constant battle against uninterested politicians and entrenched tradition. More than all, it required on the part of the public an awakened sense of danger and of the necessity for change. Today we take for granted pure milk, the sanitary control of an abundant water supply, the collection and proper disposal of garbage and waste, the medical in-spection of our school children, vaccination against smallpox and immunization against diphtheria and typhoid (resulting in the practical disappearance of these diseases from the community). It seems natural and necessary to have postnatal, prenatal and child-care clinics, to try to check and cure syphilis because of its bearing on the welfare of all society and to possess an adequate and properly controlled Municipal Hospital for the care of the sick poor and for the isolation of communicable disease. We almost forget that these blessings have become ours at the price of struggle in many a hardfought campaign, by untiring day-andnight vigilance on the part of Dr. Goler and his associates among the doctors and nurses.

(Continued on page 84)



Memorial Bridge Arching Genesee River



"MOSCOW and what tone"

WITH a Stromberg-Carlson All-Wave Radio, you can listen to Moscow or Melbourne; Honolulu or Berlin. You can get aircraft, police, amateur, ship-to-shore communications, as well as American short-wave and standard-wave broadcasting.

All with that unsurpassed quality of tone and performance which justifies the slogan, "There is nothing finer than a Stromberg-Carlson."

The No. 68 All-Wave, illustrated, 540 kc. to 25000 kc. (555.2 meters to 12 meters). Price \$175. Other models from \$75 to \$889.50. Dealers are listed in the classified section of the telephone directory.

Stromberg-Carlson Stromberg-Carlson



The soundness of certain business fundamentals has been demonstrated more conclusively during the past four years than in any similar period of Rochester's history.

These fundamentals are . . . an experienced management . . . adequate capital . . . and a conservative policy . . . a looking into the future five . . . ten . . . a score . . . of years.



UNION TRUST COMPANY

A Marine Midland Bank

Only Hardy Souls Visited Pioneer Dentists

By Dr. Louis H. Kominz

DENTISTRY in Rochester during the past hundred years has kept pace with the progress shown in the other arts and sciences and with the city's industrial development.

It has grown steadily as the city has grown. In 1834, when Rochester was incorporated as a city, with a population of 12,252, and an area of 4,000 acres, there were no dentists listed. Today, a hundred years later, we find that Rochester has grown into a fine metropolitan city, with a population of 330,000, an area of over 21,000 acres, and with about three hundred dentists in practice here.

In these one hundred years dentistry has risen from a very modest beginning to the high plane which it occupies among the professions today.

Slow and Painful

However, in the first forty or fifty years, the progress of dentistry in Rochester was both slow and painful—slow for the dentist and painful for his patient. For, it must be remembered, a vast majority of the refinements and improvements which have removed the patient's fear of the dentist and dental operations have been introduced during the past forty years.

Early Rochesterians who were forced to yield to the ministrations of dentists of that era probably accompanied their visits with many grunts and groans. We say "forced" advisedly, for the slogan "See your dentist twice a year" was not as popular among early residents of the Genesee Valley as it is today.

The first dental work in the infant city was done by physicians, such work consisting chiefly in the extraction of diseased and painful teeth. For this purpose the physician used a turnkey, an almost medieval instrument of torture, with which the tooth was wrenched from its socket. Gradually dentists began to appear on the scene, and a Dr. Bigelow was perhaps Rochester's first practicing dentist, although Dr. H. C. Wanzer opened an office on Buffalo Street in 1842. His son George G., returning from the Civil War, formed a partnership with him in 1865.

Ten Dentists in 1850

By 1850 there were about ten dentists in this city. Up to this time there were very few dental instruments



A MAN OF COURAGE 1834

which could be purchased—each dentist made his own. When we stop to think of the fine dental apparatus which is being manufactured in Rochester today, we can indeed visualize the tremendous strides which dentistry has made during Rochester's first century.

We are told that in 1852 a Dr. Haines filled eleven cavities in teeth with gold for \$8.25. Today, in 1934, with gold at its high level, that would hardly pay for the gold for a single cavity.

A few of the names which stand out quite prominently in the history of dentistry in Rochester are those of Doctors Fenn, Knowlton, Brown, Mills, Van Marter, Field, Pritchard, Wilson, Naramore, Morgan, Fowler, Walter, McGregor, Schuyler, Requa, French, Miller, and LaSalle.

Important Dates

The following are a series of dates which are of tremendous importance to dentistry in Rochester, and are intimately tied up with its history:

1852—George Eastman born. He did a great deal for preventive dentistry, and was vitally interested in the teeth and health of the children of Rochester.

1868—Seventh District Dental Society organized. Rochester comprises an important part of this district. 1878—Rochester Dental Society was organized with eleven members.
Today it has a membership list of approximately two hundred.

1892—First free dental clinic in the world established at the Rochester City Hospital.

1905—Free Dental Dispensary opened at the Rochester Public Health Association, 32 South Washington Street. This clinic was made possible by a donation from Capt. Henry Lomb (1828-1908).

1910—Dental Dispensary opened at No. 14 School. First public school in the United States to be equipped with a free dental dispensary.
1914—National Convention of the

1914—National Convention of the American Dental Association held at Rochester.

Dental Dispensary Opens

1917—Rochester Dental Dispensary was opened, with Dr. Harvey J. Burkhart as its director. This institution was built and equipped with funds furnished by the late George Eastman. Soon thereafter a school for Dental Hygienists was established at the dispensary and, up to the present time, upwards of a thousand young women have been graduated.

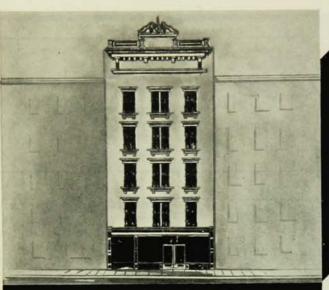
1925—School for Medicine and Dentistry established at the Univer-

sity of Rochester.

One of the interesting features of the Rochester Centennial Exhibition will be an exhibit sponsored by the Rochester Dental Society, contrasting the primitive methods of the early dentist with the modern, scientific equipment which is at his disposal today.

Indian Allan's Mill

In 1789 Oliver Phelps and Nathaniel Gorham, who purchased from the State of Massachusetts all New York lands west of Seneca Lake, gave Ebenezer (Indian) Allan a tract of one hundred acres located at the present site of Rochester on condition that he erect a sawmill and grist mill. The first grist mill operated in the Genesee Country was Ganson's Mill, at Avon, built a few months before Allan erected his mill. Allan sold his mill and one-hundred-acre tract to Benjamin Barton, Sr., in 1792.



The First Store, established in 1868



The Osborn House addition, acquired in 1880



The Store, erected at Main and Clinton Streets in 1905





The Granite Building, built in 1893



A picture history of "Rochester's Largest Retail Institution"

SIBLEY, LINDSAY & CURR CO.

More Worries Now Than in 1834

By HENRY W. CLUNE, Columnist, Rochester Democrat and Chronicle



Carlyle once intimated, merely "a minute of existence." It is only a lifetime for some sturdy folk, of good pioneer stock, who eat what agrees with them, refuse to worry, and have a natural or cultivated gift for repose. Looking back over the last century in Rochester, we see that the manner of life has changed amazingly, but, if we are thoroughly honest in our analysis, we may not decide that all of the changes have been for the better.

No Plumbing nor Saxophones

In the first flush of our enthusiasm for the so-called advantages of modern life, as compared to the life of 100 years ago, we probably would point swiftly to the great advancement that has been made in the field of mechanical invention, and lament the hard fate of our ancestors who were compelled to struggle through their existences without modern plumbing, motor cars, radios, cinema theaters, Murphy beds, saxophones, underground railways, skyscrapers, electric ice-boxes, adding machines, mechanical furnacemen, and artificial teeth that fit perfectly and look just as good as the original except when they come out at night.

But I contend that while many of these new conveniences have quickened the pace of life, they may not have added to its actual comfort. For we all know that worry is the bane of our existence, and what has a Murphy bed, for instance, or an electric dish washer, done to dissipate worry? And definitely, the saxophone has done nothing to add to our repose or bring surcease from the jangling discords of life.

Appendectomy Unheard of

In 1834, the year in which Rochester was experiencing its transition from a struggling little village to a city that was ultimately to grow into a great commonwealth bisected by the Genesee, no one had ever heard of appendectomy. In fact, no one knew that there was such an uncomfortable and disturbing organ, gland, or what have you, as the veriform appendix. True, people sometimes had a stomachache. True, some people often had it on the right side, low down, and perspired freely because of it, cursed loudly, treated it with ice packs, and sometimes died when it failed to get better. But there was no worrying diagnosis about the matter. A man or a woman had the pain and got well or didn't get well, as luck would have it. There was no fuming medical consultation or high-priced surgery. I imagine, too, that the person who gave up the ghost for an illness that couldn't be diagnosed

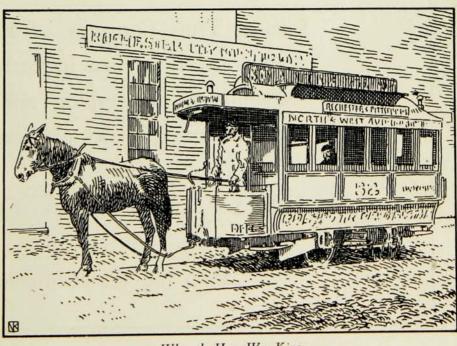
as anything more serious than a stomachache was looked upon as slightly effete and hardly stout enough to survive the hard vicissitudes of this vale of tears.

Red Flannel for Tonsils

People had tonsils, in those days; but no tonsillectomy was ever performed. If a man, woman or child had a sore throat, the throat was swathed in red flannel and no specialist came in with a grave declaration that the soreness was the result of a diseased tonsil which, if allowed to remain in the throat, would in the end cause the patient to suffer from backache, flat feet, falling hair, and hardening of the arteries. Since most persons were working at their daily tasks from fourteen to sixteen hours a day, a person was too tired, come bedtime, to lie awake worrying about nervous breakdowns, thus this complaint was a rarity. And a dream was merely a hallucination of slumber, and nothing at all to get excited about or prompt a consultation with Freud.

No Sighing Wives

The parents of the 1834 children didn't take them to psychiatrists to (Continued on page 94)



When the Horse Was King



These Two Services Exclusively—

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OF ROCHESTER

Main and Water Streets

Rochester As a Music Center

By A. J. WARNER



music. Where a town springs up, there follows soon the collective longing of its inhabitants to hear, and to help "make," that which is the most beloved of all the arts. And so it happened that in the distant days when Rochester, whose centennial is being celebrated in this summer of 1934, was merely the little village of Rochesterville, struggling, primitive, and very young indeed, the first musical project of which there is any available record began to take form—in the year 1817.

Band Concerts in 1819

In her diary, on February 3, 1819, Miss E. Marie Ward, afterward Mrs. Moses Chapin, wrote that the weather was so warm and pleasant that the band was "out this evening." Further on in the diary, there is an account of the playing of the same band "at the west end of the village with people gathering in the woods to listen." They have been gathering to listen ever since—in ever increasing numbers, although an accurate picture of the process of Rochester's musical evolution would, if it were drawn as a chart, probably indicate, now and then, a recession in the upward line, which, however, has never been broken and is not likely to be in the years to come.

Pipe Organ Installed

In 1825 there was an indoor band concert given by the Rochester Band, which was a successor to the first band organized in this community. It is related that it needed money-a circumstance that has a familiar sound, for bands and orchestras have gone on through succeeding generations needing money, as they always will—and so decided to present a benefit program of twenty-six numbers, among which were "The DeWitt Clinton Grand Erie Canal March," and "Hail to the Chief." In 1841 one of the most important of Rochester's early musical enterprises became a reality when Jesse Adams, the principal musician of his time in this part of the country, assembled a brass band. Meanwhile, music in the churches of Rochesterville was progressing, and in 1825 St. Luke's Church, which still stands as one of the city's most valued landmarks, installed the first pipe organ of any size to be heard here. A short time afterward, St. Paul's Church, then occupying the building on North St. Paul Street that is now the Strand Theater, dedicated a similar instrument. The choir of St. Luke's, in 1827, included among its members Nathaniel Rochester, and others whose names were prominently associated with Rochester's pioneer history. In 1835, one year after the town came of age and officially ceased to be a village, its first important choral society was formed—the Rochester Academy of Sacred Music.

Ruffled Shirt Ward

Thus are one's thoughts carried backward through the years—to the beginning of music in these parts, to the days of long ago, when the Third Ward was still the "Ruffled Shirt Ward," and when its quiet, shady streets and pillared houses were a symbol of the dignity and security of life as it was then lived by privileged Rochesterians.

The most famous of the city's places of amusement—the Covent Garden, Albert Hall, and Carnegie Hall of its day in Rochester—was Corinthian Hall, which first opened its doors in 1849, and continued for many years to be the center of all that was spectacular in the field of oratory, music and entertainment generally.

When Jenny Lind Sang

It was there that Ole Bull, violinist, played, and Jenny Lind sang. A pic-



Parlor in House of 1834 at Memorial Art Gallery

turesque attribute of this auditorium concerned its seating arrangements,

which were so contrived that they caused patrons to face the audience as they entered—a pleasant and successful method—so it is recalled by older Rochesterians—by inviting punctuality, since, to be seated promptly, made it possible to see who was there, how

dressed, and in whose party, as well as to be on hand for the beginning of the

The Rochester Philharmonic Society, incorporated in 1865, and marking a significant step in the advancement of local music, possessed the infinite advantage of having as conductor a great musician in the person of Henri Appi, who would have met the exacting standards of today. A delightful gentleman, court musician as a young man in Holland, his native land, he was a violinist of the first rank, and did much to educate the Rochester public and arouse an intelligent interest in the classic orchestral repertoire.

Dossenbach Orchestra

Through the gifts of generous citizens, years later, an orchestra of symphonic proportions was organized in 1900 by Hermann Dossenbach, who became its conductor, the Philharmonic of Mr. Appi's régime having ceased to exist. The first concerts of Mr. Dossenbach's orchestra took place in the ballroom located on an upper floor of Powers Building, which, under the stimulus of its public-spirited owner, the late Daniel W. Powers, was a focal point in the business, artistic and social life of the city. Mr. Dossenbach, encouraged by the success of his venture, which was largely devoted to dance music and to works of lighter vein, later began to branch out along more serious lines, and presently his Symphony Orchestra, which interpreted the classics and contributed conspicuously to the education of Rochester, musically, was made possible through the aid of a group of liberal Rochesterians. This orchestra continued until it was merged, through the establishment of the late George Eastman's vast musical undertaking, with the Rochester Philharmonic and the Eastman Theatre Orchestras.

The Sibley Library

A résumé of Rochester's musical history during "the first hundred years" must include mention of a distinguished gift to the city's cultural opportunities made by the late Hiram W. Sibley, who commissioned Elbert Newton to create a Music Library, which, originally housed in the Sibley Library of the University of Rochester, is now in the Eastman School of Music—a monument to Mr. Sibley's vision, and ranking as one of the three or four most important collections of its kind

in the United States. Tribute must also be paid to the Tuesday Musicale, an organization of women who fostered with courage and intelligence the cause of music, aiding young talent, and bringing here for the public benefit many of the leading artists of the time. Sharing in this valuable work as 'impresario at large,' a labor which he pursued for a long period, James E. Furlong presented in his annual concert courses the great orchestras, choruses and virtuosi of the cosmopolitan realm of music, thus enabling Rochester, by means of the cultivating leaven of aural contact, to taste the same standard of musical performance enjoyed by the largest cities in America.

Eastman Theatre

In the autumn of 1913 there came into existence in Rochester-under the direction of Mr. and Mrs. Alf Klingenberg, who, coming from Norway, and having lived abroad, were steeped in the musical traditions of Europe—a small college of music known as The Institute of Musical Art. Mr. and Mrs. Klingenberg were joined by Hermann Dossenbach, Dr. George Barlow Penny, John Adams Warner, and other musicians, and from this nucleus, which they built so well, sprang the inspiration that led, in 1918, to the formation of plans for the erection of the Eastman Theatre and the Eastman School of Music. These huge plants, magnificently equipped in every material aspect, were given by Mr. Eastman to the University of Rochester, to be administered by that institution in perpetuity.

Rochester Philharmonic Beginning in March, 1923, when the

Rochester Philharmonic Orchestra, Arthur Alexander conducting, offered its first concert in the new Eastman Theatre, the opening ceremonies of which had occurred in the previous September, when the theater inaugurated its dual policy of being both motion picture theater and concert hall, Rochester's musical activities assumed a brilliant quality that captured the imagination of the world of music, by reason of their variety and unique possibilities. In the autumn of 1923 Eugene Goossens arrived from England to conduct the Philharmonic in a series of concerts which were a triumphant success. In January of that winter Albert Coates took over the orchestra's baton. Mr. Goossens and Mr. Coates divided the season of 1924-25; the Philharmonic was solely in charge of Mr. Goossens, who remained its conductor until 1931, when he resigned to become leader of the Cincinnati Orchestra.

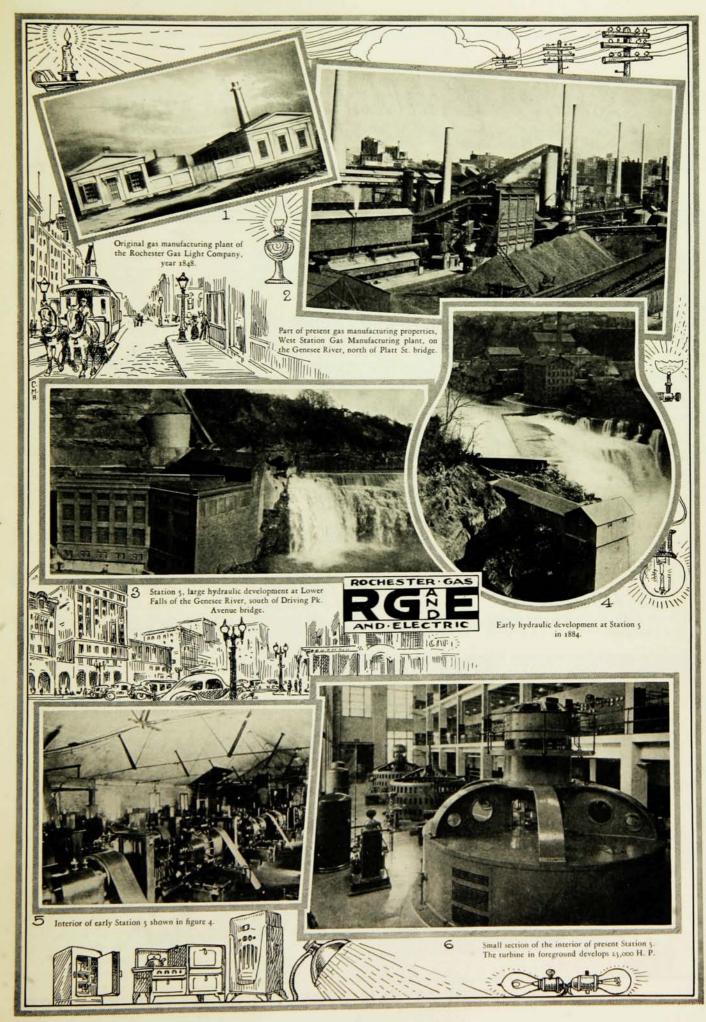
Guest Conductors

Since then the Rochester Philharmonic has accepted the idea of having, each season, several guest conductors, its sub-division, the Civic Orchestra, providing every year a large number of Sunday concerts with a view to popularizing the programs. Both orchestras are now sponsored, financially, by the Civic Music Association, by means of gifts from the public, the Association having, furthermore, taken over the supervision of the recital courses at the Eastman. This plan was adopted after Mr. Eastman abandoned his scheme of having a program of orchestral music precede the "movie" bills in his theater, and retired from active participation in the musical scene.

(Continued on page 103)



Old Stone Lighthouse at Charlotte





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MAIN AT ELM STREET, ROCHESTER, NEW YORK

Pioneer Sports Were Rough Events

By CRAY L. REMINGTON, Columnist, Rochester Journal-American



The physical and erudite activities we classify today as sports formed the world's largest vacuum on the banks of the Genesee in 1834 when Rochester was incorporated as a city. The golfer of the period was unaware of the mashie and fairway, and so he contented himself with wielding a wicked axe and hammer and playing a mean game of checkers when social etiquette demanded.

First Championship

A man with inspired eccentricities, named Sam Patch, jumped over the lower Genesee Falls in 1829, and a crown of laurel, denoting the fancy and deep, but not the broad and high, jumping championships of the world, was wreathed on his marble brow directly after the body was found months later. But Sam, it should be understood, was a rare genius and not at all typical of his generation and environment.

Other than Sam's record smashing performance, unequalled to this day, nothing much in the more violent sports seems to have happened in early Rochester except for the casual arrival on a Saturday evening of a coterie of Irish gentlemen who had, up to then, been actively engaged at digging the Erie canal through the Montezuma swamp west of Syracuse. They were lovingly termed the Bog

Trotters by the citizens of the day and, judging by recorded history, they were the heralds, if not the progenitors, of the John L. Sullivans, James J. Corbetts and Jim Jeffries' who were later to embellish these United States with historic feats of fisticuffs.

Free Bouts

The Bog Trotters should be vigorously commended for their enthusiastic zeal; but, gauged by modern standards, they proved to be decidedly unethical. They furnished bully fist fights in Exchange and St. Paul Streets, adjacent to the Aqueduct, and neglected to charge admission fees. Rochester's male sports lovers loitered on choice vantage sites on moonlight evenings and watched the execution of deft uppercuts and lightning-like executed right and left crosses until they became bored by a superfluity of sports action and, at last, weighted with sheer ennui, were compelled to seek beds and sleep.

The Bog Trotters trotted on to Lockport, in due time, to build the canal locks, and the Rochester sports season suffered a relapse from which, apparently, it failed to recover until the Civil War had ended and the game of baseball was born. And when tennis

and golf arrived the male population had long since becomes of thy effeminate.

