

GEORGE EASTMAN

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The CITY *of* ROCHESTER *AND VICINITY*



WHERE TO GO *HOW* TO GO
WHAT TO SEE IN AND ABOUT THE
FLOWER CITY



— ITS PAST PRESENT and FUTURE —



The City of Rochester and Vicinity

Where To Go, How To Go, And What To See In And About The

FLOWER CITY

ITS PAST, PRESENT, AND FUTURE

A Complete Guide—Illustrated With Views of Public, Office, and Commercial Buildings, Churches, Colleges, Hotels—Streets, Avenues, and Beautiful Homes—The Parks, Lake, River, and Bay—Facts Concerning the City's Enormous and Diversified Industries, and Its Importance as a Manufacturing Centre—Fifty Resorts Within Fifty Minutes and Fifty Miles—Itineraries and Points of Interest

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FOREWORD



THIS BOOK deviates from the conventional Guide-book because of the Subject. So much can be said and pictured about Rochester that it is no mean task to be content with a mere matter of ninety-six pages. This is a "Baedeker,"—a history,—a manufacturing record,—a compendium of facts and figures,—a picture-story of a little of the Flower City,—a *vade mecum*, if you please,—pressed into a Souvenir of a great city, which has a fine history, a remarkable and substantial growth and a splendid destiny.

The publishers wish to thank Mr. W. H. Samson, as an authority on historical matters, for his assistance. Thanks are also offered to the secretaries of the Chamber of Commerce and many others.

Mr. C. C. Zoller and Mr. Richard H. Lansing, well known amateur photographers of this city, have furnished most of the beautiful pictures of Rochester and vicinity which adorn these pages.

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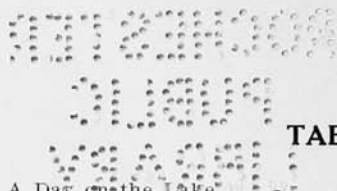


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ROCHESTER'S BEGINNING



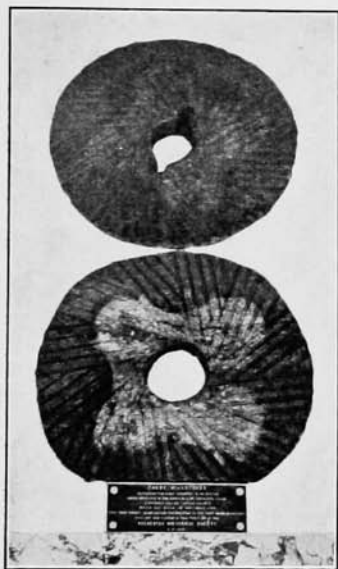
ALL accounts agree that it was in the summer of 1789 that Ebenezer Allan—"Indian Allan"—put up a saw-mill; and in the same year built a grist-mill on the west bank of the Genesee river on a site now surrounded by Aqueduct, Graves and Race streets and the Erie canal, one hundred acres having been given him by Oliver Phelps, who had promised the Seneca Indians that he would erect such mills if they would add a tract of land on the west side of the Genesee "for a mill-site" to that of the lands they had sold to Phelps & Gorham east of the river.

This was the beginning of Rochester.

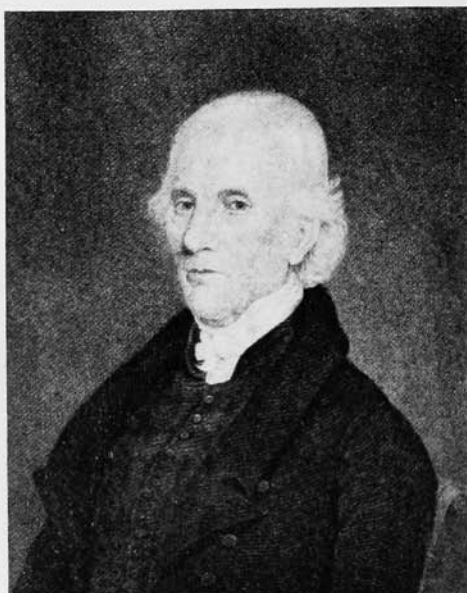
The settlers and Indians at first came for miles to have their corn ground, but Allan's mills never seemed to prosper and fell into disuse and ruin. Nevertheless, this part of Western New York later became, and was, for over half a century—by reason of the wonderfully fertile valley, the water power of the Genesee river and the traffic created by the building in 1826 of the Erie canal—the most extensive milling section of the United States. Hence the world-famous appellation "Rochester, the Flour City,"—now felicitously called "The Flower City."

This "100-acre tract" was assigned by Allan in 1792 to Benjamin Barton, who obtained a regular deed from Phelps & Gorham and transferred it to Samuel B. Ogden who sold it to the Pulteney estate. In 1800 there journeyed from Maryland into the "Genesee

country" Colonel Nathaniel Rochester, Colonel William Fitzhugh and Major Charles Carroll, and they were so pleased that each bought tracts of land on the eastern slope of the Genesee valley and the flats on Canaseraga creek near Dansville. Later—on November 8, 1803—they bought the one-hundred-acre tract for \$17.50 an acre from the agent of Sir William Pulteney. In 1810 Colonel Rochester moved his family from his Southern plantation to Dansville, where he lived for five years; then took up life at East Bloomfield and finally settled in Rochester in 1818 and lived here as its most prominent, progressive and honored citizen to the day of his death, May 17, 1831.



MILL STONES THAT GROUND THE
FIRST CORN IN ROCHESTER, 1789

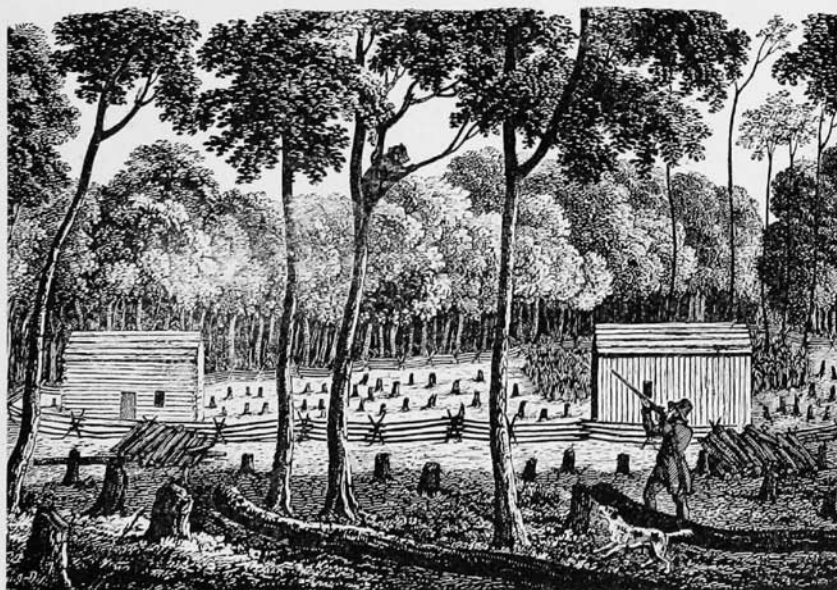


N. Rochester

Survey of the "100-Acre Tract"

BUT the real life of Rochester cannot be said to have begun much earlier than 1811 when Colonel Rochester first surveyed and sold lots on the one-hundred-acre tract, and this period was just before the War of 1812 with Great Britain, and it was not before 1815 that the population and business began to increase. When Buffalo, Batavia, Canandaigua, Geneva, Palmyra, Penn Yan, Bath, Geneseo, Caledonia and LeRoy had become considerable villages, and local business had begun to center at Pittsford, Penfield, Victor, Lyons, Lima, Avon, Dansville, Warsaw, Attica, Oak Orchard, Clarkson, Parma, Charlotte, Hanford's Landing and Scottsville sufficient to form little clusters of stores, forges and dwellings, there was at "Fall Town" or "Genesee Falls," but a rude mill and a few still ruder log-cabins; less than twenty acres of forest were cleared, and there were not half a dozen families.

Four families settled in 1796 at Hanford's Landing at the foot of the Lower Falls, and here, fourteen years after, the first store for all these parts was opened. A man named Farewell occupied, for a brief time, a rude cabin near Lake and Phelps avenues, several years later. In 1807 Charles Harford built a log-cabin in the forest near what is now the corner of State and Smith streets, and later erected a saw mill and a grist mill on the river bank on the site of the old Phoenix mills.



ROCHESTER'S "FOUR CORNERS" 1812

"One of Greatest Manufacturing Places"



IN this year of 1911, when its superior advantages are so obvious; when it has become a large and rapidly expanding city of over 225,000 people; with immense industries whose output supplies every known quarter of the globe, surprise is sometimes expressed that Rochester was not one of the primitive theaters of investment and enterprise in Western New York. For a long series of years after the beginning of the settlement of the Genesee country the pioneers



STATUE OF "JUSTICE"
ON SECOND COURT HOUSE

were busy in clearing the forests and subduing the soil and there was little necessity for market-places or central depots. Small streams furnished the rude mills in almost every neighborhood, and the extensive hydraulic power of the Genesee was not required. Rochester, of itself, in its steady, permanent growth, demonstrates that successful towns and cities should not precede, but follow the general improvements of a country which is to be tributary. Rochester sprang into being at the proper time and kept pace with the growth and improvement of the whole country—hence its permanence and substantial character. The territory bordering on Lake Ontario, with isolated exceptions, did not attract the earliest settlers. There was little of lake commerce and the region about the falls of the Genesee was at that time swampy and miasma inoculated the few struggling inhabitants with chills and ague, while the land confining the rushing river was dark and gloomy with the thick foliage of the forest primeval, the home of the bear, the panther and the great, grey wolf. So that, following the erection of Allan's mills and the clearing about it, there was, in respect to either settlement or improvement, an almost total suspension of operations for nearly twenty years,—a period in the present era more than sufficient for the founding of empires and the building of great cities. In January, 1802, an appraisal of the parcels embracing the Pulteney estate placed the mills and hundred acres at a value of \$1,040!

In writing to his friend and partner, Major William Carroll, from Dansville, January 13, 1811, Colonel Rochester said: "It [Rochester] must become a town of great business at some future period;" and, in 1825, in writing to his half-brother, John G. Critcher, he said: "Not only the site of the village but the country about it was all a wilderness in 1811, but is now a thickly settled country that turned out from ten to twelve thousand persons who met General Lafayette on the tenth of June last. There can be no doubt but that Rochester will be one of the greatest manufacturing places in

the United States. It embraces more local advantages than any place I have ever seen and I have visited almost all the States. The land for one hundred miles in every direction is of the finest quality.'



MAIN STREET BRIDGE, 1838, NEW AQUEDUCT IN BACKGROUND

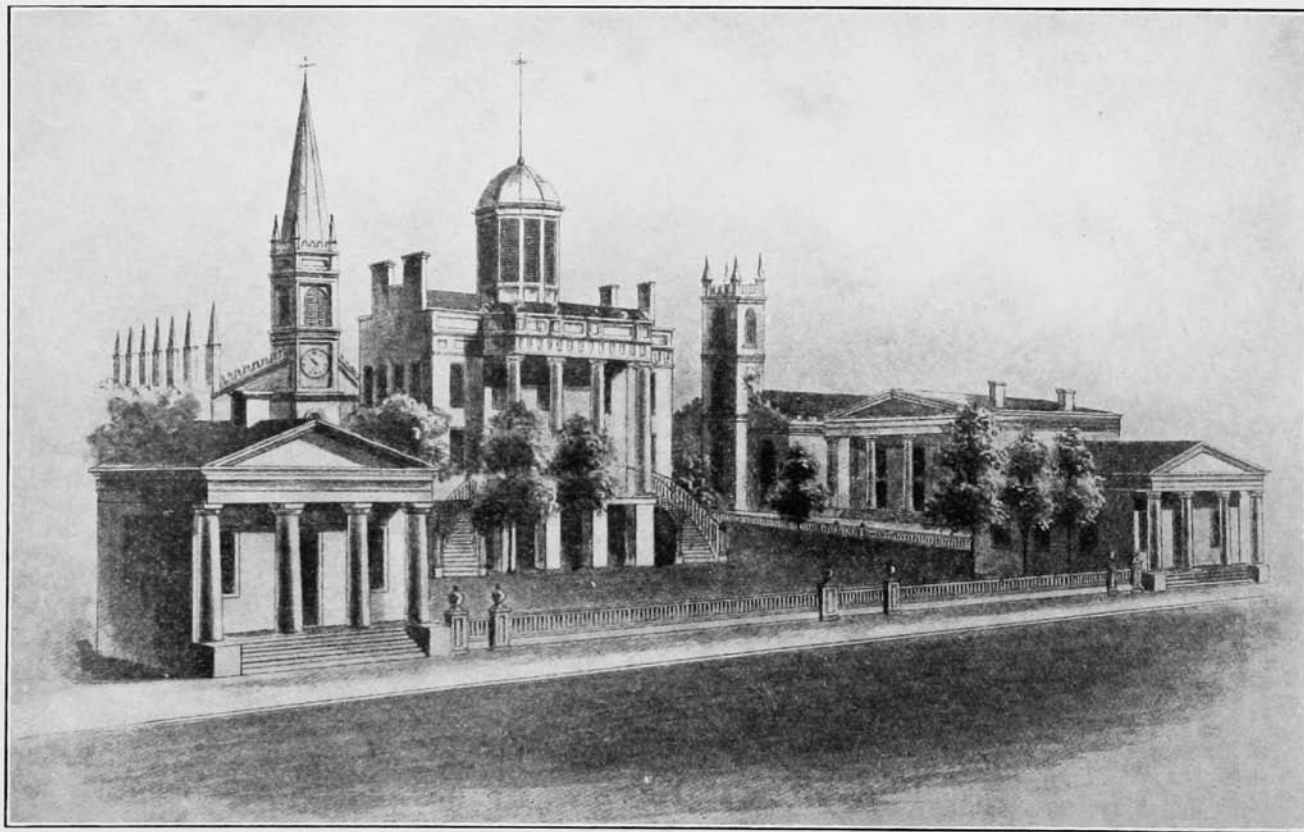
The Rochester of 1911 has fulfilled the prophecies of its founder beyond even his most sanguine expectations.

It was the bridge thrown across the Genesee river at Main street in 1810 and finished in 1812 at a cost of \$12,000 which gave Rochester its first impetus and did more

than anything else to insure the growth of the embryo city. Can the reader realize that, prior to this epoch,—for such it was to the brave, struggling settlers of those days—in order to get to the west side of the



MAIN STREET, LOOKING TOWARD BRIDGE, 1911



Vincent and Selah Mathews' Law Office
First Presbyterian Church

St. Luke's Church

High School

County Clerk's Office

FIRST MONROE COUNTY COURT HOUSE—BUILT 1821

river it was necessary to go to Avon, twenty-one miles south, or to ford the river, which could only be done at two points and then at great risk of drowning? The bridge was built at the expense of Ontario and Genesee counties under an act of the Legislature. Another bridge took its place in 1824, and still another in 1857 which stands to-day,—a remarkable test of endurance and honest masonry since every other bridge spanning the river has been built and some rebuilt since then, and yet the traffic in one day across the old Main street bridge is greater than that on all the others combined. Unless he is told, the stranger never realizes when he traverses that busy thoroughfare from East to West Main street that he is on a bridge and is crossing the Genesee river. For that matter, how often does that thought come to the Rochesterian?



