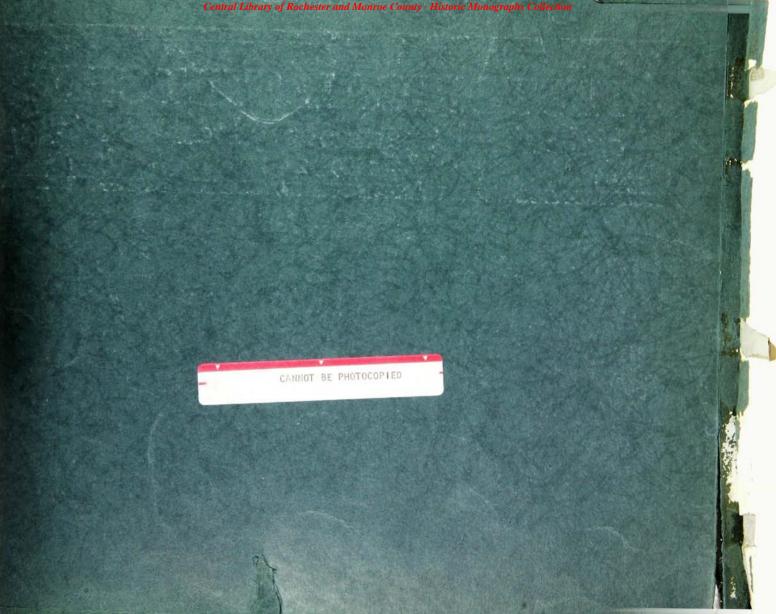
Central Library of Rochester and Monroe County · Historic Monographs Collection

The same that the state of the

HISTORICAL SKETCHES of the Fire Department of Rochester

CARAGE STORY SWOOD SWOOD





Central Library of Rochester and Monroe County · Historic Monographs Collection

3 9077 03556 3975 fr 3 \$PACKS REPLET





Compiled by Chief Frank A. Jaynes for City Firemen's Association

Edited by Milton G. Hall

Wegman-Walsh Press, Inc., Rochester, N.

Ru 3523



Historical Sketch of the Rochester Fire Department

On Sunday, December 5th, 1819, shortly after three o'clock in the afternoon a little village on the banks of the Genesce River was startled from its blanket of newly fallen snow to face the fact that for the first time it was visited by fire. A building containing the "Gazette," Rochester's first newspaper, caught fire and burned to the ground. When the flames were discovered volunteers hurriedly formed a "bucket brigade" and toiled bravely for two hours only to see their efforts wasted.

This handful of volunteers in the little village of Rochester never dreamed that some day their successors would form one of the most efficient fire-fighting organizations in the greatest nation on earth.

In the village election a short time after this first fire, the town officially recognized the need for fire protection and five wardens were elected whose duty it was to "look to the prevention of fire and superintend the efforts of the citizens in extinguishing the flames." On the 19th of October 1820 a company was organized but the first authorized department was not created until May 5th, 1826. Appointments were made by the city governing officials and a "committee on the fire department" was appointed. A man by the name of Samuel Works was placed in charge as "chief engineer." He was described as being "a man of extraordinary activity, of perfect fearlessness and of great presence of mind, admirably adapted for such a post."

Thus it is seen that the splendid achievements and records of the Rochester Fire Department of today were inspired by traditions reaching back more than a hundred years ago.

In 1831 the famous old companies No. 4 ("Cataract") and No. 5 ("Rough and Ready") were organized. The members of these companies are said to have made a great record for "efficiency" with the old hand pumpers—antiques today but the finest of "modern" equipment in their day.

In later years three noted organizations were formed, whose members gave to the department its most illustrious background of achievement. These were "The Protectives," "The Alerts" and "The Actives."

The first of these was formed in 1858 and, as its name implies, its duties were to remove property from burning buildings and, in general, to protect all property in dangerous proximity to the fire. Of the three named organizations this is the only one that remains in existence today. The work began more than a half century ago is carried on today, with considerable success and is looked upon as one of the most important branches of fire fighting.

"The Alert Hose," probably the city's most famous fire company, was organized on September 7th, 1858. Some of the present members of the department began



Historical Sketch of the Rochester Fire Department-Continued

their career as members of the "old Alert Hose." The history of this company alone is a bright chapter in the story of Rochester but is too long to be recounted here. It is enshrouded in tales of heroism and bravery that outrivals anything in fiction.

"The Actives" were formed in 1868 and with much ceremony the citizens of the city presented them with a new hose carriage "to be drawn by horses." That a splendid record was made by the new equipment is indicated in reports on the company's activity for more than a score of years.

The first fatality in a Rochester fire occured December 21st, 1827, when Thomas M. Rathbun, of Hook and Ladder No. 1, was killed by a falling chimney at the burning of Everard Peck's paper mill in South Water street.

Rochester has been visited by many disastrous conflagrations. Among the most famous of these were the "Livery Stable Fire" of 1858; the "Orphan Asylum Fire" of 1901; the "Lantern Works Fire" of 1888, and the "Sibley, Lindsay & Curr Fire" of 1904.

Twenty-one children and two nurses lost their lives in the Orphan Asylum Fire and twenty-eight lives were lost in the destruction of the Lantern Works. These are the only cases where the loss of life was heavy. In point of property damage, the Sibley, Lindsay & Curr fire takes rank with the most destructive.

The history of the Rochester Fire Department is more fascinating than fiction. It is a story of the brave and courageous men who have been protecting the city from flames since that first little print shop fire more than a century ago.

The apparatus and equipment has changed. The tin bucket, the hand pumper, the hand drawn hose carts, the "gooseneck" engines and the spirited steeds that sprang quickly into harness at the sound of the bell, have given way to the thundering apparatus of Rochester's motorized fire department. Alarm boxes in all parts of the city have supplanted the old pistol shots that spread the fire alarm. But the spirit of courage and bravery that characterized the fire fighters of old has not changed. It still dominates the men of today and as in years past a splendid tradition was woven for the inspiration of the men of today, so are the city's present fire fighters weaving a tradition of service for their successors of tomorrow.







EDEN-ized Clothes are Cleanest

Because the Eden Electric Washer washes cleaner than the old time method. All the wearing and tearing of fabric due to washboard rubbing is eliminated. All dirt particles are sifted through the thousands of holes in the large sanitary cylinder and drop into the famous Eden Sediment Zone. Let the Eden change your wash-day into wash-hour.

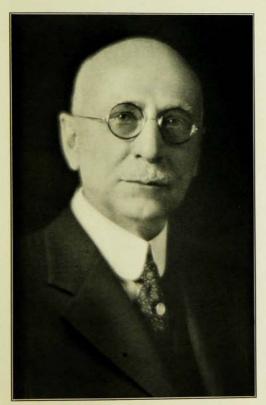
'Phone us, Main 3960, and we will send a representative to tell you all about this wonderful labor-saving device and explain our easy payment plan on the Eden Washer.

NO CHARGE FOR DEMONSTRATION IN YOUR HOME

Rochester Gas and Electric Corporation



HON. C. D. VAN ZANDT, Mayor of Rochester



Hon. C. D. Van Zandt is a true "native son" of Rochester. It was in the Flower City that he was born and he has been a resident of his birthplace ever since, aside from one year spent in business in the neighboring state of Pennsylvania. In 1881 he married Miss Mary E. White of New York City. Six children were born to the couple, only one of whom, Mrs. C. C. Keehn of Canandaigua, is living. Mrs. Van Zandt died in 1917.

Mayor Van Zandt was educated in the public schools of Rochester. He began his business career as an errand boy in the employ of Lane & Paine, druggists. In 1881 he became a member of the firm, and when the company was incorporated in 1910, as the Paine Drug Company, he was made president. Mayor Van Zandt is the principal owner of the company.

Mr. Van Zandt was never active in politics until 1921 when he was nominated for mayor by the Republicans and was elected by a plurality of 2,053. Two years later his administration of Rochester public affairs was endorsed by a re-election with a plurality of more than 12,000.

The mayor is a member of the Masonic fraternity; the Oak Hill, Rochester and Washington clubs, the Elks and for years he has been one of the most active members of the Automobile Club of Rochester, of which organization he has been president and is now honorary vice-president. He is affiliated with various organizations devoted to furthering the civic interest of Rochester, and also is a member of the Old Guard of the National Guard.



"Always buy-



HAMS BACON
DAISIES
PURE LARD
FRESH PORK

31—APPETIZING—31
SAUSAGE PRODUCTS

-you won't forget the Flavor"

ROCHESTER PACKING CO.INC

For your personal BANK ACCOUNT you will appreciate the prompt and courteous service and convenient location of the

Central Trust Company

INTEREST PAID ON SPECIAL ACCOUNTS
Central Trust Bldg. 25 Main Street East



Just a Real Good Car

THERE can be only one leader in a class. Durant and Star Cars each occupy that position.

The Durant Tubular Backbone and consequent complete accessibility are exclusive features on motor cars built by Durant.

M. B. LEAHY, Inc.

727 Main Street East STONE 2604



Worth the Money



HARRY J. BAREHAM, Commissioner of Public Safety



HARRY J. BAREHAM, Commissioner of Public Safety, was born in Palmyra, N. Y., March 3, 1876. The family came to Rochester in 1881 and has lived here ever since. He was educated in Public Schools Nos. 15, 27 and 18 and the Rochester Free Academy. Mr. Bareham early attached himself to the plumbing business and since 1905 has been secretary and treasurer of the firm of Natt, Bareham & McFarland, Inc.

In May, 1917, Mr. Bareham was appointed alderman of the Sixteenth ward, in place of John McParlin, resigned and in the following fall was elected to the office. In 1920, he became floor leader of the Common Council and three months afterwards assumed the chair of president of that body, on resignation of H. Bradley Carroll. In 1921 he was elected president of the Council. On January 2, 1922, he was sworn into this office, but immediately resigned to accept appointment under Mayor C. D. Van Zandt as his Commissioner of Public Safety.

Commissioner Bareham is a member of Genesee Falls Lodge, F. and A. M., the Grotto, Rochester Consistory, Damascus Temple, Mystic Shrine, Tippecanoe Lodge, I. O. O. F., Court Flower City, I. O. F., Rochester Lodge of Elks, the Protectives, Masonic Club, Rochester Club, Washington Club, Oak Hill Country Club, Rochester Athletic Club, Union League Club, Chamber of Commerce and Builders Exchange. He is past president of the New York State Association of Master Plumbers and a member of the Associated Master Plumbers of Rochester. He is married and has three children.



L. S. WEST, Vice-President and General Manager

EAST ROCHESTER, N.Y.

WILLIAM B. MORSE LUMBER COMPANY

DEALERS IN FOREST PRODUCTS

ROCHESTER, N.Y.

Over 70 years of Continuous Service

DIRECTORS

W. S. MORSE, PRES. C. C. MORSE, VICE-PRES. H. C. MORSE, TREAS. W. B. MORSE, Sec. J. P. MORSE, VICE-PRES. F. G. MORSE

WM. B. MORSE & SONS OTIS LUMBER CO. HARDWOOD LUMBER CO. MORSE SASH & DOOR CO.





CURTIS W. BARKER, Deputy Commissioner of Public Safety



Curtis W. Barker, Deputy Commissioner of Public Safety, was born in Rochester, April 15, 1876, and has lived here ever since. He was educated in Public Schools Nos. 6 and 14, the Rochester Free Academy and University of Rochester, class of '97. Upon leaving college he engaged in the newspaper business, becoming successively reporter, telegraph editor and assistant city editor of the Democrat and Chronicle.

On January 1, 1913, Mr. Barker was appointed secretary of the Department of Public Safety and served as such under Commissioners Charles S. Owen, R. Andrew Hamilton and Harry J. Barcham. In February, 1924, he was appointed deputy commissioner by Commissioner Barcham, the position having been created at that time by the Board of Estimate and Apportionment.

Mr. Barker was the first president of the Rochester Newswriters' Club and is now an associate member of the Rochester Press Club. He is also a member of Yonnondio Lodge No. 163, F. and A. M., past president of the Protectives, Inc., a member of the Exempt Volunteer Firemen, the Eighteenth Ward Republican Club, Gamma Sigma and Delta Upsilon fraternities. He was one of the original directors of the Rochester Industrial Exposition and member of the Court of Honor of the Boy Scouts of America. He is married and has two sons.



Compliments of

The Lawyers Co-Operative Publishing Co.

AQUEDUCT BUILDING ROCHESTER, N. Y.

150 Nassau St. New York City 35 Plaza McKinley Manila, P. I. 25 Nanking Road Shanghai, China

BIG B FLOUR

MOSELEY & MOTLEY MILLING CO.

ROCHESTER, N.Y.

Mill Street--Foot of Brown Street

Everything First Class at Rochester's First Class Store



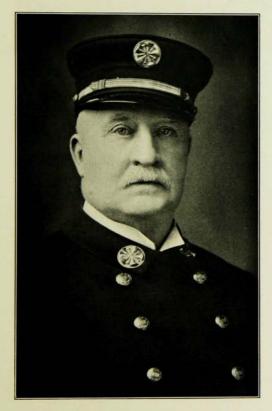
HOWE & ROGERS CO.

89 Clinton Avenue South

Furniture, Floor Coverings, Drapery, Gift Shop



Chief FRANK A. JAYNES



A picturesque figure in the Rochester Fire Department is CHIEF JAYNES, one of the best known firemen in the city. On June 1st, 1924 he rounded out an even half century of service with the Rochester Department. In that time he has seen the organization develop from a handful of men to about 500.