Hunted in Self-Defense

There would have been excellent sport at hunting and fishing in early Rochester except that wild game and fish were too plentiful. The boys were knocking off bears and sniping off rattlesnakes' heads with rifles the size of today's machine gun and cannon, and they didn't term it sport. It was self-defense.

Too, several of the more industrious of the younger male set furnished daily venison steaks to the community, but their wild woods activities weren't termed sport by the best families. Instead they were catalogued as larder suppliers or provisioners, and they ranked socially as mere trades persons.

Whereas today it commands fourteen mounted men, wearing red coats and rakish fore-pieced caps, along with thirty well-trained hound dogs, to capture one fox in a Genesee Valley hunt; the old-time nimrods, and call them provisioners if you care to be real snooty about it, could, and did, execute a mere fox with one accurately directed kick of a boot, after which they would proceed about their more important business of dispatching a half-



Second Erie Canal Aqueduct

dozen deer and, perhaps, a brace of bear so that the neighborhood would not go hungry.

No Game Laws

The Rochester formative period failed, as you will hazard, to furnish the gallant and true sportsman as we know him now. There were no game conservation officials and laws and consequently no conservation statutes to violate, and how, pray, was one to determine one's sportsmanship if there were no rules provided to constitute sportsmanship? Rochesterians of 1830 could shoot accurately and pursue game tirelessly and hook fish until their wrists ached, and yet nowhere in New York State was there a single high-salaried kibitzer to qualify or condemn his performance, nor were there sports magazines to publish his photograph standing between the carcasses of five defunct deer the while he held aloft a string of fifty-five small-mouthed bass.

The Monroe Agricultural Society, with E. Pomeroy, Ashley Samson, Daniel D. Barnard and Ira West, the committee on arrangements, staged a ploughing contest in the Public Square in October, 1826, and it came nearest to being a public recorded event for equines that the Genesee country had enjoyed up to then.

Bullies of Buffalo

The sporting editors forget to hand down the names of horses, weights, colors and drivers to posterity. Indeed the sports chroniclers of the period were invariably neglectful of details as well as so-termed color, and the bare knuckle engagements between the Bullies of Buffalo and the Bullies of Rochester, which were fought nonchalantly in odd moments in the old

Reynolds Arcade in Main Street East, were never described by rounds. One gathers that the Bullies (they were recognized by no other printed nomenclature) trained diligently for their battles on West India rum, bully beef and manual labor and enjoyed no remuneration except healthful exercise.

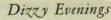
The highly moral attitudes of Rochester's early citizens prohibited untrammelled if any typed discussion of physical prowess by its citizens, and it's likely that the real he men of the Mayfair set expended their superfluous energies in exciting contests of chess rather than polo.

No Appropriate Costumes

Indeed second thought dictates that the plough-horse contestants wouldn't have been adaptable to polo, nor did the men's outfitters have appropriate costumes. If the smart set males had by any chance tried to smuggle in a single chukker of polo they would have been shot at sunrise in the Public Square.

During all this time of Rochester's sporting adolescence, mind you, Rochester's numerous golf courses were lying fallow under the citizens' very noses and rabbit and woodchuck were housekeeping in security where now the needled and honey-centered ball goes plunk into the always too small tin cup.

Considering the absence of golf, and even thrilling rounds of croquet, one can't even guess what the more imaginative male members of society had to prevaricate about. There were, to be sure, brew-guzzling contests in which champions were crowned in reclining postures, but these questionable feats of metabolic endurance, like the public fistic encounters, went unchronicled.



There were dizzy evenings of whist by gay fires of blazing logs and South, East, North and West, so familiar now in the advanced stages of the degrees of bridge, were then unknown. They had pop-corn instead.

The honest workingman, minus his union card, had no Red Wings or Giants to discuss nor marvelous reminiscences to invent about his long drive on the eleventh, but he would ask of a neighbor, with heartfelt interest, of the latest drawing of the Delaware State or University Lottery and, provided he had the price, he would invest in a lottery ticket at Yates & McIntyre's or G. W. Pratt's office in the business district handy to the canal.

Kept Poor by Lotteries

In the sturdy Thirties there were no wicked baseball pools and race-track gambling, said to be popular today, but honest lotteries, with hearts of 'steal," made the sportsman's hours well worth while and provided pleasurable sporting facilities to keep him as financially destitute as do the manipulated markets of 1934.

The actual sports participation of Rochester's yesterdays may have omitted something to be desired by the modern and yet, after all, it was the style rather than the resulting thrill that was different.

In 1834 the old boys sniffed snuff and chewed tobacco. In 1934 the young gals inhale cigarettes. The names of the indulgences are different but all are made from tobacco.

Led World in Flour

When Rochester attained the dignity of cityhood, in 1834, it had become the greatest flour manufacturing center in the world, turning out 300,000 barrels annually. Profits were good, and outsiders were attracted to the industry. A Traveler's Guide, published in 1840, stated that "some of the Rochester mills are on a scale of magnitude perhaps not equalled in the world.

Later Rochester was to lose the milling crown to Minneapolis, and also its cognomen of "Flour" City. The beauty of its parks and residential streets brought about a change from "Flour"

to "Flower" City.

Horse-Drawn Train

The first transportation system in Rochester was a horse-drawn train. It carried freight from the Erie Canal, at the east end of the aqueduct to the steamboat dock below the lower Falls and began operating in 1833. The first steam train ran out of Rochester over the Tonawanda Railroad, in 1837.

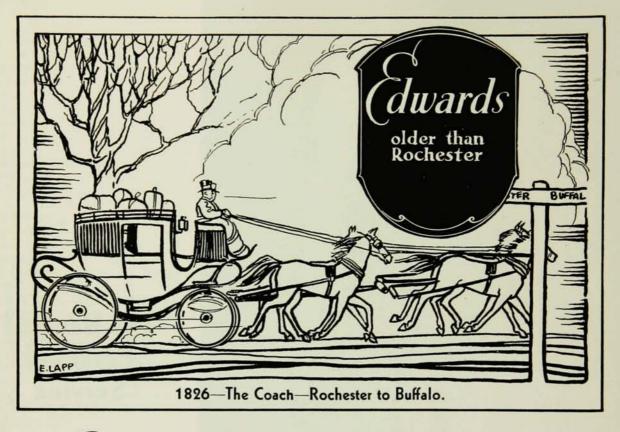


Pool at Genesee Valley Sports Club



The Bank of Personal Service

GENESEE VALLEY TRUST CO.



.100 Years Ago

When it was a day's journey by coach to Buffalo (barring accidents), and stages left only three times a week for the distant village of Syracuse from the station opposite the old Eagle Tavern (where the Powers Building now stands), Eleazer Edwards' tiny drygoods store was serving the early settlers. Goods-by-the-yard, thread, needles, for the housewife who made her own and her family's clothes, her curtains, quilts, linens, sheets. Hardware for the homeowner who was his own carpenter and handy-man. From this modest beginning the Edwards Stores, founded in 1832 by young Eleazer Edwards, have more than grown apace with the times.

And Joday

In each of the three large cities of western New York—Rochester, Buffalo, Syracuse—there is a vast modern Edwards Department Store, expertly catering to a great modern community, proud of its pioneer origin, and of its century-old tradition of service.

First Theaters Shocked Pioneers

By AMY H. CROUGHTON, Rochester Times-Union



OCHESTER, in this its centennial year, prides itself on its fine theaters, where every form of amusement from motion pictures to grand opera and symphony orchestra concerts may be enjoyed.

It has the beautiful Eastman Theatre for opera and musical affairs of all kinds. It has—what many cities of its size no longer enjoy-a theater, the Lyceum, solely devoted to presentation of legitimate stage entertainment by traveling and stock companies. It has one theater, RKO Palace, in which vaudeville is seasonally presented on an equal basis with motion pictures. And it has eight downtown theaters, Loew's Rochester, RKO Temple, Century, Regent, Capitol, Family, Strand, and Little Theater, showing motion pictures, to say nothing of twenty-four neighborhood cinema houses.

Sink of Immorality

Looking back to 1834, it is hard to say whether the character of Rochester's entertainment or the attitude of the public toward it has changed most.

Pious and respectable citizens of Rochester in 1834 congratulated themselves that there was no such loathsome institution as the theater to be found in their midst. There had been two theaters started in 1826, one in what is now West Main Street, and the other in State Street. But, although

they tried everything on the public from "Othello" to "The Vampire," or the "Bride of the Isles," they could not make a living, and after one of them had its offer of a benefit performance for the Rochester Female Charitable Society turned down with a polite rebuke and found itself referred to in a Rochester newspaper as "a noisome sink of immorality," both withered beneath the city's moral indignation and died. No other theatrical producer had the audacity to try his luck in Rochester until 1840, when Edwin Dean opened a theater in the Child Marble Block, in Exchange Street, a venture which also died of inanition three years later.

Bishop's Museum

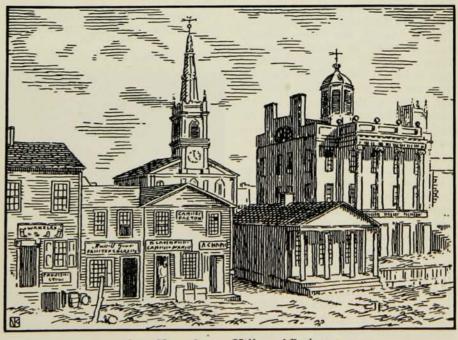
During these years the Rochestercraving for amusement was slaked by the piquant, but highly moral offerings of Bishop's Museum, on Exchange Street, which included, besides a collection of geological specimens and Indian relics, a hall where traveling attractions might be seen. These included Calvin Edson, the Living Skeleton; two-headed calves; mummies; Swiss bell-ringers; Dioramas of the Burning of Moscow, and the Battle of Waterloo; and even a play,

"The Drunkard's Doom," which probably escaped condemnation on account of its subject.

First Circuses

The first circuses to come to Rochester found vacant land at the corner of Spring and Clarissa Streets and on Front Street, on which to pitch their tents. Later they chose Falls Field, near the spot from which Sam Patch made his fatal leap over the Genesee Falls, November 13, 1829. Barnum brought his circus there many times, and gave his "Moral Lecture" in a Rochester Sunday-school. After the building of the Rochester Driving Park, where Circuit Races were held from 1874 to 1895, the circuses made use of the green oval inside the track on which Maude S" made her record of 2.101/4 for the mile, August 11, 1881.

Two theaters made history for Rochester from 1848 onward. They were the Metropolitan Theater, in St. Paul Street, now South Avenue, and Corinthian Hall, in Corinthian Street. The latter, opened in 1849, was a lecture and concert hall rather than a theater until it was remodeled for theatrical purposes in 1865. Until 1888, when the Lyceum Theater opened, the buildings on these two sites shared in providing



Court House Square, Village of Rochester

Rochester with entertainment. To the Metropolitan Theater, later known as The Grand Opera House, came traveling stars such as Charlotte Cushman, who might be followed by a company playing "Uncle Tom's Cabin." "The Black Crook" company played a long engagement there in 1871, following the English Opera Company which had sung "Il Trovatore."

Notable Lectures

Corinthian Hall, built by William A. Reynolds, was for years the home of the Rochester Athenaeum Lectures, which brought notable men and women of the 1850's to speak on philosophy, religion, politics and literature. Horace Greeley, Henry Ward Beecher, Professor Louis Agassiz, Richard A. Dana, and Susan B. Anthony spoke there. And in the musical field there were such personalities as Jenny Lind, Ole Bull, Adelina Patti, Marietta Alboni, and Piccolomini.

Corinthian Hall was also a community center. Commencement exercises of the Rochester Free Academy and the University of Rochester were held there. During the Civil War, a great Fair for the benefit of the Soldiers' Fund was held. It also had the distinction of giving the "rappings" of the Fox Sisters their first public hearing, and thus became associated with the beginnings of Spiritualism.

End of Burlesque

Many buildings succeeded one another on the Metropolitan Theater site, the present one being the Family Theater, devoted to motion pictures. The Corinthian was once remodeled and once rebuilt after being destroyed by fire and, in 1929, after having served as a burlesque house for twenty-

five years, was razed for parking space. In 1904 there were three legitimate theaters in Rochester, the Lyceum, in Clinton Avenue; the Baker Theater, built in 1898, on North Fitzhugh Street; and the National Theater, built in 1903, in Main Street West. Of these the Lyceum is the only one that has come to the present day un-changed. The Baker Theater was remodeled in 1929 for use as a ramp garage. The National, after several rebuildings and changes of name, is now

the Capitol, showing motion pictures.

Although vaudeville was played in the old Wonderland Theater, at Main Street East and Clinton Avenue North, and thence passed to the Cook Opera House, it had no specially built home until the erection of the Temple Theater, in Clinton Avenue South, in 1909. It was in this theater that the first sound motion pictures were shown, February 20, 1913, with the Edison Kinetophone, a synchronization of motion picture films and phonograph records, which both the inventor and

the public tossed aside as merely a passing curiosity. Sound pictures did not appear in Rochester again until February 27, 1927, when a film with synchronized music was shown at Fay's Theater, in Main Street West, on the site of the original National Theater.

Would Call It Witchcraft

The Bijou Dream, opened at Main Street East and South Water Street in 1906, and razed in 1913, was Rochester's first theater built exclusively

for motion pictures.

Of the larger motion picture houses operating today practically all were built for both vaudeville and picture presentations. The Gordon, on the site of which the Palace now stands, was built in 1909; the Colonial, now a store site in Main Street East, in 1910; the Victoria, in Clinton Avenue South, now a parking site, in 1911; the Piccadilly, now the Century, in 1912; The Regent, in 1915; The Eastman Theatre, now devoted to music, in 1922; the Rochester, in 1927; the Palace, in 1928; and the Little Theater, in 1929

Had Rochesterians of 1834 been able to imagine the theatrical entertainment of 1934, they probably would have added the word witchcraft to their description of it. Looking ahead to 2034, how can we say that radiotelevision may not, by that time, have done away entirely with the need for

theaters?

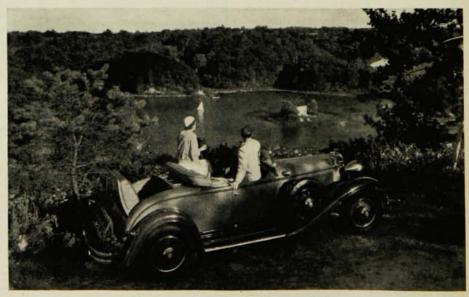
House of 1834 Attracts Thousands to Gallery

The finest exhibition of early Rochester interiors that the city has ever seen was arranged by the Memorial Art Gallery as a special Centennial display. Originally planned to run two months, the exhibition attracted such wide interest that it was found necessary to continue it throughout the summer. It is probable that 100,000 people will view it before the exhibition closes.

The feature of the display that attracted most attention was the Centennial House of 1834, reproducing the interior of a Rochester home of that day. The visitor entered the house through a doorway that was an exact reproduction of the doorway of the Everard Peck House, built in 1820, at the corner of South Fitzhugh and Spring Streets. Inside were found lower and upper hallways, parlor, diningroom, bedroom and child's room, all furnished as they were in the days when Rochester was just a struggling

village at the Genesee Falls.
In recreating "The House of 1834," the Gallery set for itself certain definite aims: First, that "The House" should follow Rochester architectural forms of the period faithfully, and that as many original architectural parts be incorporated in the recreated house as it was possible to discover by diligent search; Second, that the wall-paper, textiles and color schemes should be thoroughly characteristic of the time; Third, that the architecture, the furniture and decorative accessories be of the period falling between the dates of Rochester's founding as a village, in 1812, and the granting of the city charter, in 1834, and that whenever possible, the furniture and decorative accessories used should have been originally owned by the men and women who came to Rochester as pioneers between these dates.

The Exhibition attracted special writers from New York newspapers and national magazines, and pictures of it appeared in many publications.



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directs attention not only to the age of the city but also to its substantial progress since the first settlers built their cabins by the Falls of the Genesee.

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IN HONOR OF THE CENTENNIAL

The New Fall Fashions Make an Early Appearance at

FORMAN'S

THE Celebration of a 100th birthday is certainly a dress-up occasion, and the Fashions of Fall make an August debut here at Forman's. In all the glory of their newness, and with the moderation of price that is institutionally Forman, they await the pleasure of your selection.

B. Forman Co.

Bachelors Supported First Rochester School

By Miss A. Laura McGregor, Director Educational Test and Research, Rochester Board of Education



A Street from Main to Broad Street, in this year 1934, finds his eye caught and his spirit lifted by the American Flag floating in front of the building at 13 South Fitzhugh Street. It does not have to be Washington's birthday, nor election day, nor Armistice Day to see that flag. It is driven to cover occasionally by rain or storm, but never by cessation of the citizenship activities which it symbolizes for the Rochester Public Schools. The flag carries a record of continuous effort in behalf of free public education on the historic Fitzhugh Street site.

Eight Generous Bachelors

In 1813 the citizens of Rochesterville voted in town meeting to build a schoolhouse on the Fitzhugh Street property. Each parent paid for his own children, and the eight bachelors of the settlement, being civic-minded, volunteered to pay the cost of maintaining one child each in school. Thus District Schoolhouse No. 1 came into existence, and thus was dedicated to the needs of the children a spot in the central part of the city and a place in the planning of its citizens. When the first Board of Education was established in 1841, there were fifteen little "district schools" in operation, and a school for colored children. The latter continued until 1856, when the colored

children were assigned their rightful place in public schools. The first superintendent of schools, I. F. Mack, seems to have been most troubled by the difficulty of obtaining trained teachers. In his report of 1843, he considers it unfortunate that "the lip of the world has curled in scorn at the bare mention of the office of school teacher," and regrets that this attitude has driven from the profession desirable young men "dazzled by the glare and splendor of the legal profession." The glare and splendor of all professions have largely disappeared at the present day in favor of hard work, but the teacher seems to have risen somewhat in the estimate of the community during the course of a century.

400 in Evening School

As early as 1853, four hundred young people were found in Rochester who wanted to attend evening school. Many of these were between twelve and sixteen years of age. Superintendent R. D. Jones of that period reports that they were young persons "whose circumstances compelled them to labor during the day." He cites also the large number of foreigners who could neither write nor speak a word of English.

In this year, 1934, there are eight

hundred students in Rochester attending the Evening Regents High School five nights a week, giving up practically all youthful pleasures and activities in the desire to improve their vocational status or to prepare for college. Evening citizenship classes in No. 9 School find three hundred adults enrolled who will appear in Naturalization Court during the summer. Before the present curtailment of the budget about ten thousand adults used to attend public evening school in thirteen buildings. In the meantime, the New Era Classes are providing some opportunities for adults until night school service can be restored.

Left School Early

The Fitzhugh Street site appears again in history as the location of Rochester's first free public high school built in 1857. This was known as the Rochester Free Academy, and was the only public high school in Rochester until 1902.

Even the most sanguine city prophet could hardly have foreseen the century's growth in the need of public education. As late as 1890, the President of the Board of Education expresses regret in his report "that one-

(Continued on page 56)



The Old Hanford Tavern



half our pupils leave school at the early age of ten years." Today, under the administration of Superintendent James M. Spinning, the public school system cares for 51,257 pupils. State legislation has raised the school leaving age, and the broad subject offerings of the twelve high schools have made it possible for all types of pupils to find advanced courses of study in which they can be successful. To accommodate the total registration there are fortyseven elementary schools and twelve secondary schools. Under the administration of that great educator, Dr. Herbert S. Weet, from 1911 to 1933, the school system of Rochester gained nation-wide reputation. The range of subjects taught has kept pace with the commercial, industrial, and social demands of the state and the community, and the service rendered to individuals through child study, visiting teachers, health education, and special education for the handicapped have matched the findings of science throughout the years.

Catholic Education

The pioneer Catholics of Rochester very early felt it their duty to provide for Catholic education. Accordingly, in 1831, we find them at the erection of the second St. Patrick's Church, setting apart a room in the basement of the building for school purposes. Possibly because of lack of funds, the school was not opened there until some years later. In the meantime, 1835, a Catholic school was opened in the home of Dr. Hugh Bradley on North St. Paul Street. This school was transferred in 1839 to the basement of St. Patrick's Church on Platt Street, where Michael Hughes, assisted by his wife, taught for seven years. Three years previous, in 1836, St. Joseph's School had opened with a registration of ninety pupils. Catholic high school education in Rochester was first undertaken for girls with the founding of the Sacred Heart Academy in 1855. From these early years Catholic education continued to grow until the erection of the See of Rochester in 1868, when the work received added impetus under the initiative of Rochester's first great Bishop.

Bishop Mc Quaid's Part

The episcopate of the Rt. Rev. Bernard J. McQuaid is marked particularly by the many institutions of Catholic education which he founded in our city. In 1871, Nazareth Academy was opened under his auspices for the secondary education of girls. Catholic schools continued to open in the various parishes of the city until, in the early nineties, there was scarcely a

Catholic church without its school. In 1884, Nazareth Hall, a private grammar school for boys, was established by the Bishop. In 1905, with the Bishop's approval, the Cathedral High School for boys was opened in the old building on Frank Street.

Phenomenal Growth

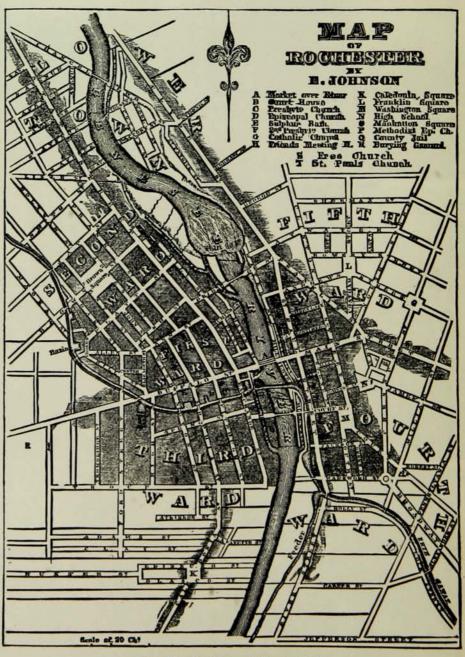
The work of Rochester's great Catholic educational leader was ably carried forward by his immediate successor, Rt. Rev. Thomas F. Hickey, and by the late Bishop O'Hern. Under Bishop Hickey's leadership in 1925, Aquinas Institute for boys superseded the Cathedral High School, and in 1928 Mercy High School was added to the two high schools for girls already in existence.