FIRST PRESBYTERIAN, 1824
SITE OF CITY HALL, 1871

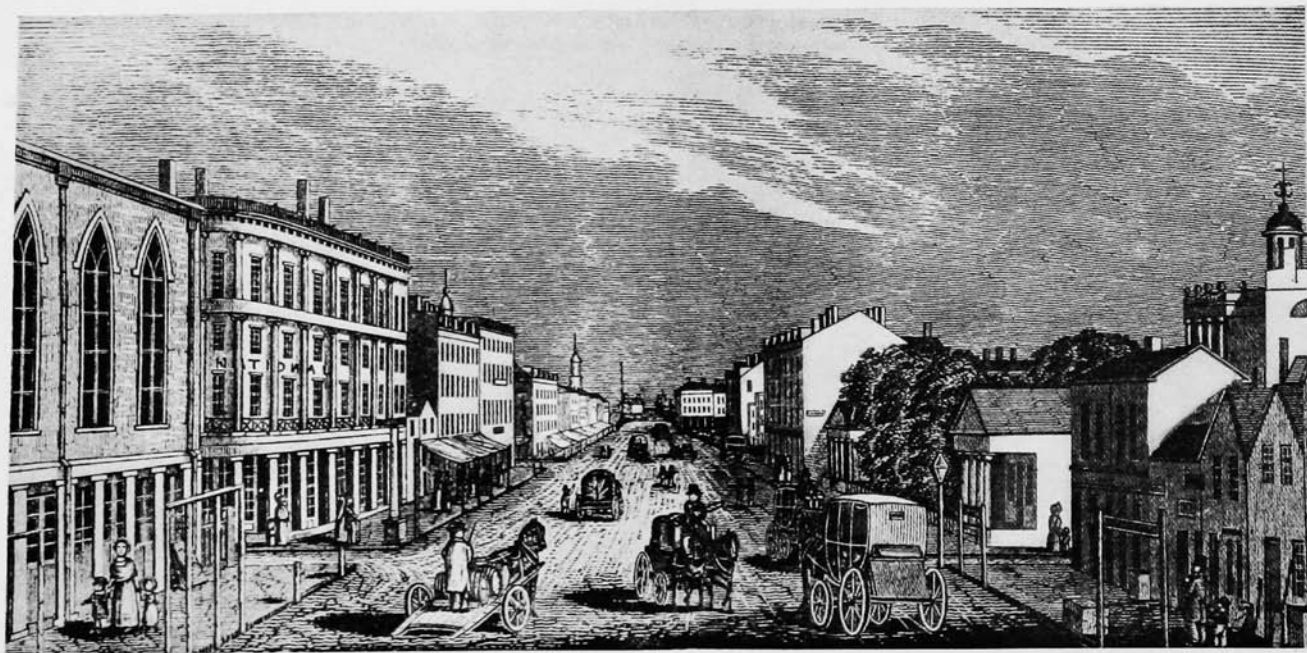
The first frame dwelling on the site of the Osburn House, South avenue, was erected in 1810 but this was not in the 100-acre tract.

The first dwelling on the west side of the river on the Rochester tract was built in 1812 on the site of the Powers building, corner of Main and State streets. The first mail received in the future city was on July 4, 1812, when there were just fifteen people in the settlement. The first store and the first school were opened in 1813.

In 1815 two flour mills and a cotton factory were put into operation in "Frankfort" and the same year marked the opening of the Fitzhugh and Carroll mill-race back of the present Erie railroad station, and which, with Brown's race at the head of the "High falls," three years later, and the Johnson & Seymour race on the east side with the dam across the river in 1817, assured the rapid growth and prosperity of Rochester with its unsurpassed water privileges. In 1815 Abelard Reynolds built the first tavern on the west side of the river on the site of Reynolds' Arcade. The first newspaper,—a weekly,—was established in 1816. In 1817 the steamer *Ontario* began her trips from Sackett's Harbor to Lewiston and once a week came up the river to Hanford's



SECOND BAPTIST
MAIN AND CLINTON AVENUE NORTH
BURNED 1859



First Methodist Church, Fitzhugh Street
National Hotel, Site of Powers Hotel,

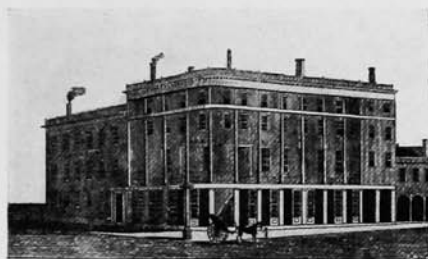
Eagle Tavern, Site of
Powers Bldg.

Irving Hall, Smith's Arcade
Site of Insurance Bldg. and Rochester Trust Co.

Court House
"Chicken Row," Site of
Rochester Savings Bank.

MAIN STREET, 1840

Landing, but some years earlier than that boats were navigating the lake and stopping regularly at the mouth of the Genesee river.



MONROE HOUSE. AFTERWARD THE NATIONAL HOTEL.
SITE OF POWERS HOTEL

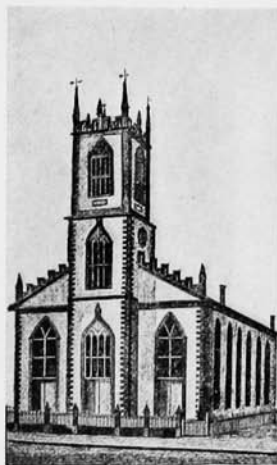
Monroe county was erected in 1821 from the counties of Ontario and Genesee and in 1825 Rochester had grown into a village with a population of 5,273, having a personal and real property assessed valuation of \$1,767,-135. Now, in 1911, it is over \$152,000,000.

Before the "town at the Falls" had its being or had but just begun to breathe, five towns had been born and struggled for an existence on the site of the present Rochester or its vicinity and their founders fondly hoped that each was destined for the metropolis of the Genesee Valley. Not a vestige remains of any save Pittsford and that beautiful village some day may be absorbed in the march of the city to the southeast.

Tryon town, at the head of Irondequoit bay, boasted of a warehouse five stories high; a mill costing \$15,000; an ashery and a distillery and the first flour shipped from Western New York to Montreal went out from Tryon town in 1799.

Carthage, at the lower falls, and King's—later Hanford's—landing on the west bank of the river opposite, and Castle town all have their histories tragic and ephemeral. The latter place was at what is known locally in these days as "The Rapids," just north of the entrance to Genesee Valley Park, and once steamboats used to play between Rochester and Genesee every morning, stopping at Castle town when signalled. When Rochester began to stir and the Erie canal opened it vanished.

The village of Rochesterville, named after Colonel Rochester, was incorporated in 1817, but was officially changed to Rochester April 12, 1822. In 1834 Rochester was incorporated as a city. The first railroad train ran out of Rochester in 1837. The population at the taking of the first census in 1815 was 331; in 1820 the United States census placed it at 1,502.

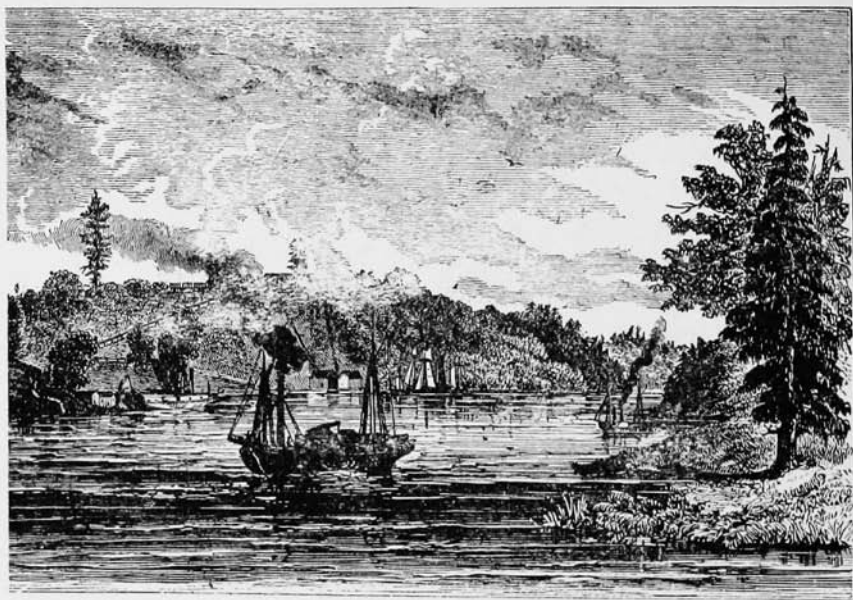


ST. LUKE'S 1838. BUILT 1825
IN USE 1911

Its Geographical Situation



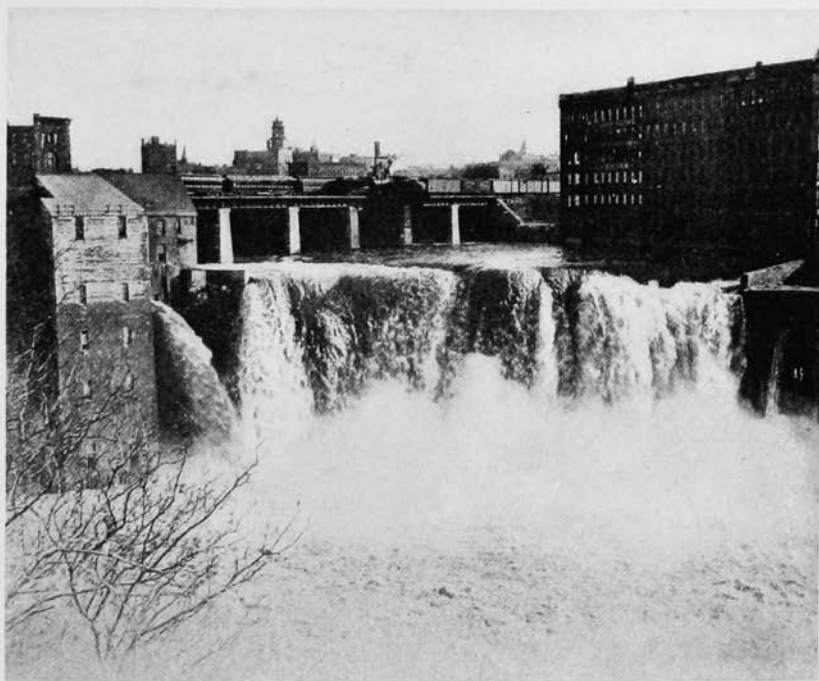
THE prosperity and importance of Rochester are due to causes which could not fail to give rise to a great city. It was predestined to be the scene of great human activity. Its geographical situation is particularly in its favor, being placed on a broad, level plateau at an altitude of from 500 to 657 feet above the sea, or 291 feet above Lake Ontario. Rochester is now the third city of the first-class in the State of New York and the twenty-second in point of population in the United States. The city lies on either side of the Genesee river, 379 miles west of New York city; 69 miles east of Buffalo and three and a half miles south of Lake Ontario, though part of the city is directly on the shores of the lake since the acquisition of over 500 acres for a handsome new park. The splendid river,—which rises in the heart of the mountains of Potter county, Pennsylvania, 130 miles south, falls 261 feet in three cataracts in the city limits, furnishing a water power unsurpassed if equalled, in its possibilities for future development, by any other city on the continent. This power not only still supplies the many flour mills and factories, but generates thousands of kilowatts of electric energy for lighting the streets, stores and homes of Rochester and propelling the city and interurban trolleys, so that it is appropriately known not only as the "Flower City," the "Convention City," the "City of Homes," the "Kodak City," but also as the "Power City."



SHIPPING IN LOWER RIVER. 1838

The power for the railroads, however, is largely supplemented by that received from Niagara Falls, owing to the immense operations and traffic on the numerous lines.

The Port of Rochester at the mouth of the Genesee is the largest American port on Lake Ontario and the volume of export and import business is a large factor in the city's commercial welfare and importance.



UPPER FALLS OF THE GENESSEE

Closing up and surrounding the city on every side lies a soil of rare fertility, producing the fruits, grain and vegetables of the temperate zone in such profuse abundance as not only to supply the home but the foreign markets, the apple and peach orchards of this locality and the celery, lettuce and tomato beds of Irondequoit being justly famous.

In contiguous territory are mines of coal, iron and salt.

Enormous Growth in Bank Deposits

One of the strongest indications of the importance and magnitude of Rochester in the business world and a significant indication of the growth and development of the city and its manufacturing industries and the people's



LOWER FALLS OF THE GENESSEE

thrift may be found in the statement of the Rochester Clearing House. The banks of Rochester on the last day of 1910 had deposits aggregating \$153,328,167.54, an increase over the previous year of \$7,307,989.02. The surplus and undivided profits were \$9,585,043.55, a gain of \$361,541.65 over the preceding year. The joint capital of the banks was increased by \$400,000, making a grand total of \$4,337,000. The individual reports of the banks for the first six months of 1911 show a very substantial increase over the above official statement; while the clearings for the same period indicate an increase of over 30 per cent in the same months of 1910. The clearings for 1910 amounted to \$210,842,070.59, an increase of \$11,252,133.00 over the previous year. The amount of the combined deposits in ten years has more than trebled.

Rochester has six banks of discount, five trust companies and four saving institutions.

The Genesee River

The Genesee river, which nearly bisects the city and flows through a deep, precipitous gorge in the northern part, has three falls and several rapids with a total descent of 261 feet. The river is spanned by nine city bridges, one of which—Driving Park Avenue—is a single span bridge, 212

feet high and 717 feet long. The Central Avenue bridge is being rebuilt and it is only a question of time when another bridge will have to be constructed between Andrews and Main Streets to relieve the congestion of the latter bridge. Then there are the bridges operated by the New York Central and R., W. & O. Railroads and the aqueduct—848 feet long and 45 feet wide by which the Erie canal is carried over the the river.

The name of the river was spelled and pronounced in a great variety of ways by the tribes composing the Six Nations, or by the French, Dutch and English explorers. "Chin-u-shi-o or "Gen-nis-he-o," which was the name of an Indian town, were the commonest forms and mean "Beautiful, open valley." This applied to the upper part of the river; but from the rapids to where it empties into Lake Ontario it had a distinctive name—"Cas-con-chi-ag-on" or "Cas-con-chag-on"—meaning "Something alive in the kettle." But it is better, perhaps, to accept Lewis H. Morgan's simple definition—"Under or below the falls."