Chief Jaynes began in 1874 with the old "Alerts." They had a hand hose outfit and used to rush pell mell whenever the old fire bell in the city hall sounded. Everybody rushed then for the city was not much more than a big village. The fire house was in Front Street. It was called a fire house but in reality it was a vacant store rented by the city. At this time Chief Jaynes was register clerk at the old post office. The volunteers were known as the "Minute Men." The Chief became enamored of fire fighting in those two years with the Alerts, and on June 1st, 1876 he joined the city fire department.

The Chief has been present at every important fire the city has had in the last fifty years. He and his associates have saved millions of dollars worth of property. He was at the famous Lantern Works fire, the Hayden Warehouse fire and the Sibley, Lindsay & Curr fire in 1904. Chief Jaynes was appointed head of the department, January 1, 1922.

Chief Jaynes was educated in the public schools of Rochester and was a school chum of George W. Aldridge and many of the men who are in public life today. He married Miss Margaret McNally of Rochester and now resides at No. 580 Averill Avenue.



Ritter Dental Mfg. Co. Inc.

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

CHAIRS

ENGINES

LATHES

AIR COMPRESSORS

UNIT EQUIPMENTS

TRI-DENTS

X-RAY EQUIPMENTS

IONIZATION EQUIPMENTS

SPRAY BOTTLE WARMERS

TOOTH TESTERS

Supplies and Accessories for the above

Descriptive literature on request

Fire fighting is uncomfortable work

isn't it? All the more reason why you need real comfort during the many hours you spend at the fire house.

The headquarters building, illustrated on page 13, is heated by a Webster Modulation System of Steam Heating. It is providing all the comfort any heating system can give—at the least expense for operation. That kind of system appeals to you and to the taxpayer, too.

WARREN WEBSTER & COMPANY

Established 1888

CAMDEN : : NEW JERSEY

521-522 Cutler Bldg., Rochester, N. Y.

Compliments of

DUFFY-POWERS COMPANY

Main at Fitzhugh Street



HOSE COMPANY NO. 11, FITZHUGH STREET

Left to Right: Captain George A. Fichtner, Driver Joseph Bieck, Lieutenant Joseph Culligan, John Norton, Henry Langknecht, Joseph Harnischfeger, Peter Taillie, Christian G. Flaig, Henry Kramer, Herbert Klein, Edward Costello.



G. R. S.

Electric Clothes Washer

It Washes Clothes

- -CLEAN
- -QUICKLY
- -AT MINIMUM COST

The Best Built Washer in the World

G. R. S. PRODUCTS, Inc.

Subsidiary of General Railway Signal Co.

ALBANY, N. Y.

ROCHESTER, N. Y.

CHARLES J. BROWN, President Leland C. Brown, Vice-Pres. L. E. Dake, Vice-Pres.
M. J. Brown, Treasurer Peter F. Williams, Secretary

Brown Brothers Company Continental Nurseries

OFFICES-Winton Road North at Dorchester Road

CHASE 785

CHASE 786

Complete Stock of Fruits and Ornamentals with all latest Valuable Specialties

NURSERIES AT

BRIGHTON

PENFIELD

WEBSTER

IRONDEQUOIT

RELIABLE

SALESMEN

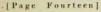
WANTED

Compliments of

The Hollister Lumber Co., Ltd.

Lumber and Coal

100 Anderson Avenue





Even a Child can now make Perfect Jam or Jelly

Anyone who can read a simple recipe can now make jam or jelly in a few minutes from any fruit or fruit juice—fresh or canned.



CERTO (Surejell)

Is Mother Nature's "jell-maker." It is the jelly-making principle of fruit itself. By using it, only one minute's boiling is then required—not 30 or more minutes' boiling as by the old method. With the Certo Process nothing is boiled away. It, therefore, makes one-half more jam or

jelly from the same amount of fruit; saves time, eliminates guess work and retains all the color and flavor of ripe fruit.

Certo is a pure fruit product—contains no gelatine or preservative. It is endorsed by all leading cooking and food authorities. Results are absolutely perfect when recipes are followed.

Get your bottle of Cerro and recipe book from any grocer at once. Give it one trial as directed, and you'll make all your jam and jelly by the Certo Process.

Douglas-Pectin Corporation Rochester, N. Y.

REMEMBER US AND FORGET YOUR ROOFS

as we guarantee to keep a roof over your head

FLESCH & SCHMITT, Inc.

JONES AND BROWN STREETS

MAIN 5-2-3-4

Roofing, Skylights, Tanks, Copper Eave Troughs and Conductor Pipes

Betts Machine Company





Hubbard, Eldredge & Miller

Manufacturers of

LIVING ROOM CHAIRS

AND SUITS

OFFICE, 280 LYELL AVENUE

Central Laundry and Supply Co. Inc.

540-548 St. Paul Street

We Furnish Immaculately Laundered

COATS—All sizes TABLE CLOTHS—All sizes

APRONS—Bar, Butcher TABLE TOPS

Towels—Bar, Barber, Dentist Napkins—Any quantity

BARBERS' Hair Cloths and CABINETS

Massage Towels Toilet Sets

TABLE LINEN OUR SPECIALTY

We Cater to Banquets

The Secretarial Course at R. B. I.

Will prepare you to take a position in a business office where a knowledge of shorthand, typewriting and bookkeeping is required. This course may be started on the first or third Monday of any month in the year. Free catalogue mailed on request.

ROCHESTER BUSINESS INSTITUTE

172 Clinton Avenue South

New Windsor Hotel

F. E. McCue, Proprietor

Corner Clinton Avenue North and Central Avenue

Opposite New York Central Depot

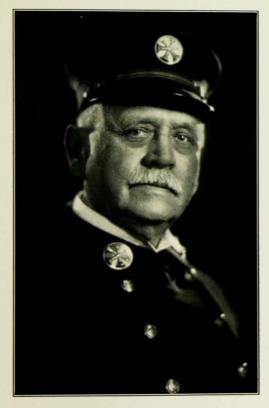
Rochester, N. Y.

Phone, STONE 3659





Deputy Chief CHARLES H. ATKINSON



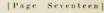
Charles H. Atkinson, deputy chief of the Rochester Fire Department, is a native Rochesterian, having been born here January 9, 1855. After attending public school for several years he entered the Rochester Business Institute from which he graduated.

Chief Atkinson entered the service of the department during the existence of that famous old unit known as the Alert Hose. He was then one of the youngest men in the service but in 1879 he was made foreman of the company.

The young foreman took on additional activities when the old Alert Hose was drafted by the city and put on the regular paid list under the designation of Hose Company No. 11. He was made captain of this unit which place he held until July 3, 1893, when he was promoted to battalion chief.

The lantern works fire, one of the most disastrous fires in the history of the city, will always stand out in the life of Chief Atkinson as something spectacular. It was the first fire of such magnitude in his career. From the outbreak to the final spark of that historic fire he was among the active.

Chief Atkinson received his latest promotion on January 1, 1922. He still is highly active and deeply interested in the work though he has reached the age of sixty-nine years. He has taken an interest in all fire prevention work and has furnished many suggestions which have been worked out with success. He is married and has one son. He resides at No. 5 Van Street.







When you want to really enjoy a steak, a chop, oysters or fish—ask for

BLUE LABEL
KETCHUP or CHILI SAUCE

CURTICE BROTHERS CO.,

Rochester, N.Y.



Compliments of A. GIOIA

Compliments of

Robeson Rochester Corporation

Royal "Rochester" METALWARE ROBESON "Shur Edge" CUTLERY



ENTERPRISE

FURNACES

Have Served the Trade Faithfully for Thirty Years

Manufactured by ENTERPRISE FOUNDRY CO.

98 Olean St., Rochester, N. Y.

Crouch & Beahan Co.

Lumber Products and

COAL

99 DEWEY AVENUE TELEPHONES GLENWOOD 350

C. C. BEAHAN, President

E. A. Kurkowski, Vice-President

GEO. W. Love, Secretary

F. P. HERRINGTON, Treasurer

Interior Trim, A. C. WEBBER

Compliments of

F. P. VAN HOESEN CO.

PAINTS—WALL PAPER WINDOW SHADES

The T. H. SYMINGTON COMPANY

Manufacturers of

RAILWAY EQUIPMENT

MALLEABLE IRON CASTINGS

Annual Capacity 40,000 Tons Works at Lincoln Park, Rochester

Sales Offices:

New York

CHICAGO

BALTIMORE

Boston

MONTREAL



to Our Good Friends Across the Street

ALLING & MILES, Inc.

82 Stone Street



PUMPER AND HOSE COMPANY NO. 1, STONE STREET

From Left to Right; John Hess, Frank Werner, Edward Yockel, Florian Semple, Robert Palmer, Frank Lester, Lieutenant William Kalmbach



Electric Fast Freight Line

Shorten the Time between Shipper and Customer

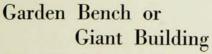
ROCHESTER, N. Y. to ERIE, PA.
and Intermediate Points

ROCHESTER, LOCKPORT & BUFFALO R. R.

Telephone, GLENWOOD 3164

NORRISTONE

Cut-Cast Granite



The beauty of Norristone and its granitelike wearing qualities are the reasons for its preference where either or both appearance and endurance are the consideration.

Offices and Studio:

107 NORRIS STREET

Two New Numbers-Chase 263-Chase 264

The new Branch Bank of the Central Trust Co., on East Avenue, near Winton Road, befitting the splendid thoroughfare on which it is to stand, will be constructed of Norristone Cut-Cast Granite.

LELAND · WESTON · LOWE · CO.

Business Established in 1831



DISTINCTIVE MEMORIALS

Preliminary Sketches and Designs Submitted Free of Cost

MONUMENTS Finished Pieces Carried in Stock
Baptismal Fonts Altars, Sun Dials MAUSOLEUMS

1132-1138 MT. HOPE AVENUE - ROCHESTER, N.Y.

Opposite South entrance of Mt. Hope Cemetery
Take South Avenue Car

CLEANERS — DYERS — PLEATERS

PUTZIG & BAUMAN

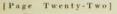
The quality of our work will please you

At prices you can afford to pay

CALL CHASE 2338

Auto Delivery

Store 503 SOUTH AVENUE





FIANCÉE

Perfume Specialties

Adopted by those with whom the fine art of being well-groomed is a source of pleasure as well as pride.

WOODWORTH

NEW YORK

PARIS

Compliments of

Rochester Ice Cream Company

Whitmore, Rauber & Vicinus, Inc.

General Contractors

DEALERS IN BUILDERS' SUPPLIES

Cut Stone, Granite, Interior Marble, Tile Work, Cast Stone, Cement Blocks, Asphalt Pavements, Floors, Cement Walks, Driveways

51 GRIFFITH STREET, ROCHESTER, N. Y.

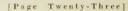
Office of Rochester Clay Brick & Tile Corporation

F. E. Reed Glass Company

Rochester, N.Y.

Manufacturers of

GLASS BOTTLES





MATHEWS & BOUCHER

WHOLESALE HARDWARE MERCHANTS

26 EXCHANGE STREET

Compliments of

MORGAN MACHINE COMPANY

Compliments of

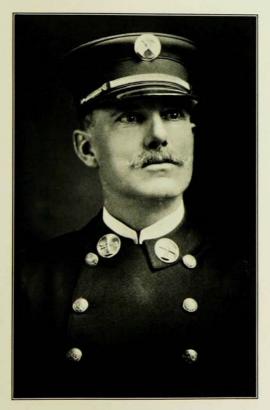
HUMPHREYS-The Paint Man

24 SOUTH AVENUE

Compliments of a Friend



Battalion Chief WILLIAM J. CREEGAN



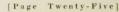
Forty years ago William J. Creegan started his career in the Fire Department and he is looked upon to-day as one of the most efficient firemen in the country. He is now senior battalion chief in command of Battalion 2, comprising all companies north of Main street and west of the Genesee River. His head-quarters is at Platt and Frank Streets.

Following his appointment to the Fire Department on March 20, 1884, Creegan was assigned to Truck 1. His ability to command men was recognized and in six years he was elevated to the rank of Captain in charge of Engine 5. Five years later he was transferred to Hose 3 in Platt Street, an important post because of its strategic position in the downtown district. On December 11, 1901, he was made Battalion Chief, establishing his Headquarters at Hose 3.

For a short time after the dry goods district fire of February 26, 1904, Chief Creegan commanded the entire department while Chief Little and Assistant Chief Jaynes were laid up with injuries as a result of their work in the fire.

Chief Creegan has had many narrow escapes during his forty years of service in the department, but seems to have led a charmed life. On January 7, 1901, when three firemen were killed by nitric fumes at a fire in Kodak Park Creegan was overcome and his life despaired of but he soon returned to duty.

Chief Creegan was born in Rochester and has lived here all his life. His residence is located at 230 Frank Street. He was educated in the public schools of the city.





You step out from being merely dressed into the class of the well-dressed when you wear Hickey-Freeman Clothes.

McFARLIN CLOTHING COMPANY

Smith-Perkins & Co.