The growth of the Catholic School System in Rochester has been little less than phenomenal. At present, it provides for a complete program of education from the first grade to the college degree. The city's thirty-three Catholic parochial schools, with a registration of some 15,000 pupils; its four Catholic high schools, with an enrollment of 2,100 students; its preparatory and theological seminaries; its Catholic College for Women, founded in 1924—all stand as living monuments to their founders and to the zeal of the Catholic people of Rochester.

Other Denominations

Three Protestant parochial schools have also been established in Rochester, and other Protestant churches have established week-day religious instruction classes. The Rochester Hebrew School, founded about 1903, gives instruction to Jewish children after regular day school hours are over.

(Continued on page 90)



Five Wards Composed City in 1834

The SAGAMORE

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Rochester's Finest



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SINGLE ROOM \$3.00 UP DOUBLE ROOM \$4.00 UP TWIN BEDS \$6.00 AND \$7.00

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AUTOMOBILE CLUB and STATION WHAM COUNCIL OF CIVIC CLUBS

For a Hundred Years "We" Have Grown Together

HEN Rochester became a city, June 9th, 1834, the Rochester Savings Bank was already three years old.

Jonathan Child, the first Mayor, and son-in-law of Colonel Rochester, was one of the three founders of this mutual savings bank, a bank owned by its depositors and operated solely for their benefit. He was a member of our original Board of Trustees and like all our Trustees served without pay.

For a century, the "Old Bank" and the City of Rochester have grown great together. During the long life of the Rochester Savings Bank, fifteen of the Bank's Presidents have been Mayors of the City. All of our Presidents and Trustees have been leaders in civic and commercial affairs.

The Rochester Savings Bank is indeed an institution of and for the City of Rochester. It is inseparably linked with the growth of the city and the financial security of its citizens.

"There Is No Substitute for a Savings Account"



1831 • More Than 100 Years of Service • 1934

100 Years Old — So What!

By J. ALLAN HOVEY



Rochester is a hundred years old? A few people squat on the banks of a river, probably because they couldn't go any farther until they built some boats. Before the boats are finished, some more people come along and join the original party. They all get sort of used to being there, and presently the notion of pushing on evaporates. And lo, we have a village; and lo, the beginnings of a city—if births exceed deaths, and if gregariousness continues to be a human trait.

Easy To Grow Old

I mean, it is no trick to become a city one hundred years old. No city can help it if you just give it time. And so, while we celebrate the achievements that have accrued to us with the passing of time, and the inevitable productiveness of a restless human nature, let us not be too self-satisfied about it. Let us use the occasion, not only to admire what we have done, but to take a critical look at what remains to do.

When a hundred years have settled on a place, there is a natural tendency to take complacent stock. This book, I suspect, will do that right handsomely.

Need More Arteries

Being no expert in civic affairs, I may say things that the solons at City

Hall can blast to bits, with a withering logic growing out of a privy knowledge of taxes, bonds and other matters of finance. But is it not odd, for example, that, even after a hundred years, we are still a one-street town? Street cars still drag the populace through a congested and complaining Main Street. Motorists passing through would be lost trying to chart a course that would avoid the main stem. Business fights for location, and naturally, along the single avenue of important trade. Where, I ask politely, is the street plan that would give us two additional east-west arteries, provide us with a business section of two dimensions instead of one, and relieve an almost intolerably overburdened Main Street?

Only Burglar Finds Numbers

Some day our city fathers are going to devote a spare moment down at City Hall to thinking about improvements in their domain that are possible of accomplishment, and are going to light on uniform house numbers. "Yes sir," someone will say, "we're going to have every house marked with the same style of number plate, in approximately the same position on the house." And I, for one, will be greatly cheered. I am a law-abiding citizen; yet I feel like a trespasser, if not worse, when I go prowling around strange front porches, trying to find a number. Even when found, behind a climbing rose bush or a trailing porch chair, a knowledge of the Braille system is needed if one is to acquire its reluctant information. This house number situation is not exclusively a Rochester deficiency. But we are so alert, so progressive—don't you think?— that something might have been done about it ere now.

Larger Pavement Patches

Another ambition of mine is to see larger patches of repair upon our pavements. Big enough, you know, so that the erstwhile hole can blend a bit more smoothly with the adjacent terrain. Now, we patch so skimpily that it is like riding over a giant waffle iron with many of the wafs or teeth missing. A course in plastic surgery might help our street department, against the time when it can again sweep

through a street and leave a smooth ribbon of asphalt in its wake.

Space does not permit me to parade here all the deficiencies, minor and major, that even I can think of. But may I allude, sketchily, to a job of education that awaits the doing, by a city proud of the culture of its citizenry? Our high cultural attainments are, I fear, spotty; they do not permeate the mass of our people. It would be, simply, a matter of self-defense for the more sensitive of us to get behind a campaign to improve the general manners. People who eat peanuts in a theater, kick the back of your chair, whisper, keep time with the music, read titles aloud; people who eat oafishly in public places, handle their eating tools vulgarly; people who walk on the left side of the sidewalk, spit on same, throw rubbish on same; motorists who blow horns in the dead of night at every deserted cross street, straddle the white line marking a twolane approach, block off the crosswalk against pedestrians when the light is red against them, turn right from the middle of the street; etc., etc., etc.-What is hindering us from using our theater screens and programs, our newspapers, our radio stations, our restaurant menus, to correct these offending things? There is, indeed, a job to be done, if we are to make our city a really satisfying place of abode.

Good Town Despite All

Well, we do have a pleasant town. It is undoubtedly more richly endowed with the facilities for gracious living than many other urbs. Perhaps we cannot be blamed for enjoying a trip to New York mainly for the keen delight of getting back home. My uninvited word of counsel here is that we remember that other people feel precisely the same about their towns—even the residents of Akron, Ohio; Lawrence, Mass.; and Helper, Colo. To be sophisticate, urbane, broadly cosmopolitan, we should cherish our provincial preference secretly, and not flaunt it before the world.

Let us not look back, this anniversary summer, exclusively at what we have done, but worry a little about what remains to do. A Centennial should be a challenge, not a sop, to our civic pride.

City Favored by Gods from Beginning

Rochester is a city favored by the gods. In the physical beauty of its setting, with lake and bay at its door; in its healthful climate; in the fertility of its soil, and its abundance of water power, the Flower City has been blessed as have few other communities

in this country.

According to Herman L. Fairchild, professor emeritus of the University of Rochester, in an article in Volume I of Centennial History, cities are an expression of human gregariousness and therefore are biologic phenomena. Rarely are cities located by direct in-tention of decree. Inland cities grew up in former times at the intersection of paths of trades or caravan routes, and in more recent years, at junctions of railway lines. In the future, Dr. Fairchild believes, the lanes of aerial navigation may be a determining factor in the creation and development of cities

'The location or site of Rochester,' says Dr. Fairchild, "was determined by physiographic conditions. The mechanical energy resident in falling water, supplied by the Genesee River, invited the initial activity—the Eben-ezer Allan grist mill—and it supplied the power for all of the early industries. Although Rochester lost to Minneapolis its preeminence in milling, it continued to develop through the accretion of many refined industries around the primitive nucleus, because of its favorable environment. In many respects nature has been partial to Rochester.

> School Pupils Stage Big Music Week

The development and scope of musical training in the Rochester public and parochial schools have been the envy of communities all over the country. Rochester's eminence in the world of music and the celebration of the city's centennial year, naturally suggested a demonstration of the amazing progress that has been made by the pupils in the schools along musical lines.

The Centennial Music Committee, composed of Arthur M. See, Chairman, Sherman A. Clute, Rev. John M. Duffy, Theodore F. Fitch, Dr. Howard Hanson, Guy Fraser Harrison, Charles H. Miller, and Alfred Spouse, arranged a Civic Music Week from June 4th to 8th, inclusive, in which five evenings were devoted to free concerts. The Eastman Theatre was crowded nightly.

A summary of the programs follows: Monday evening, June 4—Program by the University of Rochester. Participating were the Men's Glee Club, Eastman School of Music Chorus, and Eastman School of Music Orchestra.

Tuesday evening, June 5-Program by Instrumental Department of Public Schools. Participating were the combined Sixth and Seventh Grade School Orchestra, combined Eighth Grade School Orchestra, combined Junior High Orchestra, combined Junior High Band, combined Senior High Orchestra and combined Senior High Band.

Wednesday evening, June 6-Program by Catholic Schools of Rochester. Participating were Inter-Parochial School Band, pupils of Sisters of Notre Dame, pupils of Sisters of Mercy, pupils of Sisters of St. Joseph, Aquinas Institute Band, choir from Academy of Sacred Heart, chorus from Our Lady of Mercy High School, chorus from Nazareth Academy, and Inter-High School Orchestra.

Thursday evening, June 7—Program by Vocal Division of Senior High Schools. Participating were choirs from Charlotte, Franklin, Jefferson, Madison, John Marshall, and Monroe High Schools, combined East and West High School Choirs, Inter-High Training Choir, Inter-High Choir, and Grand All-High School Chorus.

Friday Evening, June 8—Program by Vocal Division of Junior High Schools and Grade Schools. Participating were the combined choruses from Franklin, Jefferson, Madison, Monroe and Wash-

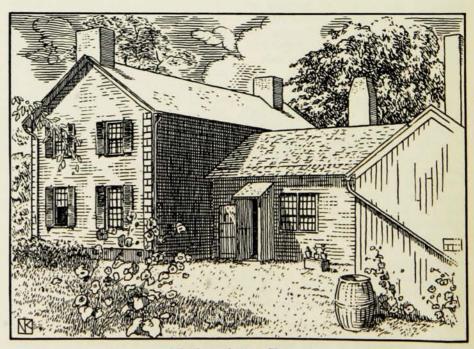
ington Junior High Schools and the Elementary School Chorus of the Fifth and Sixth Grades.

Meaning of Rochester Name

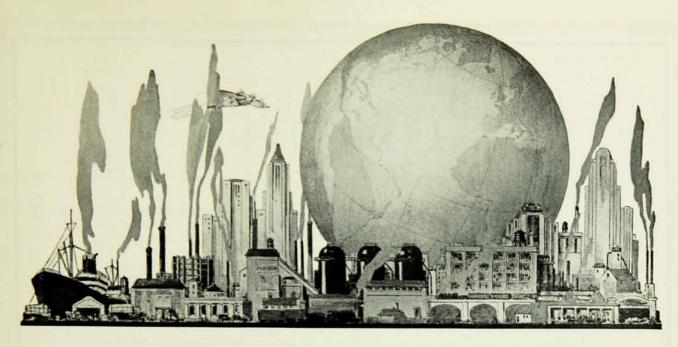
While the city of Rochester took its name from Colonel Nathaniel Rochester, its founder, search for the meaning of the name goes back to the days of the Saxons. According to John H. Rochester, a grandson of Colonel Rochester, "the word Rochester is from the Saxon hroff-ceaster, meaning a camp by a swift stream. Hence the same is singularly appropriate, our city lying upon a swift stream as does the English city of the same name, the Medway being about the size of our own Genesee. Another derivation of the name is that given by the recognized English authority, Bede, as hroff-ceaster, the camp of Hroff, who is supposed to have been a Saxon chieftain, but, in the writer's opinion, fortified by careful investigation, the former is the true derivation.

William Scott, of Dansville, has related the incident when Rochester was first called by its present name. He met Colonel Rochester at a wayside tavern as the latter was returning from one of his trips to the Genesee Falls and the Colonel expressed regret that he had spent so much time and means in Dansville instead of going to the Falls at once. During the conversation Mr. Scott remarked that the name of "Falls" was good enough for a temporary appellation, but added: "Of course, you will find a more fitting

one as the place increases.' Ah," said Colonel Rochester, "I have already thought of that and have decided to give it my family name.'



The Orringh Stone Tavern



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THE machines and methods of International Business Machines Corporation are today bringing speed, accuracy and economy to many Rochester industries, as well as to government and business in eighty-one different countries. In offices, factories and public institutions, the initials I. B. M. have come to stand for Improved Business Methods.

We take particular interest in the Rochester parade of progress because this city is the home of the Electromatic Typewriter—the latest division of International Business Machines Corporation. This all-electric writing machine is a credit to the city of its inception. Every mechanical movement of this machine is power operated and controlled by a two-ounce touch. The Electromatic reduces typing fatigue and increases speed as much as 30%.

International Electric Accounting and Tabulating Machines are an outstanding contribution to world business progress. Through the medium of punched tabulating cards, they automatically provide comprehensive reports regarding any phase or branch of any business—at any time. The speed and flexibility of these machines bring administrative economy and provide a means of obtaining constant control.

Other important International Business Machines which are saving money, minutes and material include International Time Recorders and Electric Time Systems, and International Industrial Scales.

An individual demonstration of the latest I.B.M. equipment awaits you at our Rochester office, located at 265 East Avenue. Stop in today.

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GENERAL OFFICES, 270 BROADWAY, NEW YORK, N. Y.

BRANCH OFFICES IN THE PRINCIPAL CITIES OF THE WORLD

1834·1934 A Century of Progress

F we could go back a hundred years and live in the Rochester of 1834, what a change in living we would experience. No street cars, telephones, electric lights, automobiles, pavements or improvements of any description. None, in fact, of the many luxuries which we feel are so necessary to present day comfort. Even with the vicissitudes experienced during recent years, it has truly been a CENTURY OF PROGRESS FOR ROCHESTER.

1850-1934

During this period of progress, in fact in 1850, the Monroe County Savings Bank was established. For 84 years of the Century this institution has served Rochester. With us it has meant the transition from quill pen accounting to the most modern methods and equipment, installed for the sole purpose of better serving our depositors. Since 1850 over 300,000 accounts have

been opened of which many of the earlier accounts are still active. The constant growth in number of depositors and deposit balances is a clear indication of good service well rendered. The substantial Surplus accumulated over 84 years is conclusive evidence of the far-sightedness and fidelity of successive Boards of Trustees in the administration of funds entrusted to their care.

Our Officers and Trustees, Citizens of Rochester, Join in the Celebration of Rochester's Century of Progress.

Monroe County Savings Bank

INCORPORATED 1850

Main Office, 35 State Street Branch Office, 420 Main Street East Rochester, New York

Inter-Faith Dinner Opens Centennial

By REV. JUSTIN WROE NIXON, D.D.

The opening event of the celebration of the Rochester Centennial was the Inter-Faith Dinner held in the Chamber of Commerce on April 9, 1934. The Dinner was attended by approximately nine hundred persons. Mr. Carl S. Hallauer, General Chairman of the Centennial Committee presided, and the Toastmaster was the Reverend Whitney S. K. Yeaple, D.D. Addresses were made by Mayor Charles Stanton, Most Reverend Edward Mooney, D.D., Rabbi Philip S. Bernstein and Reverend Justin W. Nixon, D.D.

All Faiths Meet

That the opening event of the Centennial Celebration was a dinner, at which the Roman Catholic Bishop of Rochester, a Jewish Rabbi and a Protestant clergyman spoke of the common ground in moral and spiritual convictions occupied by the Catholic, Jewish and Protestant communions, and of the common tasks in our modern world which challenge them to cooperative effort, is in itself an important disclosure of the character of

the community which is engaged in celebrating the 100th Anniversary of its corporate existence.

Rochester is a community in which the spirit of good-will between the members of the various religious communions has for a long time been characteristic. An historic expression and symbol of that spirit was the famous reception given by leading citizens of Rochester to Dr. James B. Shaw in the Powers Hotel, December 21, 1887, upon his retirement from the pastorate of the Brick Church which he had occupied for 47 years. On that occasion Bishop McQuaid spoke of his high esteem for Dr. Shaw and of Dr. Shaw's great contribution to the development of the spirit of religious tolerance and good-will in this city. His remarks found an echo in a similar tribute by Rabbi Max Landsberg.

Friendliest Relations

Many Catholic, Jewish and Protestant families have long enjoyed here the most friendly relations, and prominent citizens have taken the lead in furthering acquaintance and friendship

across racial and religious barriers. With no thought of invidious comparisons it is only just to say that in respect to such matters during the latter decades, the leadership of Dr. and Mrs. W. C. Gannett has been outstanding.

The Inter-Faith Dinner, however, would probably not have been conceivable apart from the work of the late Bishop John Francis O'Hern. During the four years of his incumbency as the titular head of the Diocese of Rochester he made an extraordinary contribution to the growth of the spirit of cooperation among the members of the various communions. The entire city was impressed by the earnestness and sincerity of his endeavor to create everywhere a broad feeling of comradeship. And when he passed to his reward men and women of every race and faith knew that they had lost a friend.

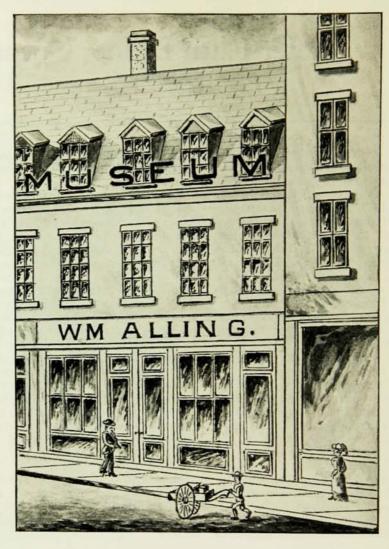
Against this background of the influence of many lives one sees the Dinner of April 9th as the culmination of a process of fellowship which had been at work in Rochester for years.



Downtown Rochester as the Mail Flyers See It



Mr. William Alling, who purchased the business in 1834 from the founders, two Quakers named Marshall and Dean.



The original store at No. 12 Exchange Street. It was upstairs on the third floor of this building that the famed and colorful Rochester Museum was located.

I 15 YEARS IN THE PAPER BUSINESS

EARLY in 1819, in a small store at No. 12 Exchange Street, two Quakers named Marshall and Dean started business as stationers, booksellers and publishers • In 1834, the year Rochester was incorporated as a city, they sold the business to their clerk, William Alling, the father of Joseph T. Alling. Thus was laid the foundation of the Alling & Cory Company, a business which has operated continuously through the terms of office of all the Presidents of the United States except the first four • Today the small store of 1834 has become a large organization serving as paper merchants, with its corporation offices in Rochester and warehouses in six cities.

THE ALLING & CORY COMPANY

ROCHESTER • BUFFALO • PITTSBURGH • NEW YORK CITY • CLEVELAND • AKRON, OHIO

City's Notable Record in G. A. R.

By Theodore C. Cazeau, Commander, Henry Lomb Camp, No. 100, Sons of Union Veterans of Civil War



N selecting Rochester as the scene for its sixty-eighth annual national encampment, the Grand Army of the Republic invests the Centennial Celebration with lofty patriotism, brilliant military pageantry, and a deep and rich current of sentiment. Not since 1911 has Rochester been host to the diminishing army of veterans and coming, as it does, at the very opening of the celebration, the national encampment, and the expected visit of President Franklin D. Roosevelt will add the color and glamor that should make 1934 the most memorable of all of the city's one hundred years. The dates for the encampment are August 12th to August 16th, inclusive.

Heroic History

The Grand Army of the Republic has long been a leader in patriotic activities, not only in the city of Rochester, but in every individual community in the entire United States. Under the impelling forces of its three cardinal principles, Fraternity, Charity, and Loyalty, many notable customs of a highly inspirational character have been established and many good works have been accomplished. The history of the Grand Army of the Republic is written in the history of the individual heroes who fought, father against son, brother against brother, in the cruelest, bravest, bloodiest, and most heroic of

all wars, that their country would remain united, and insure for posterity the inalienable rights of life, liberty, and the pursuit of happiness.

Founded in 1866

At the close of the Civil War, Benjamin F. Stephenson, of Springfield, Illinois, who had served as a surgeon, conceived the idea of forming a veteran organization into a kind of mutual benefit society to provide for the large numbers of soldiers' widows and orphans then in want. His idea met coldness and reproach; it was wild and impracticable. Nevertheless, Dr. Stephenson persisted in his efforts, at such great expense as to almost impoverish himself, until he won enough adherents to establish the order. This resulted in the formation of the first Grand Army Post at Decatur, Illinois, April 6, 1866.

Rochester was the first city to respond to Dr. Stephenson's movement. O'Rorke Post, No. 1, was immediately formed here, to become the second post in the country and the first in New York State. It was named in honor of one of Rochester's most valiant sons, Colonel Patrick H. O'Rorke, who was killed at Gettysburg, July 2, 1863, in the defense of Little Round Top.

Rochester Posts

Other posts were soon formed here in the city of Rochester along with many others throughout the country.

They are:

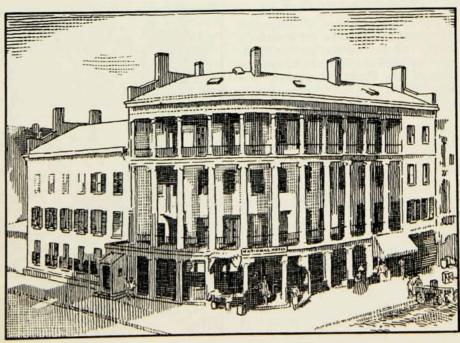
The Peissner Post, No. 106, formed in 1872, and named after Elias Peissner, a German scholar, Professor at Union College, killed in action at Chancellorsville.