The geographical names having Indian origin about the city were wierdly twisted into their present shape by the grotesque spelling of the French,



MAPLEWOOD PARK

LOWER GENESSEE RIVER

SENECA PARK

the Dutch and the English, in an endeavor to spell in their languages as they were pronounced by the Indians, there being, for instance, over fifty different ways of spelling what we now call Irondequoit bay,—the Seneca name

was "O-nyui-da-on-da-gwat," meaning "It goes aside, or turns out." Father Hennepin over two centuries ago spoke of the great lake as Ontario, which, he says, "is likewise called in the Iroquois language 'Skan-and-ar-i-o,' meaning a 'very pretty lake.'" The Six Nations called themselves "The Ho-de-no-sau-nee" or "Children of the Long House." The French called them Iroquois, because the Indians invariably ended their long speeches with "Ir-e-okwa," meaning "I have spoken." "Nun-da-wa-o-no," meaning "A great hill people," was never adopted in any form, but, instead, the word for that tribe of the League who were the lords of this section of the new world appears on a Dutch map of 1614 as "Sennecas," origin unknown. The English spelled it "Sinnekees" and the Americans "Seneca."

Rochester's Water Supply

Rochester is amply supplied with potable water of rare purity—the best in the United States—from Hemlock lake, 29 miles south, brought here by the gravity system and stored in three reservoirs, two of which are in the city, with a total storage capacity of 250,000,000 gallons. An average of 18,000,000 gallons of water is



BREWER'S LANDING, LOWER GENESEE

used every day in the year, and in the summer time this amount is nearer twenty millions. Ten years ago thirteen millions per day were used.

There are public baths and comfort stations at convenient points and swimming pools in the parks, and there is a thorough system of food inspection which has become a criterion—particularly in the examination of the milk supply—for the cities of the nation to pattern.

In addition to the other appellatives given Rochester it might not inappropriately be called a "City of Bridges," since there are seventy-five across the river, Erie canal, and canal feeder. Of these, twenty-six carry streets over the canal; ten carry streets over railroad tracks; twenty-five carry railroads over streets and five others are stretched across the feeder and mill-races.

ROCHESTER, THE FLOWER CITY

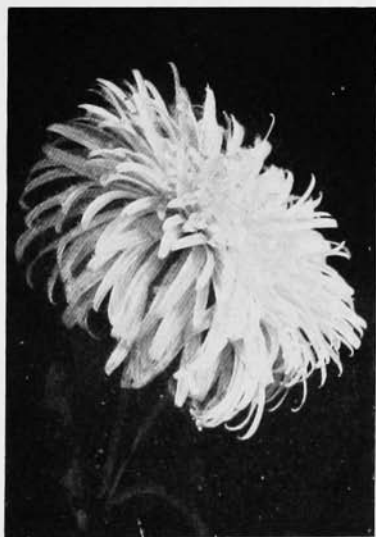


MORE significant or felicitous title could not be found to apply to Rochester for a second appellation than the "Flower City,"—for, with its world-wide reputation as the first city of the country in the production and sale of nursery stock, and its pre-eminence in the culture, production and sale of flower seeds, and its broad avenues and shady streets, bordered by well-kept lawns and blossoming beds, and its acres upon acres of magnificent parks, it is, indeed, "The Flower City." The town first gained prominence as the "Flour City" when the wonderful water-power which, then, as now, flowed over the three high falls of the Genesee river; and when the easy mode of transferring grain over the canal and the fertility of the Genesee valley for its wheat, were factors to this end, so that, for years its mills produced for a large proportion of the United States. But the westward march of civilization and the cultivation of the immense plains of Minnesota, Iowa, Illinois, Kansas and the Dakotas into the granaries of the world, wrought great changes and Rochester as a flour-producing center lost its position and title to fame as the "Flour City,"—although it is safe to assume that as much wheat as ever is still ground annually in its mills.

Early residents noticed with what profusion grew plants and shrubs of every variety. The flowers and vines in evidence around the home seemed to nourish themselves and in the woods were to be found the most beautiful species of wild flowers.

Farseeing business men turned to the culture of the flowers and trees and made this their life work. Nurseries were established, the products of which are sold in the markets of the world, so that Rochester, "The Flower City," is the first city in the world in growing and exporting seeds and nursery stock.

To-day that title is deserved more than ever before. Visitors from all over the country come to Rochester to view the magnificent floral displays at the parks and private homes. Committees from civic improvement organizations in other cities frequently visit Rochester to see what is being done and how with a view of improving conditions in their own city.



THE ROCHESTER ASTER

The aster has recently been chosen as the emblematic flower of the Flower City. Here among its famous floriculturists and seedsmen the beautiful flower has attained its greatest perfection and variety and more seeds of this plant are raised in and sold out of Rochester than from any other locality in the world.

A Half Million Souls in 1925

If the hopes of the progressive business men of Rochester and the plans of famous engineers who have figured out the vast possibilities resulting from



MONROE COUNTY COURT HOUSE

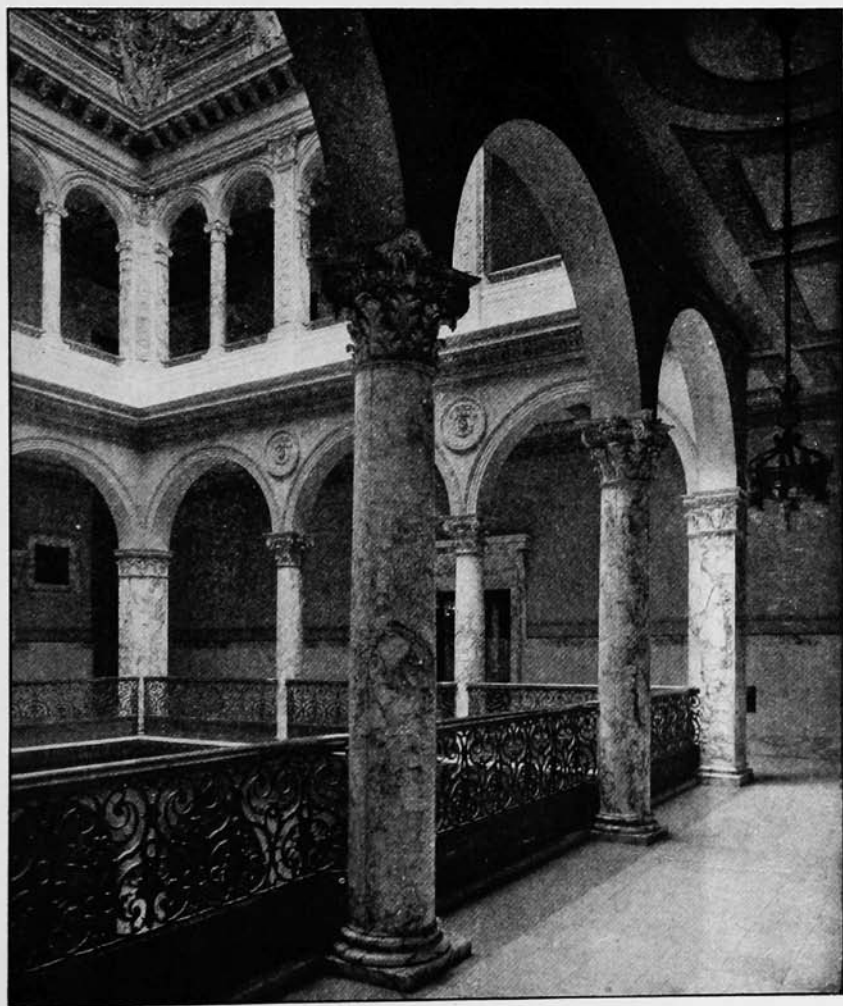
a storage dam or dams at Mt. Morris or Portage Falls are ever realized Rochester will be a city of a half million souls in the next quarter century.

Surveys and plans for the construction of a dam near Portage, which will impound eighteen billion cubic feet of water, 11,250,000,000 feet of which would be available for commercial purposes, has been made. The reservoir would be fifteen miles long, nearly a mile wide, with an area of over thirteen square miles. The drainage basin above this reservoir would be 948 square miles. Such a dam and reservoir would control the highest floods known and would be capable of creating a water-power amounting to 75,000 horse power, peak load, while at the same time furnishing water to maintain the flow of the Genesee river of such volume as would permit power plants to run throughout the year.

ROCHESTER'S INDUSTRIES



THAT the prosperity of a city depends upon the scope and character of its industries is an oft-repeated truism. Rochester has a sound industrial life, resulting from the use of progressive methods, by men who reside in this city and take a lively interest in its welfare. It is impossible here to give an adequate account of Rochester's industries, so that attention is called only to a few of the more prominent features.



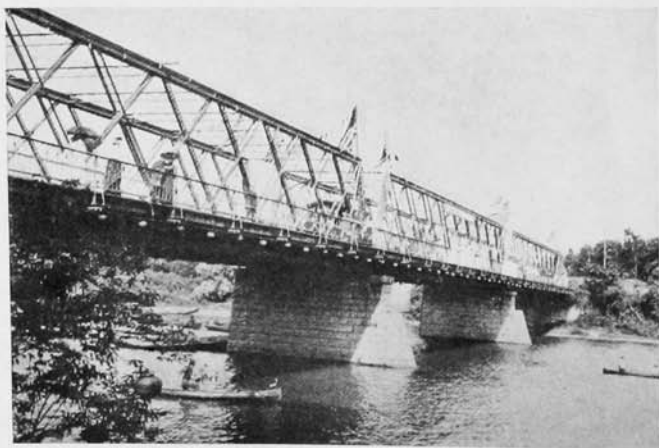
INTERIOR MONROE COUNTY COURT HOUSE

Rochester is a city of homes; a city of working people who own their homes. In no other city of the country is this condition so pronounced. Ideal working conditions have made the workmen take an interest in the city, and steady employment has encouraged thrift, resulting in the saving of the necessary amount to purchase a home. A residence once owned by the workman insures his permanence and guarantees a constant supply of skilled labor.

Employer and employee work together for the common good and there has been but little really serious labor trouble. The employer, in an honest endeavor to improve working conditions, has provided factories and equipment which have been pronounced well nigh perfect. The workman has appreciated the interest shown and has done all possible for the promotion of the industry.

According to figures compiled by the Rochester Chamber of Commerce the city now has approximately 1,700 manufacturing establishments, embracing 377 different branches. There are employed over 75,000 workers, to whom is paid an annual wage of about \$19,000,000.

Rochester's industrial growth not being forced has been of a sound nature. The natural advantages of the city are the only inducements held out to the manufacturer who contemplates a change of location. Many have come here, examined into the situation and moved their industries to this city despite the fact that in other places bonuses of various kinds were offered.



ELMWOOD AVENUE BRIDGE, GENESEE VALLEY PARK



THIRD BUSIEST
FOUR CORNERS IN COUNTRY

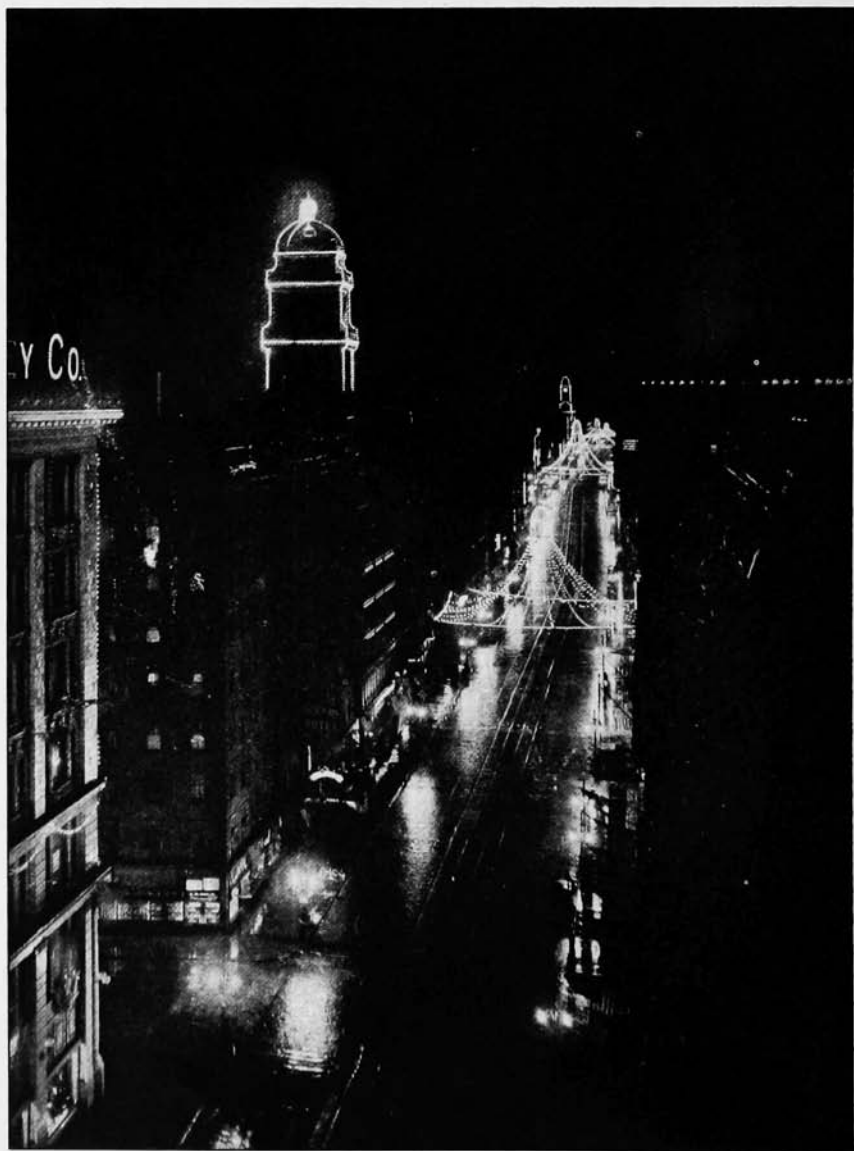
ROCHESTER TRUST COMPANY'S
BUILDING

In certain branches of trade other places may have some peculiar advantages that enable them to excel Rochester; other cities are of older or wider historical interest; other cities there are where the people swarm in never-ending streams, jostling, pushing, crowding, crushing, but what other city combines more of all that is attractive, more of the things that make living worth while than clean, beautiful, healthy, prosperous, busy, cultured Rochester, the city of homes with plenty of fresh air and light and sunshine?

The statement is often made that there is no city of the size and population of Rochester in the world that can compare with it in the extent, the diversity and importance and the financial magnitude of Rochester as a manufacturing center. Only a brief survey of its industries can be taken in these pages, but such as it is will reveal a most astounding condition which, however, is in no sense exaggerated and is capable in every way of greater increase,—in fact, there is no limitation.

Rochester is the foremost city in the world in the manufacture of optical goods. The making of kodaks and cameras though not in existence a score of years ago has attained astonishing proportions, employing thousands of hands and making millions of dollars. The manufacture of cameras for

amateur photographers had its birth with the early attempts and subsequent triumphs of George Eastman of a camera which could be operated without the use of a wet plate. His development of a dry plate and camera of small compass created a new industry and to him may be credited the



MAIN STREET, LOOKING EAST OCTOBER 22, 1 A. M., 1910

present popularity and high standard of photography. More kodaks and cameras and photograph films are manufactured and sold from Rochester than are made in all the other cities of the world combined.