Wholesale Grocers

61 Exchange Street



You'll have something to talk about when you've stop't at

The Sagamore

Rochester's Newest on East Avenue

Rochester Paper Products Company

Book, News and Fancy Box Board Lining Round Boxes and Spiral Mailing Tubes

STONE 8136

SPENCER AND CLIFF STREETS

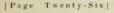
SAMUEL R. PARRY

Manufacturer and Dealer of

PAPER BOX MACHINERY

Cable Address, Parry-Rochester London Office, 23 Goswell Road

222-230 MILL STREET MAIN 412





HOUSTON BARNARD

Contractor

850 Powers Bldg.

Rochester, N.Y.

FURNITURE, RANGES, RUGS

Highest Quality at the lowest possible price

Garson & Wood

Easy Terms



LINE A-TIME

By a simple lever action like striking the typewriter keys, moves (not holds) notes up so they're always read naturally. Profits in money and satisfaction are accruing to 150,000 users.

You can test it unobligated. Ask how. Phone GLENWOOD 3250.

> LINE-A-TIME MFG. CO., INC. 924 St. Paul Street, Rochester, N. Y.

Compliments of

Mabbett Motor Car Co., Inc.

"CADILLAC"

157-167 COURT STREET

Compliments of

The Case-Hoyt Corporation

Complete
Printing and Advertising
Service

800 ST. PAUL STREET, ROCHESTER, N. Y.

Compliments of

The Hayden Company



Burke Steel Company, Inc.

Cold Drawn
Flats, Squares, Hexagons, Rounds
Tools, Alloys, Steel

Blacksmiths' and Wagon Makers' Supplies

IN STOCK Hot Rolled Bars, Beams, Angles, Channels

Office and Warehouse, Sherer Street

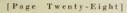
Compliments of

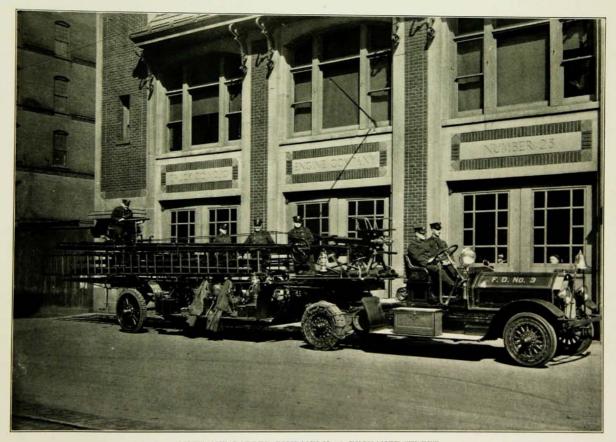
A Friendly Corporation

Lincoln-Alliance Bank

FAHY MARKET

James G. Comerford, President





HOOK AND LADDER COMPANY No. 3, EXCHANGE STREET

From Left to Right: Laddermen, Emmett Connaughton, Edward Miller, Eugene Donnelly, Donald Stifter, Ben B. Magill, Lieutenant George J. Holshue



"Fashion Clothes

-built at

Fashion Park"



Rosenberg Bros. & Company

Clothing Manufacturers

432 Portland Ave., Rochester, N.Y.

George I. Viall & Son

5 NORTH WATER STREET

[10 Steps from Main Street]

The Best Place to Buy Paints and Window Glass

E. W. Edwards & Son





There is Power in
Webaco Gasoline
TRY IT!

Onondaga Club

(Formerly Griebel's Hotel)

HAROLD HEBING, Prop.

At Glen Haven, Irondequoit Bay

Completely Remodeled—Now Open Catering to Dinner and Supper Parties Dancing Every Evening but Monday, 9 to 1 Reservations can be made at any time

MAIN 4839-F-2

Interurban Station

Cor. Court and Exchange Streets

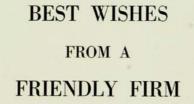
Telephone, Main 1720

Our Lost Article Department is located at the above address. It is open every day including Sundays from 6 A. M. to 11:30 P. M.

If you have lost something, it may have been left on one of our cars. By a telephone call, you can readily learn if it has been turned in by conductor.

NEW YORK STATE RAILWAYS

Rochester Lines





Battalion Chief HUGH SMITH



Battalion Chief Hugh Smith is a true Rochesterian and is one of the old-timers in the Rochester Fire Department. He was born in the Flower City when it was known as the Flour City, December 11, 1861 and has lived here continuously ever since. In his early boyhood he attended old Number 10 public school but later studied at St. Mary's and St. Patrick's parochial schools.

On leaving school Chief Smith learned the trade of furniture finisher and decorator, but after a short time in his occupation, he was appointed to the Rochester Fire Department.

His first assignment was Ladderman on Truck Company No. 2 in 1884. His splendid record as a fireman led to several promotions, the first of which was to Lieutenant of Hose Company No. 2. Three years later he became Captain of Engine Company No. 10 and on October 16, 1911 he was raised to the rank of Battalion Chief, which office he has held ever since.

His assignment is to the Fourth District, considered one of the busiest in the city. The record of his organization is to be envied by that of any fire-fighting organization in the whole country. He has been present at nearly every big fire in the city for the last twenty years and is greatly admired by his fellow officers and by the men under him.

Chief Smith married a Rochester girl, Miss Mary Erest, who died in 1923. He has one son, William J. Smith, who is an electrician.



SINCE 1870

C. H. RUGG COMPANY

Manufacturers of

Architectural Woodwork

Telephone, STONE 742

North Union and Augusta Streets

The Whitmer-Jackson Co., Inc.

DAN F. JACK, Manager

DOORS, SASH, INTERIOR FINISH VENEERED DOORS

45 WAREHOUSE ST., ROCHESTER, N. Y.

Telephone MAIN 7491

Factories: ALBUQUERQUE, CLEVELAND.

Warehouses: Buffalo, Rochester

Barnard, Porter & Remington

Wholesale and Retail Dealers in

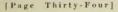
Paints, Oils, Glass, Brushes, Artists' Materials and Drawing Supplies

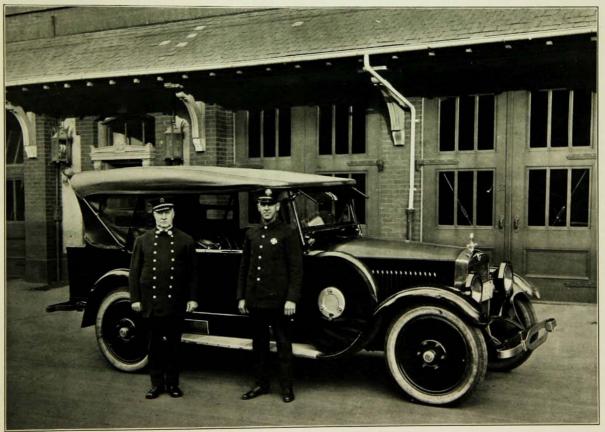
Distributors for Lowe Brothers Co.'s High Standard Paints and Varnishes

MAIN 8140

9-11-13 North Water St., Rochester, N. Y.

MONROE PRODUCTS CO.





Chief FRANK A. JAYNES

Driver JOSEPH HOCKENOS



E. S. Mayo, President

R. A. Mayo, Vice-President and Treas.

GLEN BROTHERS, Inc.

Glenwood Nurseries

Established 1866

NURSERYMEN and LANDSCAPE ARCHITECTS

Landscape Department in charge of Expert

TELEPHONE STONE 1854

Ask for Our FREE CATALOGUE

Visitors Welcome

Offices and Warehouse 1768 Main Street East Nurseries

Fairport, N. Y.

C. L. WHITING

Buick

Distributor

342 East Avenue, Rochester, N.Y.

HARPER METHOD

Known throughout the civilized world for its excellence in the care of the hair and scalp. Safe, sanitary and scientific. Offices in all the principal cities of the world. Harper Method toiletries, used in connection with our universal service, are unsurpassed. On sale everywhere.

MARTHA MATILDA HARPER

Laboratory

1233 MAIN STREET EAST

Parlors
516 to 522 Powers Bldg.

Compliments of E. P. REED & CO., Inc.

Shoemakers for Women

ADAM W. DUNBAR CO.

Tailors

MEN'S WEAR—BOYS' WEAR
1318 DEWEY AVENUE

GLENWOOD 1682

for Economical Transportation

HARRIS CHEVROLET CORP'N

MAIN *560

58 PLYMOUTH AVE.N.



CENTRAL HEADQUARTERS, CENTRAL AVENUE



Your Home Town Papers

Always please you the most, and you'll find the best of Home Town News, Home Town Features, besides the complete news of the world and special features in

Father Rochester's Two Home Town Papers for Home Town Folks

Rochester Journal and The Post Express Rochester Sunday American COAL THAT SATISFIES—is the kind we sell



MAIN 3301

431 SMITH STREET

Genesee 1542

Compliments of

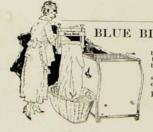
MARRIOTT'S FRENCH DRY CLEANING WORKS

A. O. MARRIOTT

414 Genesee Street, Rochester, N. Y.

Compliments of

UNION TRUST COMPANY



BLUE BIRD Electric Clothes Washer

Call and see the big copper tub with its twin six movement swirling the water through the clothes at the rate of seventy times a minute.

Phone now and arrange for Free Demonstration in your home. No obligation, no expense, nothing to sign.

KELMAN ELECTRIC COMPANY,

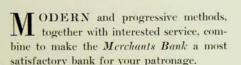
Distributors

470 Main Street East Established since 1904



HOOK AND LADDER NO. 1, CENTRAL AVENUE.

Left to Right: H. J. Reichert, Geo. H. Ofslager, Thomas Nolan, J. J. McPartlin, Elisha Hoak, Norman J. Rogers, August Ruh, H. T. Pownall, Fred Sundt, Lieutenant W. F. Maxey, Lawrence Lahmer, Captain James Peart.



No matter what the size of your account, you will find excellent facilities and business-like co-operation always at your disposal.

MERCHANTS BANK

of Rochester

125 Main Street East at South Avenue

Your garments and household articles are insured against fire while on our premises.

A part of our service



CLEANSERS AND DYERS

951-961 MAIN STREET EAST

82 EAST AVENUE

SUN-RAE PRODUCTS

give
Life Insurance to
your motor

PATRONIZE OUR SERVICE STATIONS

F. B. RAE OIL CO., Inc. Rochester, N. Y.



Battalion Chief GEORGE MORAN



George Moran is another member of the Fire Department, whose career is part of that glorious record made by the city's fire fighters during the last twenty-five years. He was appointed fireman June 1st, 1896 and has made a brilliant record during his quarter century of activity.

Diligent attention to duty since his first appointment has brought promotions rapidly to Chief Moran. On January 24th, 1905 he was promoted to the rank of Lieutenant and one year later he was raised to Captain.

While serving in the department as captain, Mr. Moran participated in some of the most famous fires in the history of Rochester. He rendered valuable service at the Sibley, Lindsay & Curr Fire in 1904 while he was still a Lieutenant, and it is understood that his promotion to Captaincy came as a reward for his work in that conflagration.

On January 1st, 1920 the Captain was promoted to the rank of Assistant Battalion Chief and April 1st, 1921, he was made a full fledged Battalion Chief and assigned to the Third District.

Chief Moran was born and educated in Rochester. During his early schooling he won quite a reputation as an athlete, playing on many of the school football and baseball teams.

He is married and resides at No. 33 Bartlett Street. He is a member of Lodge 24, B. P. O. E. and takes an active interest in the affairs of the Lodge. He is well liked by the men in the department and has a reputation for fearlessness and courage as a fire fighter.

Antonio M. D' Aprile Banker

228 State Street

Rochester, N.Y.

Established 1875

Green's Nursery Company

CHARLES A. GREEN, Founder

Growers of

Trees, Plants and Vines

Three Nursery Farms 375 Acres

CHASE 1960

ROCHESTER, N. Y.



Is Hot Water A Luxury in Your Home?

Is it so scarce you always have to be saving with it? Does it cost so dear or is it so hard to get that you feel like a plutocrat every time you fill the bath? It isn't that way in homes equipped with



Automatic Gas Water Heaters

In those homes-and there are thousands of them-they have all the hot water they want whenever they want it. And all the members of the family may use it freely because they know that Humphrey lot water is as cheap as it is plentiful.

Don't Wait Another Year

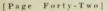
Just think of all the trouble and inconvenience you will avoid-for yourself and all the rest of the family - by installing a Humphrey Automatic right now.

Natt, Bareham & McFarland, Inc.

Plumbing and Heating

Main 4313

366 MAIN STREET EAST





 $\label{eq:water} WATER\ TOWER,\ CENTRAL\ HEADQUARTERS$ Left to Right: G. Holliday, A. Lester, C. E. Morey, Lieutenant Edward Collins.



Just a Mighty Good Store for Men!

When it comes to real values in smart wearables, we've got everything you want and we don't want everything you've got!

THE NATIONAL CLOTHING COMPANY
Rochester, New York

The SEA SHELL, Inc.

Rochester's First-Class Sea Food Restaurant

STEAKS

Stone 420

Diagonally opposite Eastman Theater 410 Main Street East

BILL LAROCHE

The Daily

ABENDPOST

Is delivered every afternoon directly into the homes in all parts of the city by carriers and in the surrounding towns by agents and mail.

It is a Home Newspaper—thoroughly read by a substantial Buying Element McCurdy & Co., Inc.