The George H. Thomas Post, No. 4, formed in 1876, and named after the famous "Rock of Chickamauga," General George H. Thomas, who never knew defeat.

The C. J. Powers Post, No. 391, formed in 1883, and named after another brilliant Rochester soldier, General C. J. Powers.

The E. G. Marshall Post, No. 397, formed in 1883, and named after the commander of the "Old 13th," Rochester regiment.

The Myron Adams Post, No. 84, formed in 1896, named after Doctor Myron Adams, a noted Rochester clergyman, who was in the Navy with Admiral Farragut, and having for its Chaplain the Reverend Louis A. Lambert, one of the most outstanding priests in the vicinity of Rochester during the last century.



The National Hotel

The I. F. Quinby Post, No. 409, formed 1897, and named after General Isaac F. Quinby, who helped organize the "Old 13th," and later was a division commander under General Grant.

The F. E. Pierce Post, No. 455, formed in 1902, and named after Franklin E. Pierce, who was a Lieutenant-Colonel in the 108th New York State Volunteer Infantry.

First Encampment

Seven months after the organization of the Grand Army of the Republic, there had already been enough posts formed to warrant a National Encampment. This was called at Indianapolis, November 20, 1866. General S. A. Hurlburt, of Belvidere, Illinois, was elected National Commander and Dr. Stephenson, the founder, Adjutant-General.

The second encampment was held a little over a year later, at Philadelphia, January 15, 1868. General John A. Logan was elected National Com-mander, which position he held for three successive terms. His most notable contribution to the G.A.R. was the institution of Memorial Day, announced through his now famous General Order No. 11, of May 5, 1868. This commanded the comrades of the G.A.R. to "garland the passionless mounds... with the choicest flowers of springtime," to "raise above them the dear old flag they saved from dishonor," and to keep up the observance "from year to year, while a survivor of the war remains to honor the memory of his departed comrades." This order has been faithfully observed to the present day, the entire nation as a whole giving the day over to the memory of the veterans of all wars who have gone marching on.

Lomb Changes Plan

The original method of decorating the graves was to strew cut flowers on them. This method was used in Rochester up until the time the Chairmanship of the Flower Committee was assumed by Captain Henry Lomb. Henry Lomb, who served as a captain in the "Old 13th," and who was a member of the George H. Thomas Post, No. 4, was one of Rochester's industrial leaders and philanthropists. Believing that something more permanent than quickly fading flowers should be used in such a sacred purpose, he had the children of the public and parochial schools grow flowers and plant them on the graves themselves. This gave the children a direct contact with the men who had fought to preserve their country, teaching them invaluable lessons in patriotism.

Captain Henry Lomb also perceived the necessity of keeping permanent records of the military service and burial place of all veterans, in order to



Four Public Courses Delight Long Drivers

facilitate the marking of graves and to serve as a source of information for future historians. He developed a system that became one of the finest and most complete in the country. His methods of decorating graves and of keeping records have since been adopted by other cities and are now countrywide in use.

The first two conventions having been a success, the G.A.R. National Encampment became an annual event. The eyes of the nation focused upon it. Cities vied for the privilege of entertaining the boys in blue, for it meant prestige to them and a source of inspiration for its citizens. In 1911 Rochester was fortunate in having the Forty-fifth National Encampment.

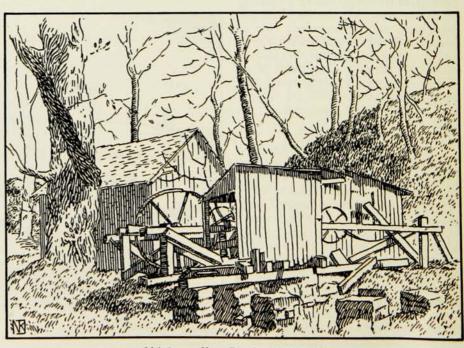
Some 150,000 guests were entertained in grand style with the President of the Nation, Honorable William Howard Taft, and the Governor of the State, Honorable John A. Dix, paying their tribute.

Ranks Are Thinning

Since the inception of the Grand Army of the Republic in 1866, its curve of membership has risen and fallen. From a total of 31,016 in 1878, it grew to its peak of 409,489 in 1890. Since that time death has insistently taken its toll, until, today, its membership stands at only 9,500.

In Rochester and its environs within Monroe County, the number of veter-

(Continued on page 101)



Old Sawmill at Powder Mill Park

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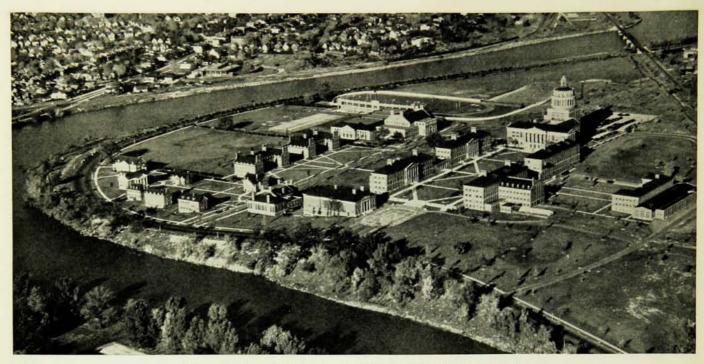
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Men's Campus of University of Rochester, "Beside the Genesee"

Girl Scouts to Help Guide Visitors

By Mrs. RUTH WOLF

Visitors entering the city via Monroe Avenue will find the Girl Scout Tourist Information Booth ready with friendly service. Near by, on the hill-side, stands the Little Red Schoolhouse, with its hundred-year-old doors hospitably open, the place teeming with preparations for the dedication ceremonies of its own historical celebration. Busy Girl Scouts in the Open Air School Garden, over the other hill, invite inspection of their gardening, canning and flower bouquet contests.

Little House

Across the city, at Seneca Park, Day Camp and "Little House" extend a welcome to all visiting Scouts, with special festivities for Canadian Sister-Scouts on Toronto Day, August 20th. And, from August 12th to 16th, Rochester Girl Scouts will serve as guides and messengers at the National Encampment of the G.A.R.

Girl Scouting in Rochester covers but a fifth of the century, yet, in its eighteen years, the numbers have grown from a single troop of 16 girls, with one leader, to 104 troops and 3,000 girls. Six hundred adults are serving as leaders, examiners, troop committees, and council members. In 1916, a group of public-spirited women saw the need of wider recreational and educational opportunities for girls. The program of activities has broadened since then with training in home-

making, handicrafts, scholarship, nature study and outdoor camping still the fundamentals leading to better allround citizenship.

Happier Womanhood

What has Girl Scouting given Rochester? A finer, happier type of womanhood, insuring the homes of tomorrow through the girls of today. The girl who marries and rears children will be better off for her Health Winner, Child Nursing, and Home Making training, and happier for the ability learned, through camping, to cook as well out-of-doors as on the kitchen range. The Girl Scout who is proficient in the correct art of bed-making, who

is able to care for baby brother or sister, and ready to help in a neighbor's home when needed, is not going to shirk other larger responsibilities. The girl who must work with others on a job is better off for her Scouting, which has taught her graciousness and friendly team-work. And for hours of leisure, the Girl Scout has handicraft skill, nature lore, swimming, folk dancing, and hobbies which leave her little time for moods and miseries.

Girl Scouting has brought Rochester better leadership. It is evidenced in the growing number of young women assuming responsibility in Scout work who are to be found also in many other community activities.



The Famous Concord Coach

Demand for Libraries Began in 1822

By JOHN ADAMS LOWE, Director of Libraries



ALTHOUGH a free, municipally supported library in Rochester was not organized until 1911, an attempt somewhat to meet the book needs of the community was made as early as 1822. In that year trustees were elected for the Rochester Literary Company whose declared purpose was to establish a public library. For reasons unknown, however, the project failed, and the honor of being the first library went, a few years later, to Franklin Institute.

Franklin Institute

Franklin Institute was the forerunner of several "scientific and literary" associations which rose and fell during the city's early years. It was primarily a discussion group and an audience for lecturers, and its library of a few hundred volumes was available only to subscribing members. Thus but part of the community was served, and it rather meagerly.

The life of Franklin Institute was not long; in 1836 it joined with its newly founded contender, the Mechanic's Literary Association. The library was enlarged. But after another decade this organization also languished, and in 1847 it affiliated with the Rochester Athenaeum, which, begun in 1829, had absorbed the Young Men's Society and the Young Men's Literary Association in 1836 and 1838,

respectively. Under the name, Rochester Athenaeum and Young Men's Association, the society lasted until 1877. At its demise the library was purchased by Mr. Mortimer F. Reynolds.

Reynolds Library

In 1886 Mr. Reynolds opened his library to the public, and for six years thereafter he made cash donations for its support. When death overtook him in 1892 the library was given a huge part of his estate, including the Reynolds Arcade property and the Reynolds home in Spring Street. The library then moved to the Spring Street address where it still operates.

While Reynolds Library was specializing in reference work, Central Library in Fitzhugh Street was providing for home reading. Central Library was formed in 1863 by combining the libraries of the city schools. It existed until 1904 when at the behest of the State Education Department the books were redistributed to the schools.

Rochester Public Library

From 1904 to 1912 Reynolds Library carried on alone. Then, in answer to a public clamor, the first branch of the Rochester Public Library was opened at Edgerton Park. Success was immediate and complete, and the following year another branch was added. Since then, with the exception of the present

years of temporary economic depression, the career of the Rochester Public Library has been one of healthy expansion, and today the system comprises a main library, 12 branches, 9 sub-branches, 56 stations, and 456 grade libraries.

Rundel Memorial

An adequate central plant has been a vision of the Rochester Public Library from its beginning, and that vision is at last to be realized through the generosity of the late Morton W. Rundel who, some years ago, left an estate for the erection of a library and fine arts building. The Rundel Memorial building, now in construction, will be the new and permanent home of the Rochester Public Library.

Coincident with the completion of the Rundel Memorial building, it is expected that the long-sought merger between the Rochester Public Library and the Reynolds Library will be consummated. By the terms of the contract, the Reynolds Library will merge its resources and income with those of the public library. The Reynolds Library will have representation on the Board of Trustees of the Rochester Public Library.

Expanding Usefulness

The Rochester Public Library enters the second century of the city's corporate life with confidence of expanding usefulness. It is developing a highly



Highland Park Reservoir

trained staff, and, though slowly, a well-rounded book collection. In this latter connection the Library looks with gratitude to the bequests of Kate Gleason and Darrell D. Sully, the gift of the Carnahan Memorial Library and other such evidences that Rochesterians have honor for their city and interest in its development through the power of books and reading. These memorials will last as long as the books endure, and will continue to serve for thousands of readers. It is upon such gifts and bequests that the library must depend for enlarged growth and usefulness.

The members of the Board of Trustees of the Rochester Public Library in 1934 are as follows: Mr. Charles Hastings Wiltsie, President; Dr. Albert W. Beaven, Dr. Harvey J. Burkhart, Mrs. Richard T. Ford, Prof. James D. McGill, Judge Harvey F. Remington, and Mayor Charles Stanton. John Adams Lowe is Director of Libraries and Secretary of the Board of Trustees.

Impressive Program Marks Civic Day

One of the most impressive events of Rochester's Centennial Celebration was the Centennial Civic Day program given at the Eastman Theatre on Saturday evening, June 9, in commemoration of the anniversary of the election of Jonathan Child as first mayor of Rochester. The beautiful auditorium, created by George Eastman "For the Enrichment of Community Life,' was thronged with an audience in which were hundreds of descendants of Rochester's pioneer families. Seated on the stage were distinguished representatives of Rochester's civic, business, religious and social life, including Helen Rochester Rogers, great granddaughter of Colonel Nathaniel Rochester. Official Rochester turned out en masse, heads of the various city and county departments being seated in the front section.

Heard by Millions

The program, through arrangements made by William Fay, general manager of Station WHAM, was carried by the National Broadcasting Company on a coast to coast chain of stations and was heard by millions of people. Providing the musical part of the program were the Rochester Philharmonic Orchestra, one of the major symphonic ensembles of the country, and the Rochester Civic Chorus of 125 voices.

Harper Sibley presided at the ceremonies, which were in charge of the following Civic Day Committee: Edward G. Miner, chairman; Thomas G. Spencer, acting chairman; Mayor Charles Stanton, Edward R. Foreman, Arthur M. See, Harper Sibley, Oscar N. Solbert, Charles H. Wiltsie, Roland B. Woodward, Carl S. Hallauer, and Roy R. Rumpff.

Impressive Program

The complete program follows:

Organ Prelude Harold Osborne Smith

INTRODUCTORY REMARKS Chairman Harper Sibley

Invocation

Most Reverend Edward Mooney, D.D., Archbishop-Bishop of Catholic Diocese of Rochester

SUITE FROM THE OPERA "MERRY MOUNT"

Howard Hanson
(First performance in concert form)
Rochester Philharmonic Orchestra,
Dr. Howard Hanson, Director Eastman

School of Music, conducting

Mayor Charles Stanton

OVERTURE—JUBEL von Weber

Rochester Philharmonic Orchestra,

Rochester Philharmonic Orchestra, Guy Fraser Harrison conducting

ADDRESS—"Rochester's Contribution to the

Twentieth Century"

Dr. Rush Rhees, President, University of
Rochester

POEM—"Revolving June" Elizabeth Hollister Frost

"New World" Symphony (first movement)

Rochester Philharmonic Orchestra

HALLELUJAH, FROM "THE MOUNT OF OLIVES"

Beethoven

Rochester Civic Chorus, Guy Fraser Harrison conducting

BENEDICTION

Rt. Rev. David Lincoln Ferris, D.D., Bishop Episcopal Diocese of Rochester

"AMERICA THE BEAUTIFUL"
(Sung by the Audience standing)

ORGAN POSTLUDE

Boy Scouts Celebrating 25th Anniversary

By W. ARTHUR McKINNEY
Scout Executive, Rochester Council

History tells us very little about the boys of early Rochester. We know there were boys, and we surmise they went to school, worked on the farms with their dads, palled with other boys, hunted squirrels along the Genesee, fished and swam as boys have done for ages. The city fathers figured they were not yet an asset to the community.

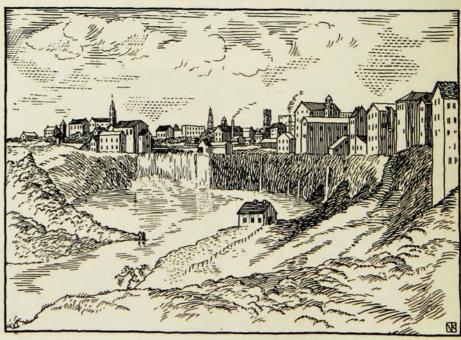
Five generations have rolled by, and boys are still with us, in fact more of them than the entire population of the new city a hundred years ago. A new realization has come to the community that the boys of today are the community leaders of tomorrow.

Have Same Desires

The boys of today have the same desires as the boys of early Rochester, but these desires are tempered with modern conditions. Many agencies have been developed to interest boys. One of the greatest of these agencies is the Boy Scout Movement, world wide in its scope and universal in its interest to boys. While Rochester is celebrating its Centennial, Scouting is preparing for its twenty-fifth anniversary.

To be a Scout is the right and the desire of every boy. The movement is built around the urge of boys to be with other boys. Adult leaders, hundreds of them giving their time, vol-

(Continued on page 75)



Mills Near the Main Falls in 1860



· · but your great-grandfather knew all about it!

 ${
m M}_{
m UTUAL}$ insurance in 1834 was an institution already eighty-two years old, the oldest form of American insurance. The first American insurance company was a mutual company, founded by Ben-

jamin Franklin in 1752.

Utica Mutual Insurance Company, ranking among the foremost mutual companies of today is geared to modern business methods and requirements but continues unchanged the basic principles which attracted the pioneers of industry a century ago ... management of the company by, and for, the policyholders and distribution of earnings to them alone.

As this company has just celebrated its Twentieth Anniversary so can it appreciate the pride of achievement to which the city of Rochester is so justly entitled on reaching its one-hundredth year of civic and industrial advancement, and extends a most cordial greeting at this CENTENNIAL celebration.

ORGANIZED 1914

INSURANCE COMPANY

HOME OFFICE, FIRST NATIONAL BANK BUILDING, UTICA, N. Y. ROCHESTER OFFICE, 727 GENESEE VALLEY TRUST COMPANY BUILDING

Financial Statement as of December 31, 1933:

ASSETS \$8,547,168.68

LIABILITIES \$7,037,113.93

SURPLUS TO POLICYHOLDERS \$1,510,054.75

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(Continued on page 76)

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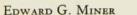








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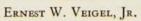


THOMAS NAGLE

COL. OSCAR N. SOLBERT

PETER TETTELBACH







CHARLES H. WILTSIE



ROLAND B. WOODWARD

(Continued from page 70)

untarily, direct the Scouts in their play and work activities. Because of the varied experiences of Scout leaders, the program of Scouting includes camping, hiking, nature study, engineering projects, scientific research, seamanship, athletics, and countless others. Nothing is too complicated to be of interest to the Scout. Scouting is non-sectarian, non-political, and recognizes no class distinctions. The Scout whose parents are of foreign birth receives the same training as the American-bred boy.

Trained in Leadership

Keen eyed, straight thinking, forward looking boys, trained in leadership and pledged to good citizenship, are the result of this Scout training. The Scout's pledge to "Help other people at all times" has led to thousands of Scout Good Turns both to individuals and to the community. The benefits from these Good Turns cannot be listed. The city of Rochester has learned from experience that Scouts can be called upon for regular and emergency duties of a nature which are very valuable to the community. The Annual Traffic Survey, the Old Clothes Drives, services at the National Grand Army of the Republic Encampment, and for the Centennial Committee, are some of the many things which the Scouts are being called upon to do.

The present generation will complete its job in the community and a new generation, who are now boys, most of them Scouts, will take their places.



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Rochester Clubs Fine Social Asset

By Mrs. Frank E. Gannett



ITH all the zeal of an amateur I am attempting an article on the subject of "Social Life Through I was asked merely to write an introduction to some facts regarding the principal clubs that have been compiled for me.

Of course I can't write with firsthand knowledge of the early days of some of the more prominent clubs because they date back much farther than I do, but during the period when I have had an acquaintance with various organizations I have seen many changes and a great development in their number and the scope of their activities.

First Club a Twig

The first club that I joined personally was not called one, but rather a "twig." At the age of thirteen or fourteen a group of congenial girls met fortnightly to sew for the General Hospital, then called the City Hospital. The names of the various twigs were, and still are, fascinating. The original twig was called "The Parent Stem." There are so many now that I cannot name them all, but we started mainly with the title "Buds." As we grew older, needless to say, we bloomed and then—well—for a few years we called ourselves "The Broken Blossoms," and now, as the original group is intact, except for one death,

we have taken on the more dignified title of "The Thirteenth Twig." There were twenty members to start with; several have moved away from Rochester. Sixteen remain and I think we boast of forty-eight children among us.

The Charity Ball

The big affair of the year was the hospital "Donation," a glorified Fair given by all the Twigs in Convention Hall. Even now, the luncheon sponsored by the Women's Board of the General Hospital still formally starts the social season in the fall.

The Charity Ball, held in the Armory, was another social event for all ages that made the Christmas season a gala time in Rochester. Boxes were in demand for months ahead. Two orchestras played all through the night, but weary chaperones saw the dawn in with us.

Miss Quinby's School

The real center of social life during my debutante years, however, was the Genesee Valley Club when it was located at the corner of Gibbs Street and East Avenue. Dancing school, in even younger days, was held there by Miss Quinby. We were put on a trolley car at Oxford Street, the conductor (then Fatty Fisher by name) was told to let us off at Chestnut Street, which he did, holding the car and everyone in it until he saw that we were safely across the Avenue. The set-up was glamorous. The ball-room itself was rose and gold. Marble stairs from the cloak rooms led up into a reception hall, where the young were presented to their elders and where the dowagers literally received the young. Boxes overlooked the ball-room where beautiful, silver-haired mothers and distinguished, grey-haired fathers watched their children "come out."

By Sleigh to Country Club

The Rochester Country Club in my younger days was great fun. Reached by sleigh in the winter and inter-urban trolley or carriage in the summer, a trip to the Country Club for tobogganing, skating or golf was quite an adventure.

Among the earliest of the important clubs were the Rochester Club, Rochester Yacht Club, the Genesee Valley Club, and the Country Club of Rochester, each with its own traditions and delightful associations.

I cannot, of course, mention all the clubs that have been formed since, but am grateful to the group who have listed them for me. Each one serves an important social need to its members. Club Life has indeed blossomed fulsomely in this *Flower City* of ours, even in my time, and has added much to the gaiety of our social living in Rochester.

List of Clubs

Among the principal clubs serving the men and women of Rochester today are the following:

Brook-Lea Country Club; founded, 1926; present membership, 285; Officers: George Beggs, President; Arthur F. Reed, Vice-President; Lewis B. Swift, Vice-President; Edward M. Weingartner, Treasurer, and Louis B. Freer, Secretary. Century Club of Rochester; founded, 1910; present membership, 410; Officers: Mrs. Clarence Walker Smith, President; Miss C. Maude Clements, 1st Vice-President; Mrs. Victoria R. Powers, 2nd Vice-President; Mrs. Charles W. Weis, Sr., Secretary, and Mrs. Albert C. Snell, Treasurer.

Chatterbox Club; founded, 1923; present membership, 167; Officers: Mrs. Thaddeus Newell, President; Mrs. Freeman Allen, Vice-President; Mrs. Adolph Stuber, Secretary; Mrs. Mitchell Pierson, Treasurer; Mrs. H. Dean Quinby, Jr., Assistant Treasurer.

Country Club of Rochester; founded, 1895; present membership, 250; Officers: Wendell J. Curtis, President; Thomas J. Hargrave and Augustine J. Cunningham, Vice-Presidents; Charles W. Smith, Treasurer; Edward L. Williams, Secretary.