The largest optical factory in the world is located in Rochester, producing the smallest of microscopes to the searchlight lenses for the United States navy and the lenses for the Government's lighthouses.

Rochester is the First City in the World

In the production of photographic supplies.

In the manufacture of optical instruments.

In the manufacture of thermometers.

In the manufacture of lubricating oils.

In the manufacture of laundry machinery.

In the manufacture of paperbox machinery.

In the manufacture of vegetable ivory buttons.

In the manufacture of enameled steel, glass-lined tanks.

For growing and exportation of seeds and nursery stock.

New York and Philadelphia alone surpass Rochester in the manufacture of clothing and neither city produces the quality and excellence of workman-



MAIN STREET ON A CIRCUS DAY



WASHINGTON PARK, CONVENTION HALL IN BACKGROUND

ship which has symbolized Rochester made clothing all over the world. The output in 1910 aggregated twenty-two million dollars.

Brockton, Lynn and St. Louis are the cities which produce more shoes than Rochester, but, as is the case in the clothing industry, and all other products for that matter, the Rochester goods have no superior in quality. There are between forty and fifty factories, representing an investment of over \$6,000,000, turning out over \$16,000,000 annually.

Rochester has

The largest camera works in the world.

The largest button factory in the world.

The largest preserving plant in the world.

The largest lubricating plant in the world.

The largest photographic film factory in the world.

The largest thermometer works in the United States.

The largest photographic dry plate factory in the world.

The largest photographic sensitive paper factory in the world.

The largest factory in the world for the manufacturing of office filing devices.

The largest factory in the world for the manufacture of machinery for making wood boxes.

Fifty-seven hotels.

One hundred and thirty-seven churches.

A mean altitude of 514 feet above sea level.

Thirty fire companies and 325 firemen and 304 policemen.

The largest custom fur tanning establishment in the United States.

The center of the world for manufacture of temperature and pressure indicating, recording and regulating instruments.

The largest Masonic lodge (Genesee Falls, No. 507) in the world—membership over 1,400.

The largest plant in the world for the manufacture of enameled steel glass-lined tanks.

The largest Commercial Travelers' Mutual Benefit association in the United States.

A population of 218,149, according to the census taken in 1910, but it is approximately 225,000.

Nearly all of the motion picture film that is used in the world is manufactured in Rochester.

No city in America has so many summer resorts within a radius of fifty miles.

An average of forty-seven tons of mail matter are received and sent out every day.

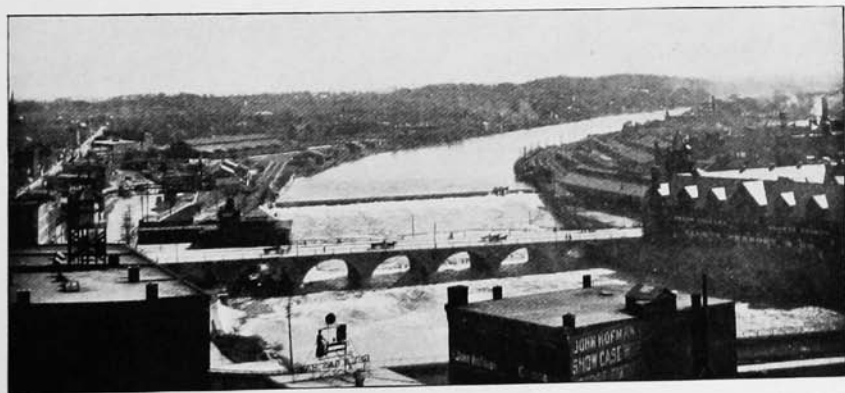
Nearly seventy-five thousand employees are at work in the factories and workshops.

There are ten breweries producing annually 675,000 barrels of beer and ale and employing 2,000 men.

The number of manufacturing establishments is about 1,700. These produce annually goods aggregating over \$100,000,000.

Rochester has eight theaters, nineteen halls and a Convention and Exhibition halls capable of holding six thousand persons, not to mention Exposition Park.

The receipts of the Rochester postoffice—which is the twenty-second in the country for revenue—ending December 31, 1910, was \$1,051,545.87. Money orders to the amount of \$1,534,202.98 were issued.



ERIE CANAL AQUEDUCT OVER GENESSEE RIVER

In Rochester

The average death rate for five years is 15.03 to 1,000.

The wages paid out in 1910 amounted to over \$19,000,000.

Over \$180,000,000 in stocks have been issued in local industries.

Fifteen mills produce annually more than 1,000,000 barrels of flour.

The value of the woodworking output annually is over \$6,000,000.

Over \$100,000,000 is invested in the manufacturing and wholesale trade.

The customs receipts for the year ending December 31, 1910, were \$531,312.08.

The total output of leather and leather manufactured goods annually is \$8,000,000.

The amount of the local stocks listed with the Rochester Stock Exchange is \$75,250,977.

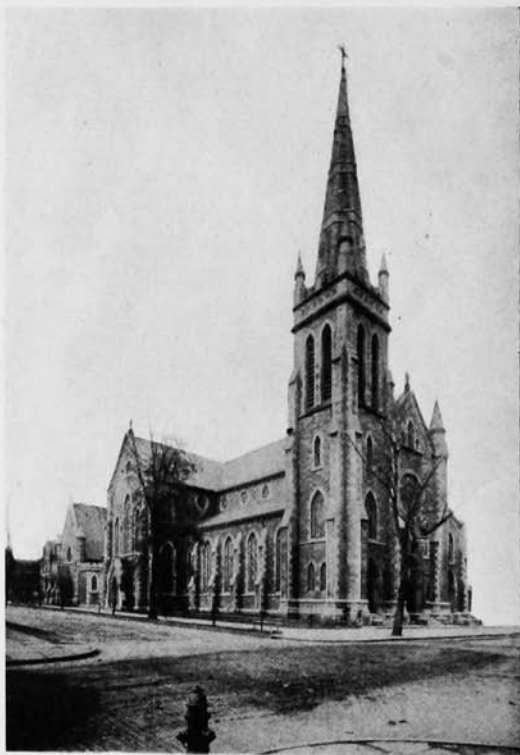
A total acreage of 16,400 acres with five large and fifteen small parks.

Three hundred and eighty-one miles of city water pipe and 4,521 hydrants.

Forty per cent of all the carbon paper manufactured in the world is produced in Rochester.



ST. PATRICK'S CHURCH, 1823
SITE OF PRESENT CATHEDRAL



ST. PATRICK'S CATHEDRAL, PLATT STREET



POWERS BUILDING. MAIN AND STATE STREETS

A ton of silver is used every week and miles of paper are coated and twenty-three acres of floor space are utilized in the manufacture of sensitized products at the Kodak plants.

Rochester has eight hospitals,—the General, St. Mary's, the Homeopathic, Hahnemann, Infants at Ontario Beach, the New York State, and the Dr. Lee and Dr. Graham institutions. There are five orphan asylums.



EAGLE TAVERN. SITE OF POWERS BUILDING

Rochester Taxes and Property Valuations

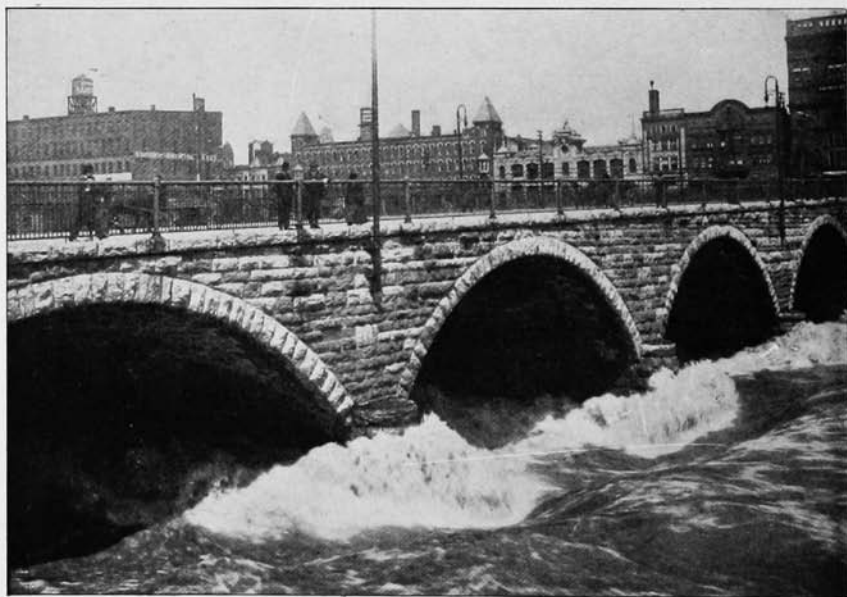


F the multifold advantages of Rochester as a city to live in and to do business in are considered there is none of its size on the continent to compare with it for the low tax rate, and it is justly claimed that it is an economically and finely managed municipality. The tax rate per \$1,000 for 1911 is \$18.967 (eighteen dollars, ninety-six cents and seven mills). The total assessed valuation of real estate is \$152,588,132; personal property, \$8,048,900; pension property, \$436,400; franchise property, \$14,427,500. The increase in real estate valuation since 1910 is \$8,966,697.

In many cities the collection of ashes and garbage is an additional charge besides the regular taxes, and in some municipalities the street lighting is a separate item.

An immense reduction plant on the river flats disposes of the garbage and an incinerator to burn the rubbish is under construction in the same locality.

There are 1,235 thoroughfares in Rochester and the number of miles of street pavements, not including graded streets or streets with gravel surface, is 182.525. There are over seventy miles of street asphalt; over forty-eight miles of brick; over twenty-nine of macadam; over fourteen of Medina block and over seventeen of common Medina stone pavements.



COURT STREET BRIDGE



RHODODENDRON WALK IN HIGHLAND PARK

Rochester—A City of Splendid Destiny

ROCHESTER has entered upon an era of growth and prosperity that will make it within the next quarter-century one of the great cities of the United States. In point of manufacturing magnitude and diversified industries it is now a great and leading city, and upon these facts must be based the material prosperity of any municipality. Its products are sent to the farthest confines of the earth and "Rochester made means quality" is not a loud and blaring advertising boast but the clear, vibrant voice of truth.



NEW YORK STATE ARMORY, MAIN STREET EAST

In short, Rochester is so richly endowed in all that goes to make a town great and renowned that there is, after all, no cause to wonder at its marvelous expansion, nor to speculate on its glorious, shining future. It is full of earnest men and women, temperate and energetic, honest and progressive, keen, alive, full of enterprise. Great capital is invested, great industries are at work, many of them larger than those of any other city in the world. Because of all these and many other reasons it may be said of a certainty "Rochester is a city of splendid destiny."

ROCHESTER'S PARKS



IN America no city of twice its size, population and importance can vie with Rochester in its park system. There are 1,508 acres embraced in twenty three parks, the Genesee Valley Park in the southern part of the city intersected by the Genesee river and the Durand-Eastman park on the shores of Lake Ontario on the northern boundary line of the city being the largest. The latter of 484 acres was recently donated to the city in perpetuity for park purposes by Dr. Henry S. Durand and George Eastman. It is being rapidly laid out and when finished will contain two lakes and six miles of waterway. Genesee Valley Park is noted for its beautiful drives, its golf links, meadows, groves and sheep. Athletic clubs and boathouses dot the shore of the river.

Seneca Park, in the northern part of the city, on the high banks of the river, is a beautiful park and the wildest and nearest to nature of any. It has a zoological garden, an aviary, elk, deer, and buffalo runs, a lake and a swimming pool. Maplewood Park is on the opposite side of the river and vies with the former for its river and wooded scenery. An Indian trail lies through the thick woods and along the river's edge. Reservoir Park is being improved. Highland Park is celebrated for its beautiful floral collections, only two other parks in the country equaling it for the display of rhododendrons and no park in the world has a more superb or greater variety of lilacs—there being two hundred and twenty different kinds.



FOUNTAIN HIGHLAND PARK RESERVOIR BY MOONLIGHT



[From the Architect's Drawings.]

NEW YORK CENTRAL RAILWAY LINES STATION—Under Construction, July 1, 1911.

Clinton Avenue N.

Central Avenue.

Joseph Avenue.

RAILROADS AND RAILROAD STATIONS



SIX railroad stations are located in Rochester: The New York Central on Central Avenue from St. Paul to Clinton Avenue North; the R., W. & O. on State Street; the Buffalo, Rochester & Pittsburg and the Pennsylvania on West Avenue; the Lehigh and Erie on Court Street on either side of the river. The latter road is electrified as far as Avon. Every day 186 trains arrive and depart from Rochester.

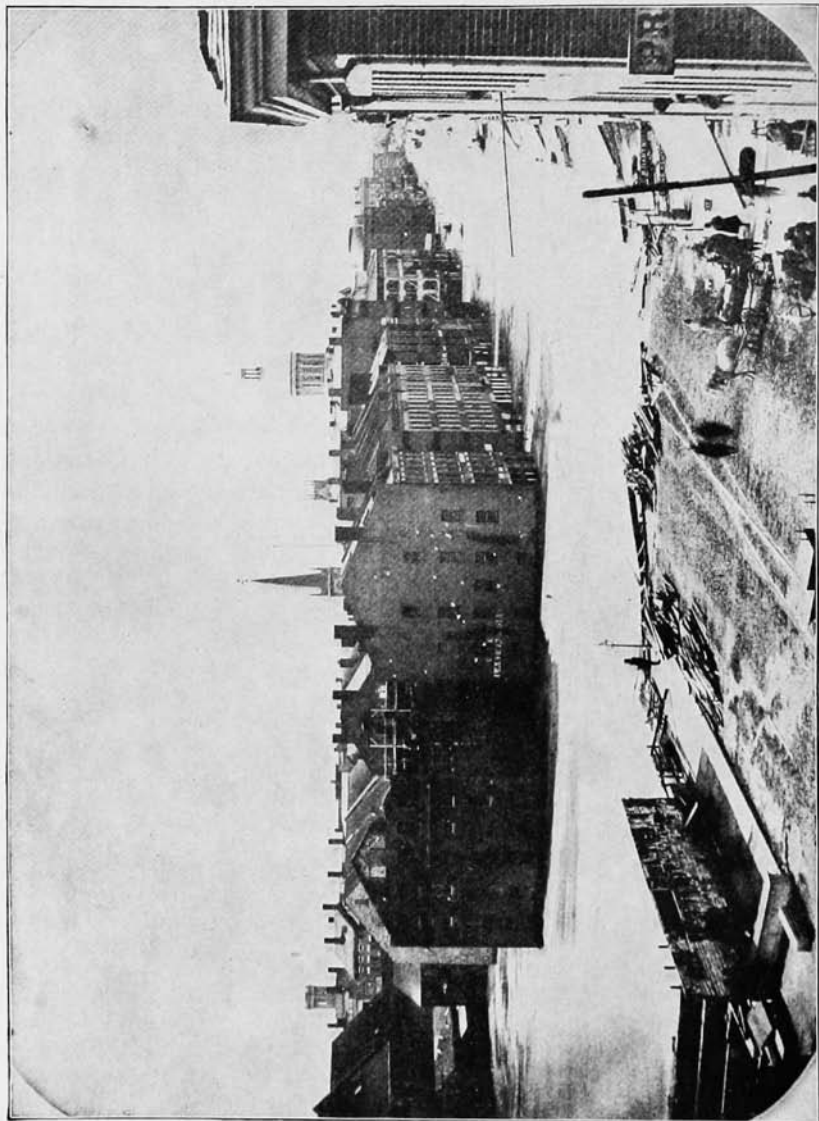
In addition are the electric trolley lines, the Rochester & Eastern to Canandaigua and Geneva; the Rochester, Syracuse & Eastern; the Rochester & Sodus; the Buffalo, Lockport & Rochester, and the suburban lines to the lake and bay resorts known as the Charlotte and the Manitou Beach railways, the Sea Breeze and the Glen Haven lines. Two inter-urban lines to connect with Scottsville and Caledonia and with Corning and Elmira have been surveyed and a spur from the Sea Breeze line to connect with the city's Durand-Eastman lake park is in operation.