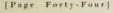
Compliments of

Beech-Nut Packing Company

"Foods and Confections of Finest Flavor"

BEECH-NUT PREPARED SPAGHETTI
BEECH-NUT PORK AND BEANS
BEECH-NUT MUSTARD
BEECH-NUT PEANUT BUTTER
BEECH-NUT BACON

BEECH-NUT JAMS
BEECH-NUT JELLIES
BEECH-NUT MINTS
BEECH-NUT GUM
BEECH-NUT FRUIT DROPS





PROTECTIVES, CENTRAL AVENUE

Left to Right: Jacob Walnitz, Frank Madset, Steward, Elwood Hawes, Glen H. Byer, Lieutenant Charles Howley, William H. Bates



Established 1900

COMSTOCK LUMBER COMPANY, Inc. LUMBER

QUALITY — SERVICE — SATISFACTION
Telephones: STONE 1416 — STONE 1417
1030 MAIN STREET EAST—Cor. Railroad Street

TRY US

ROCHESTER LEAD WORKS

Manufacturers of

LEAD PRODUCTS

COOK IRON STORE COMPANY HARDWARE

AUTO TIRES AND SUPPLIES — PAINTS AND ROOFING
120 to 128 St. Paul Street

IRONDEQUOIT COAL AND SUPPLY CO.

Wholesale and Retail Dealers in

Coal, Wood, Oats, Hay, Straw, Paint, Glass

Phone, GLENWOOD 3471

149 RIDGE ROAD, NEAR ST. PAUL STREET

J. W. STORANDT MFG. CO.

CEMENT CUSHION SHOW-CASES



STORE FIXTURES

FIFTY-TWO BROWN'S RACE

ROCHESTER, N. Y.

STERLING SIRENS are made in Rochester Used on 90% of the World's Motor Fire Apparatus

A REAL FIRE SIGNAL

Manufactured Exclusively by

THE INTERSTATE MACHINE PRODUCTS COMPANY., Inc. Rochester, N. Y.

Powers Hotel

Men's Suits, Dry Cleaned and Pressed, \$1



Phone, MAIN 24

395 ST. PAUL STREET



ROCHESTER'S NEWEST BANK

Offers You

Interest accounts bearing the prevailing rate, compounded semi-annually. Checking accounts for firms and individuals. Safe Deposit Boxes at moderate rates in a wide variety of sizes.

The NATIONAL BANK OF ROCHESTER 30 STATE STREET

Compliments of

JOHN LUTHER SONS CO.

Compliments of A FRIEND

MANDEVILLE & KING COMPANY SEEDSMEN

Flower Seeds Exclusively

Office and Warerooms, 1040 University Avenue

"You Save the Surface-We Save You Money"

DON-O-LAC COMPANY, Inc. 770 EXCHANGE ST., ROCHESTER, N. Y.

MANUFACTURERS AND JOBBERS

Paints, Varnishes, Shellacs, Enamels, Japans, Brushes, Don-O-Lac, Don-O-Tex Complete Stock of Paint Sundries, Roofing and Roofing Materials

Call MAIN 1885

PATRONIZE HOME

INDUSTRY

LAWLESS PAPER COMPANY

Compliments of

O. T. STACY

FLOWER CITY TISSUE MILLS COMPANY

Paper Manufacturers

FRANK M. NEPHEW, Mgr.

700 DRIVING PARK AVENUE



GEO. P. BANTLEON, President

W. H. BANTLEON, Treasurer

BANTLEON BROS. COMPANY

MANUFACTURERS

Sash, Doors, Trim, Storm Sash, Screens

Tel. STONE 510

97 RAILBOAD ST., (Near Main St. East) ROCHESTER, N. Y.

R. WHALEN & COMPANY

Manufacturers of These Brands

Whalen's Plain Blue Bird Iron Horse

Genesee

MAIN 3019

FROM A FRIENDLY FIRM

A. E. Wood, Pres., Oscar B. Spiehler, Treas., A. W. Wood, Vice-Pres.

BIG ELM DAIRY COMPANY
Best MILK AND CREAM in the City

476 EXCHANGE STREET, ROCHESTER, N. Y.

"Say It with Flowers"

J. B. KELLER & SONS FLORISTS

25 CLINTON AVENUE NORTH, ROCHESTER, N. Y.

"A TONE LIKE HOME"

NOON-DAY LUNCH, 12 to 2 P. M. with varied assortment of a la carte dishes and special 75c lunch. DINNER, 6 to 8 P. M. Unusual excellence, \$1.00. SUNDAY DINNER, 12:30 to 2:30 and 6 to 8 P. M., a special attraction. Quality, Quantity, Service Unsurpassed. Private Dining Rooms for Banquets, Business Men's Meetings, Card Parties, etc. Satisfaction Guaranteed.

Frank J. Peters, Manager

MILTON ROBLEE, Proprietor

THE OSBURN HOUSE

Established 1857

GEORGE R. FULLER COMPANY

230 ANDREWS ST., NEAR CLINTON

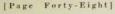
Manufacture and Fit

Elastic Hosiery—Abdominal Supporters—Surgical and Dress Corsets—Trusses We make and fit for the requirements of each case—Spinal Braces—Deformity Appliances—Arches—Crutches—Canes—Artificial Legs—Arms, Etc.—Expert Fitters in charge of Men's and Women's Departments. Separate Department for Women's

ZIMMERLI BUSINESS FURNITURE CORPORATION

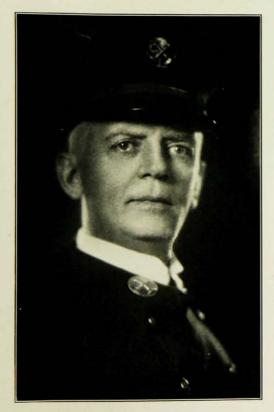
Telephone, STONE 5510

126-132 SOUTH AVENUE, ROCHESTER, N. Y.





Battalion Chief MAURICE KEATING



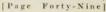
There are few firemen in the Empire State who can point to a more brilliant record in the public service than Maurice Keating, chief of the third district battalion, Rochester Fire Department. And there is none who is more modest about such an achievement than the distinguished fireman who has given thirty-four years of his life in the work.

Mr. Keating was born at Geneseo, N. Y., October 25, 1868 and removed to Rochester with his parents five years later, in 1873. He joined the Rochester Fire Department in 1890 when only 22 years old. Three years later he was promoted to engineer, having charge of much of the work of the fire engines.

In the year of 1901 he was promoted to lieutenant. This promotion came just a few days before the great Orphan Asylum fire of January 8, 1901 in which thirty-three lives were lost. Three years later, the great Sibley, Lindsay & Curr department store fire occurred. Shortly after his service in connection with extinguishing this fire he was promoted to captain.

On April 1, 1921 Captain Keating was promoted to battalion chief of the third district, which place he still holds. He is one of the oldest men in point of continuous service. Many of his fire prevention suggestions have been adopted by the Rochester Fire Department.

Chief Keating is a member of Rochester Council No. 179, Knights of Columbus and also a member of the Flower City Tent No. 30, Knights of The Maccabees. He is married and has five children, and resides at 136 Mulberry street.





STEPHEN ZIELINSKI

Wholesale and Retail Dealer in all Kinds of

Lumber, Interior Trim, Hardware Paints and Building Materials

1115 HUDSON AVENUE, ROCHESTER, N. Y.

NORTHWEST FOUNDRIES, Inc.

Custom Work a Specialty
CASTINGS

FOUNDRIES AND OFFICE AT 167-183 VILLA STREET

"We Maintain Quality"

LUMBER FOR ALL PURPOSES

MILL WORK OF MERIT FINE INTERIOR FINISH, SASH, DOORS AND FRAMES

PHILIP ENDERS & SON

STONE 214

Office and Mill-Cor. HOLLENBECK AND NORTON STREETS

GEO. ENGERT & CO., Inc.

COAL

Telephones: MAIN 1967 MAIN 1968

306 EXCHANGE STREET

ROCHESTER, N. Y.

S. Sidney B. Roby, Pres. and Treas. William S. Roby, Vice-Pres. C. W. Griswold, Secy.

THE SIDNEY B. ROBY CO.

JOBBERS IN

Blacksmiths' Supplies, Heavy Hardware, Mill Supplies, Automobile and Bicycle Fittings and Sundries, Iron and Steel

208-214 SOUTH AVENUE

ROCHESTER, N. Y.

WIRE FENCE [All Styles and Heights] POSTS, GATES, FITTINGS

Materials Furnished Ready to Erect or We Build the Work Complete

ROCHESTER BRASS & WIRE WORKS

Phone, MAIN 2408-2409

76-78 EXCHANGE STREET

A FRIEND

JENKINS & MACY CO.

COAL

100 Cutler Bldg.

YARDS: 1045 Main St. E.

119 Child St.

381 Main St. W.





RED CROSS RANGES AND FURNACES CO-OPERATIVE FOUNDRY ROCHESTER, N. Y.

GEORGE W. STAFFORD MOTOR CO., INC.

Jordan and Cunningham Cars

31 SCIO STREET

CUTLER MAIL CHUTE COMPANY

CUTLER BUILDING

GOODMAN & SUSS, INC.

Clothing Manufacturers

108 St. PAUL STREET

STEWART & BENNETT, INC.

Building Contractors

124-126 NORTH WATER STREET, ROCHESTER, N. Y.

COOPER WALL PAPER STORES

OF ROCHESTER

53 ELM STREET

THE RICKER MANUFACTURING COMPANY

Rochester, N. Y.

HOISTS - CRANES - MONO-RAILS

ROCHESTER REFRIGERATING CO., INC.
ROCHESTER, N. Y.



GILBERT T. AMSDEN

General Insurance

Fire, Compensation, Automobile, Burglary, Accident and Health General Agency

NATIONAL SURETY COMPANY OF NEW YORK SURETY BONDS—Court, Fidelity, Contract, Public Official

> 238-240-242 Granite Building Phone—MAIN 4325-4326

> > Compliments of

HENRY WRAY & SON

JOHN R. BOURNE

Desks, Chairs, Office Supplies, Files, Stationery Filing Devices and Loose-Leaf Systems, Rubber Stamps and Steel Stamps

131-133 State Street

Phones: Main 1233 Main 1234

J. P. CUNNINGHAM LUMBER CO., Inc.

436 Conkey Avenue, Rochester, N. Y.

CHAS. SCHIED & SONS



Importers, Designers, Manufacturers and Dealers in all kinds of MARBLE and GRANITE

MONUMENTS

Headstones, Statuary, Etc. Stone 3974

1142 MT. HOPE AVENUE Opposite Mt. Hope Cemetery South Avenue Car

HUTHER BROS. SAW MFG. CO.

1190 University Avenue

CALEY & NASH, Inc.

Automobile Painting and Trimming

Bodies of Special Designs

Manufacturers of Fine Carriages, Sleighs, Delivery Wagons, Etc.

Horse Shoeing

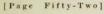
Phone, PARK 126

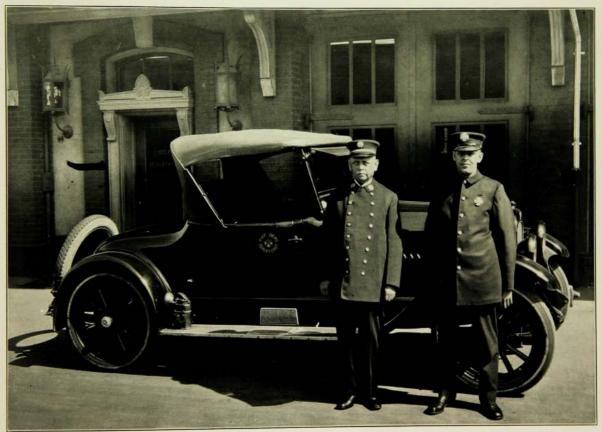
1828 EAST AVENUE

I. M. LUDINGTON'S SONS, Inc.

Contractors

119-128 POWERS BUILDING, ROCHESTER, N. Y.





Deputy Chief CHARLES ATKINSON

Driver WILLIAM FRANK



INDIAN SPLINT, INC.

56 RUTTER STREET

WOOD FOR SALE

Dry Hardwood Kindling \$5.00 for 10 Barrels delivered

GLENWOOD 640

SHERWOOD SHOE COMPANY

625 South Goodman Street

KEE-LOX MANUFACTURING COMPANY

Carbon Paper

10 KEE LOX PLACE

WARD BROS. CO., INC.

Bakery

CORNER MURRAY AND TEXAS STREETS

KONDOLF BROTHERS ICE COMPANY

Wholesale and Retail Dealers in

Natural and Artificial Hemlock Lake Water Ice

OFFICE, 33 CANTERBURY ROAD

CHASE 234

REUB. ISAACS & COMPANY, Inc.

36 St. Paul Street

LEVY BROS. & ADLER ROCHESTER, Inc.

CHARLES F. HALLICK, Pres. and Treas.

CLARENCE H. MEYER, Vice-Pres.

TOOL AND DIE CORPORATION

215-217 NORTH WATER STREET Manufacturers of

Special Machinery, High Grade Tools, Dies, Gauges, Jigs and Fixtures

Designing, Stamping Work, Sheet Metal Work



Fire Prevention

is recognized as a necessity to our civic life. Protection to one's earnings is best provided when such funds are deposited with the

MONROE COUNTY SAVINGS BANK

Temporary Home-1 Main Street East

W. W. Hibbard

GEORGE C. BUELL COMPANY, INC.

COFFEE ROASTERS

372 EXCHANGE STREET

ALLEN L. WOOD

Woodlawn Nurseries
GROWERS AND IMPORTERS
Wholesale and Retail

Home Phone 3989

Culver Road and Garson Avenue

Rochester, N. Y.