Founded in 1885

Genesee Valley Club; founded, 1885; present membership, 580; Officers: George H. Hawks, President; Samuel E. Durand, Vice-President; Kenneth B. Keating, Secretary; Erickson Perkins, Treasurer, and Harold C. Townson, Assistant Treasurer.

Irondequoit Country Club; founded, 1916; present membership, 135; Officers, Morton J. Baum, President; Mortimer Adler, Vice-President; Benjamin Goldstein, Secretary, and Jaque L. Meyers, Treasurer.

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Locust Hill Country Club; founded, 1925; present membership, 200; Officers: Ralph K. Richardson, President; Alcott Neary, Vice-President; Gay R. Levis, Secretary, and Thomas A. Sharp, Treas. Midvale Golf Club; founded, 1929; present membership, 315; Officers: Jay Smith, General Chairman, Golf; Herman Quinlin, House Committee; Neal Murphy, Greens; Roy Vance, Golf. Monroe Golf Club; founded, 1922; present membership, 236; Officers: Wm. S. Lozier, President; Wm. F. Strang, 1st Vice-President; E. S. Farrow, 2nd Vice-President; Geo. E. Wynkoop, Secretary, and Verne H. Chasey, Treasurer. Oak Hill Country Club; founded, 1901; present membership, 700; Officers: Erwin R. Davenport, President; James E. Kittrell, Vice-President; Samuel T. Nivlin, Treasurer, and Chas. G. Lyman, Secretary.

Ridgemont Golf Club, Inc.; founded, 1925; present membership, 268; Officers: William C. Hussey, President; Herbert M. Bramley, 1st Vice-President; John W. Callaghan, 2nd Vice-President; Jacob Vogel, Secretary, and R. Frank Quinn,

Treasurer.

Rochester Club Oldest

Rochester Club; founded, 1860; present membership, 1,200; Officers: William Bausch, Honorary President; Whiting B. Morse, President; Carl S. Hallauer, 1st Vice-President; Sol Heumann, 2nd Vice-President; Ernest Scobell, Treasurer; George R. Raines, Secretary; Guy E. Michael, Manager.

Rochester Yacht Club; founded, 1884; present membership, 225; Officers: William P. Barrows, Commodore; Wilmot V. Castle, Vice-Commodore; Edward J. Doyle, Rear Commodore, and Fred H. Gordon, Ir. Elect Captain

Gordon, Jr., Fleet Captain.
University Club of Rochester; founded, 1909; present membership, 500; Officers: David Bellamy, President; C. King Crofton, Vice-President; George W. Brayer, Secretary, and Leland D. Judd,

Treasurer.

Cannon Announced News

In these days when the radio flashes news events instantaneously around the world, it is interesting to contrast speed of communications with 1825, when the Erie Canal was opened. Cannon were planted at regular intervals along the waterway and fired in succession. It took one and one-half hours to convey the news from Buffalo to New York.

La Salle's Visit

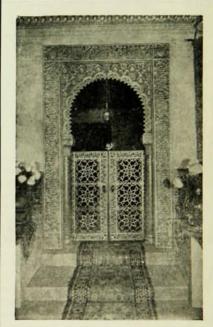
Robert Cavelier, Sieur de la Salle, visited Irondequoit Bay on August 10, 1669. He disembarked at Indian Landing, now Ellison Park.

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Catholic One of Three City Founders

By Rt. Rev. Monsignor William M. Hart, Vicar-General of the Catholic Diocese of Rochester



NE of the three founders of Rochester was a member of the Catholic Church, Major Charles Carroll. The spirit of friendly comradeship that bound him to his two co-founders, Colonel Nathaniel Rochester and Colonel William Fitzhugh, is a standing example of the good-will that should ever exist between men in their social, civic and business relations, however different their religious beliefs. Five years after the purchase by these three men of the One-Hundred-Acre Tract, the Diocese of New York was established. The territory in and about Rochester belonged to this Diocese, and formed part of the parish of St. Mary's Church, of Albany, until 1819, when St. John's Church, of Utica, became the parish church.

Founded in 1820

The organization of a church in Rochester Village was brought about July 12, 1820, by Rev. John Farnan, and a board of five trustees was set up to manage the temporal concerns of the Roman Catholic Church, at Rochester. The document organizing the board was recorded September 20, 1821, by Nathaniel Rochester, in the Office of the Monroe County Clerk.

On April 29, 1822, the property at the corner of Frank and Platt Streets was purchased as a site for the first Catholic church in Rochester, which was built in 1823. The names of Rev. Patrick Kelly, Rev. Michael McNamara, Rev. J. F. McGerry are given in the records as the first resident Pastors of the Rochester district. We find the Rev. Bernard O'Reilly, assisted by Rev. Patrick Foley, in charge of St. Patrick's Church, and also of the new St. Mary's Church, in 1834. Rev. John F. McGerry became Pastor of St. Patrick's Church in November, 1834. This group of a few hundred Catholics, served by two priests and divided into two parishes, made up the Catholic Church in Rochester one hundred years ago.

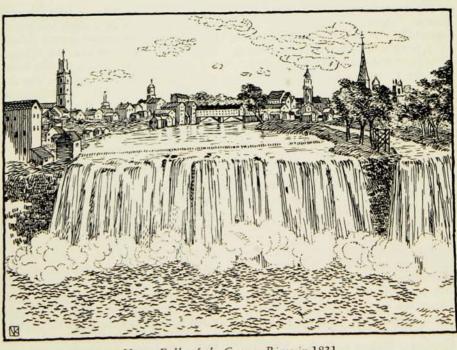
Forty-Three Parishes

The centennial year of the city of Rochester finds the Catholic Church in much different condition. Spiritual growth within our beloved city has kept pace with material growth. Forty-three parishes, with one hundred thirty priests, care for over 130,000 members of the Catholic Faith. Two seminaries, one founded in 1878, as St. Andrew's Seminary; the other, St. Bernard's, founded in 1893, prepare young men for the priesthood. St. Mary's Hospital ministers to the sick with a record going back seventy-seven years. St. Ann's Home cares for

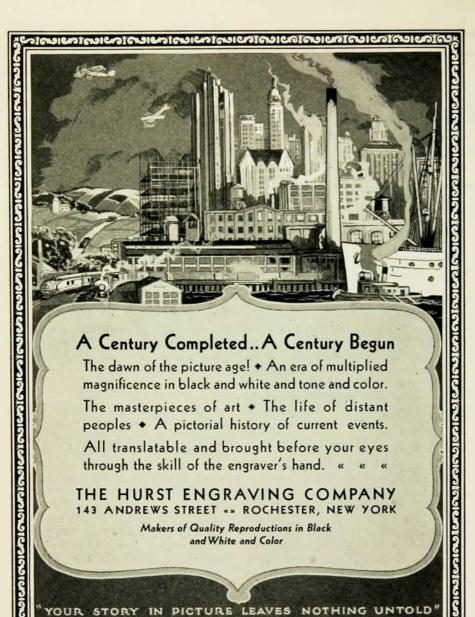
the aged. Three orphan asylums look after the interests of the younger children. Sacred Heart Academy for Girls, Our Lady of Mercy High School, Nazareth Academy, Nazareth College, are all fully accredited institutions of advanced learning under the New York State Department of Education. Aquinas Institute gives academic training under the same State Department to one thousand boys. Nazareth Hall is a private school for boys.

Social Service

Other institutions serving the Catholic people of Rochester are the Holy Angels Home for Girls; the Genesee Institute; the Charles House, and the Merrimac Street Center, which give social service for the people in their respective neighborhoods; the Columbus Civic Center offers athletic and social opportunities to all; St. Elizabeth Guild House affords a home for girls working in the city; St. Agnes Institute of Music and Art, and Nazareth Conservatory, offer training along musical and culture lines. Thirty-three parochial schools give grammar school training to 15,000 pupils. Besides the secular clergy, there are members of the Redemptorist Congregation, of the Franciscan Order, of the Congregation



Upper Falls of the Genesee River in 1831



of the Sacred Heart, and of the Vincentian Fathers laboring in the city. Sisterhoods include the Congregations of St. Joseph, of Mercy, of Notre Dame, of Charity and of the Franciscan Order, also the Trinitarian Sisters.

Separate Diocese Formed

Rochester was part of the Diocese of Buffalo from 1847 until 1868, when it was made a separate diocese by the Holy Father. Rt. Rev. Bernard J. McQuaid was consecrated July 12, 1868, as its first Bishop, and continued to rule the diocese until his death in January 18, 1909. He was recognized as a civic leader and was a member of the Park Board from its inception. He assisted in organizing the great Park System in the city of Rochester. He built up the great parochial school system, instituted the two seminaries, and left at his death a well-equipped diocese. Archbishop Hickey succeeded him January 19, 1909, having been Coadjutor Bishop to Bishop McQuaid

since his consecration, in 1905. He carried on the work of Bishop McQuaid, built up the high school system, established Aquinas Institute, developed the parishes. He was actively interested in civic affairs, and during the war time was one of the first movers in the War Chest and the Community Chest which followed it. Failing health and age caused him to resign in 1928.

Bishop O'Hern

Most Rev. John Francis O'Hern was the third Bishop of the Diocese; his four years' administration saw a great growth in spiritual and material things and also in the spirit of good-will to all which marked him as the friend of all classes and creeds. He also was interested in things which concerned the civic welfare of the city, being a member of the Community Chest Board and the Board of the Society for the Prevention of Cruelty to Children. He died May 22, 1933. Archbishop Mooney

was appointed the fourth Bishop of Rochester in August, 1933, and was installed with solemn ceremony October 12, 1933.

Catholic Pastors

The year 1934 finds the following parishes and their pastors listed for the city of Rochester:

St. Patrick's Cathedral, Platt St., Rt. Rev. Msgr. Chas. F. Shay.

St. Ambrose Church, Culver Rd., Rev. Walter B. McCarthy.

Chapel of Annunciation, Norton St., Rev. Geo. J. Weinmann.

St. Andrew's Church, Portland Ave., Rev Geo. W. Eckl.

St. Anthony of Padua Church, Lyell Ave., Rev. Paul Ciaccio.

St. Augustine's Church, Chili Ave., Rev. John H. O'Brien.

Blessed Sacrament Church, Oxford St., Rev. Thomas F. Connors.

St. Boniface Church, Gregory St., Rt. Rev. Msgr.
John F. Boppel, Chan.

Bridget's Church, Gorham St., Rev. John J. Bresnihan.

Corpus Christi Church, East Main St., Rt. Rev. Msgr., Wm. N. Hart, V.G.

St. Francis Xavier Church, Bay St., Rev. Francis X.

St. George's Church, Hudson Ave., Rev. John Baksys. Holy Apostles Church, Lyell Ave., Rev. Philip E. Golding.

Holy Family Church, Jay St., Rev. Joseph Gefell, D.D Holy Rosary Church, Lexington Ave., Rev. Walter A. Foery, Ph.D.

Holy Cross Church, Lake Ave., Rev. Alexander J. McCabe.

Immaculate Conception Church, Plymouth Ave., Rt. Rev. Msgr. Joseph S. Cameron, Ph.B.

Most Holy Redeemer Church, Hudson Ave., Rev. William F. Stauder.

St. John Evangelist Church, Humboldt St., Rev. John B. Sullivan.

St. Joseph's Church, Franklin St., Very Rev. Frederick Nastvogel, C.SS.R. St. Lucy's Church, Troup St., Rev. Benedict Maselli.

St. Mary's Church, South St., Rev. James B. Keenan. St. Michael's Church, Clinton Ave. North, Rev. Ferdinand P. Scheid.

St. Monica's Church, Genesee St., Rt. Rev. Msgr. John P. Brophy.

Our Lady of Mt. Carmel Church, Ontario St., Rev. Gerald T. Brennan.

Our Lady of Perpetual Help Church, Joseph Ave., Rt. Rev. Msgr. John P. Schellhorn. Our Lady of Victory Church, Pleasant St., Rev. C. A. Van Der Meulen, C.SS.CC.

Our Lady of Sorrows Church, Niagara St., Rev. Patrick J. Moffatt.

SS. Peter and Paul's Church, West Main St., Rev. J. Emil Gefell, Ph.D.

Sacred Heart Church, Flower City Park, Rt. Rev. Msgr. George V. Burns.

St. Stanislaus Church, Hudson Ave., Rev. Joseph Balcerak. St. Charles Borromeo Church, Dewey Ave., Rev. William A. Doran.

St. Theresa's Church, Mark St., Rev. Louis Sobieski.

Our Lady of Good Counsel Church, Brooks Ave., Rev. Edward T. Meagher. Our Lady of Lourdes Church, Corona St., Rev. Frank W. Mason.

St. Nicholas Syro-Melchite Church, Remington St., Rev. Raphael Gedah.

St. Margaret Mary Church, Rogers Parkway, Rev. Charles J. Bruton, Ph.D.

St. Philip Neri Church, Clifford Ave., attended from St. Francis Xavier. St. Francis Assisi Church, Whitney St., Rev. Adolpho L. Gabbani.

Chapel of the Precious Blood, Stenson St., Rev. Anthony Pece, C.PP.S.

Star of the Sea Chapel, Long Pond, Rt. Rev. Msgr. J. F. Goggin, DD.

St. Anne s Schmidt. Anne's Church, Brighton Park, Rev. George J.

St. Helen's Church, Hinchey Road, attended from St. Augustine's.

Crossed Genesee in 1615

Etienne Brule, Champlain's messenger, on a war mission to the Andastes, was the first white man to cross the Genesee Country, in 1615.

Growth of Protestantism in Rochester

By REV. ORLO J. PRICE



Barely a score of denominational groups existed in American Protestantism a century ago, but importation, dissension, division and sub-division have given us more than two hundred at the present time. Of these Rochester has more than forty. They are organized into more than 140 churches. However, six bodies—Baptist, Lutheran, Methodist, Presbyterian, Protestant Episcopal, and Evangelical Synod—constitute more than eighty-five per cent of our 65,000 church-members. The Protestant constituency is in round numbers 175,000.

Tinged with Puritanism

Rochester Protestantism, sprung from the loins of Old New England, was strongly tinged with Puritanism. The settlers who came to the Genesee Valley brought with them their prayer-books, their Bibles, their family altars and their ministers. They erected churches before they built banks, and from the churches were born public schools, hospitals and charity leagues. In these 100 years the Protestant constituency has increased even faster than the population. Harsh Calvinism was early tempered in the preaching of the great revivalist and educator, Charles G. Finney, who built up the churches in 1830, 1842 and 1856. Mormonism was born, a few miles east of Rochester, in the 30's;

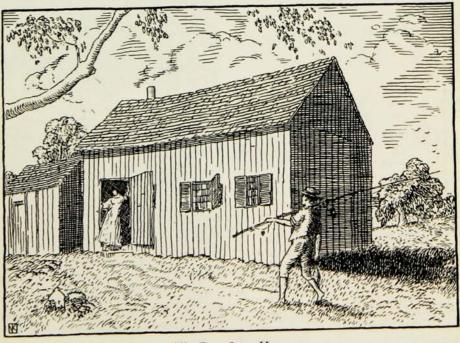
Adventism came from the Millerite excitement in Rochester in the 40's; Spiritualism was formulated into a creed here in the 50's as a result of the table-rappings of the Fox sisters. In the 80's the Elim and Megiddo movements, both indigenous to Rochester, sprung up.

National Leaders

Besides being a focal point for the emergence of new cults, Rochester Protestantism has been hospitable to advance movements within the old established churches. The first churches sent out missionaries to foreign parts as soon as foreign missions were begun in America, and throughout the century Rochester Protestants have been among the foremost of the land in their devotion to world evangelism. National leaders for the temperance and prohibition movements have gone forth from our gates. Anti-slavery societies were common among the Baptist, Methodist and Quaker churches. Young people's societies came in the churches in the 70's. The Y.M.C.A., twenty years after its first effort to get going, became, after 1875, the right arm of the Church; and the Y.W.C.A. was welcomed with its tactful and daring ministry to women in 1883. The Salvation Army and the Rescue Mission appeared in the same decade to cope with the slum conditions that were rotting American cities. The new religious education, with its graded schools, graded lessons and teacher-training found a ready response when fostered and sponsored about 1912 by Herbert Gates and Frederick Frankenfeld. The vacation church school and the school of weekday religious instruction were introduced after 1920 and the three-session Sunday-School, with the departmentalized building, originated in Lake Avenue Baptist in 1918 under the leadership of Albert W. Beaven. Shortly before the War, the Boy and Girl Scout organizations were imported from England, as the Sunday-Schools had been a hundred years before-both, partners with the Church in the nurture of youth.

Brought Old Culture

These early tenants of the wilderness who cut down the forests, drained the marshes, bridged the river, and harnessed the Genesee Falls to their great mills, brought with them a culture two centuries old which had grown up among the rocks and hills of New England since 1620. Had they



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neglected to provide for higher education in their new home, they had indeed been recreant to their sires. Their pastors were graduates of the best eastern colleges, and they felt that the future hope of their city made necessary a college comparable to those they had left behind. The Presbyterians of New York State had founded Hamilton and Auburn; the Episcopalians, Hobart; the Methodists, Lima. Baptists held that their Madison University at Hamilton could never meet the needs of western New York. The result was that Baptists, encouraged and aided by leaders of other denominations, and by their state body, launched the University of Rochester and Rochester Theological Seminary in 1850. Great leaders and teachers have since put both schools among the foremost of their class in the United States. As cultural sources for the city's life-in music, in the sciences, in the liberal arts and in the professions-these schools have had a wide influence. Without the churches who can say that they would ever have existed.

Sturdy Spirits

There were many sturdy pioneers of the spirit in Protestantism during the centennium, whose deeds shine with especial luster. Of these we would name in the early period: the scholarly and versatile Joseph Penney, of First Presbyterian; that great patron of the American Bible Society and of theological education, Aristarchus Champion; the first Baptist statesman, Pharcellus Church; stalwart evangelist in the day of great revivals, Glezen Fillmore, of First Methodist; the inde-

fatigable temperance reformer, Ashbel Riley; zealous protagonist for strict Puritanism, Josiah Bissell; a conscientious politician, Jonathan Child, our first mayor; and, first among equals, a founder of St. Luke's Episcopal and Father of our City, Col. Nathaniel Rochester. In the middle period, names that men love to revere are: Martin B. Anderson, first President of the University; James B. Shaw, for half a century, the community-beloved pastor of Brick Church; Carl Siebenpfeiffer, first pastor of Salem; John Muelhauser, name honored as the Moses of Lutheranism; Israel Foote, whose "judicious guidance," brought St. Paul's, child of many sorrows, to its high estate; Asa Saxe, the broadminded and Catholic Universalist; Newton Mann, Unitarian, and expounder of evolution; Myron Adams, the militant liberal of Plymouth; and George Dana Boardman, prince of pulpit orators, of Second Baptist. To these should be added a few from that noble galaxy of men, who, with small resources except faith, courage and hard work, made possible the University; the two Episcopal Whittleseys, father and son; the Presbyterian Everard Peck; the Congregationalist, Chester Dewey; and Baptists, Oren and William Sage, Alvah Strong, and Justin A. Smith. In the modern period, we name a few rare souls that have passed on, but who are still remembered by many in 1934, and whose works do follow them: Henry H. Stebbins, of Central; Paul Moore Strayer, of Third; Algernon Crapsey, of St. Andrews; W. C. Gannett, of the Unitarian; Augustus Strong, second (Continued on page 100)



Rochester Yacht Club Basin at Mouth of Genesee

Jewish Families Settled Here in 1844

By Dr. Philip S. Bernstein, Rabbi, Temple B'rith Kodesh



To Jews lived in Rochester when the city was incorporated one hundred years ago. The first Jewish names appeared in the Directory of 1844. By the fall of 1848, some twelve families, refugees from persecution in Germany, had made their homes in Rochester. In accordance with the tradition of their fathers, they organized a Synagogue, and gave to it the name of B'rith Kodesh (Holy Covenant).

B'rith Kodesh Oldest

The Congregation met for a time on the second floor of a house on the corner of North Clinton and Bowery (now Cumberland) Streets. In 1849, quarters were procured on the third floor of number 2 Front Street, and the Rev. Marcus Tusca was engaged as Rabbi. He served in that capacity until 1856. During the next fifteen years, four Rabbis—Schmidt, Gunzberg, Sahner and Mayer—ministered to the Congregation. In 1871, Dr. Max Landsberg became its Rabbi and served the Temple and community continuously until 1927. It was under his leadership that the Synagogue forms were modernized and the religious practices were refashioned to help the Congregation to adjust itself to American conditions. This was not accomplished without a struggle, and another Synagogue, Etz Raanon, was organized by those who

were tenacious of the orthodox traditions. Mire Greentree, the founder of the clothing industry in Rochester, was the leader of the dissenting group, and Rev. Max Moll was its Rabbi. This Synagogue did not long survive, and was finally merged with the parent Congregation.

In 1910, Rabbi Horace J. Wolf came to B'rith Kodesh and ministered to it and the general community until his fatal illness in the fall of 1926. Since his death, Rabbi Philip S. Bernstein has served in that capacity.

Destroyed by Fire

The Congregation vacated its quarters on Front Street in 1856, when it purchased property on St. Paul Street, near Andrews. It remained in that location until the spring of 1894, when the edifice on Gibbs Street was built and consecrated. This was destroyed by fire in 1909, but was rebuilt immediately and has been occupied by the Congregation ever since.

Bloody pogroms and cruel, discriminatory laws in Czarist Russia in the last quarter of the nineteenth century forced large numbers of Jews to flee from that country. The religious freedom of America exercised a powerful appeal for oppressed families. Many settled in

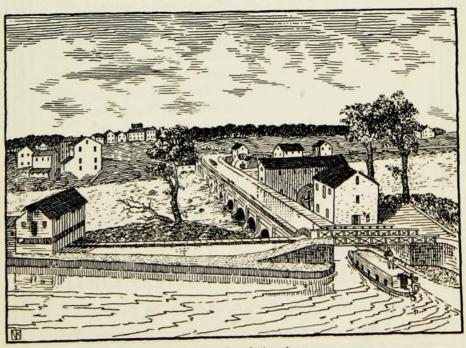
Rochester, and the Jewish population of the city was increased from a few hundred families to the present total of twenty-five thousand persons. The modernized religious services at Temple B'rith Kodesh were not to the liking of the newcomers from Eastern Europe. They organized Synagogues of their own on strictly orthodox lines.