Figures for comparative purposes are not obtainable but it is known that a much larger amount of freight goes out of Rochester than that which is received.



LEHIGH VALLEY STATION, COURT STREET

Here is a photographic reproduction of Main street in March, 1865, when the waters of the Genesee overflowed and caused a loss of about one million dollars but not one death. After very cold weather and a heavy



MAIN STREET IN THE FAMOUS FLOOD OF 1865

fall of snow a thaw came suddenly and overflowed the Erie and old Genesee Valley canals and then the river burst its bounds, submerging the gas works, leaving the city in darkness and carrying away the Erie and New York Central bridges.

THE HEALTH OF ROCHESTER



CITY is to be known in the future by the health of its children, the happiness of its mothers, the fair compensation and freedom of its workers from unnecessarily long hours of labor. For the present we must judge of the health of our American cities by the general death rate and by the deaths in children. For Rochester the average death rate for the past decade was 15.03. The death of babies, under five years of age, compared with the countries of the civilized world, was 87 per 1,000 born. This figure was only exceeded by two countries in the world. Norway and New Zealand. In the past decade the city has had more deaths among persons over 70 years of age than among children under 5 years of age.

For the protection of the health of its citizens, Rochester has one of the best of abundant water supplies.

By comparison, its food supplies are unusually well protected.



LAKE AVENUE BAPTIST

There is an attempt to surround the milk supply with every possible safeguard; a quarter of the whole milk supply being obtained from tuberculin tested cows. Provision for the health of the children is made by the establishment of summer milk stations under trained nurses, where mothers may obtain advice for their babies, and food at cost.



A BIT OF OLD ROCHESTER, LIVINGSTON PARK



BRICK CHURCH INSTITUTE, FITZHUGH STREET

BRICK PRESBYTERIAN CHURCH

Through the establishment of medical school inspection and school nursing, twelve medical school inspectors examined last year more than 15,000 school children, the nurses visiting over 2,100 cases, largely in the interests of preventing children from becoming sick.

In the establishment of dental dispensaries, under the auspices of the Rochester Dental Society, Rochester is a pioneer.

The City provides for the care of its sick poor in the hospitals. It is now engaged in an attempt to abolish poverty and the dole of charity by establishing a new general philanthropy so wide as to embrace the whole city, so broad as to take in the baby and its mother, the wage-earner and the working child, the care of the aged and infirm, to look after the sick in such a way as to abolish all sickness, except that which comes as a result of the senile changes of advancing years.

Three new firehouses were built and equipped in 1909, making fourteen in all, besides three hose, six trucks, a watertower and a volunteer company. The Building Bureau has been reorganized and a commission of experts has revised the building code to bring it abreast of the newest thought and practice in safe and sane construction.



RATTLESNAKE POINT. LOWER GENESSEE RIVER

A CITY OF HOME OWNERS



THE home-building and owning spirit has always lived in Rochester. The proportion of homes owned by householders is not surpassed by any other city,—the surest indication of industry, thrift and faith in a city. This is essentially true of the artisan and the laborer as well as of the merchant and the manufacturer. There are over 20,000 dwelling houses and no tenements of the character which blot the streets of other and larger cities. The city is spreading out from year to year, taking in more and more territory. In that respect also is Rochester blest, the surrounding land being level and dry.

An attempt has been made throughout these pages, in illustrating a few of the hundreds of beautiful homes that are the pride of Rochester, to show that Rochester is, indeed, a "City of Beautiful Homes." But a volume of much greater capacity than this little book could be filled with pictures of the splendid residences, flanked by spacious lawns and embowered in grand trees and flower gardens that are to be seen in every quarter of the city. An attempt would be equally futile to name all of the many fine streets, unless, with one exception, reference is made to East avenue, and that because it is so widely celebrated the world over as one of the finest residential thoroughfares in the United States. The pictures of houses contained in these pages were taken impartially and everywhere as types of the homes the men of Rochester build and live in.

Rochester's Flower Shows

Beautiful, indeed, is the sight in Convention hall upon the occasion of Rochester's annual Flower Carnival, and if one has not seen the summer riot in the parks, gardens and lawns of the Flower City this display of flowers, plants, shrubs and rare orchids in November aptly verifies the city's poetical appellation. A departure last year was made from the usual flower show, Convention hall being transformed into a bower of Nature's darlings; while on the stage was imbedded a miniature lake surrounded by rocks and ferns, and a cascade, sparkling with electric lights, multiplied by cunningly



SUNSET AT THE DUGWAY



IN HOLY SEPULCHRE CEMETERY

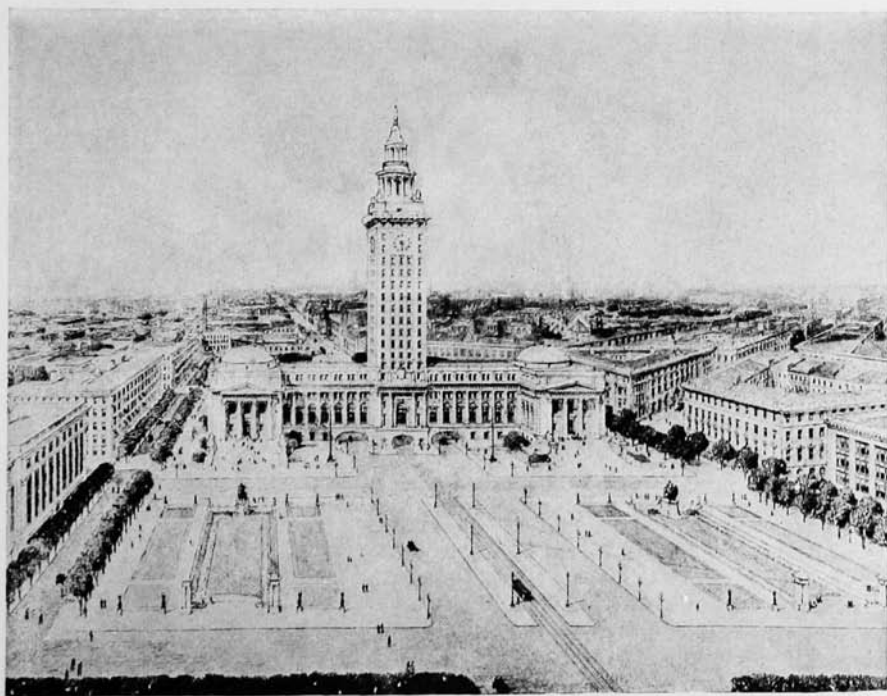
hidden mirrors, dashed into pools in which goldfish swam among every variety of water-lily and other aquatic plants. Flowers and shrubbery were grouped in bowers or avenues banked on either side with splendid contrasting effects.

One of the exhibitors from out of town said: "I have attended flower shows in Bremen, Berlin, Paris, London and in all large cities here, including New York, but I have never seen anything that compares with the beauty of the show here. They get out a bigger and more enthusiastic attendance right here in Rochester than they do in New York City."

CITY BEAUTIFUL PLANS



FOR years Rochester has been known as one of the most beautiful cities on the western hemisphere, but nothing is perfect and, like all cities which have become imbued with the spirit of the City Beautiful movement, is planning for great, magnificent improvements. While nature saved the location of the city from ugliness and with no obstacles to overcome; and its situation is such that it may develop into a city of 5,000,000 inhabitants and still continue to grow evenly to the four points of the compass; while its main streets and inner small parks were laid out with reasonable foresight and liberality so that it has, to-day, no congested districts, it is not possible for any city to grow into a great municipality without some defects in general arrangement. Rochester is a city of homes flanked by fine lawns and most of its residence streets are lined with handsome trees. It gives an admirable impression of orderliness as well as thrift to the stranger. Rochester was made beautiful by nature. Its beauties have been fostered by public spirit, intelligence and good fortune.



PROPOSED CIVIC CENTRE, MAIN STREET WEST



RESIDENCE OF GEORGE EASTMAN, EAST AVENUE

Through a committee of public-spirited citizens who subscribed \$10,000 for the services of the three most famous experts in the United States Rochester has secured a plan for "The City Beautiful." These experts devoted over a year to investigating and considering Rochester problems and the plan they evolved is a broad, comprehensive, far-seeing one which will take years to consummate and millions of money but the result is certain. The two main features: first, the creation of a civic center at the head of Main Street, a magnificent public square in the heart of the business section of the city, of which a new City Hall shall be the key; second, the creation of an ornamental plaza extending from the new railway station to Main Street, making a gateway into the city through which all who enter might find a vista of marvelous beauty—these will make Rochester the City Beautiful of the American continent.

The consummation of this plan will put the finishing touches on the beauties that nature gave so abundantly and that have been fostered so carefully by public spirit and private enterprise for a hundred years. If carried out, Rochester will take its place among the famous cities of the world. It will become the great show city of this continent.



A. P. LITTLE, 342 WEST AVENUE



CHARLES STERN, EAST AVENUE AND CLOVER STREET

The proposed civic center is dependent on the acquisition of the bed of the Erie Canal by the city when that waterway is abandoned four years hence. The City Hall is proposed at the junction of Main street, West avenue, the Erie Canal, Caledonia avenue and Elizabeth street. The surrounding square starts above Washington street, opening northward to a proposed northside thoroughfare and south to Spring street, including the bed of the canal. The illustration of this civic center gives the best idea of its scope and possibilities. On the sides of the square constituting the civic center are to be other public and private buildings of a style in harmony with the central idea.

The New York Central is erecting a new million dollar railway station that will be a credit to the road and to the city. The new station, its setting and approaches are of civic importance, comparable with that of the proposed City Hall. The triangle plaza designed by the experts would extend from Central Avenue due south to Main Street; it would lead the passenger who alights from the train into the heart of the business district of the city. It is proposed to extend Joseph avenue, which flanks the right side of the station, straight through to Franklin street; to acquire the entire triangle between this line and Clinton avenue, the thoroughfare that flanks the station on the left side; to take sufficient



S. S. SIMMONS 6 SENECA PARKWAY



W. J. ROBINSON 2 SENECA PARKWAY



CHARLES H. WANZER, 885 EAST AVENUE



A. T. HAGEN, 404 EAST AVENUE

land from the sides of the triangle to convert both the flanking avenues into handsome, tree-lined boulevards; to provide an ornamental station plaza at the north end; to re-lot the remaining land for the erection of stores and apartments or other commercial buildings, the appearance of which shall be controlled to a reasonable extent by the city.

There are numerous other important suggestions in the city plan. A northside thoroughfare, parallel to Main street, will be laid out, the eastern end of which will terminate in the plaza and the western end in the



A. S. COLEBROOK, SUMMERVILLE BOULEVARD

civic center square. With the abandonment of the canal, another east-side boulevard will be laid out that will also tend to relieve congestion on Main street. There are new parks and park boulevards suggested.

The two main features of the plan, the civic center at the western end of the Main street business section and the plaza at the eastern end of business activities, are conceptions that will make Rochester the City Beautiful of the future. Other minor things may be added from time to time, but the consummation of these two magnificent ideas will put the finishing touches on the building of the city.



OXFORD STREET



H. D. GRAVES, 594 WEST AVENUE



JOSEPH E. SCHEUERMAN, 25 SENECA PARKWAY



J. FOSTER WARNER, 5 PRINCE STREET



C. H. EVEREST, 506 WEST AVENUE

EDUCATIONAL FACILITIES



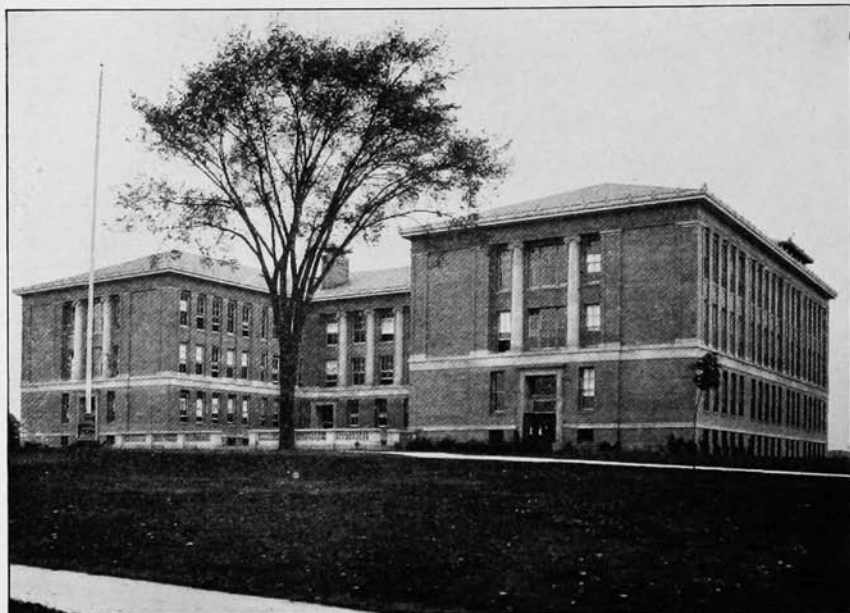
ENERGIOUS appropriations for public schools by the taxpayers and liberal gifts of citizens to institutions based on private endowment have built up in this city in the past fifty years the broadest and most substantial educational system to be found in the country. The opportunities for education from kindergarten through college are so freely extended and so wisely expanded that its effect on the citizenship of the entire community can be seen in every field of endeavor.

The University of Rochester is famous as a center of learning. The Rochester Theological Seminary, St. Bernard's Seminary, founded by the late Bishop McQuaid, for the education of young men for the priesthood, and the Wagner Memorial College for Lutheran candidates for the ministry, lead among their denominations. The Mechanics Institute, a great industrial and art school, one of the first of its kind in the country, has 4,000 students in three departments—industrial arts, manual training and mechanic arts course.

The public school system is celebrated for its efficiency and the parochial school system is not surpassed by any other Catholic diocese of America.