SHULTSTYLE COATS

have Quality, Style, Youthfulness

Inquire at your store

JOSEPH SHULTZ CO.

This Label in each coat



Registered U. S. Patent Office



"OUR VAUDEVILLE"
PLUS
"OUR PICTURES"
EQUAL
THE GREATEST
SHOW VALUE YOU
CAN GET ANYWHERE

Always a Great Vaudeville Show

RAPP'S, Inc.

CLEANING, DYEING, PLEATING

Our Handy Store, 58 CLINTON AVE. N. Our Modern Plant, 398 South Ave.

Auto Call and Delivery Service

MAIN 3249 MAIN 3250

Kelso Laundry Company

497 State Street



FURNITURE OF THE BETTER KIND

Priced Lower Than You Would Expect

WEIS & FISHER COMPANY

Two Stores:

50 STATE STREET

879 CLINTON AVE. NORTH

Keller, Heumann, Thompson Co.,

Incorporated

Compliments of

BURROWS SHOE COMPANY

Pass your Elevator Troubles to us.

GRAVES ELEVATOR COMPANY, Inc.

All Types of

Passenger and Freight Elevators

Installed and Repaired

CHASE 651

840 UNIVERSITY AVENUE







MADE BY

WB Con Co

On sale at LECKINGER'S

36 Franklin St.

J. W. GILLIS CO.

Compliments of

GALUSHA STOVE COMPANY

PAUL W. FRIEDLER

Bottling Works

80-82 Lowell Street





Battalion Chief ROLLIN A. FITTS



Battalion Chief Rollin A. Fitts has been a member of the Rochester Fire Department for nearly thirty-one years, having been appointed May 29, 1893 as a ladderman on Truck Company No. 1, then located on Front Street. He was born November 25, 1869 at Lincoln, N. Y. and was a pupil at old Number Fourteen School on Scio street. After leaving school he learned the carpenter trade, working at same until his appointment to the Fire Department.

His first promotion was to Tillerman, Truck Company No. 1, March 9, 1899, then to a captaincy September 1, 1903, being assigned to Engine Company No. 7 on Plymouth avenue, where he remained until March, 1906. At that time he was transferred to Hose Company No. 12, located on St. Paul street in rear of Burke-Fitzsimmons-Hone Company and was still captain when Hose Company No. 12 moved to new quarters on St. Paul street near Franklin street.

Mr. Fitts was appointed acting Battalion Chief in cases of sickness or vacations at various times from 1906 until January 6, 1920, being at the head of Civil Service list for promotion. He was made a Battalion Chief April 1, 1921 and was assigned to District No. 1, which comprises all the territory north of Main street and east of the Genesee River and is considered the busiest district in the city.

Chief Fitts has had several narrow escapes from serious injury, being one of several firemen, who with Chief Jaynes went down with the floors at the Michael Machine Company's fire on North Water Street.



The Most Complete Auto Station in Rochester

TELEPHONE MAIN 3386 WYNER SERVICE STATION

PORTLAND AND CLIFFORD

"SQUARE"

Compliments of

HADLOCK PAINT CO., INC.

Acme Quality Paints and Finishes

187-191 FRONT STREET-ROCHESTER, N. Y.

ARDEAN R. MILLER, INC.

500 WEST AVENUE

ROCHESTER, N. Y.

CULVER ENGRAVING CO., Inc.

Halftones and Zinc Etchings Illustrations for every purpose

DEMOCRAT AND CHRONICLE BUILDING

59-61 Main Street East

Thos. Cusack Co.

69 Mt. Hope Avenue

STONE 596-STONE 597

SIGNS

Compliments of

SCOTT BROTHERS

General Contractors

31 EXCHANGE STREET

Railroad and Canal Construction, Municipal Work, Dams, Bridges, Etc.

FORD CARS

FORDSON TRACTORS

CHARLES G. VOKE

Authorized Ford Sales and Service Station

Chili Center, N. Y.

Telephone Sunurban 4005

940 JAY ST. Genesee 2365 710 UNIVERSITY AVE. Stone 6442 179 LYELL AVE. Main 7624

TOWNER BROTHERS

Wholesale and Retail Dealers in

Motorcycles, Bicycles and Supplies
PHONOGRAPHS AND RECORDS





NEW PARTS

for every car that ROLLS but ROYCE

"The House of a Million Parts"

135 CULVER ROAD

Rochester American Lumber Company,

Wholesale and Retail Dealers in All Kinds of

LUMBER, LATH AND SHINGLES

STONE 265

142 PORTLAND AVENUE

THE YAUCHZI COMPANY

Contractors for

Plumbing and Heating

773 Lake Avenue, Cor. Lexington

MAIN 2820-GLENWOOD 261

KEYSTONE BUILDERS SUPPLY CO., INC.

Superior Mason Materials

Office and Warehouse, 85 PALM STREET

N. Y. C. Kodak Park Switch

GLENWOOD 485 GLENWOOD 486

Hart's Self-Serving Grocery Stores

The Fire Department furnishes the fire protection for Rochester. The HART STORES are Rochester's Food Protection. Our FOODS are Standard Branda, Nationally Advertised.

Our Prices are the lowest.
Our Stores are all over the city.
Our Premium Parlor is at 29 Market Street.

HART'S SELF-SERVING GROCERY STORES

PULVER COMPANY, INC.

Manufacturers of

Vending Machines and Chewing Gum

33 CANAL STREET

EDELMAN COAL CO.

88 Portland Avenue

STONE 576

ARTISAN SHEET-METAL CORPORATION

Electric Spot Welding, Punch Press Work Spray Lacquering, Enameling Experimental Work

Makers of Companion Camp Equipment

MAIN 1372 100-108 PLATT STREET



BIRD'S ART-CRAFT ROOF

TILE DESIGN

An artistic as well as a thoroughly Water Proof, Fire Safe Roofing at a low cost. Art-Craft can be put on right over old wooden shingles. It saves the time, expense, litter and dirt of removing the old shingles. "Art-Craft" is an expression of art and skill in roofing. Ask about it.

BIRD & SON, Inc., East Walpole, Mass.

THE TILE INLAID ROOFING CO., Inc.

MAIN 6023

W. J. Morrey, President and Treasurer

WILLIAM J. MORREY, Inc.

Roofing and Sheet Metal Contractor

GENERAL JOBBING

MAIN 638

399-407 EXCHANGE STREET

The RANDALL GALLERIES

501 EAST AVENUE, ROCHESTER, N. Y.

Stuffs for Furniture, Curtains and Wall Hangings
Electric Lamps and Fabric Shades
Period Mirrors, Special Furniture, Oriental Rugs and Carpets

STUART-OLVER METAL FINISHING CO.

Plating, Japanning, Enameling, Metal Spinning
All Branches of Commercial Work

MAIN 5560

226 N. WATER STREET

JOHN ALBRECHT & SON

Scrap Iron, Rags, Metals and Paper Stock Barrels and Packing Cases

Phones, Stone 2712 Stone 2372-R

172-174 NORTH WATER STREET, ROCHESTER, N. Y.

OGDEN R. ADAMS CO., INC.

JAMES JOHNSON AGENCY, Inc. All kinds of INSURANCE

Phoenix Indemnity Co. and American Surety Co.
Assets Over \$200,000,000
Losses fairly adjusted and promptly paid

TELEPHONE MAIN 77

204 GRANITE BUILDING

F. M. Werster, Pres., S. S. Simones, V. Pres., A. Plaskin, Sec., J. Posner, Treas.

WEBSTER FURNITURE COMPANY, Inc.

Manufacturers of Fine Furniture

Rochester, N. Y.





ENGINE COMPANY NO. 4, FORD STREET

From Left to Right: Harold Huff, Captain Thomas Coates, John Loughlin, William Moran, Joseph Corrigan, Frank Sullivan, Frank Beachel, Charles Weidenborner, Albert Waldren, Louis Reiker, John Toner, Michael Schaefer, Henry Sullivan, John Casey. In Front: Lieutenant Edward Legler.



When you think New Furniture

—think NEW ENGLAND

COMPLETE HOME OUTFITTERS

The New England Furniture and Carpet Co.
80-82 CLINTON AVENUE SOUTH

LYCEUM THEATER

Clinton Avenue South

Playing Only First-Class Attractions

Furs of Quality

MENG-SHAFER-HELD

Rochester

Buffalo

LOEWENGUTH, DINEEN & HOCH CO.

General Insurance and Security Bonds

MEMBER OF UNDERWRITERS ASSOCIATION OF ROCHESTER

300-302 NATIONAL BANK OF ROCHESTER BLDG.

FOR AN EVENING OF REAL ENJOYMENT DRIVE TO

KOLB'S INN

Chili and Brooks Avenues—A La Carte Service at all Hours Fish, Steak, Chicken and Duck Dinners

SPECIALS
Welsh Rarebit Chicken a la King

Chicken a la King Italian Spaghetti

Lobster a la Newburg Oysters and Clams

Music by Clarence Brown's Orchestra Every Night 9:30 to 1 Telephone Suburban 4885-F-2

GENESEE PROVISION COMPANY

37 FRONT STREET

KELLOGG MANUFACTURING COMPANY 97 Humboldt Street

MATTHEW SWAN, President

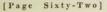
Geo, A. Weining, Vice-President

CLARK PAINT, OIL and GLASS COMPANY

Painters', Builders' and Manufacturers' Supplies

MAIN 1509 MAIN 693

7, 9, 11 INDUSTRIAL STREET





Battalion Chief WILLIAM E. J. O'LEARY



WILLIAM E. J. O'LEARY has made a splendid record in the Fire Department. He is another true son of the Flower City, having been born in this city in 1880 on September 4th. He is the second son of John and Margaret O'Leary, who lived in Rochester many years.

Chief O'Leary was educated in the parochial schools of the city, being a graduate of St. Mary's. His education was interrupted by the War with Spain, in which he served with credit. He enlisted in the 7th Battery, New York Volunteer Artillery, and was with that organization throughout the war.

In the days when bicycle racing was one of the greatest of athletic sports, Chief O'Leary made an enviable record. He held the one mile national championship as well as many other titles of less importance. In May, 1898 he was picked to ride Edward Taylor, champion of France for the world's title, but the match was called off.

Mr. O'Leary was appointed fireman September 1st, 1903 and was promoted to Lieutenant June 1st, 1909. He was made acting Captain in 1911 and a few months later was commissioned a Captain. He has been Battalion Chief since 1922.

Chief O'Leary married Miss Nina Leland Lane and has two children, a son, William, Jr., and one daughter, Marie. He resides at 290 Laburnam Crescent. He is a member of the Old Guard of Rochester, Rochester Council, Knights of Columbus, Musa Caravan, Order of Alhambra and is a life member of Rochester Lodge No. 24, B. P. O. E.





Where to Dine

The Odenbach Coffee Shop

Clinton South

One of Rochester's show places. Unusual environment. The finest of foods and service.

> Breakfasts Lunches Afternoon Teas Candies Fountain

The Odenbach Restaurant

South Avenue

A restaurant famous throughout the United States for its unexcelled cuisine and fine musical entertainments.

Orchestra After-Theatre Dancing

Under Management THE ODENBACH COMPANY

You will ENJOY dining at the

Hotel Seneca

or the

Hotel Rochester

Excellent food at sensible prices

Lewis N. Wiggins, Manager



Rochester's Luggage Store

LIKLY'S

271 MAIN STREET EAST

THE R. F. DEVISSER CO.

Distributors

DUPONT Paints and Varnishes

88 Exchange Street

DAVIS

Cigars-Confectionery

758 SOUTH AVENUE

Manhattan Lunch

Good Food-Prompt Service-Popular Prices

28 MAIN STREET EAST-Near State Street

George E. Noeth, President



TRAVELECTRIC Rochester and Syracuse Railroad

Serving Passenger and Freight Service between:

AUBURN NEWARK CLYDE PALMYRA FAST ROCHESTER PORT BYRON FAIRPORT PORT GIBSON JORDAN ROCHESTER LYONS SAVANNAH MACEDON SYRACUSE MEMPHIS WARNER

WEEDSPORT

Dependable Service at Reasonable Rates

Traffic Department: 500 Syracuse Savings Bank Building, Syracuse, N. Y.

C. P. WARD

Contractor

87 Monica Street

STEEFEL, STRAUSS & CONNOR CLOTHING

Direct from Factory to You

FACTORY SALES ROOM 72-80 ST. PAUL STREET

MAIN 858

NEWMAN BROS. GRAIN CO.

Hay, Oats and Feed

We Specialize in Poultry Feeds
204 TROUP STREET

NEISNER BROS., INC.

194 MAIN STREET EAST

THE JUDSON GOVERNOR CO.

Iron Castings General Machine Work

MANUFACTURERS OF

Engine Governors and Asbestos Packed Cocks
MAIN 765 38 BROWN'S RACE



Four Months to Pay in; A little each week! No Payment Down Required

Why pay cash for a poor tire when you can buy a good one without strain on your pocketbook? Our easy payment plan makes tire buying easy.

Open Tuesday, Thursday and Saturday evenings.

24 South Union Street

Just select your tire and say: "Charge It."

Oakland Six

A year in advance of its field!

SARGENT-BAKER, Inc.

South Union Street



DANCE

· DOMINO INN ·

LATTA ROAD-Ridge Road to North Greece

Featuring—CHICKEN, STEAK AND FISH DINNERS

Also A La Carte Service. Special Sunday Dinners. The choicest food, served with immaculate cleanliness, makes DOMINO INN the last word for an evening's enjoyment LOUIS DUSTIN, Prop.