New Church Formed

The oldest of these Synagogues is the Congregation Beth Israel, which was organized in 1874, and in 1886 built the Synagogue which it now occupies on Leopold Street. It represents an amalgamation of Shevat Achim (Dwelling of Brothers), which was founded in 1870 and met in the building on the northwest corner of Clinton Avenue and East Main Street, and Congregation B'nai Sholom (Sons of Peace), organized in 1871.

In 1917, a number of Jewish families, dissatisfied with both the orthodox and reform services, organized a Conservative Congregation, Temple Beth El, and purchased the church edifice at the corner of Park Avenue and Meigs Street. Rabbi Jeremiah J. Berman is at present the spiritual leader of this Congregation.

(Continued on page 97)



First Erie Canal Aqueduct



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ABOVE is a reproduction of the hand-bill that announced the opening of the Mechanics Savings Bank in 1867. The original officers and trustees were men who figured importantly in the early history of our city; and whose enterprise helped pave the way for the Century of Progress now being celebrated. The bank has moved but once in its entire 67 years and then only across the street to its present location at 21 Exchange Street on the site of the first bank of Rochester. For two-thirds of a century it has practiced sound banking and continually held the confidence of this community.

The Mechanics Savings Bank

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Schools for Nurses

Hospital facilities in Rochester were considerably expanded by the creation of the Genesee Hospital (at first called Homeopathic) which opened its doors to patients in 1889, and in 1891 by the Highland Hospital, formerly called the Hargous Memorial Hahnemann Hospital. Dr. John F. Whitbeck's private hospital, founded in 1894, has become the Park Avenue Hospital, incorporated in 1921. Nurses' training schools are now in operation at the six hospitals maintained in the city. Outstanding free service, contributing largely to the welfare and relief of the city's poor, has been rendered increasingly by the hospitals through the devoted service of scores of doctors, of-ficiating in the Out-patient Departments of the various hospitals, where clinical services have been provided to meet every need of the afflicted. Much free service is also given to ward patients in the hospitals and at Iola Sanitorium, and through the clinics maintained at the Baden Street Dispensary.

Notable Service

Notable World War service was given by many Rochester doctors under the leadership of Dr. John M. Swan (Col. M.R.C.), who organized Base Hospital 19 during the fall and winter of 1915-1916. This base hospital, staffed by Rochester physicians, eventually saw many months of field service in France. Outstanding for individual service at this period of the world's need is Dr. Ralph R. Fitch, whose specialized orthopedic skill found active employment during the entire period of the war, especially at Evreux and in other hospitals established in France under his guidance.

Specialized Skill

Advance in science has developed medical knowledge to such an extent that today no one man can possibly be fully proficient in the entire field of medicine. The immense amount of detailed information available about the human body sometimes necessitates apportionment of its study to the specialists. The patient's ailment, whatever its nature as determined by a competent diagnostician, may therefore receive the benefit of concentrated attention. Rochester is fortunate in the possession of a varied group of specialists in the diversified branches of internal medicine and surgery-child specialists, throat specialists; experts to treat diseases of the eye, the heart, the chest, the kidney; specialists in dermatology, allergic disturbances, the gastro-intestinal and genito-urinary tracts, mental disease, orthopedics, obstetrics, gynecology, brain surgery, X-ray examination, and so forth.

Within the last decade the University of Rochester has established a medical school which is already attracting favorable attention. In 1920 the University announced the receipt of large gifts from George Eastman and the General Education Board, to establish a school of medicine and dentistry. Under the leadership of Dr. George H. Whipple, who was appointed Dean of the School, organization was begun by appointment in 1921 to 1923 of nine senior professors and a staff of assistants, all of whom devote their full time to the work of the School, with the cooperation of a large number of physicians of the city.

Strong Memorial

Early in 1924, the School occupied its permanent quarters on Crittenden Boulevard, in buildings characterized architecturally by directness and simplicity, which have proven by ten years' use to be admirably suited to their purpose. Strong Memorial Hospital, given to the University as a memorial to Mr. and Mrs. Henry A. Strong, and opened in 1924, provides excellent opportunities for clinical teaching. By special arrangement between the University and the city of Rochester, the city has erected its Municipal Hospital as part of the group of school buildings, and has entrusted its medical direction and service to the University. The city has also placed the laboratories of its Health Bureau under the direction of the School of Medicine. These arrangements, which have been of great mutual advantage, have attracted wide-spread attention among students of public health.

The School has occupied a position of national importance since its foundation, and is generally considered to be in the first rank. The student body, purposely kept small, is carefully selected from applicants from all parts of the country. The School and Hospital have also contributed to the training of a large group of advanced students and internes, and of many young physicians and scientists from Europe and the Orient, sent by the Rockefeller Foundation and similar sponsors. The staff and students have made extensive contributions to the scientific literature

of medicine and allied subjects.

Awarded First Place

The American Public Health Association, in conjunction with the United States Chamber of Commerce, has recently awarded Rochester first place among cities with population of over 250,000 because of this city's maintenance of high public health standards through an elaborate organization of public health services and an awakened community interest.

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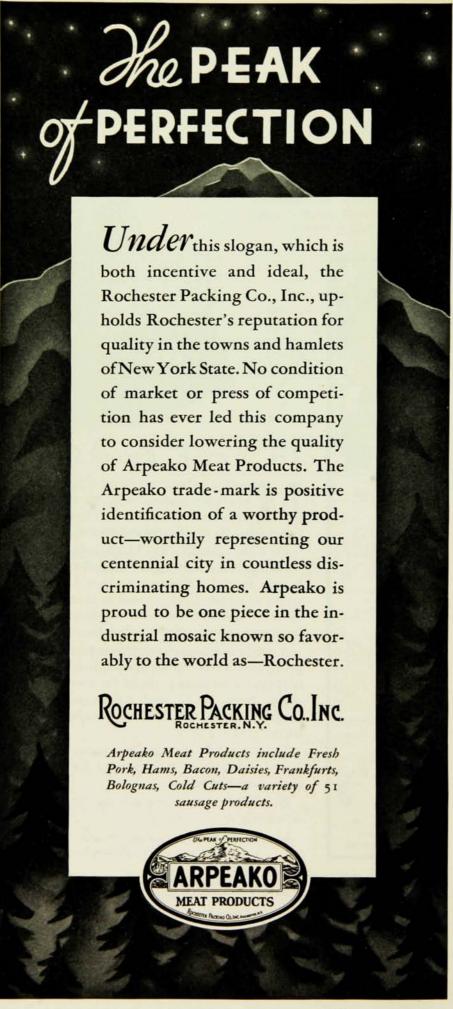
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Sam Patch was Rochester's first pressagent. He put Rochester into the newspaper headlines of his day (1829), but sacrificed his life to do it. According to a poem by Seba Smith, published in The Children's Hour, by Houghton-Mifflin, Sam began his jumping in Pawtucket, R. I., where he was a spinner in a mill.

He leaped twenty feet into a turbulent river. The fame of this initial leap went to Sam's head, and he aspired to greater heights, literally as well as

figuratively.

Sam roamed around from one place to another, jumping from bridges, factory walls, ship's masts, and other high places. At Paterson, N. J., he leaped fifty feet, and his jumps began to be national events. Ten thousand people thronged the shores when Sam leaped half the height of Niagara Falls, and he was hailed as "Squire Samuel O'Cataract," according to his poetic biographer.

The Falls of the Genesee next attracted the attention of our jumping hero and, on November 8th, 1829, accompanied by a tame bear, he made a successful leap over the Genesee Falls.

'And here,' sighs the epic poem, "our hero should have stopped, and husbanded his fame; But ah, he took one leap too much, and most all heroes do the same.

Spurred on by the acclaim that greeted his first leap, Sam essayed the same stunt from a platform twenty-five feet higher. And to quote again from the poem: 'Twas at the Falls of Genesee, he jumped down six score feet and five; And in the waters deep he sunk, and never rose again alive.

Sam's body was found at the mouth of the Genesee the following spring and buried in the cemetery at Charlotte. His grave has recently been located by The Rochester Historical Society

Four Years To Buy City

It took Colonel Nathaniel Rochester. Colonel William Fitzhugh, and Major Charles Carroll four years to pay for the 100-acre tract which they pur-chased for \$1,750, and which now com-prises the heart of the city. They signed the contract in November, 1803, and made the first payment of \$350 on May 1, 1804. The remainder was to be paid in four annual installments of \$350 each, and the last was made June 22, 1808. They received the deed November 18, 1811.



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The Challenge of Frederick Douglass

The distinct contribution of Rochester's Negro citizens to the Centennial took the form of a celebration held Saturday, June 9, 1934 at the Douglass monument which was unveiled June 9, 1899, with impressive civic ceremonies and in the presence of many dignitaries.

The address was delivered by the Rev. James E. Rose, D.D., pastor of the Mt. Olivet Baptist Church. He chose as his theme: "The Challenge of Douglass to Rochester." He spoke of the challenge of Douglass thrown down to Rochester by the late John W. Thompson on becoming chairman of a committee to raise \$10,000 with which to erect the monument. Rochester accepted the challenge. In four years from various sources the money was raised, and the monument was ready for presentation to the city. The date of June 9 was set by the Hon. Theodore Roosevelt, then Governor of the State, who had accepted the invitation to come and deliver the address. It was the most convenient date for him.

Monument Location Wrong

Dr. Rose further stated that if Douglass were now living he would challenge the Negroes of Rochester to a fuller participation in all the civic activities of their city, shouldering, as far as they are able, their share of burdens and responsibilities. He said, also, that Douglass would challenge the leaders of Rochester's industries to give her younger Negroes a better outlook; to encourage them to expect to become something other than mere "hewers of wood and drawers of water."

In closing his speech the speaker declared that the present location of the monument was also a challenge to the city. When the monument was placed there 35 years ago the chief argument was that it stood in the gateway to the city, but now for more than 15 years the New York Central station has been moved, and the argument no longer holds. The place is too limited, too stuffy, too cramped for a monument to Douglass. The monument should be removed to Highland Park, near the old home of Douglass, and across the way from his tomb in Mt. Hope.

Music for the occasion was furnished by members from the choirs of the various colored churches, led by Dr. R. Nathaniel Dett. The opening prayer was made by Mr. Leon J. DuBois who filled that same place on the program 35 years before. Reliable
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AMERICAN CAN COMPANY



An Inviting Porch

(Continued from page 19)

up community at the Upper Falls? The answer to those questions came along in 1825. It was that canal. The narrow, roily Erie Canal made broad, blue Lake Ontario look inadequate indeed as a means of transportation for the western part of New York State—and, for that matter, for all other parts along its banks.

Frankfort sprang up on the west side of the river, adjoining the Hundred-Acre Tract on the North. "Sprang up" means just that. Here was a community that came along in most promising fashion. Its central point, the intersection of State and Brown Streets, where stood William J. McCracken's North American Hotel, built in 1820, seems to have been as active a center of community life as any on the Hundred-Acre Tract. At that point was the eastern terminal of a stage line that extended to Lewiston.

Frankfort had, as a valuable asset, Brown's Race, which provided power for flour milling when that industry was making Rochester known far and wide, and the community continued to grow and flourish after the Erie Canal came to be the dominating factor in the industrial and commercial life hereabout. For many years after it was taken in by Rochester the section still was called Frankfort, and even today is occasionally so designated.

On the east side of the river, with its central point about where Gorham and St. Paul Streets meet, was Dublin, which appears to have been content to devote itself to making barrels in which to ship Rochester flour. That was its big industry. Dublin was a large and lively community, with its own hotels and other centers of activity. In the early years of its existence it consisted exclusively of Irish families, many of them prominent today.

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ROCHESTER, NEW YORK

glory before Rochester annexed them.

Other Settlements

The seven others were:

Hanford's Landing, west side of Genesee River, slightly more than a mile below Lower Falls.

Castletown, west side of river, at a point opposite campus of University of Rochester.

Corn Hill, area just west of Exchange Street, extending, roughly, from Troup Street to Plymouth Park.

Bull's Head, point where Main Street West and Genesee Street meet.

McCrackenville, point where Lake and Driving Park Avenues meet.

Brighton, at East Avenue and Winton Road intersection.

Charlotte, west side of river, on shore of Lake Ontario.

All these ten places have lost identifying boundary lines as well as their names. Excepting Brighton and Char-lotte, all were merged into Rochester because of what the Erie Canal did for the Hundred-Acre Tract. Annexation of Charlotte and part of Brighton was part of a natural expansion program.

Sports Champions

Athletic events are being given a place of prominence during the celebration of Rochester's Centennial Year. A committee of which Supreme Court Justice William F. Love is chairman has been gathering records of local champions established in all lines of athletic endeavor during the year and their prowess will be given proper recognition during one of the days of the Centennial Exhibition at Edgerton



Tennis Courts in Every Park



OUR Facilities

THIS business was begun by Mr. G. N. Crosby, in the spring of 1889, in this city, in a room 15 by 18 feet. At present we have a model factory containing 35,000 square feet of floor space, equipped with all latest appliances for our work. In this building we tan, dress and man-ufacture furs of all kinds. Other departments are Taxidermy and Cold Storage Vaults.

In our showrooms, on the main floor, we display the latest models in fur garments.

All kinds of hides and skins are put through our works, coming out uniformly soft, light, strong, and perfectly odorless.

Without solicitation on the part of this Company, specimens from the National Museum at Washington were consigned to us after the Government had canvassed the entire field of tanners of large skins. Our good work on their skins has gained for us the reputation of being able to handle private shipments from hunters who make big game their specialty.

We get cases of trophies shipped direct to us from Safariland, Ltd., of British East Africa, to be mounted and sent to their owner's homes in this country. Such collections usually contain rhinos, lions, leopards, and all the species of the antelope

We have catalogs we can send you, giving instructions and advice to hunters contemplating going after big game, and we can put you in touch with firms who will provide guides, also take care of your trophies, such as skinning, salting and shipping them to this country.

CROSBY-FRISIAN FUR COMPANY

571 LYELL AVE. ROCHESTER, N. Y.

Leadership

FROM its humble beginning to an acknowledged
leader in forty years, the
Rochester Folding Box Co.
has kept pace with the evergrowing progress of Rochester.

LEADERS in Creating, Designing, Lithographing and Manufacturing of Folding Boxes, Cigarette and Cigar Packs, Display Containers, Window and Counter Displays, Booklets, Folders, Novelties and Corrugated Shipping Containers.

ROCHESTER
FOLDING BOX
CO.

^

Rochester, New York



Scout Camps Build Better Boys

(Continued from page 56)

Rochester also developed many private schools of a secular type. Livingston Park Seminary was founded in 1858 by Cathro Mason Curtis. It was, and still is, located at the corner of Spring Street and Livingston Park, one of the earliest settled portions of the city. Originally it was a boarding and day school for girls of the finishing school type, with students ranging in age from six to twenty. The number of students at any one time was limited to fifty. Today the school has no resident students. Its curriculum is college preparatory.

Private Schools

The foundation of Columbia Preparatory School was laid in 1891. At first it had only two departments, the intermediate and primary, with an enrollment of thirteen pupils. Later a kindergarten was added, and finally the increasing demand for a college preparatory course brought the school into its present form. This includes a lower school from kindergarten through the eighth grade; and an upper school with the four high school grades, carrying two courses for graduation—general and college preparatory. A building was erected for the school on the present North Goodman Street site.

Columbia's long list of alumnae, entered on the records of Smith, Vassar, Mount Holyoke, Bryn Mawr, and Wells, speaks for the success of the original venture. Students are taught in small groups, and the needs of individual pupils are carefully studied.

Allendale and Harley

In 1926 a group of Rochester parents, in response to the demand for a country day school for boys, organized the

LAW LESS BROTHERS Paper Mills

MANUFACTURERS OF

BOXBOARD

EAST ROCHESTER
NEW YORK



At the Sign of the Grandfather's Clock

QUALITY
FURNITURE
AT
MODERATE
PRICES

LAUER'S • 50 STATE ST.

30 Years of Progress

RECTIGRAPH COMPANY

Originators and Manufacturers of PHOTO-COPYING MACHINES SINCE 1906

Rochester, New York

Richfield Richlube

Cleary Stations, Inc.
803 LAKE AVE.

Allendale School. It is located five miles east of Rochester. It enrolls boys in kindergarten classes, and carries them through its lower and upper school to college entrance. Their day is balanced between study, rest, and play. The school aims to educate boys for distinction and gentlemanliness.

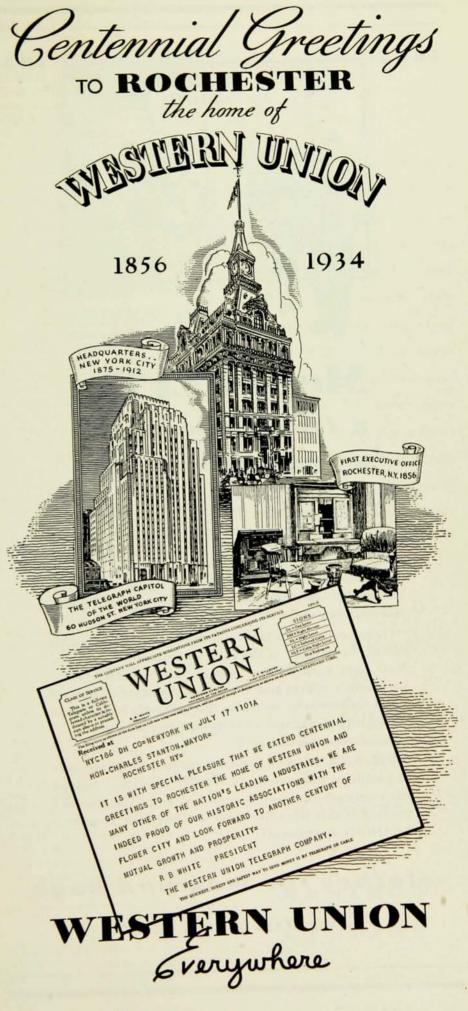
The Harley School was the outgrowth of a small private kindergarten organized by interested mothers in 1918. The kindergarten was so successful that there was a demand for continuing education for the children, and in 1924 the Harley School was incorporated. The school is now located on Clover Road. Boys and girls attend it from kindergarten through high school, and its college preparatory work is accredited by the Commission on Secondary Schools of the Middle States Association of Colleges and Secondary Schools. Its ideals are: health, initiative and self-expression, social development and discipline, and a curriculum based upon the needs of childhood and youth.

Training the Deaf

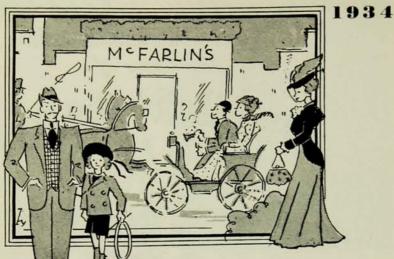
The Rochester School for the Deaf was founded in 1876. Its founder, Zenas F. Westervelt, developed processes for teaching the deaf which were copied throughout the world. The school in recent years has added new buildings and equipment and has maintained its high reputation in advanced procedure for the instruction of children handicapped by deafness. It offers training from kindergarten through high school. Particular attention is paid to the development of residual hearing in those not totally



Water Thrills on Lake or Bay



1865



Styles of the day as Rochester neared the turn of

the century, destined to be one of the outstanding industrial and cultural centers of the world.

McFARLIN'S

a *leading* store in a *leading* community

LET'S turn back the clock... and as the timepiece strikes the hours of yesteryears... keep constant vigil at McFarlin's. From the first day of business, early in 1865, down to the present day... how unvarying their high standard of quality! How decisive their style leadership! Their unexcelled "value-giving"—how jealously maintained!

"Trade here, for our label stands for guaranteed satisfaction" reads one of the early store announcements. Well put! With all due respect to an advertising department's efforts and ambitions, the best advertisement for McFarlin merchandise is the McFarlin label which it bears. It says so little and means so much... "Satisfaction Guaranteed."

We invite you and your friends to join the thousands of people in Rochester and vicinity who have learned the many advantages—economical and otherwise—of trading at this friendly store. A LEADING store in a LEADING community.

clothes for men and boys

195 MAIN STREET EAST

THE LANGE

deaf, and for this purpose classes are maintained for the hard of hearing. During the years of its existence the school has added immeasurably to the welfare and happiness of thousands. The state pays the tuition of children who enter the school under the state law and the State Department of Education exercises supervision. Private tuition pupils from outside the state also attend.

R. B. I. Founded in 1863

The Rochester Business Institute, the oldest of the business schools, was founded in 1863. It was one of a chain of fourteen business schools established throughout the country by Bryant and Stratton, who were pioneers in the field of business education.

The school originally offered courses for young men in business subjects and telegraphy. Early in its history, the school admitted girls as well as boys and began evening courses. It has not only trained office workers for Rochester firms, but also has trained teachers of business subjects. With the recent introduction of advanced courses in Business Administration and Accounting, it has approached the status of a college.

Mechanics Institute

In 1885, Captain Henry Lomb and a group of citizens founded Mechanics Institute "to promote such practical education as may enable those persons receiving instruction to become better fitted for their occupations in life." Job training was a new idea in 1885 and the school opened modestly with part-time courses in drawing and design offered in a room of the Rochester



Snowshoeing in Highland Park

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Period Furniture

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SAGAMORE BEAUTY SALON, INC.

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New and Flattering Hair Styles Kind and Friendly Prices

MAUDE E. SNAPP, Pres.

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YALOWICH BROS. DRUG Co.