EAST HIGH SCHOOL



WEST HIGH SCHOOL

There are thirty-eight public schools, two high schools and ten evening schools and one evening high school, in all of which during the past year 38,926 pupils were registered. Vocational schools for both sexes are established.

Playgrounds, summer vacation schools, social centers and civic clubs are maintained in all sections, so that the people of the city are making use of the expensive school plant in every possible way, outside the regular school curriculum and the routine school hours.

In ten years eleven new school buildings, including two high schools, have been erected and eleven additions equipped with the best and most modern provisions for light, heat, sanitation and instruction have been constructed. A total of 310 new school rooms in these 22 new buildings and additions have been created at a cost of \$1,345,000. The salaries of the teachers have been liberally increased in all departments, a total of \$389,000, or nearly 100 per cent, having been added to the teachers' budget.

The census board makes it possible to locate the residence of every child between four and fifteen years of age.



GEO. M. WETMORE, 4 LAKE VIEW PARK



M. D. KNAPP, 1120 LAKE AVENUE

There are 22 Catholic parochial schools in Rochester with an attendance of 11,301. The Catholics also maintain a high school with an attendance of 280.

At the University of Rochester during the past year the attendance was 405.

The Western New York Institute for the Deaf and Dumb is also located in Rochester, on St. Paul Street, at the approach to Seneca Park. It is a long established and famous institution, having taught thousands of young men and women to earn their own livelihood.

The Mechanics' Institute, founded as the Athenaeum and Mechan-Institute by Captain Henry Lomb in 1885, now occupies a fine building, the gift of George Eastman, at Plymouth avenue and Spring street. A hall and art building has recently been erected on the site of the old Rochester home-
stead, corner of Washington and Spring streets, through the bequest of Mrs. Alice J. Bevier.



THORVALD MAJGREN, 152 SENECA PARKWAY

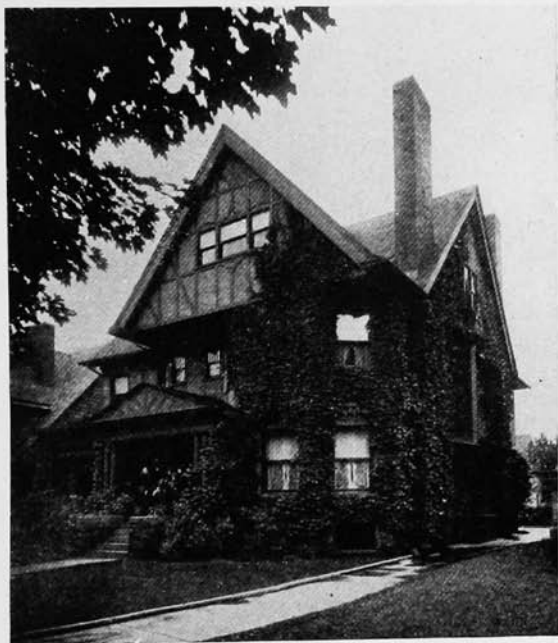


CHARLES J. STAUD, 203 RUTGERS STREET

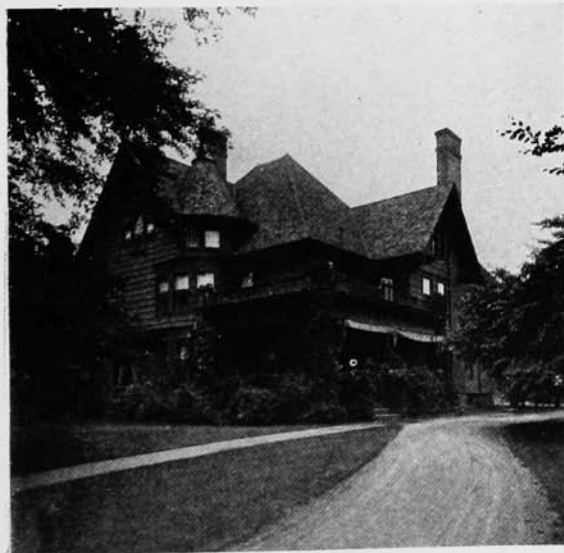
Rochester has a beautiful flag, which was designed by David E. Spear, Jr., and officially adopted in 1910. It is of blue, which represents the exceptional water and electric power; white, symbolizing the cleanliness of the city, and gold for the financial strength of the city. On the white field are the Rochester family coat of arms.

Aquatic Clubs

The unsurpassed facilities for aquatic sport and pastime in and about Rochester have created and sustained with great popularity the Rochester Yacht Club at Summerville, the Genesee Yacht Racing Association with its clubhouse at Charlotte; two canoe and several boat clubs on the upper river and four canoe clubs with fine houses on Irondequoit bay, an ice-boat club on the bay, besides a dozen other clubhouses on either side of this beau-



J. GEORGE KÆLBER, 587 UNIVERSITY AVENUE



HENRY G. STRONG, 505 UNIVERSITY AVENUE

tiful body of water. Then there are a score or more clubhouses along the sandy beach of Lake Ontario from Charlotte to Manitou.

The waters of the Genesee from the park for thirty miles southerly form advantages to owners of canoes and motor-boats. Twenty miles farther south are the "High Banks" where the waters have cut through hundreds of feet of rock, and Portage Falls and Glen Iris, —the new state park.



HOTEL SENECA



LADIES' RESTAURANT



THE PALM ROOM



THE ROTUNDA



W. E. WOODBURY, 344 LAKE AVENUE

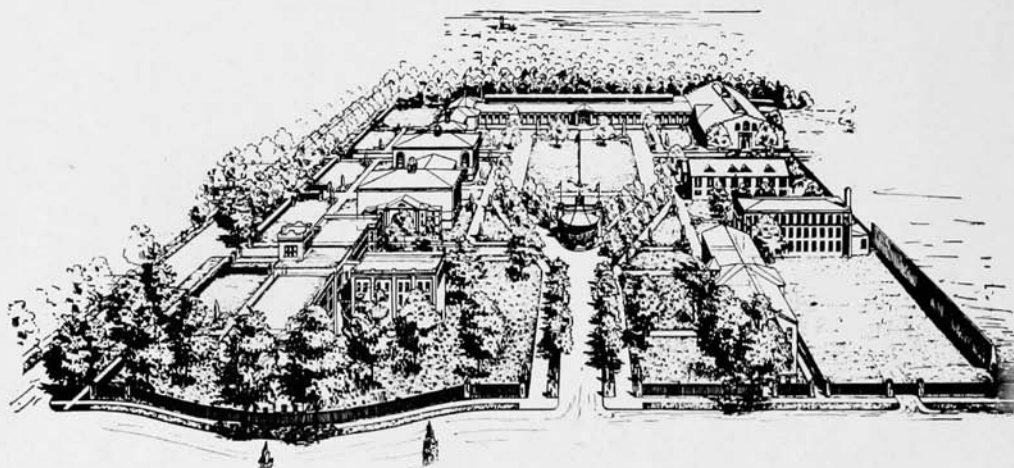


GEORGE E. NOETH, 904 EAST AVENUE

EXPOSITION PARK



As a monument to the foresight of the present Mayor of Rochester—Hiram H. Edgerton—Exposition Park will stand more enduring than marble or tablets of bronze. Shortly after he was re-elected in 1909 he had a vision. As he gazed upon the site of the old State Industrial School, with its dozen or more buildings and its forty acres of land, he pictured in his mind how it could be transformed into a large recreation park for the use of the people summer and winter and wherein a large industrial exposition could be conducted, similar to the famous Toronto Exposition.



BIRDSEYE VIEW OF EXPOSITION PARK

The Industrial School had been used for half a century as a place of detention for juvenile delinquents. It was surrounded by a grim, forbidding wall twelve feet high. When first established it was on the outskirts of the city, but as the city expanded it soon became an irritating blot on one of the finest residence sections of the city. After some years of agitation the state decided to move the school into the country.

Then it was that Mayor Edgerton, after inducing the state to transfer the site to the city for a consideration, started in to redeem the old grounds and to transform them into an Exposition Park such as no other city in the country has. Such buildings as were worth saving were quickly put in order, others were razed; the old prison wall came down.

To-day Exposition Park is one of the most valuable assets that the City of Rochester possesses. Fifteen acres of the site are enclosed with an ornamental steel fence. Inside this are three exposition buildings with

approximately 100,000 feet of floor space. The old chapel, a modern fireproof building, is now an assembly hall, with stage and gallery, in which 1,500 people can be seated. Another building has been transformed into an aquarium. Another is to be a zoo. A new building will contain an art gallery and the administration offices.

The sum of \$300,000 has been appropriated by the Common Council for these improvements. As the site is worth an equal amount the city now has a \$600,000 plant wherein municipal activities can be conducted.

As the city charter does not permit a municipality to engage in the exposition business, a private corporation, consisting of public, semi-public and professional and business associations, was organized under the direction of the Mayor, who is the honorary president, and this corporation conducts the annual industrial exposition in the fall. The profits are to be used in developing the park, the surplus to go into the city treasury. This exhibition will take the place of the annual expositions held with such great success in Convention and Exhibit Halls under the auspices of the Chamber of Commerce. Under the new management, however, and with the floor space so greatly increased, the doors will be thrown open for the exhibition of goods manufactured in any part of the world, while previous expositions displayed Rochester-made goods only.



SENATOR WILLIAM L. ORMROD, ORMROD ROAD, CHURCHVILLE

Does It Seem Possible?



T does not seem credible in this present age that no longer than 1877 a telephone operated by the water works department from the city to Hemlock lake was then used for the first time in Rochester and that it was the longest telephone wire in the world. Or that Rochester had its first electric light in 1882, then being installed in drygoods stores as an experiment. Or that in 1884 there were 81 horse-cars and two herdic coaches (on East avenue) drawn by 424 horses, and that 225 men were employed by the "Rochester City and Brighton Railroad."

The streets were first lighted by gas in 1849. The first telegraph office was opened in the basement of Congress hall in 1845, and in 1860 was effected the consolidation of the New York, Albany & Buffalo Telegraph companies with the Western Union which was composed largely of Rochester capitalists.

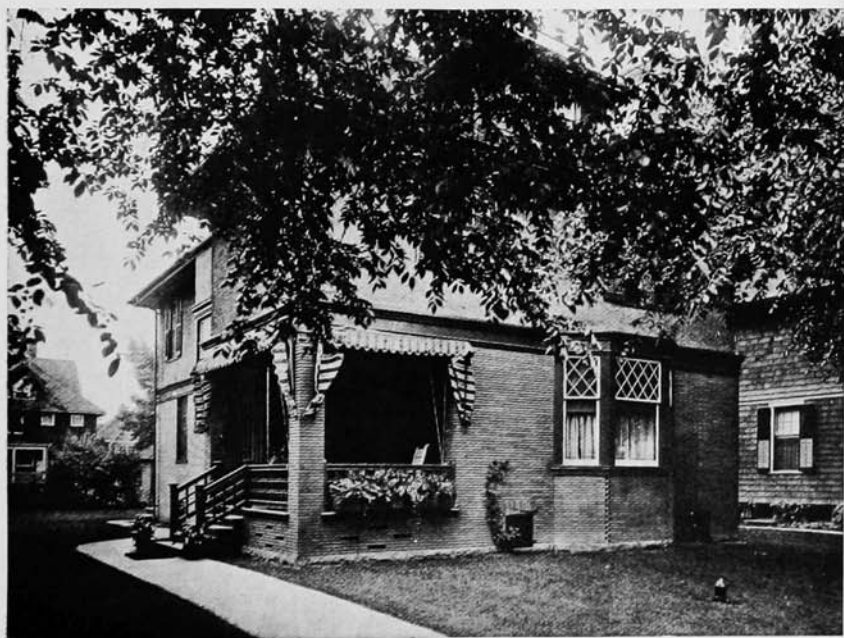
Coal was first brought to Rochester in 1846 by Jonathan Child, the first mayor, to be used in furnaces and foundries. N. T. Rochester & Co. brought in a large amount the following year and the accumulation of the breakage of this coal was first used by the members of this firm in their own households. It was not until 1851 that Roswell Hart introduced coal for domestic use, furnishing stoves and even lighting the fires for his customers "who were slow to adopt the improvement."



JOHN N. BECKLEY, 75 BERKELEY STREET



FRANK WILMOT, 29 SENECA PARKWAY



H. W. DAVIS, 170 DARTMOUTH STREET



HOTEL ROCHESTER



THE DINING ROOM



THE LOBBY



LADIES' RECEPTION ROOM



GENTLEMEN'S CAFE



CHARLES BERGENER, 325 GLENWOOD AVENUE



F. A. BROTSCH JR., 331 GLENWOOD AVENUE

The Weather and the Climate



EDWARD C. EDELMAN, 433 MAPLEWOOD AVENUE

A reason why life is worth living if you live it in Rochester is the fact that the climate is far better than in other parts of the same zone, because it is situated on a high plateau near Lake Ontario. The weather is indicated by these statistics: Thirty-five years mean annual temperature 47.3, mean maximum 55.4, mean minimum 39.2, highest 90, lowest 14 below,

mean annual rainfall 34.4 inches, average annual snowfall 86 inches, average number of clear days 83, partly cloudy 124, cloudy 158.



GEORGE J. VOGT, 61 SENECA PARKWAY



WILLIAM J. WEGMAN, 1361 LAKE AVENUE



GUILFORD H. ADAMS 14 SENECA PARKWAY



FRED GLEASON, 31 APPLETON STREET



P. G. HAUCK, 98 HUNTINGTON PARK



OSCAR & SPIEHLER, 131 SENECA PARKWAY



MATHIAS KONDOLF, 140 SENECA PARKWAY

ROCHESTER CHAMBER OF COMMERCE



THE Rochester Chamber of Commerce has kept pace in growth and development with the remarkable record made by Rochester within the last decade and is an immense factor in advancing the business interests of the city and in inducing many national, international and state organizations and societies to camp within the walls of the city. Largely through the agency of the Chamber of Commerce a number of industrial plants employing thousands of hands has been added to the roll of the city's manufacturing establishments. No land sites or bonuses of any kind are offered, the advantages of Rochester itself being deemed sufficient inducement to the manufacturer provided that this be the logical point for his industry.



CHAMBER OF COMMERCE BUILDING

When the Rochester Chamber of Commerce was incorporated in the year 1888, its certificate stated that its objects were "to foster the trade and commerce of the City of Rochester; to protect such trade and commerce from unjust or unlawful exactions; to reform abuses in trade; to diffuse accurate and reliable information among its members as to the standing of merchants, and other matters; to produce uniformity and certainty in the customs and usages of trade; to settle differences between its members; and to promote a more enlarged and friendly intercourse between merchants."



OLD CITY MILLS. CHILDS' BASIN

The trade and commerce of Rochester represent the vital causes of the growth of the city. During the last twenty-three years there has been an enormous increase in business in the city; in some cases a striking and remarkable advance, but there has been, in addition, a growth that could only have been attained through the close affiliation of merchants and



VIEW IN THE GARDEN OF GEORGE EASTMAN

manufacturers of the city, the consequent enlargement of ideas, and the not yet fully realized power of organized public opinion. The growth in the last ten years in manufacturing, jobbing, and retailing in Rochester has been more than normal. The city has passed through with safety the different commercial crises that will occasionally visit a country and with a record not matched by many manufacturing centers.