DANCING EVERY EVENING-Music by Alfv Monk's Orchestra COVER CHARGE

Twenty-two Service Cars 22-

Competently Manned-Completely Equipped AWAIT YOUR CALL 365 Days a Year-24 Hours a Day

FREE TO MEMBERS

Finest Road Service Organization in America

STONE 1755

RABE'S ROAD SERVICE 98-104; 97-103 MANHATTAN ST. 130 MONROE AVE.



HOSE COMPANY NO. 12, ST. PAUL STREET

From Left to Right: Battalion Chief J. A. Slattery, W. J. Gage, A. P. Drechsler, W. T. Quinn, Captain J. H. Frazer, W. K. Gordinier, A. G. Reifsteck, E. J. Slattery, E. R. McCord, A. W. Wilferth, C. Lewis, W. J. Deegan, W. C. Pettis.

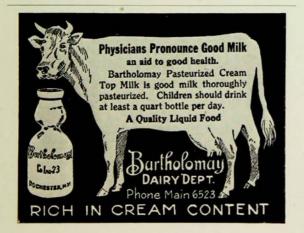


Barnard & Simonds Co.

Chair Manufacturers

HASTINGS AVENUE

Glenwood 1700



"We Move Everything But the World"

RAZ DELIVERY INC.,

GARAGE AND OFFICE, 6 DENNING STREET
C H A S E 4 1 0 7

Satisfying You, We Satisfy Ourselves Clothes for Men, Young Men, Big Boys and Little Shavers

Union Clothing Co.

H. H. BABCOCK COAL CO.

107 WILDER BUILDING

Compliments of

R. J. SEIDENBERG CO.

Cigars of Excellence

18 State Street 7 Clinton Avenue N.



RUSH for your City and Interurban MOVING



J. P. RUSH CARTING CO.

193 Cypress Street

STONE 7015

CHASE 2168

Compliments of

KEITH CIRCUIT

TEMPLE THEATER

E. F. Alber, President

J. J. MURDOCK, Gen. Mgr.

Allen Woolen Mills

F. L. HUGHES & CO.

Bridges - Steel

GLENWOOD 590

1029 LYELL AVENUE

JOSEPH T. SNYDER

Cigarist

18 MAIN STREET EAST

Rochester Savings Bank

Compliments of
WISE-BUNDOCK COMPANY



Main and Franklin Streets 509—MAIN—510





BLANCHARD STORAGE COMPANY, Inc.

Please Call MAIN 7021 When in need of

Piano, Long Distance and Local MOVING Fireproof and Non-Fireproof Warehouses for Storage Packing for Shipment

Main Office-Subway at Oak Street

C. D. Brown & Co., Inc.

MAKERS OF

Calf Leathers

FOR THE BETTER SHOE ROCHESTER, N. Y.

ROCHESTER BUTTON COMPANY

ROCHESTER BOX AND LUMBER CO.

MANUFACTURERS OF

Packing Cases and Shooks

Lock Corner Boxes a Specialty

ROCHESTER, N. Y.

Gayety Theatre The Home of COLUMBIA BURLESQUE

Always

Clean, Wholesome Burlesque Entertainment for the Entire Family. A Good Show Twice Daily at 2:15 and 8:15. Seats selling two weeks in

advance.

Phone MAIN 1301 for Reservations

SPECIAL Ladies' Bargain Matinee Daily, 25 cents Get the GAYETY HABIT-The Theater of Joy and No Regrets.

PORTABLE

GARAGES

Wooden frame garages, metal fireproof garages, garage doors, windows, screens, storm doors and sash. Radio cabinets. Special woodwork. Open Saturday Afternoons

WEST SIDE PATTERN WORKS 197 Lvell Avenue Glenwood 2565



F. H. DENNIS FACTORY

F. H. DENNIS, Proprietor

Manufacturer of Confectioneru

MAIN 6288

25 OTSEGO STREET

ADVERTISING NOVELTIES—SOUVENIRS

CONVENTION BADGES-ENGRAVED STATIONERY One Standard of Quality. One Objective of Purpose. Both will please you and cause you to "come again."

THE METAL ARTS COMPANY

77 SOUTH AVENUE

PHONES 2176-2177





Battalion Chief GEORGE N. FLETCHER



The Rochester Fire Department is an institution of great historic interest to Rochesterians. In fact, the men who make up the department have made a great part of the city's history. It is unusual that so great a percentage of the members of this municipal department should have been born and reared in Rochester and Monroe County. George N. Fletcher, Battalion Chief of District No. 2, is another true born Rochesterian. He was born in Rochester and educated in the city schools. He is married and resides at No. 46 Jefferson Avenue.

Chief Fletcher has seen active service in the fire department for more than a quarter of a century. He was early attracted by the courageous and thrilling life of a fireman and on May 19, 1896 he was appointed to the Rochester Fire Department. He served in many different branches of the service and in 1905 was promoted to the rank of Lieutenant.

The two most outstanding disasters during Chief Fletcher's time were the Orphan Asylum fire in 1901 and the Sibley, Lindsay & Curr department store fire in 1904. In 1908, Lieutenant Fletcher became Captain Fletcher and on April 16, 1921, he was given the rank of Battalion Chief.

Chief Fletcher is prominent in fraternal circles of the city, being a 32nd degree Mason. He is a member of Valley Lodge No. 109, F. and A. M. and a member of Damascus Temple. Although he has been in the fire department for thirty years, the thrill of fire fighting has not been lost. He is one of the most vigorous and aggressive men in the department.



MAIN 1233

MAIN 1234

Desks, Chairs, Safes, Filing Cabinets

Loose-Leaf Systems Blank Books

Rubber Stamps, Steel Stamps and Stencils

Edison-Dick Mimeograph Machines and Supplies

JOHN R. BOURNE

New location-133 STATE STREET-Opposite Andrews St.

A. B. COWLES

Folding Boxes - Display Boxes

Die Cutting - Novelties

MAIN 7210

4 COMMERCIAL STREET

TROTT BROTHERS COMPANY, Inc.

Memorial Craftsmen

STONE 3728

1120 MT. HOPE AVENUE



COMPLETE LINE

Bicycles Motorcycles Neracars Children's Velocipedes and Toy Vehicles

GEORGE L. MINER CO. 84-88 CLINTON AVE. SOUTH

Prompt Moving and Carting

Like the Fire Department, we answer all calls promptly. For quick Carting Service, just phone MAIN 1412!

SAM GOTTRY CARTING COMPANY

Office: POWERS ARCADE

Stables: 47 PARKWAY

Never-Stretch Mattress

QUALITY MATTRESS COMPANY

120 Mill Street

F. H. RAPP COMPANY

Building Contractors

Reinforced Concrete and General Construction

STONE 2359

188 MT. HOPE AVENUE

Overland and Willys-Knight

MILLER-LEE MOTORS, Inc.

28 SOUTH UNION STREET

STONE 1551



ENGINE COMPANY NO. 10, DRIVING PARK AVENUE

From Left to Right: Engineer Thomas Mooney, Driver William H. Clark, Frank Weber, William Burns, Timothy Daly, Frederick Beard, Charles Oldfield, Michael Sullivan, Engineer William Baker, Adam May, Driver John Reilly, Lieutenant William M. Stark.



Meier Furniture Co.

21 East Avenue

Barr & Creelman Co.

Plumbing and Steam Fitters' Supplies

74 Exchange Street

Ellwanger & Barry Realty Co.

B. FORMAN CO.

Clinton Avenue South

SAVE ELECTRIC SUPPLY CO.

Wholesale and Retail

Electrical Supplies
Illuminating Glassware and
Fixtures

MAIN 8273

166 CLINTON AVE. N.

JAMES FIELD COMPANY, Inc.

Awnings, Tents and Flags

41-43 EXCHANGE STREET

GEORGE R. STERLING BOILER AND ENGINE WORKS, INC.

GEO. R. STERLING, President

Member American Society of Mechanical Engineers Engineers, Machinists, Boilermakers, Blacksmiths, Firemasons, We install and repair Boilers, Steam Engines, Refrigerating Machines, Factory Machinery, Condensers, Turbines and Pumps, Steel Stacks, Breechings, Boiler Settings, Brick Chimneys, Furnace Brick Work, Machinery, General Foundation Work, Oxy-Accelylene Welding, Cutting,

CHASE 1207

20 CIRCLE STREET

GLENWOOD 3766-W, Night and Sunday

Van Berg Plating Co.

Frank J. Hart Monument Co.

High Grade Memorials

OPPOSITE DEWEY AVENUE ENTRANCE
OF HOLY SEPULCHRE CEMETERY

GLENWOOD 2231-J

Gold's

READY-TO-WEAR APPAREL
for Women and Misses
74-80 MAIN STREET EAST



VETERINARY HOSPITAL, DRIVING FARK AVESCE

Left to Right: Men—Thomas Nolan, William Martin, Frank Doyle, Eugene Gilmore. Horses—George, King Tut,
Poodle, Mugs, Bob, Jerry, Preny, Sham.



KOVAL ELECTRIC CO.

Wiring, Fixtures, Motors and Appliances

MAIN 3927

165 CLINTON AVE. N.

W. H. HAUBNER & SONS

Manufacturers of

Show Cases, Office, Store and Window Display Fixtures Office and Factory, 432 WILDER STREET

Phone Genesee 3307 Residence Phone Genesee 3840

Established 1856

Incorporated 1891

LOUIS ERNST & SONS

Builders' Hardware Tools, Cutlery

MAIN 8020

45 SOUTH AVENUE

FROMM BROTHERS

Manufacturers of

Fine Sausages

200 CAMPBELL STREET

COLLATOS BROS.

Florists

Artistic Decorations and Wedding Bouquets Floral Designs a Specialty

STONE 329

49 CLINTON AVE. SOUTH

Compliments of

CHOCOLATE SHOP

13 CLINTON AVENUE NORTH

MAIN 1060

MAIN 1061

L. H. PEACHEY CO.

Wholesale and Retail

Fish, Oysters, Clams, Poultry, Etc.

115 FRONT STREET

CHARLES H. LAMB

Wholesale and Retail

FISH

Oysters, Clams, All Sea Foods in Season

MAIN 1237

70 FRONT STREET

Eat at the

NATIONAL RESTAURANT

and

QUICK LUNCH

Open Day and Night

76 SOUTH AVENUE

E. C. O'BEIEN

UEBAN F. RITZ

O'BRIEN-RITZ MARKET, INC.

Quality Meats
at Reasonable Prices

MAIN 6638

69 FRONT STREET

M. KATZ

D. KATZ

KATZ BROTHERS

Wholesale and Retail

Meats and Poultry

MAIN 5685

67 FRONT STREET

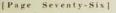
RALPH A. ALLEN

Quality Jeweler

Highest Grade Watches, Diamonds and Silverware.
All Kinds of Jewelry and Watches Repaired

GENESEE 1677

77 ORCHARD STREET





The OTTO MOTOR SALES CO.

Rollin Motor Cars

WM. B. LOOMIS, General Manager

GLENWOOD 4339

1441 DEWEY AVE.

RANKIN BROTHERS

Undertakers

GENESEE 2080 771 MAIN STREET WEST

MANHATTAN RESTAURANT

196-198 MAIN STREET EAST 25-27 EAST AVENUE

A. C. ERNEST LUNCH Co., Inc.

Just a Minute from Sibley's

TUCKER'S WHITE FRONT GARAGE

38 CORTLAND STREET

Just a Step from the Leading Hotels and Theaters

BROWN - BROWN CO., Inc.

Auto Accessories

219 EAST AVENUE

PAUL B. MARTIN, President
HARRY C. O'BRIEN, Vice-President

ROCHESTER COCO COLA BOTTLING CORP.

Manufacturers of

High Grade Beverages

ROCHESTER

HARLEY-DAVIDSON CORP.

129 Main Street West

GROET BROTHERS

General Contractors
Estimates Cheerfully Furnished

1059 N. GOODMAN STREET

STONE 6941

H. E. WILSON, Inc.

Florists

THREE STORES:

88 MAIN STREET EAST—Main 1084
33 FRANKLIN ST.—Main 1929
835 HUDSON AVE.—Main 4495

J. C. CLANCY CARTING COMPANY

3 GRAND AVENUE

STONE 1714

W. H. FRICK & SON

Undertakers

436 SOUTH AVENUE-Corner Comfort Street

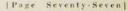
STONE 3517

GENERAL STREET SIGNAL CORPORATION

E. W. Kelly, Vice-President and General Manager

Traffic Signs

COMMERCE BUILDING





Miller-Babcock Spring Service, Inc.
Rochester's Up-to-Date Auto Spring Service Station



AZTEC BRAKE LINING SERVICE

STONE 843

318-320 EAST AVENUE

THE SENECA SHOE CO., Inc.

89 Allen Street

RIDGE HOTEL

GEORGE MUMBY, Proprietor

1504 LAKE AVENUE

JOYCE AND LANE MOTORS

GRAY and VELIE

Sales and Service 1685 DEWEY AVENUE

Glenwood 1133

STONE 1637

STONE 1647

The Leo Hart Co.

PRINTERS

3

Quick Work Reasonable Prices

SIXES

ST. PAUL

ANDREWS.

EIGHTS

PEERLESS MOTOR CARS

HARVEY G. KNUTH, Inc.