Prescription Pharmacies
CUT-RATE

25 years in Rochester, with a reputation for reliability

MONROE AT ALEXANDER ST.

JOSEPH AVE. AT HERMAN ST.

ST. PAUL AT NORTON ST.

YALOWICH BROS. DRUG CO.

ESTABLISHED 1909

Free Academy. Today the school occupies seven buildings covering an en-

tire city block.

At the present time the work of the Institute is distributed among a School of Industrial Arts, a School of Home Economics, a Department of Distribution, and a School of Applied Art, with both day and evening courses in all departments. It is offering in the day time seven curricula on the cooperative plan, and four in the field of applied art on the full time basis. The Institute evening school has turned its attention to service for groups of mature men and women. Typical of the evening school are the management courses which have attracted progressive junior executive material, and have been so organized as to continue to stimulate the mental life of the men over a period of years.

University of Rochester

In the minutes of the convention of the Ministers of the Monroe Baptist Association, held in Wheatland, October 2 and 3, 1850, a circular letter is recorded addressed to the Baptist churches. The letter said: "We congratulate you on the anticipated opening of the University of Rochester."

In 1850 the Executive Board for the new university was directed by the trustees to hire the United States Hotel, on the corner of Main and Elizabeth Streets, for three years. After necessary remodeling, this building contained a chapel, a library, a reading-room, classrooms, and living quarters for about seventy students.

Through the efforts of Rochester's most distinguished woman citizen, Susan B. Anthony, the University was opened to women students in 1900.

Today the University includes schools of liberal arts, theology, music, science and engineering, medicine and dentistry, and operates one campus for men and another for women.

Education is Progress

Already Rochester, with this splendid record of past achievement, is reaching out tentative fingers toward the new. The Rochester School of the Air, a joint project of the Board of Education and the two Rochester broadcasting stations, WHAM and WHEC, is pioneering in day and evening classes by radio. What the next century will bring forth in education our farthest peering into the future cannot reveal. Of one thing only are we assured. Rochester is a place of progress, and education is progress.

Never Knew City

Colonel Nathaniel Rochester, from whom the city takes its name, never knew it as a city. It was still a village when he died in 1831.

TYLE changes with time-but the need for comfort endures! For over a quarter of the century of Rochester's history, The Menihan Company has combined this ever-changing style with the enduring comfort of Menihan Arch-Aid Shoes; keeping always abreast of the newest and smartest, but never overlooking that need for perfect comfort, and gentle yet firm support. In Rochester, Arch-Aids are sold exclusively at McCurdy & Company, whose staff of expert shoe-fitters offer intelligent care, advice, and service.



SHOES FOR WOMEN

made in Rochester by

THE
MENIHAN
COMPANY

Chronology

THEPAINE DRUG COMPANY

Established by William Pitkin 1820

LANSING B. SWAN 1834

LANE AND PAINE 1852

C. F. PAINE & CO. т88т

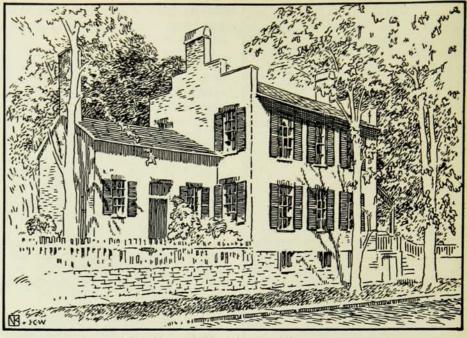
THE PAINE DRUG CO. 1897

THE PAINE DRUG CO., INC. 1910

> THE PAINE DRUG COMPANY

24 AND 26 EAST MAIN STREET

Rochester's Oldest Retail Establishment 114 Years in the Same Location



The Home of Colonel Nathaniel Rochester

(Continued from page 39)

learn why they couldn't keep up with the third-grade work. More than likely they gave them a rap on the back of the pants and told them to come back with the table of 8's learned that night or they would be dragged out of school and put to work behind a mulepulled cultivator.

Birth control was no issue 100 years ago, a wife never sighed and moped around the house wondering why she hadn't selected a mate whose profile more closely approximated Clark Gable's, and when the oldest boy of the family went out for an evening, his parents didn't hang around the telephone fearful that at any moment the police might call with the information that he had put the car in a ditch and himself and the girl friend in a hospital.

Gunmen Were Plain Criminals

If a John Dillinger went haywire, they didn't make a hero out of him in the newspapers. Instead, they caught him, strung him up, and forgot him. A man didn't use golf as a pretense for beneficial exercise and stroll leisurely over a few acres of manicured cow pasture while a small boy toiled and sweated with his heavy bag of clubs. Barbers, physicians, ash collectors, store clerks and bookkeepers kept to their own businesses and professions instead of sitting around board rooms chewing on their fingernails and wondering if tomorrow they would have to chip in the old homestead to keep up their margins. There were no syndicated articles on bridge to make a fetish and a constant mental harrassment out of a game that was supposed to be purely a pastime, and if a woman had a hard working husband, a home,

half a dozen children, and a lace antimacassar for the best parlor chair, she wasn't worried at all over the fact that the childless Sarah Jones on the next street had a husband who was doing amazingly well in bonds and kept two cars, a maid, and a gardener.

Saturday Bath a Treat

Oh, I know all about the advantages of the sunken bathtub, the oil burner, the electric light, the washing ma-chine, and colored glass swizzle sticks for mixed drinks. But I still think that the old timers who looked upon the Saturday night bath as a momentous event in their week, cut their own firewood, read by candle-light, did their laundry with a scrub-board in a wooden tub, and took their corn straight, were relieved of an awful lot of worry.

Charter History

1817-First village of Rochesterville incorporated.

1822-Name changed to Rochester.

1826-Second village charter granted by Legislature.

1834—Rochester incorporated as a city. Mayor elected by Common Council.

1840-Mayor made elective by people.

1844—Second city charter.

1850-Third city charter.

1861-Fourth city charter; Mayor given veto power. 1880—Fifth city charter.

1898-White charter adopted.

1900-White charter in effect.

1907-New special charter as city of first class, adopted. Effective 1908.

1925—City Manager charter adopted by Common Council and approved by

people at referendum election. 1928—City Manager charter becomes effective.



MOST printers, like most of their customers, are working hard to grow. Only those doing good work over a long period of time ever grow big. This company, founded in 1873, has for many years been one of the largest commercial and creative printing houses in this vicinity • Some say we are a little more expensive. If so it's probably because we are a little better. Certainly we have something more to sell than just printing. We try to plus every job with an intelligent understanding of the use for which it is intended. We try to make it do its work a little better, so that it will pay a bigger return to him who uses it • Right now, when so many new business connections are being formed, we invite contacts with business houses, large or small, who may desire to have their printing done better that it may in turn prove more effective.

* (With apologies and thank you to BBDO)

JOHN P. SMITH COMPANY, INC., ROCHESTER, NEW YORK Effective Printing Planned and Produced



Mrs. Alvah Strong with her Oldsmobile Eight Cylinder Touring Sedan

Naturally ... she drives the Style Leader

It is only natural that Mrs. Alvah Strong, smart member of one of Rochester's oldest families, should select the Style Leader Oldsmobile as her personal car. • For smart people instinctively recognize in Oldsmobile those qualities of beauty, grace, and power which mark the thoroughbred. • We say there is no car at anywhere near the price that can match Oldsmobile in style, comfort, and dependability . . . we cordially invite you to drive the Style Leader and prove this fact to your own satisfaction!

FINCHER MOTORS

18 SOUTH UNION STREET

Sixes as low as \$650 • Eights as low as \$885

Sixes \$650 and up, Eights \$885 and up list prices at Lansing, subject to change without notice. Spare tire with lock, metal tire cover, bumpers front and rear and rear spring covers built in all cars at extra cost.



Rochester Red Wings Have Big League Grounds

(Continued from page 83)

List of Synagogues

The following is a list of the Synagogues of Rochester:

Agudath Achim Anshe Austria (1925), 962 Joseph Ave., Rabbi A. Z. Kurtz. Ahavas Achim (1904), 37 Rhine St., Rabbi Israel M. Goldin.

Agudath Achim Nusach Ari (1892), 27 Morris St., Rabbi Solomon Sadowsky.

Anshe Poland (1903), 80 Hanover St., Rabbi A. Z. Kurtz.

Beth Hachnesseth Hachodesh (1889), 408 Ormond St. Beth Hamedresh Hagodel (1911), 32 Hanover St. Beth Israel (1874), 30 Leopold St

Beth Joseph Centre (1923), 1150 St. Paul St., Rabbi Solomon Sadowsky.
Beth Sholom (1929), 30 Field St.
Cong. Anshe Kipel Wolin (1906), 472 Ormond St., Rabbi Morris Berman.

Eien Jacob (1910), 411 Ormond St., Rabbi A. Z. Kurtz. Etz Chaim (1914), 14 Henry St.

Sephardic Alliance (1914), 14 Henry St., Sephardic Alliance (1916), 54 Hanover St., Rabbi Menachim Sarfaty.

Temple B'rith Kodesh (1848), 117 Gibbs St., Rabbi Philip S. Bernstein.

Temple Beth El (1917), 150 Park Ave., Rabbi Jeremiah J. Berman.
Tiphereth Israel (1923), 326 Meigs St.

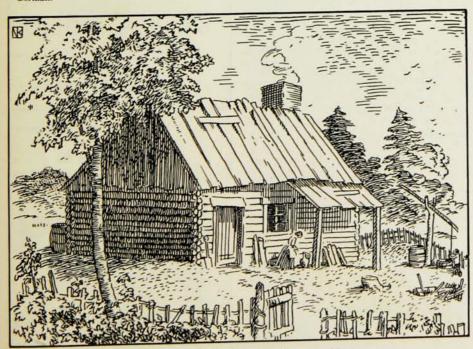
Vaad Hakolel (1895), 4 Hanover St., Rabbi Morris

Charitable Organizations

In accordance with the Jewish tradition of care for the needy, institutions were early established to provide for the poor, the sick, the orphans, the aged and for character building. The most important of these are:

The Jewish Welfare Council, formed 1924, as the result of the merger of the United Jewish Charities (1867) and the Associated Hebrew Charities (1908); the Jewish Young Men's and Women's Association (1906); the Jewish Placement Bureau of the Jewish Orphan Asylum Association of Western New York (1877); the Jewish Children's Home (1915); the Jewish Home for the Aged (1921); the Vacation Home of the Council of Jewish Women (1912).

These were directly supported by the Jews of Rochester until the founding of the Community Chest, with which they have since been happily affiliated.



First Permanent Dwelling on 100-Acre Tract



Our 77th Year of Adherence to an Ideal

n the course of our business history...nearly as long as the history of Rochester itself... Howe & Rogers' standards of quality and good taste in home furnishings have never varied. As part of your Centennial observance, we cordially invite you to visit one of Rochester's oldest and finest retail institutions. You'll like the home decorating service we render; you'll marvel at the 77th Anniversary values we're offering; and you'll inevitably take home some new ideas in home furnishings from our five display floors.

LINOLEUM - STOVES RUGS - FURNITURE LAMPS - DRAPERIES

Established 1857

HOWE& ROGERS

89 Clinton Ave., So.

1834

In June of 1834 the village of Rochester received its charter as a city. Jonathan Child was elected Mayor. Loyal Whigs of that year smiled victoriously in their beards. Bookkeepers in business offices, using quill pens, made little black figures in big black books. (It was not until twenty-nine years later that definitely higher standards in business procedure were established with the founding in Rochester of Rochester Commercial College, later Rochester Business Institute.)

1934

In June of 1934 the city of Rochester is celebrating its Centennial. It is a far cry from the days of Jonathan Child. The Whig party has passed out of existence. Modern housewives have electricity at their beck and call. Modern offices are beehives of activity. Present day bookkeeping and billing machines take the place of the oldfashioned bookkeeper. Competent secretaries produce from one thousand to two thousand words an hour. Rochester Business Institute is proud to have played an important part in the progress of Rochester.



ROCHESTER BUSINESS INSTITUTE

172 Clinton Avenue South

"BALANCED BUSINESS TRAINING"

Flower City Host to Flower Show

The city of Rochester had the unusual honor, last April 14 to 22, of playing host to the 15th National Flower and Garden Show, which was presented at Edgerton Park, as one of the opening events in Rochester's Centennial Celebration.

This magnificent spectacle attracted a total attendance of over 185,000 people who flocked to Rochester from all parts of the United States and Canada. Ten thousand school children of Rochester were admitted to the show without charge.

The splendor of the show surpassed the fondest expectations. Three large exhibition buildings at Edgerton Park were miraculously metamorphosed into a wonderland of fragrance and color—lawns and nodding blooms, fountains, pools, vine-clad walls, pergolas and summerhouses—each exhibit seemed to be the work of a master's hand!

From morning till night, for nine days, the crowds swarmed to the show and lingered, entranced, before each beautiful display. From the first day, when Senator Royal S. Copeland opened the show with a nation-wide radio broadcast, to the final closing night, the 15th National Flower and Garden Show retained its freshness and loveliness. All in all, it was an outstanding and memorable event the beauty of which will never be forgotten by the multitudes who saw it.

The tremendous success of this great exhibition was due in large part to the splendid spirit of cooperation which was demonstrated by the civic organizations and people of Rochester. Social clubs, religious organizations, the schools, civic officials, newspapers and business houses, all put their shoulders to the wheel as an individual unit. Over 300 prominent men and women of this city were actively engaged in the work of the 25 committees appointed many months before the show opened.

many months before the show opened.

The National Flower and Garden Show visits a city but once in a lifetime. It may not return here again for many years, but Rochesterians at least have the satisfaction of knowing that they made the most of a fine opportunity when it came their way.

tunity when it came their way.

Especial credit for the success of the show should go to George B. Hart, local chairman; Alling S. DeForest, architect, whose skillfully drawn plans created so much favorable comment; Lyman Hart, director of publicity; Harry Glen, assistant chairman; and George Hart's son, Richard, who managed the local headquarters office.

THEATRE and
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Scenic and Electric
Displays

Studio

Builders and Painters of the Pageant

MICHAEL J. MUNGOVAN, INC.
1394 MT. HOPE AVE.

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Monroe 654

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GARAGE COFFEE SHOP TAPROOM

Hotel Cadillac

CHESTNUT AT ELM STREET

One block from the intersection of East Main Street and East Avenue

The Horses used in this Pageant are furnished

M. R. McGregor

Owner of

McGregor sales stables 81 stillson st., rochester and

PARK VIEW STABLES
KLINK ROAD, BRIGHTON

WE shall be glad to consult with you regarding your building material needs. Call at one of our offices listed below, where prompt, courteous service is at your disposal.

WM.B.MORSE LUMBER COMPANY

WM. B. Morse & Sons, 340 Main St. West
Otis Lumber Co., 936 Main St. East
Morse Sash & Door Co., Ford and Waverly Pl.
North End Branch, Thomas Avenue

ROCHESTER ELECTROTYPE CO., INC.



Quality Since 1857

170 N. WATER STREET

... for every purse and purpose ...

PHILCO

A Musical Instrument of Quality

DISTRIBUTED BY

BEAUCAIRE-MITCHELL, INC.

230 BROADWAY-NEAR MONROE

Sixteen Rochesters in U.S.

There are sixteen Rochesters in the United States, according to the official Postal Guide. Only nine of them have attained the dignity and importance of electing mayors. They are located in New York, Illinois, Indiana, Michigan, Minnesota, New Hampshire, Ohio, Pennsylvania and Texas.

Outside of our own Rochester the only namesake that is familiar to the country at large is Rochester, Minnesota, which owes its fame to the medical achievements of the Mayo brothers.

In addition to those named there are Rochesters in Kentucky, Massachusetts, Missouri, Utah, Vermont, Washington, and Wisconsin.

At one time there were two Rochesters in New York State, but the other one, located in Ulster County, abandoned its claim to the name in favor of the more vigorous community on the Genesee.

British Driven Off

Two attempts were made to invade Rochester by the British, under Commander Yeo, during the War of 1812. The first threat, in 1813, was abandoned, but in 1814, the British again appeared off Charlotte, being driven away by villagers led by Colonel Isaac Stone, and Captains Francis Brown and Elisha Ely. An earthwork, called Fort Bender, was thrown up in River Road, now Lake Avenue, to impede the British crossing of Deep Hollow.



Creating Healthy Girlhood

P

GLASS BOTTLES

REED BOTTLES

have been the standard of quality to users of bottles for over 50 years.

TWO

large plants located in Rochester are in constant operation on Flint, Amber, Light Green, and Emerald Green bottles.

> "Bottles for Every Purpose"

F. E. REED GLASS CO.

ROCHESTER, N. Y.

FUEL OIL

for all types of Burners

COAL

ROCH. GAS & ELECTRIC COKE

GASOLINE • MOTOR OILS

THE SCHWALB COAL COMPANY

The Best in Fuel for Over Sixty Years

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92 PORTLAND AVE.

ROCHESTER, N. Y.

Photographic Papers of Quality

MANUFACTURED BY

THE
HALOID
COMPANY

ROCHESTER, NEW YORK

(Continued from page 82)

President of Rochester Theological Seminary; Henry A. Strong and Walter Rauschenbusch.

Rochester Protestantism owes more to the women than would be indicated by this sketch. Women pioneered and managed the first hospital, and have led in all forms of charity work. They stood at the front in missionary and temperance work. Susan B. Anthony, whose name is enshrined in the woman suffrage movement, was an active member of the Unitarian church, and Helen Barrett Montgomery, nationally recognized author, orator, educator and administrator, has given a lifetime of service to Lake Avenue Baptist. In many of our Protestant churches women are holding office alongside of their brothers.

Protestant Denominations

As to the denominations at the present time, Presbyterians lead in membership and in the number of churches. This is due in part to the fact that Congregationalists were, of their own free will, absorbed into the Presbyterian Church, during the missionary period up to 1850. Methodist, Baptist, Lutheran, and Episcopal groups are of about equal strength, though Lutherans are making the most rapid growth at the present time. The Evangelical Synod, with its four churches, ranks sixth in size. The Congregational body has four churches, the Dutch Reformed, three; German Reformed, two; Evangelical Association, two; Disciples, two; Methodist Protestant, one; and Free Methodist, one; the Unitarian and Universalist, each one. To characterize these in a word: Baptists have taken a foremost place in education; Methodists in evangelism; Presbyterians, in civic and political life; Episcopalians, in business enterprise and in churchliness; Lutherans, in loyalty to the great tenets of the Faith; the Evangelical Synod, in religious education; the Reformed, in conserving the values of orthodoxy, and the Unitarian and Universalist, in socializing religion and humanizing theology.

First Genesee Flood

The first Genesee River flood of which there is any written record occurred in 1805. In the same year Congress designated Charlotte as the Port of the Genesee.

Scrantom Cabin

The first dwelling on the One-Hundred-Acre Tract was a log hut built for Hamlet Scrantom by Henry Skinner, where the Powers Block now stands. The Scrantom family celebrated July 4th by moving into their new home.

When radio is a century old, we'll still be Rochester's

PIONEERS

in

Radio and Sound Equipment

HICKSON

ELECTRIC AND RADIO CORPORATION

EAST MAIN AT FRANKLIN

Our Half-Century Reputation Is Your Guarantee of Satisfaction

on any moving or carting service we render you

SAM GOTTRY CARTING CO.

Telephone, Main 1412

47 PARKWAY • POWERS ARCADE

Since 1843

the name "FIELD" has been linked with making

QUALITY AWNINGS

Tents and Canvas Goods

J. E. FIELD CORP.

37-39 EXCHANGE STREET

Also Toys, Sporting Goods, Camping Equipment, Summer Furniture, Etc.

Furniture and Piano Moving
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Growing with Rochester

Sales at Wollensak's are good and growing increasingly better. The reason, undoubtedly, is quality merchandise at popular prices.



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Wollensak Optical Co.

872 HUDSON AVE., ROCHESTER, N. Y.



LIGHTNIN

Mixers - Agitators

A Review of the industries in which LIGHTNIN Mixers are used Daily would be a Review of all Industry.

You will find them in Leading Plants in almost every line of Manufacture, Keeping Production Costs Low and Quality Standards High.

Their Dependable Design and Unfailing Efficiency are Recognized by Thousands of Satisfied Users.

All Sizes from the Laboratory to the Largest Fluid Mixing Process.

MIXING EQUIPMENT CO., INC.

1024 GARSON AVENUE

(Continued from page 66)

ans has dwindled down to forty-seven, out of the 10,600 who participated in the war. As a fitting tribute to these remaining survivors, the bell of the City Hall is tolled during the burial service of each departed comrade. The spirit of patriotic teaching has been carried on in the annual custom of Transfer of Flags, a custom which originated here in Rochester. This custom, which inheres in both public and parochial schools, involves the selection of a Standard Bearer in each school, who is chosen on the basis of scholarship and general ability, and officiates at the annual Transfer of Flags. This beautiful ceremony is performed not only in our own State, but in other states as well. Rochester Grand Army men were also the first to advocate the daily flying of the Flag from the schoolhouses of the State.

Presidents Enrolled

Five Presidents of the United States have been members of this great organization, namely: Grant, Hayes, Garfield, Harrison and McKinley. Many of Rochester's notable citizens have been numbered in its membership. Among the outstanding ones are General Reynolds, Colonels Cleary, Graham, Pond and Pierce, all of whom were at one time or another Commanders of the Department of the State of New York.

Although the members of the Grand Army of the Republic will soon all be gone, memories of them will never die. Formed from the youth and flower of the land, in 1861, to preserve and strengthen those sweet associations and bonds of union that only fraternity in human conflict can engender, and to perpetuate the memory and history of those dead, the Grand Army of the Republic has come down through the years a living source of inspiration. It has taught the holiest lessons of peace that only experience tested in the crucible of war can teach; it has stood aloof from all party politics other than that pertaining to the perpetuity of the Union; it has cared for its own wounded and poverty-stricken veterans, and their widows and orphans. Truly, it has done a great service!