The business men of the City of Rochester occupy a unique position, for to them has come a realization of the fact that the problems of the city's life are so interwoven that the business man of to-day finds himself compelled to take an interest in many things which did not, a few years ago, come within the scope of his work. It follows from this that the activities of the Chamber of Commerce are so broad as to include every endeavor which affects the welfare of the city.

In short, "To make Rochester the best city to live in and do business in is the aim and desire of the Rochester Chamber of Commerce. It is a bureau of service for the merchant, the manufacturer, and the citizen."



THE GRAHAM HIGHLAND PARK SANATORIUM, 1090-1100 SOUTH AVENUE

ITINERARIES—"Where to Spend the Day"



HE Flower City takes pride in being able to offer the resident and visitor both amusement and profit in trips to various summer resorts; for it has more places of this kind within a radius of fifty miles from the city than any other municipality in the country.

"Where shall we spend the day?" is often heard from visitors who come to Rochester, attracted by the glowing general reports of others who lack any definite plan regarding their stay here.

Here are outlines of inexpensive but highly interesting trips which may be taken in and about Rochester:

Genesee Valley Park

A day may profitably be spent in inspection of the city's park system. Board a car marked on the front vestibule South avenue or Plymouth avenue; the terminus of either line is within the confines of Genesee Valley Park, consisting of some three hundred acres on the east banks of the Genesee river, on the southern border line of the city. The gently rolling ground, shaded by giant trees, with well kept driveways and highways,

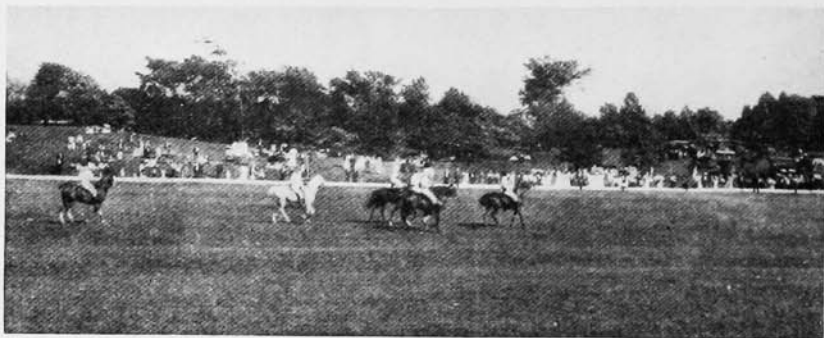
showing the highest type of the landscape architect's work, will afford the lover of nature a true appreciation of the beautiful work of the creator. Public grounds for golfing, lawn tennis and polo playing; boat-rides on the Genesee, canoeing in Red Creek, and concerts by the famous Park band, all are to be enjoyed.



TWILIGHT ON PINNACLE HILL



RUSTIC ENTRANCE, GENESSEE VALLEY PARK



POLO ON THE GENESEE VALLEY PARK MEADOWS

Highland Park

On the way to Genesee Valley Park, via the South avenue line, a stop may be made at Highland Park, which, although one of the smallest, is at the same time one of the most interesting of the city's parks. It contains the finest collection of shrubs in the country, there being more than 1,000 species of the 1,800 varieties indigenous to this

locality. Horticulturists from all sections of the country have come to Rochester solely to inspect this beautiful park. Included in Highland Park is one of the reservoirs which furnishes the city water supply. A splendid bird's-eye view of the city may be seen from the pavilion.

Another beautiful view of the city may be obtained in going on the Monroe avenue car to Cobb's hill, Reservoir Park, where is located the other reservoir recently constructed and holding 144,000,000 gallons of the purest drinking water in the country.

At Genesee Valley Park board a car bound for the center of the city, marked on the front vestibule Seneca Park. This tract of land in the northern section of the city retains much of the beauty of the virgin forests, rocky, tree-covered cliffs, and Indian trails, which caught the eye of the first white



IN GENESEE VALLEY PARK

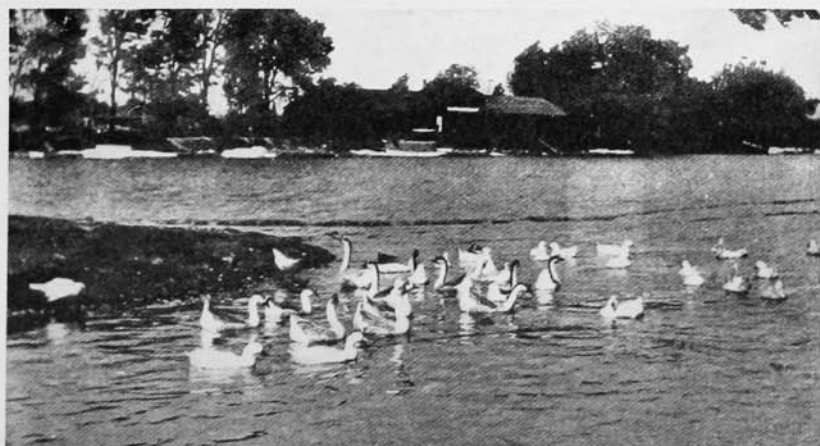
man who came into that section. Within the limits is a zoological collection and an aviary, well worth a visit, to which the city is constantly making additions. Swan boats traverse over the waters of Trout lake in summer and in winter the ice affords fine skating for all. There are weekly concerts by the Park band in the beautiful stand on the lake shore.



IN THE BIRCH GROVE, HIGHLAND PARK

Maplewood Park, on the west bank of the river, is reached on a Lake avenue or Charlotte car. This park is a playground for the children. But it also abounds in beautiful walks and an Indian trail along the shore of the river and affords unequalled scenic beauties of the river and opposite wooded cliffs of the gorge of the Genesee. There are a lake, ball grounds and contrivances for the exercise and joy of the children.

A short walk from the terminus of either the Summerville or Sea



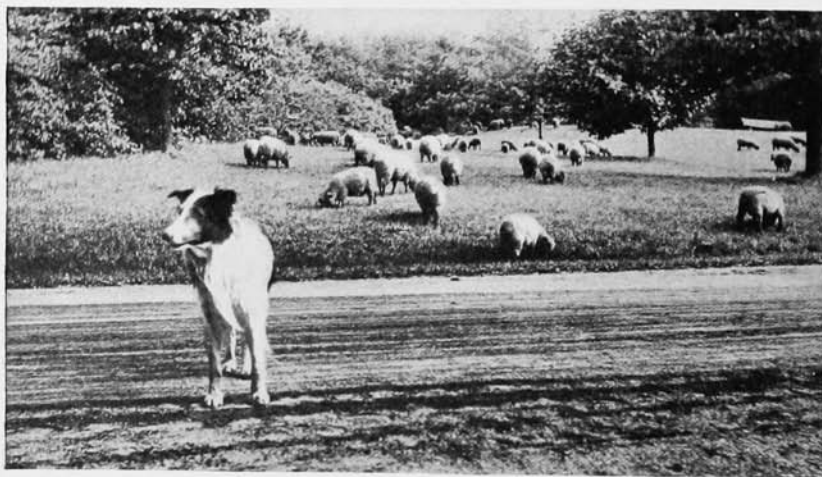
MOUTH OF RED CREEK AND GENESSEE RIVER, GENESSEE VALLEY PARK



OVER RED CREEK, GENESEE VALLEY PARK

Breeze line will bring the visitor to the Durand-Eastman Park, the newest and in some respects the most beautiful of the city's recreation places on the shores of Lake Ontario. A spur from the Sea Breeze line has recently been constructed.

On the trip to Seneca and Maplewood Parks views may be obtained of the Falls of the Genesee, but the best scene is from the latter park or Driving Park avenue bridge at the entrance of the park.



"IN HIS CARE" GENESEE VALLEY PARK

Sodus Bay and Intermediate Points

Those interested in agriculture and horticulture will do well to take a trip along the Rochester & Sodus Bay line to Sodus Point, some thirty miles east of the city. This will afford a glimpse of the finest farms and orchards in Monroe and Wayne counties, and, terminating at Sodus Bay, is one of the most beautiful spots on the lake. The Sodus Bay car may be boarded at the intersection of Clinton Avenue South and Main Street East. Stop-offs at some of the villages en-route may prove of great interest to some, as affording opportunity to view the highest type of villages in the country.

In the Lake Country

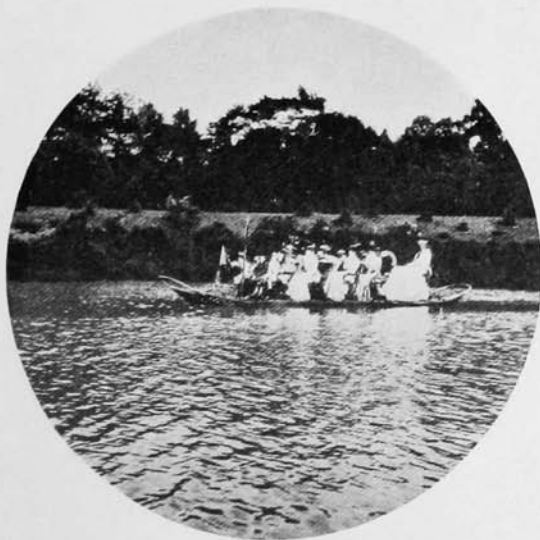
The lover of beautiful scenery will delight in a visit to the so-called "Finger



OFF CHARLOTTE PIER

Lakes," but a short distance from the city, by train or trolley. The swift and commodious trolley cars give speedy access to these regions by way of Canandaigua, Geneva, Auburn and Skaneateles, terminating if desired in the city of Syracuse, from which the visitor may return in the shortest possible time by trolley.

Geneva, which is located on Seneca Lake, affords a view of the lake from the top of the hill, the site of Hobart



"MARINERS BOLD," SENECA PARK LAKE

College, which is most attractive. Ithaca, with its Cornell University, is at the lower point of Cayuga lake and Seneca Falls at the upper. You can go aboard the train to Seneca Falls and the boat to Ithaca and enjoy a pleasant and profitable day.

Watkins Glen is a natural park, easily comparable to the finest natural scenery in the United States. As its name suggests, its formation is irregular. Hills and valleys, with rocky outcroppings, waterfalls and other natural beauties abound. The trip can be made in a day on the railroad and should not be overlooked.



IN PALMER'S GLEN

Trains over the Lehigh Valley run directly to Hemlock and Canadice lakes, the source of the city's pure water and both beautiful bodies of water.

Trolleys over the Erie give access to Conesus lake at Lakeville. The fishing in this body of water is unusually good and there are several delightful resorts. Over the Erie, also, one can easily reach the grape country surrounding Lake Keuka.

A visit to the Caledonia State Fish Hatcheries, over the Buffalo, Rochester & Pittsburg Railroad, is instructive and particularly interesting to disciples of Isaak Walton. This road will also convey one to beautiful Silver lake.

Within a few years the historic Erie Canal will be but a memory as it will soon be replaced by the Barge Canal. Special boat trips can be ar-

anged with owners of crafts docking in the vicinity of Exchange street bridge. This trip will afford views of the Barge Canal construction and of the fine country around Rochester.

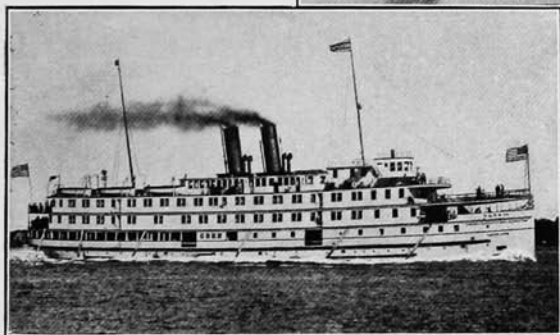
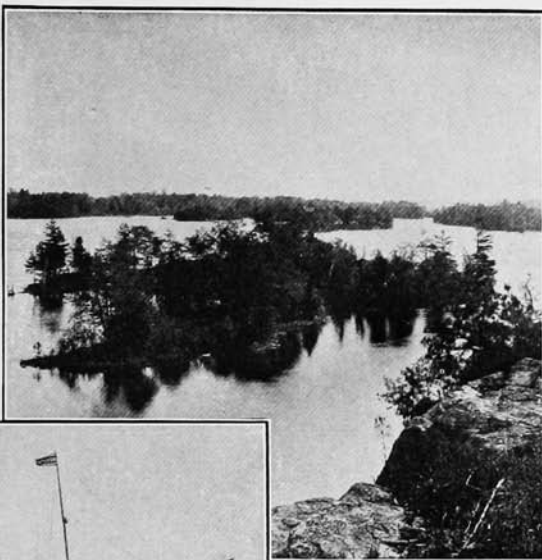
To the Thousand Islands and Canadian Ports

Rochester affords the best connections with the Thousand Islands and the beautiful St. Lawrence ports. During the summer months swift steamers sail from Charlotte every night for the Thousand Islands. The passenger goes to sleep before he leaves Charlotte and awakes next morning in the beautiful Bay of Quinte. In rapid succession landings

are made at tiny ports nestled in among the hills in the most picturesque surroundings. Some of the boats go down the American channel to Alexandria Bay and return by way of the Canadian channel; thus affording a view of all of the different places in this wonderful region.

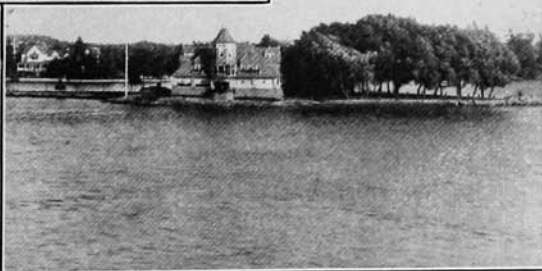
The visitor who has a week to spend will do well to take the trip down the St. Lawrence to Montreal and

ONE OF THOUSAND ISLANDS



STEAMER ROCHESTER

Quebec. A week's trip may begin at Charlotte Sunday night or by various other steamers going to the Thousand Islands, connecting with lines on the St. Lawrence for these two cities. Stops are made



A THOUSAND ISLAND HOME

at all of the river ports and sufficient time is given for the inspection of all places of interest. On the way to Montreal the boats show the wildly tumbling rapids of the St. Lawrence which in itself will prove a memorable experience. This trip may be made with ease in a week on the same boat, but those who prefer may shorten the time by transferring at the



F. J. FISHER, 19 SENECA PARKWAY



F. W. ZOLLER, 1340 LAKE AVENUE

Thousand Islands from one line to another. Many people sailing for Europe go through Rochester by way of Montreal.

An over-night lake trip on the steamers "Toronto" or "Kingston" will bring one to Toronto in the morning, where several hours may be spent; returning to Rochester at 9 o'clock in the evening.