MAIN 3829

136-140 NORTH ST.

CHAPMAN HOUSE

62 South Avenue

If you're HOT under the collar

about delays in your PRINTING don't call the Fire Department—

CALL GILLIES LITHO AND PRINTING CO.

42 STONE STREET Main 2145 P. E. FELLOWS Pres. and Treas. OLIVER BROS.

Prest-O-Lite

Battery Service Station

109-117 MONROE AVENUE

Stone 6057

Stone 5047

F. W. HAHN TIRE CO.

Distributors of

HOOD TIRES

520 MAIN ST. E.

ROCHESTER, N. Y.

GOALD SUPPLY CO.
1594 DEWEY AVE.

C. W. TROTTER & SONS

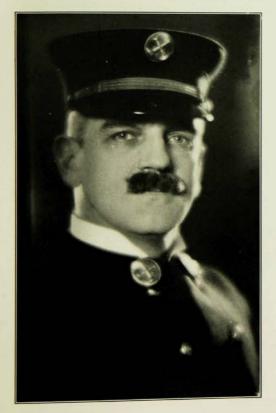
Furnaces, Ranges

Refrigerators, Hotel Supplies

55 ELM STREET



Battalion Chief ALEXANDER J. SUTHERLAND



One of the best liked members of the Rochester Fire Department is Battalion Chief Alexander J. Sutherland. He was born in Mt. Morris, N. Y., December 3, 1874. He attended the schools at Mt. Morris but came to Rochester at an early age. He was appointed a member of the fire department April 17, 1905. Diligent service brought rapid promotion and in 1910 he was made lieutenant. Two years later he was commissioned a Captain and in 1923 he was made Battalion Chief and assigned as instructor in the fireman's training school.

Chief Sutherland has an enviable war record, having served in the Spanish War, Philippine Insurrection and the Philippine Constabulary. He is a member of the L. Boardman Smith Camp, United Spanish War Veterans and a member of the Old Guard of Rochester. He is married and resides at 17 Locust Street.

In the Spanish War he actively participated in several of the major engagements. From Cuba he was sent to the Philippine Islands by the War Department and his spirit of adventure prompted him to accept an appointment in the Philippine Constabulary.

Chief Sutherland has made a splendid record as instructor in the fireman's training school, according to his associates. He is especially well liked by the younger members of the department with whom he exercises the greatest of patience in imparting to them the necessary knowledge for an efficient fireman.



GEORGE P. MARSHALL BOX AND LUMBER COMPANY

Manufacturers of Wooden Boxes and Shooks
RETAIL LUMBER DEALERS

100 COLLEGE AVENUE

Telephone-STONE 1614 CHASE 4590

NATIONAL DRY CLEANING COMPANY
Reliable, Old-Established
CLEANERS AND TAILORS

Phone for Our Auto

III PARK AVENUE

TOOTHILL PLATING WORKS

FREDERICK C. TOOTHILL, Proprietor

Electro Plating

Gold, Silver, Nickel, Copper, Brass, Bronze, Etc.

MAIN 7173

119 N. WATER STREET

FAUCHER-MAC MURRAY, INC.

Iron Work for Buildings

310 FRANKLIN STREET

MAIN 204

Compliments of

ROCHESTER MOON, INC.

MOON and

MC FARLAND CARS

CHARLES E. SHONE

Gasoline, Oils and Accessories

MT. HOPE AVE. AT GREGORY ST.

FLOWER CITY FOUNDRY CO.

Brass and Aluminum Casting

WEISS DRY CLEANING CO.

Specializing

Dry Cleaning by Our New Process

Goods Called for and Delivered

MAIN 6369

172 SOUTH AVENUE

GIUSEPPE GIUDICI

HOTEL-CIGARS

Gasoline and Oil Station

Main 3455

224 TROUP STREET

Hedges & Hoffman

Funeral Directors

MAIN 620

73 SCIO STREET

Compliments of

DUBLIN & STEWART

Electrical Contractors

430 COURT STREET

PLUM & LITTLE

Tool and Die Makers

Special Machinery, Machine Parts Tools, Dies, Jigs Fixtures

STONE 2348

30 N. WATER ST.



HOSE COMPANY NO. 3, FRANK AND PLATT STREETS

From Left to Right: Charles Dunbar, Captain Stephen Efing, Edward Pfaff, Carl Foos, James O'Keefe, Henry Hoderlein, Charles Heinrich, Jay Dickerson, John Smith, William Glynn, Acting Battalion Chief David Levy, Thomas Slattery.



Ask for "Mother Hubbard" Butter and Eggs

There are none better. Ask your dealer—if he does not carry them, 'phone us for your nearest Grocer.

H. H. HUBBARD

BUTTER AND EGG CO.

GENESEE 1045-1046

162 ARNETT BLVD.

BRETHEN'S

Ice Cream and Ices

GLENWOOD 314

448 LYELL AVENUE

CHAS. YAEGER

Bakery and Grocery

STONE 1400-L.

1036 CLINTON AVE. N.



Changed Sunday and Thursday

JOHN J. FARREN, Manager

Matinee Price, 10c and 20c. Evenings, 20c and 30c

For Service

CALL A CHECKER CAB

Main 370

New Cabs-Courteous Drivers

SAFETY is the Watchword

CHECKER CAB CORPORATION

L. M. Maier's Sons

Juneral Directors

STONE 609

870 CLINTON AVENUE N.

MELNYK AND DUDA

Cigars and Lunches

21 LOWELL ST., ROCHESTER, N. Y.

DIEHL for a Square Deal

Sterling Ranges and

Furnaces

GENESEE 3706

759-63 MAIN ST. W.

EVERY ONE KNOWS

There is no greater factor to improve the appearance of a man than a clean, comfortable shirt and collar. You are assured complete satisfaction by the

HOME LAUNDRY

F. J. HAFNER, Proprietor

MAIN 2978

587-595 CLINTON AVE. N.

MADISON HOTEL and RESTAURANT

GEORGE A. MOORE, Proprietor

56-58 Madison Street

SEYMOUR HOTEL

RATES: \$1.00 Upwards

48-50 SOUTH AVENUE

H. L. CONWAY & BROS.

Wholesale Tobacconists

Importers of Cigars

MAIN 7736

518 STATE STREET



Battalion Chief JOHN A. SLATTERY



JOHN A. SLATTERY was born in Rochester, December 9th, 1888. He is one of the best known firemen in the department, having been popular as an athlete in the days before he began his career as a fireman. On June 7, 1916, he married Miss Ruth M. Sweeney. He has two sons, John Junior, seven years old and George Raymond, six years old. He is a graduate of St. Monica's School and was a tackle on the original Jefferson football team which for seven years was champion of the city. He also played baseball on many semi-pro baseball teams in the city.

He entered the fire department at the age of twenty-one years and was stationed as hoseman at Engine 13 for two months. He then went to Hose 11 and was promoted to Lieutenant, June 1, 1914. He remained at Hose 11 as Lieutenant until July 1, 1918. On this date he was made Captain and sent to Hose 19, from where he was transferred to Pumper 4. On April 10, 1922, he was made Acting Battalion Chief and on September 2nd, 1923, he received permanent appointment in that capacity. He is in charge of Battalion District No. 1, stationed at Hose 12. He is a member of the Knights of Columbus Council No. 178.

Chief Slattery is one of the most aggressive fire fighters in the department. He has seen service in most of the big fires since he entered the department and has acquitted himself with great credit.



SARACHAN & ROSENTHAL

INC.

Smelters-Manufacturers-Dealers

METALS

High Grade Red and Yellow Brass Ingots

EAST SIDE AUTO PARTS

Our specialty is Auto Salvaged Parts for all makes of cars. Cash paid for Old Cars

117 BROADWAY STONE 2171 117 ATLANTIC AVE. CHASE 4764

Compliments of

E. & B. SHOE COMPANY

FINCH MOTOR CAR CO.

C. P. GENTHNER, Proprietor

Special Bodies for Fords

Hyde Fulcrum Springs

MAIN 1851

184-188 FRANKLIN ST.

C. GOVE

GENESEE 2886

S. Burtis



REPAIRING CARBON BURNING WELDING
TIRES ACCESSORIES STORAGE
Specializing in Electrical Work

CAFFERY & EVANS

Plumbing and Heating

MAIN 6229

366 MAIN STREET WEST

Henderson and Excelsior Motorcycles
Ranger, Henderson and Eagle Bicycles

ASH MOTOR CORPORATION

Bicycles and Motorcycles
ROLAND C. ASH, Manager

MAIN 4170

160-162 CLINTON AVE. N.

F. E. BERNHARD

Garage

Storage and Accessories-All Kinds of Repairing

1441 DEWEY AVENUE

James S. Conover President MORTIMER H. MILLER Vice-Pres. and Treas.

FOSTER COAL COMPANY, INC.

Lehigh, Reading and Scranton

COAL

STONE 764

392 CLINTON AVE. SOUTH

F. A. WOEHR MACHINE CO.

Designers and Builders of

Special and Automatic Machinery

General Repairing and Jobbing

STONE 4927

17 FAVOR STREET

CHARLES FRANK

Iron, Steel and Metal Scrap

Let me figure on your next accumulation

545 OAK STREET

GLENWOOD 1408

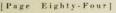
FRANK P. HUNT

Distributor

General Motor Trucks

STONE 4681

15 PITKIN STREET





Supervisor of Engines Frank Walter



Frank Walter's twenty-one years' service as Supervisor of Engines in the Rochester Fire Department has distinguished him as a man of ability and capability. Besides being capable of filling his position he has always taken a great interest in the fraternal activities of the department.

Mr. Walter started in the department in 1903. Prior to that time he was with the American Fire Engine Company. Practically his entire life has been spent in the study of fire-fighting equipment, and in the forty-three years that he has been in this work he has seen many and wonderful changes in apparatus. He is a native of New York State, having been born at Buffalo in 1856. When but a small child his parents removed to Seneca Falls. At the age of about twenty-five years he entered the employ of the American Fire Engine Company at Seneca Falls. After twenty-two years with this company, during which time he traveled over New York State and made a study of fire engines and tested them for the company, he accepted his present place with the Rochester Fire Department.

Since his connection in Rochester he has seen many large fires and has participated in practically all of them. During his service he has been injured only once. This occurred in the machine shop of the local department in 1907 while he was assisting in the re-tiring of a wheel of the fire engine. He was severely burned but suffered no permanent injury.

Mr. Walter is married and has one son. He resides at 196 Roslyn Street.



ROCHESTER AUTOMOBILE CLUB ROAD SERVICE STATION No. 2

We Never Close

ERDLE GARAGE, INC.

General Repairing and Storage GASOLINE, OIL AND ACCESSORIES CHASE 4135—CHASE 2126-W

634 SOUTH AVENUE

ROCHESTER, N. Y.

EAST END FOUNDRY

Brass, Bronze, Aluminum Castings

CHASE 4266

20 GERTRUDE STREET

Compliments of

MURRAY THEATER

218 Murray Street

HOFFMAN CONSTRUCTION COMPANY

Engineers and Contractors
BUILDING CONSTRUCTION

Office and Yard-19 EVERGREEN STREET

CASE Motor Cars

Sales and Service
WILLIAM L. ROWLEY, JR.

STONE 2156

293 CENTRAL AVE.

GEORGE P. YOST

Storage

10-12-14 So. Washington Street

ROCHESTER NOVELTY WORKS

Manufacturers of Metal and Wood Specialties Hardware Specialties Church Specialties

Phone STONE 7134

5 LUNDY'S LANE

Established 1846

Incorporated 1907

JOHN TAYLOR & SONS

Wholesale and Retail

HATS, GLOVES SWEATERS, HOSIERY

18-20 FRONT STREET

FIRE AND WATER

—and the heat, muss and mess they cause on wash day takes from the health and happiness of the housewife far more than our laundry prices take from the family purse.



CRESCENT-PURITAN LAUNDRY
GLENWOOD 360 1630 DEWEY AVE.

Your Satisfaction Means Our Success

White Rose Bakery

Baked Goods for All Occasions

1100 CLINTON AVENUE NORTH
MAIN 7557

MORLEY MACHINERY CORPORATION

Engineers and Machinists

LOCATED IN OUR NEW PLANT

1139 UNIVERSITY AVENUE

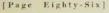
C. W. Ramsperger, Pres. and Genl. Mgr.

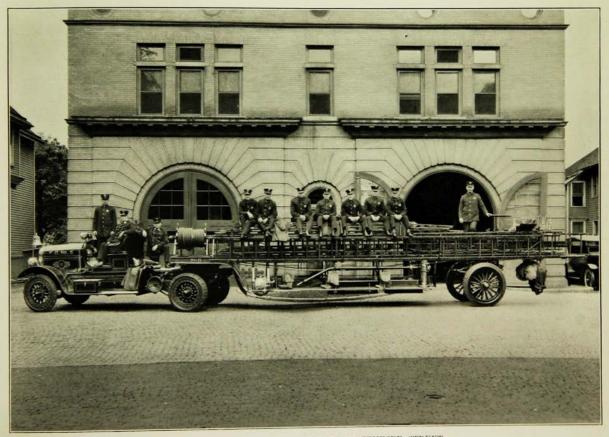
WEST CARTING AND STORAGE COMPANY, Inc.