Genesee Is Canocists' Paradise

209 YEARS OF ADVERTISING EXPERIENCE

209 — the total number of years in advertising of the people in this agency who work creatively upon its accounts.

Inevitably, judgment balances enthusiasm, maturity counsels youth, common sense directs energy into useful effort—so that advertising is produced competent to do a worthy job.

We call attention to the advertising of Stromberg-Carlson Telephone Manufacturing Co., Rochester Packing Company, Hotel Seneca, Rochester Telephone Corporation—a few of our clients—as proof in point. It is further proof advertising can be obtained locally that is abreast of metropolitan standards.

STEWART, HANFORD & FROHMAN, INC.

Advertising

II JAMES ST., ROCHESTER, N.Y.

Telephone Stone 1453

102 YEARS

in

ROCHESTER

under the direction of the Hollister Family

Established by
GEORGE A. HOLLISTER
1832

HOLLISTER LUMBER COMPANY, LTD.

100 ANDERSON AVE.

THOMAS G. SPENCER. President
HARPER SIBLEY. Vice-President
B. E. OSTRANDER Secretary
HENRY D. PEIRSON Ass't Treasurer
JOHN A. MUTCH. Mill Manager

AHalf-Century

INSTITUTION

The Odenbach Company, founded by Frederick Odenbach nearly fifty years ago, and now carried on by his sons, has gained a countrywide reputation for the excellence of its food and service. Its properties include:

RESTAURANT SOUTH AVE., NEAR MAIN

COFFEE SHOPPE CLINTON & MAIN

The Odenbach Co.

14 SOUTH AVENUE

Where Shall We Dine?

HERE you will find eating places to suit your taste. They are well known to Rochesterians as favorite spots for good things to eat and drink, and a special invitation is extended to Centennial visitors to enjoy their facilities.

30 YEARS
of Continuous Service
to a Discriminating
Clientele

Completely
Air-Cooled and
Air-Conditioned

THE
MANHATTAN
RESTAURANT
25 EAST AVENUE

We welcome visitors to the Rochester Centennial

1070

SEATING CAPACITY SEVEN HUNDRED

1070

UNIVERSITY AVENUE

Claube's Spain

Rochester's Outstanding Restaurant

WHERE you will enjoy every meal, assured that you are getting "the best the market affords," served in a great variety of tempting dishes.

East Avenue

Service at our Beautiful Home or your Home or Hall

We Specialize in Banquets, Weddings, Church and School Functions

TEA ROOM SERVICE 9 A.M. TO 8 P.M.

Maggs Ice Cream & Catering
Stone 621-622 • 732 EAST MAIN ST.

Distinctive foods in a distinctive, quiet, old-country atmosphere... Chefs who understand what you want and who know how to prepare it... Courteous, careful attention.

All Legal Beverages

THE TOWNE TAVERN

11-13 GIBBS STREET

"Just around the corner from East Avenue"

Nite Club Atmosphere

DINNER \$1.00 ALSO A LA CARTE

Relax, see a good show.

Dance to McOmber's orchestra.

You will enjoy yourself at

THE CHATEAU

5 minutes from center of city

WINTON AT MONROE AVE.

Rochester's

OFFICIAL FLOWER

With their huge fluffy blooms, the Rochester Asters are well worthy of the honorable name they bear. It is natural that James Vick, originator of American Asters, should have developed this, the most beautiful of all Asters and the pride of the people of Rochester.

Flowers from "The Flower City"

Every spring since 1848 and again in the fall, James Vick's catalog has gone out from the Flower City all over the world. Flower-lovers everywhere welcome it knowing that James Vick has not only the best of Asters, but of other flowers as well. They depend on James Vick, too, for their vegetables. No garden is complete without its row of Radishes, and it was James Vick who sponsored Radishes in America, urged his customers to plant the fine varieties introduced here in Rochester.

Plant More Flowers

and help Rochester to become even more "The Flower City." Plant some bulbs this fall. Send now or telephone for:

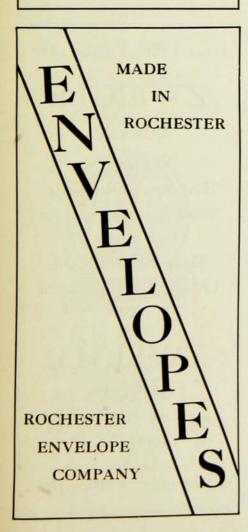
Vick's 1934 Bulb Book Free

TULIPS, HYACINTHS, NARCISSUS CROCUS BULBS FREE WITH YOUR ORDER

1848 • JAMES VICK'S • 1934

"The Original Vick"

MAIN 5050 45 SOUTH AVENUE
The Oldest Mail-Order Seedbouse in America



(Continued from page 42)

Rochester Opera Company

Another venture that left its mark on the operatic records of this country, and proved to be the most interesting achievement in the annals of the Eastman School of Music, was started in the autumn of 1923, when Vladimir Rosing, the Russian tenor, came here to establish, with the assistance of Rouben Mamoulian, who accompanied him from Europe, an operatic company in which the acting side of opera would receive as much attention as the vocal. It was a fascinating experiment that attracted wide attention, and when, finally, it left Rochester to make its independent way, words of high praise were heaped upon the produc-tions in New York and other cities. But artistic success did not mean a commensurate degree of financial prosperity, and eventually the company was disbanded.

Blessing of Euterpe

Perhaps the pinnacle of these musically golden days was the night on which Mary Garden, as a tangible demonstration of her enthusiasm for Mr. Rosing's ideas, journeyed here for one evening to sing with his company in "Carmen"—the performance standing, in the memory of those who heard it, as a unique and electrifying experience.

So now do we reach the active present in this short chronicle of Rochester's musical development. For more than a full century has it displayed a disposition to follow the Muse of Music, for Euterpe, the goddess of music, seems to have paid her first visit here one hundred and seven years ago, and on that occasion to have given the community her blessing.

(Continued from page 21)

history in the Publication Fund Series, of thirty-seven hundred pages; and three volumes of the *Centennial History of Rochester*, of twelve hundred seventy-five pages; making a total of over eight thousand pages.

World War Service Record

The World War Service Record, Volume I, entitled THOSE WHO DIED FOR US, includes the portraits and detailed records of men and women who lost their lives. This volume contains also, a history of the World War Service Record enterprise, a complete analysis of the plan of the work, and other material. A copy of Volume I was presented by the city of Rochester to the family of every Gold Star man as a memorial. Volume II,



Has the Check Crook

ever victimized you?

Yes? No? Then, You Should Read This

THE check crook is the most cunning criminal in America today. He is artist, engraver, printer and thief combined. He alters, forges or counterfeits the checks you write. He steals more than \$100,000,000 each year in this country alone. But, you can protect yourself from him.

SUPER-SAFETY CHECKS

THE first step in protection is the bank check you place your signature upon. The safest bank check that banks supply is Super-Safety. Thousands of banks today are protecting their depositors with Super-Safety Bank Checks.

GREENBAC CHECKS

IF you use an individualized check with your own name printed on it, then, by all means use Registered Greenbac Checks. They have never been successfully counterfeited. They flash the word "VOID" if chemical alteration is attempted. This patented paper is only obtainable in completed check forms by bona-fide bank depositors.



MODEL 33

PROTECTOGRAPH

THE most vulnerable part of a check is the amount line. It is the key to your bank account. Prevent raising the amount by always shredding it with the indelible ink of the Protectograph. Our new Model 33 has key-set operation like an adding machine, forged brass type guaranteed not to chip, two-color ribbon inking and many other exclusive features.

THE TODD COMPANY, INC.

Established 1899

ROCHESTER, NEW YORK

HART'S

Rochester's
GREATEST
GROCERS

A local organization proud of Rochester—its growth, its traditions, its progress, its accomplishments! For nearly half a century Hart's has grown and prospered with Rochester until today we can proudly point to—

130

Modern

FOOD

STORES

in Every
Community
and Suburb

We salute Rochester's grand record and are glad to have had a part in its wonderful achievements! Rochester's future is bright and holds great promise for everybody!

HART'S

Food Stores, INC.

Favorite Food Products

THESE two pages represent prominent Rochester food manufacturers and distributors. From early days of flour-milling, food products have ranked high as industries of the city. Efficient retailing too brings fresh, quality foods within convenient reach of homes in every part of the city.

Known for fifty years as a quality line of tomato condiments, vegetables and fruits in glass and tin.

A wide variety of long established brands.

SNIDER PACKING

Rochester, N. Y.

Blue Label
QUALITY FOODS

SINCE 1868



Blue Label Ketchup

Blue Label Chili Sauce

Blue Label Tomato Juice Cocktail

Blue Label Canned Vegetables

Curtice Brothers Co.

ROCHESTER, N. Y., U. S. A.

SINCE 1880 SINCE 1880

ZWEIGLE BROS.

SINCE 1880

Have served Rochester
with their tasty sausage
products
Made from Selected,
Government Inspected
Meats

ZWEIGLE BROS.

214 JOSEPH AVE. AT KELLY ST.

Stone 6944-6945

SINCE 1880 SINCE 1880

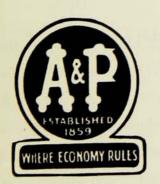
Did
you know

that for more than

 $\frac{3}{5}$

of a Century
(62 YEARS TO BE EXACT)

We have
faithfully served
this beautiful
city of Rochester
with
"finest foods"
at the most
"reasonable prices"?



THE GREAT ATLANTIC & PACIFIC TEA CO.

Now operating sixty-six stores in Rochester proper THOSE WHO WENT FORTH TO SERVE, sets forth the records of 20,211 men from Rochester and Monroe County who served as part of the military or naval forces, and 3,061 civilians who served with civil agencies in support of the combat forces, making a total of 23,272 individual records. In addition to the personnel records in Volume II, there are published therein brief sketches of the military and naval units that left Rochester as organized bodies for service in the World War. Volume III, THOSE WHO SUPPORTED THE SERVICE, comprises a series of monographs, with a coordinating editorial design, which will give to posterity a history of the World War activities of the organizations and agencies of Rochester and Monroe County, with a degree of exactness.

Local History Books

In the field of local history the creation of every volume by The Rochester Historical Society has been a new adventure. The enterprise has been of cumulative interest. Each succeeding book has strengthened the purpose of the series, which has been the continuous production of a reliable encyclopedia of information concerning the history of our home region; occasionally including contributions of a general nature relating to the world at large. The distribution of these volumes of the Publication Fund Series and the World War Service Record has not been confined to Rochester alone; the books have had a continental and international circulation; they have been sought for by many of the leading libraries, colleges, cities of the United States and abroad.

The Society's Collections

The collections of books, manuscripts, maps, and historical museum material in the archives of The Rochester Historical Society are extensive, and constantly used by investigators. The library of about seven thousand volumes, containing many rare items on Genesee Country history, is indexed on the Dewey System, and is open to public use for reference, but not for circulation. Many rare maps are mounted on linen, filed in steel cabinets and card indexed. Thousands of folders are on file covering manuscript material relating to Rochester pioneers. Hundreds of scrapbooks contain a wealth of contemporaneous press clippings on local events. There are source material manuscripts of great value. The card indexes on such manuscripts cover over fifteen thousand items.

Extensive museum material and a remarkable gallery of about two hundred oil portraits of pioneers belonging

Bakers of

WONDER BREAD AND HOSTESS CAKE

> CONTINENTAL BAKING COMPANY

CONFECTIONS OF CHARACTER

Quality and Freshness



Moseley & Motley Milling Co.

1862 • 1934

ROCHESTER, N. Y.



QUALITY Fruit
Products for Soda
Fountains, Ice Cream
Manufacturers,
Bakers and Candy
Manufacturers

Rochester Made
MEANS QUALITY

RICHARDSON CORPORATION

1069 LYELL AVE., ROCHESTER, N. Y.

For These Hot Days

A COOLING DRINK in a comfortable, shady spot. At home, at clubs, restaurants or hotels, and on the Centennial grounds, the companies represented on this page will appreciate your beverage or ice cream orders.

Pause and Refresh Yourself

DRINK



IN STERILIZED BOTTLES

Served Ice Cold at All Refreshment Stands at Centennial



COCA-COLA BOTTLING CORP.
A. L. Anderson & Sons, Prop.

Selected Milk

"IRRADIATED
WITH
ULTRAVIOLET
LIGHT"

BRIGHTON PLACE
DAIRY CO.,
INC.

ON
BEVERAGES
OF ALL KINDS

Ginger Ale Lime Rickey Table Water Beer and Ale

PITTSFORD BEVERAGES

INC.

VAN SCHUYLER FRANKLIN SCHUYLER ALFRED J. STEPHANY

Monroe 3504



Pure, Delicious and Healthful. Good for children and enjoyed by their elders. For special occasions the hostess can order attractive individual servings in appropriate fancy forms.



IRON HORSE METAL WARE



A QUARTER century of prideful manufacturing of galvanized metal ware of exceptional strength and durability.

A COMPLETE LINE INCLUDING RUBBISH CANS, GARBAGE CANS, SNOW SHOVELS AND WATER PAILS.

ROCHESTER CAN COMPANY

ROCHESTER, NEW YORK



At SCRANTOM'S

are reflected the culture and prosperity of the Genesee Country

Two of America's outstanding stores furnishing

BOOKS

NEW • USED • RARE

Commercial Supplies and Furniture Educational Supplies Social Stationery Engraving and Printing Pictures and Novelties Leather Goods-Games and Toys Sporting Goods

In the In the TAYLOR BLDG. POWERS BLDG.

"Come in and Browse"

to The Rochester Historical Society constitute an important part of its exhibits.

Public Relations

Limited space makes it impossible to mention in detail all the activities of The Rochester Historical Society, as this organization maintains daily contact with public officials, with the newspapers, with civic organizations and citizens generally, in regard to questions concerning Rochester history.

Especially during the Centennial year the offices of the Society at Edgerton Park have been overwhelmed with requests for genealogical data from representatives of early Rochester families and with the supplying of in-formation and material to schools, organizations, firms and individuals for Centennial display.

It was upon a communication sent on behalf of The Rochester Historical Society, that the City Council, on March 28, 1933, authorized the appointment by the Mayor of the General Committee of citizens "to consider and make suitable preparations for an appropriate and fitting celebration of the Centennial of the incorporation of Rochester;" and since then the Society, through the service of committees of many members, has been continuously and actively engaged in the community-wide endeavor to make the Centennial a success.

Recently donor-members of The Rochester Historical Society have presented a beautiful silk flag to the city of Rochester, which the City Council accepted and adopted as the Official Flag of the City, June 25, 1934.

Proposed Memorial Statue

For some years the Society has endeavored to excite public interest in the erection of an heroic statue of Colonel Nathaniel Rochester, in recognition of the historic worth and dignity of the founder of our city. During the Centennial year the idea has gained ground, and The Society of the Genesee of New York City has indicated a disposition to cooperate in this enterprise. The famous sculptor, Mr. Bryant Baker, has already made a sketch-model of Colonel Rochester as he appeared at forty-eight years of age when he first visited the Genesee Country in 1800. Herein are shown reproductions of Mr. Baker's fine study.

The officers and managers of The Rochester Historical Society in 1934 are as follows: Charles H. Wiltsie, President; Edward R. Foreman, Vice-President; Harold L. Field, Treasurer; John Adams Lowe, Secretary; Managers, Judge John D. Lynn, George J. Skivington, Judge Harvey F. Remington, John Arthur Jennings, Raymond H. Arnot, William B. Boothby, Howard V. R. Palmer.

Now watch Rochester Business Go Forward!

WITH the opening of Rochester's big show, THE CENTENNIAL, Rochester becomes host not only to holiday crowds, but to spenders and to bigger and better business for Rochester merchants • The General Outdoor Advertising Co., Inc., and all Rochester merchants, appreciate this exposition. It attracts crowds and crowds create circulation-outdoor circulation. Advertisers will benefit, and particularly those advertisers who use outdoor advertising in Rochester-because crowds, no matter where they live, or where they come from, represent circulation that is most prominently exposed to outdoor advertising.

General Outdoor Advertising Co.

336 AVERILL AVE., ROCHESTER

Why Buy Your Linens? We Supply!

COATS, APRONS, TOWELS, NAPKINS, TABLECLOTHS AND CABINETS

CENTRAL LAUNDRY AND SUPPLY Co., INC.

Phone, Main 1334 536-548 ST. PAUL ST., ROCHESTER, N. Y.

Rochester's

Newest Fire-Proof Hotel

All Rooms with Combination Tub-Shower

> THE MOST ATTRACTIVE RATES IN THE STATE

HOTEL EASTMAN

CHESTNUT AT MONROE

Stop at Recognized Hotels

"Among Those Present"

* 1834 * ROCHESTER * 1934 *

POR one hundred years, Rochester has given her protection and aid to an ever-growing number of industries.

Varied in purpose, large and small, long established and new, these industries are today united in a common desire — to do honor to the city that shelters them.

The Beech-Nut Packing Company is proud to be among those present at Rochester's one-hundredth anniversary. It adds its congratulations to those already bestowed upon her, and takes this opportunity to thank the people of Rochester for an association that has lasted for more than twenty of the city's hundred years.



Beech-Nut's plant in Rochester serves the world with these famous foods: Beech-Nut Coffee, Cream Crackers, Butter Wafers, Cheese Wafers, Whole Wheat Grahams, Saltines, Catsup, Chili Sauce, Tomato Juice, Tomato Juice Cocktail, Pork and Beans, and Cooked Spaghetti.

BEECH-NUT PACKING COMPANY

Rochester, New York

Bringing

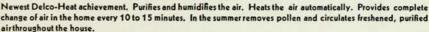
NEW COMFORTS AND CONVENIENCES TO MILLIONS



The harmonized Delco - Heat Boiler serves both residential and commercial applications. Steam, vapor and hot water.



DELCO-HEAT CONDITIONAIR





The Delco-Heat Oil Burner may

be applied to any type of heat-

ing plant. Sizes are available for

domestic and commercial ap-

plications.

Delco Pumps mean running water under pressure to thousands of farms and suburban homes beyond the city mains.



Delco-Light some two decades ago made electric power and light available for farms beyond the power lines.





Delco Electric Fans are available in a wide range of sizes and in three types—desk fans, ceiling fans and ventilating fans.

*ANY Rochesterians remember back 25 years ago when North East starters were first introduced . . . when North East automotive equipment was being developed . . . bringing new convenience and dependability to the then infant automobile industry • Today, millions are enjoying modern comforts and modern conveniences through products built by Delco Appliance Corporation, the merged organizations of North East Electric Company and Delco-Light Company. North East and Delco automotive products now enjoy widespread distribution. Delco-Light is providing electric light and power to nearly 500,000 homes beyond central station current. Delco Pumps have made running water possible in thousands of rural and suburban homes. Delco Fans, Vacuum Cleaners, Motors, Blowers and Steam Heaters for automobiles are being used everywhere Today, Delco-Heat Oil Burners, Delco-Heat Boilers and the new Delco-Heat Conditionair bring dependable automatic oil heat to homes at low cost. Thousands of enthusiastic users bear striking testimony to the quality and performance of this modern heating equipment.

DELCO APPLIANCE CORPORATION ROCHESTER, NEW YORK



Delco Motors can be applied to any fractional horsepower job and are widely used for car heaters, projection machines and various household appliances.



The Delco Steam Heater for automobiles operates on the same principle as steam heating systems for residences. Heat from the exhaust, which otherwise would be wasted, is utilized.

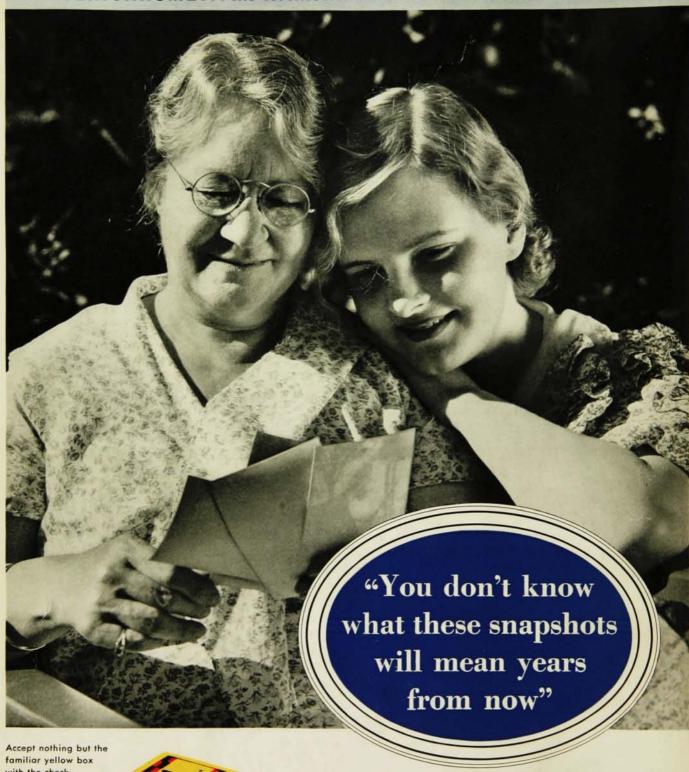


Delco Blowers are widely used in household and marine ventilating equipment, for automobile heaters, humidifiers, dryers and various other appliances.



Delco Vacuum Cleaners, designed for long, efficient service, materially reduce the house cleaning hours.

VERICHROME... the Rochester-made film on sale all over the world





• Rochester's Centennial celebration—the opportunity of a lifetime for pictures that will grow in value as the years go on. Keep a Kodak handy... Your snapshots can be more precious than ever now. They're so natural and lifelike when made with Kodak Verichrome Film. Bright light isn't necessary. In the shade, or on cloudy days, Verichrome gives you snapshots to be proud of. Try Verichrome—see what picture opportunities it opens up. Eastman Kodak Company, Rochester, N. Y.

KODAK VERICHROME FILM