Going westward, the Buffalo, Lockport & Rochester trolley line gives access to beautiful Olcott Beach, where a large steamer plies across the lake to Toronto. Continuing the trolley trip from Lockport brings the visitor to Niagara Falls. Thrice weekly commodious steamers on the Richelieu & Ontario Navigation Company's line leave Rochester at 8 o'clock in the morning, reaching Youngstown at 2 o'clock in the afternoon of the same day. This is a beautiful westward trip along the American shore. An hour and a half is given at Youngstown, allowing the passenger to take the trip up the wonderful gorge of the Niagara, viewing the Falls; returning the boat leaves at 3:30 o'clock, in time to reach Rochester at 9:30 o'clock the same night.



DR. LEE'S HOSPITAL. 179 LAKE AVENUE



W. V. STUBER, 1290 LAKE AVENUE

No other city of its size can compare with Rochester in the number of electric lights, there being 3,914 arc, and 592 incandescent, and there still remain 107 gas lights.

There are 112.6 miles of trolley lines.

The amount expended in city improvements for the eighteen months ending June 30, 1911, was approximately \$1,600,000.



WILLIAM H. WRAY, 1279 LAKE AVENUE



LYCEUM THEATRE. CLINTON AVENUE SOUTH

A cursory inspection of Rochester's park system will consume the better part of the day and will bring the visitor back to the center of the city for the evening's amusements, which may be of a varied character. Rochester is a theater center and during the winter season performances of a high class are presented by the best metropolitan companies; during the summer months some of the vaudeville theaters are open and give excellent performances.

Trolley and Boat Ride

Here is another suggestion: Board a car anywhere and secure a transfer for the



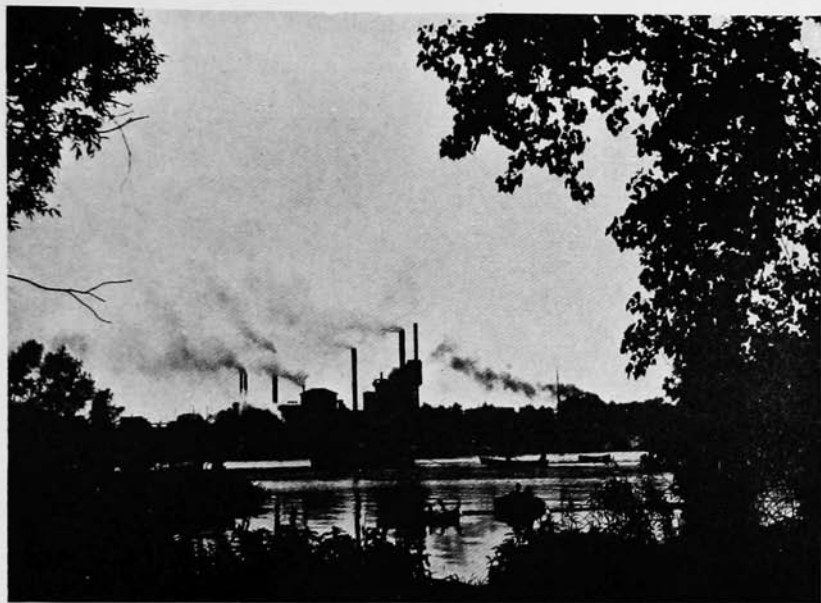
SEA BREEZE GORGE



J. J. MCMASTER, 1006 LAKE AVENUE



GEORGE L. COLGATE, 854 EAST AVENUE



BLAST FURNACE, CHARLOTTE

Glen Haven car to Irondequoit Bay; ask conductor for a combination trolley and boat ticket. At Glen Haven a swift gasoline launch will carry the visitor the entire length of the Bay to Sea Breeze. The boats will stop at any one of the numerous resorts which dot the shores of this beautiful body of water.



OFF NEWPORT, IRONDEQUOIT BAY

Sea Breeze Park, at the northern end of the bay, is maintained and operated exclusively for picnickers. At this point steamer may be boarded for the four-mile trip to Ontario Beach. The summer visitor cannot afford to miss Ontario Beach Park. It has been well called "The Coney Island of Western New York," and a whole day may be spent within the gates.



J. BURTON WARREN, 531 CULVER ROAD



EMIL J. VOGEL, 55 HUNTINGTON PARK

The trolley ride back to the city will afford you a view of one of the best residential sections of Rochester along beautiful Lake avenue.

A suggestion for the third day. The car marked "Summerville" takes one to that summer resort and to White City. Some time may be spent in an inspection

of the city on the bluff at Windsor Beach, where hundreds of Rochester residents spend the summer months, in the open, living close to nature. Visit the Armory of the National Reserves at Summerville and



OVERLOOKING IRONDEQUOIT BAY



F. A. FOWLER, "HIGHLAND TERRACE," SUMMERVILLE

IRONDEQUOIT BAY
IN SUMMER

IN WINTER

the gunboat "Sandoval" which is the flag ship of their fleet. After lunch cross the Ferry. A short walk brings one to the Charlotte terminal of the Manitou Beach line; board a trolley for an eight mile ride along the shore of the lake to this popular resort. Or the visitor may stay at any of the ponds that skirt the southern edge of the railroad.



BOUND FOR FOREIGN PORTS

A Day on the Lake

A day on the lake will afford an ideal trip. The mammoth car ferry "Ontario" makes frequent trips to quaint old Coburg, Canada, both summer and winter, at a small cost. This is a large steel steamer which has the most up-to-date equipment. A car marked Genesee street or West avenue will take the visitor to the Buffalo, Rochester & Pittsburg depot; a steam train connects with the car ferry at the river docks in Charlotte.



W. A. MILLINGTON, 57 HUNTINGTON PARK



HENRY L. KOHLMETZ, 53 HUNTINGTON PARK



B G BENNETT, HIGHLAND AVENUE



FRED A MABBETT, 369 MAPLEWOOD AVENUE



JOHN W. DAILEY 307 WESTMINSTER ROAD



JAMES H. HANNA, 6 PARK VIEW



A. B. WICKES, 292 BARRINGTON STREET

St. Paul street, or Lake or Lyell avenue cars pass Platt street bridge for a view of the Upper Falls, 85 feet high. The first two lines pass Driving Park avenue bridge, 212 feet above the river, and from which the Middle and Lower Falls may be viewed.

Mt. Hope cemetery is reached by Exchange street or South avenue lines. The Charlotte

cars pass Holy Sepulchre and Riverside cemeteries.

Clinton Avenue South or Monroe avenue lines will carry passengers to Washington square, Soldiers' and Sailors' monument, Convention and Exhibition halls.



JOSEPH P. DOYLE, 218 DARTMOUTH STREET



P. H. LOEFFLER, 1004 ST. PAUL STREET



G. C. VAN HOESN, 1020 ST. PAUL STREET

1- 716728

In Building Operations

Rochester has been for a number of years one of the foremost of American cities—2,466 new residences, factories and commercial buildings having been erected in 1910 at a cost of \$10,082,528.00; while in 1909 the amount was \$9,272,132, an increase of \$810,396. The total amount expended for building since 1898 down to December 31, 1910, was \$58,697,423.25. Permits for building in the first five months of 1911 called for an expenditure of \$3,537,029. It is estimated that there are nearly twenty thousand residences in Rochester.



POWERS HOTEL

Rochester's Public Market

Rochester has a fine, self-sustaining public market costing \$250,000, located in the northeastern part of the city along the elevated tracks of the New York Central lines with a total area of ten acres. Thou-

sands of tons of farm products are brought in from the surrounding fertile country, and sold in the city or shipped to the New York markets. The volume of business in 1910 was over \$1,500,000. Nearly two thousand teams drive into the market many days during the busy season.

Dr. Alexander Graham Bell, inventor of the telephone, said on July 5, 1911, in Rochester, of Rochester: "You have the most beautiful city and the finest people of any place I know."



JOHN P. KING, 157 SENECA PARKWAY

State roads in every direction connect Rochester with all points of the compass, making ideal trips for automobilists.

CLUB LIFE IN ROCHESTER



CLUB life in Rochester is very extensive and progressive. The Genesee Valley, Rochester and Country Clubs occupy fine homes in East Avenue, the latter a short distance south of the city in the town of Brighton, surrounded by beautiful grounds with golf links and tennis courts.

The Rochester Whist Club has a spacious home in North Fitzhugh street, in the heart of the business section of the city. The Rochester Athletic club has a fine building on Clinton avenue North and a track, grounds and boat-house in Genesee Valley Park on the west bank of the river.

Up on the eastern bank of the river at Elmwood avenue and the Wolcott road are situated the beautiful grounds and new club house of the Oak Hill Country Club.

The Rochester Yacht Club, famous for its successful efforts in re-



MATTHEW ELLIOTT, 249 CHILI AVENUE

taining the International Cup, has fine quarters at Summerville on the lake front. A large basin is being built in the river.

The Masonic Club is luxuriously provided for in the Masonic Temple, while the Union Club shares with the Knights of Columbus the entire top floor of the Triangle building.



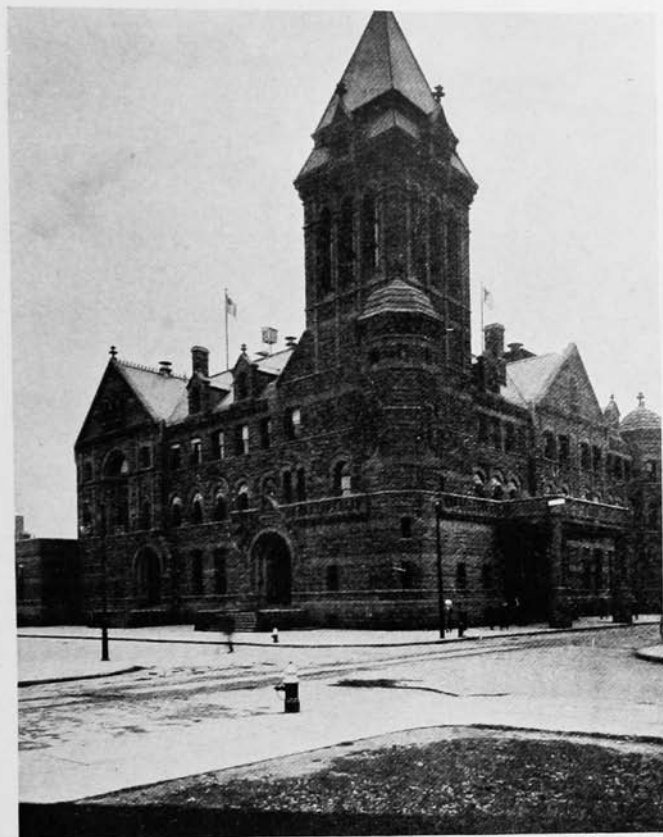
ARTHUR H. MC CALL, 35 SENECA PARKWAY

Fraternal and Secret Societies

The fraternal and secret societies are very largely represented. There are eight posts of the Grand Army of the Republic with six women's auxiliaries; seven Masonic lodges and a number of the higher bodies in Masonry and women's allied associations. There are nineteen lodges of Odd Fellows and allied branches; seven lodges of Knights of Pythias and several hundred lodges, chapters, tents, encampments, etc., of about all the secret societies that are worth joining.



MASONIC TEMPLE, CLINTON AVENUE NORTH



POST OFFICE AND GOVERNMENT BUILDING, CORNER OF FITZHUGH AND CHURCH STREETS

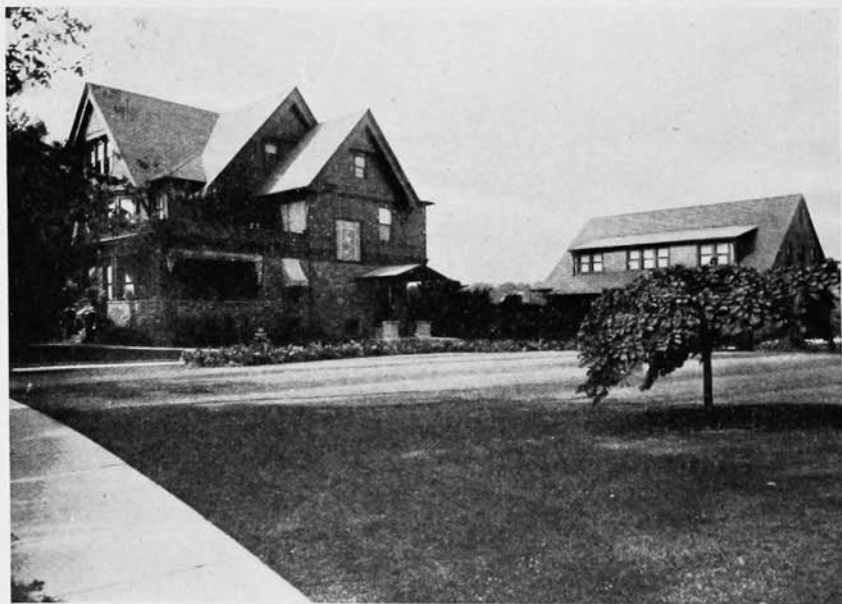
The Rochester Automobile Club and the Rochester Aero Club have headquarters at present in the Hotel Seneca. The former expects soon to build a country club house, and the latter has acquired a field for aviation south of the city on Highland, near Monroe avenue.



CLYDE BURRITT, 111 SENECA PARKWAY



GEORGE W. HAM, 250 EAST AVENUE



WILLIAM BAUSCH, 1063 ST. PAUL STREET

The "neighborhood club idea" has its exponents in the Pinnacle Club on Field Street and Beechwood hall on Beechwood avenue. The Union League and the Nineteenth Ward Republican Club have fine headquarters on Gregory street and Plymouth avenue respectively.

To see and fully appreciate one of the finest residential streets in the country the visitor should get on a car marked Park avenue and ask the conductor to let him off at Colby street and East avenue and walk back to the center of the city. The broad lawns and flower beds, the fine trees and magnificent houses will give him an idea of what it is to live in Rochester.

A trolley trip on the



INSURANCE BUILDING, MAIN STREET WEST AND IRVING PLACE



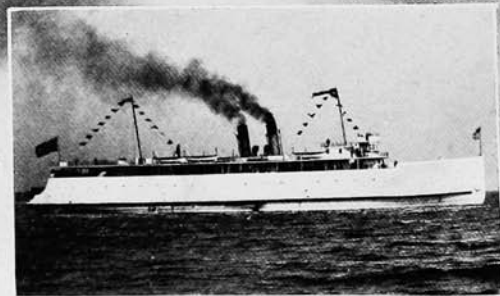
WILLIAM N. COGSWELL, 11 PORTSMOUTH TERRACE

Lake avenue or Charlotte lines will afford opportunity to view Kodak Park, St. Bernard's Seminary, St. Ann's home, Holy Sepulchre and Riverside cemeteries.

The University avenue line leads to East High school, and the Genesee street line leads to West High School.



BUFFALO, ROCHESTER AND PITTSBURG OFFICE BUILDING,
MAIN STREET WEST AND WASHINGTON STREET



BUFFALO, ROCHESTER AND PITTSBURG STATION, WEST AVENUE
"ONTARIO NO. 1," CAR FERRY, DAILY, TO COBOURG



3 9077 04092758 7