200 HAMILTON STREET

Satisfaction and Service since 1895 Crating and Shipping Household Furniture Telephones:

Office and Warehouse Stone 3289 Residence Park 337-R





HOOK AND LADDER COMPANY NO. 5, GENESEE STREET

From Left to Right: William P. Murphy, Captain Richard C. Boon, Lieutenant Gustave W. Kern, Charles Huff, Frederick J. Longmore, Albert W. Young, William M. Groves, Walter T. Kane, Daniel McMahon, Arthur J. Reid, James D. Foley.



HAYES, SHARP & HAGGERTY, Inc.

Insurance of All Kinds

INSURANCE SERVICE BUREAU

4th Floor East Ave. Bldg. 49 EAST AVENUE Telephones: STONE 1196 STONE 1197

See

BANCROFT MOTORS

for

Hudson and Essex Motor Cars and Good Used Cars

MAIN 6562

33 STILLSON ST.

WHITE'S

Dyeing and Cleaning Works
139 HAWLEY STREET

Goods called for and delivered

Call Genesee 2425

It means money to you

CO-OPERATIVE

FIRE INSURANCE AGENCY

E. S. Bohachek, Manager You Get the Dividends

MAIN 2503

CADILLAC BUILDING, COURT STREET

C. V. KNAPP

CHRIS MERLAU

CENTRAL SUPPLY HOUSE

SUPPLIES FOR THE

Butcher, Baker, Confectioner Restaurant and Soda Fountain

MAIN 650

41-45 NORTH WATER STREET

MONROE COUNTY OIL CO.

Producers and Dealers in

Pure Pennsylvania Petroleum and Its Products

22-46 WRIGHT STREET

JOHN VAN INGEN, Pres. J

J. W. VAN INGEN, Sec.

THE VAN INGEN COAL COMPANY

GLENWOOD 245

170 LYELL AVE.

J. Hudson Miller, Pres. and Treas. Louis Raab, Vice-President E. J. Kuhne, Secretary

MILLER CABINET COMPANY

Manufacturers of

Parlor, Hall, Library, Mission and Fancy Furniture 310-322 WHITNEY STREET

FLOWER CITY CHARCOAL COMPANY

J. R. Keil, Manager

Wholesale Dealers in Lump and Milled Charcoal

135-149 COLVIN STREET

SWISS LAUNDRY

Telephones:

Main 456 Main 457

93-99 EXCHANGE STREET

Compliments of

NEWCOMB-ANDERSON SHOE COMPANY

276 SANFORD STREET

DEMLER ART CORPORATION

Enameling and Japanning

We Specialize in Imitation Wood Finishing on Metal

CHASE 4881

63 MT. HOPE AVE.



Established 1876

NUNN BRASS WORKS, INC.

Albert C. Wischmeyer, President

Brass Goods of All Kinds

GENESEE 163

17 Wentworth St.

Established 1888

ROCHESTER CABINET CO..Inc.

Manufacturers of
Bank, Store, Office and Library Fixtures
High Grade Cabinet Work

MAIN 2368

404 PLATT STREET

Compliments of

LEVIS MUSIC STORE

39-41 SOUTH AVE.

412 MAIN ST. EAST

Blue and Photo Printing

Drawing and Artists' Materials

H. H. SULLIVAN, INC.

67 SOUTH AVENUE

WATTS DRY CLEANING CO., Inc.

Expert Dry Cleaning Service

322 COTTAGE STREET

PHONE GENESEE 614

AUTO DELIVERY

SWEENEY & BOLAND

"Art is the beautiful way of doing things"

A. E. FISHER

INTERIOR DECORATIONS

STONE 5388

197 EAST AVENUE

CHINA-GLASS

SILVER

DUDLEY, GIVEN, SIMPSON

Incorporated

ELEVEN EAST AVENUE

WALTJEN'S

Painters and Decorators

Wall Papers

394 MAIN STREET EAST

DARROW SCHOOL OF BUSINESS

218 EAST AVENUE

Telephone: STONE 1974

CARL GOEDDERTZ

Painter and Decorator

MAIN 1473

390 SOUTH AVE.

THE GRAY CARPET CLEANING WORKS

Oriental and Domestic Rug Washing

251 SANFORD STREET



The S. BROOKS FURNITURE Co.

Dealers in

Furniture, Talking Machines, Stoves Carpets, Rugs, Draperies

MAIN STORE
125-133 North Street
MAIN 3656
CASH OR CREDIT

BRANCH STORE
402 State Street
MAIN 7233
OPEN EVENINGS

J. S. McCONNELL

Tin, Slating and Gravel Roofing

Practical Tin, Sheet-Iron and Cornice Work, Roofing and all kinds of Jobbing, Blow Pipe Work, Smoke Stacks, Heavy Sheet-Iron Work, Standard Labeled Tin Clad Fire Doors.

MAIN 3081

271 MILL STREET

House Phone, Glenwood 641

W. C. BROWN & CO., INC.

Master Dyers and Cleaners

MAIN 3548

64 CLINTON AVE. S.

HAVERSTICK & CO., INC.

Mill Supplies

FORD AND SPRING STREETS

PETER J. CONNELLY

Mason and General Contractor

CENTRAL TRUST BUILDING

COMPLIMENTS

OF A

FRIEND

AMERICAN TAXICAB CO.

Cadillac Service

Main 2428 Main 2429

287 CENTRAL AVENUE

HANNA LUMBER COMPANY

133 MURRAY STREET

TELEPHONE GLENWOOD 3160-3161

HETZLER BROS. ICE CO., INC.

701 Driving Park Avenue

Rochester, N. Y.

CONGDON AUTO PARTS COMPANY

G. E. Congdon, Proprietor

Dealers in Used Parts

Tires, Tubes, Generators, Magnetoes, Carburctors and Accessories of Every Description. Used Cars Bought, Sold and Exchanged

STONE 6824

550 CLINTON AVE. S.

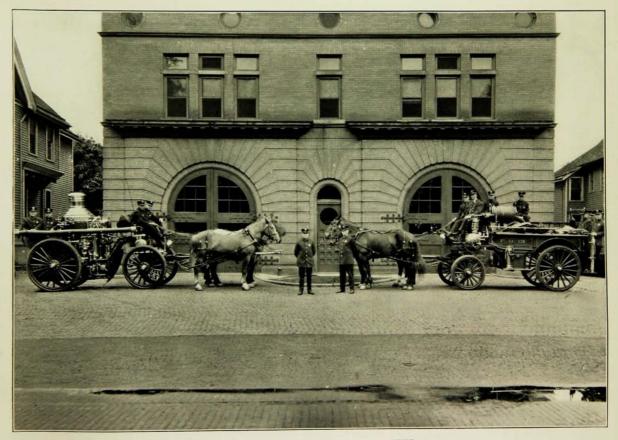
M. SUSKIND & SON

Paints—Wall Paper Window Shades

165-167 STATE ST. MAIN 6283 289-291 JOSEPH AVE. STONE 6840 Compliments of

THE ABSTRACT GUARANTEE

47 SOUTH FITZHUGH STREET



ENGINE COMPANY NO. 13, GENESEE STREET

From Left to Right: Oscar H. Streiff, John A. Potter, August F. Schultz, Lewis W. Cooper, Walter P. Langenbacher, Roy E. Melody, John J. Irwin, Lieutenant Edward J. Cawthra, Charles H. Fuller, John W. Shevlin, Albert E. Quigley, Adelbert P. McMillan, Arthur C. Walters



DORT

GILPIN MOTORS submit a complete line of Dort Sixes for your approval, ranging in price from \$1,095 to \$1,595.

COONS MANUFACTURING CO.

203 State Street

CORBETT-STEEVES PATTERN WORKS

Wood and Metal Patterns

Special Woodwork-Memorial Tablets

MAIN 5730

55 ALLEN STREET

PROGRESSIVE FOUNDRY CO.

INC.

Manufacturers of

Gray Iron Castings for Machinery

General Jobbing Work

GENESEE 1116

10 MT. READ BLVD.

SUNSHINE OIL COMPANY

Gulf Petroleum Products

That Good Gulf Gasoline

Supreme Auto Oils

GLENWOOD 3440

1525 CLINTON AVE. N.

W. J. HALL CO., INC.

Out Door Advertising

100 Lake Avenue

Aster Theatre

George Frank, Manager

STONE 3275

CHASE 2234

BAY AND SECOND STREETS

NATIONAL SKYLIGHT AND VENTILATOR CO.

Manufacturers and Contractors for the

"NATIONAL" STEEL PUTTYLESS SKYLIGHTS and Roof and Window Ventilators for all Types of Buildings and Cars

TELEPHONE 6896

It's Easy to Pay for a



For Economical Transportation

CUNNINGHAM-JOYCE MOTOR CORP.
GLENWOOD 315 706 DEWEY AVE.

L. BLACK COMPANY

156 St. Paul Street

ROCHESTER

IRON & METAL CO., INC.

325 St. Paul Street

C. A. WEIDNER CO.

Tool and Die Makers

222-228 Mill Street



FORD CLEANING CO.

57 MONROE AVENUE

"Better cleaners, dyers and pressers"

Our cars are on your own street every morning and afternoon.

Just call STONE 530 STONE 531

We are experts in the cleaning, dyeing and pleating of ladies' fancy gowns and skirts. We guarantee our work and service.

Compliments of

BURR & STARKWEATHER CO.

Farm, Poultry and Dairy Supplies

42 STONE STREET

ARCHER MANUFACTURING COMPANY

FERDINAND BUEDINGEN & CO., INC.

Paper Box Manufacturers

297-299 STATE STREET



T. H. MARRION & CO.

Designers and Builders of Monuments

478 STATE STREET

MAIN 7522

DAN E. MAHER CO. FURNITURE

192-196 ST. PAUL STREET

WILLIAM T. JACKLING

Rochester's Building Wrecker
HAY—GRAIN—COAL

OFFICE, 241 SOUTH AVENUE—MAIN 1779 YARD, 680 CLINTON AVE. S.—STONE 4765

ROBERTSON-CATARACT ELECTRIC COMPANY

Statewide Service Electrical Merchandise, Apparatus and Fixtures Edison Mazda Lamps

BUFFALO

SYRACUSE

UTICA

186 CLINTON AVENUE NORTH

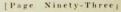
Compliments of H. K.

SPECIAL PARTS

Automatic or Hand Machines Small Lots—Let Us Quote

ROCHESTER MACHINE SCREW CO.
15 CALEDONIA AVE. STONE 1359

ROCHESTER
FOOD PRODUCTS
CORPORATION





STALKER & O'NEIL SASH & DOOR COMPANY

Sash, Doors, Blinds, Newels, Balusters Brackets, Mouldings, Sawing and Turning Window and Door Frames

Established 1885

MAIN 647

COR. ALLEN AND PLATT STREETS

Lincoln Theatre

EDDIE'S CHOP HOUSE

Formerly chef at Bullock's Chop House; later at Whitcomb House

Now at 155½ Main Street East Downstairs

WELSBACH GAS APPLIANCE COMPANY

Distributors

Gas and Electric Supplies

C. E. RICHMAN, Manager 34 N. FITZHUGH ST.

E. H. CLARK COAL CO.

This Sign Means Quality

81 East Avenue, corner of Chestnut St.

MAIN 18

VIERHILE & WESTFALL

INC.

General Insurance

MAIN 408

504-505 POWERS BLDG.

Compliments of

A FRIEND

FLOWER CITY SPECIALTY COMPANY

Manufacturers of

Paper Boxes and Novelties

MAIN 630

250 MILL STREET

PHILIP'S GARAGE

General Repairing

Oxy-Acetylene Welding Tow Car

STONE 257 425 JOSEPH AVENUE Night Call, MAIN 6143-W

VOGT TOOL WORKS

Tools and Dies

Special Machinery—Jigs and Fixtures

MAIN 5450

46 STONE STREET

24-Hour Service-Main 2350

BLISS PLUMBING and SUPPLY CO.

Plumbing
Hot Water Heating
300 ANDREWS STREET

WM. J. MEISENZAHL

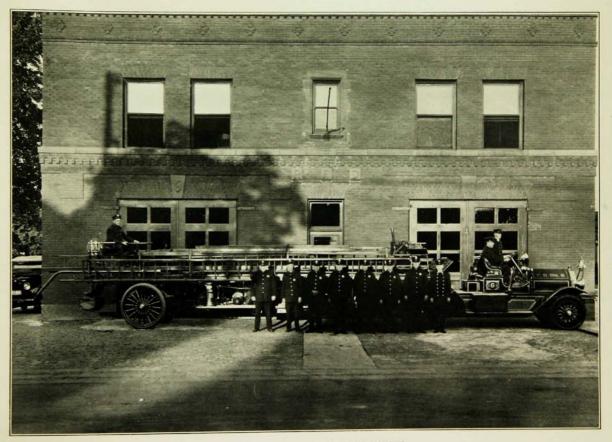
ALBERT MEISENZAHL

MEISENZAHL BROTHERS COAL CO., INC.

COAL

GENERAL OFFICE, 695 PORTLAND AVENUE

STONE 416 MAIN 1254



TRUCK COMPANY NO. 6, HUDSON AVENUE

From Left to Right: Charles Greenhagen, Tillerman, William Dank, Amandus Werner, Robert Young, Clarence Bloomer, George Hauer,
Louis Mrzywka, Charles May, Lieutenant Fred Stark, Driver George Kupferschmidt, Captain Edward Selke.



PIANOS — PLAYER PIANOS VICTROLAS

Home of the Ampico
Rochester's Leading Music House

MUSIC LOVERS' SHOPPE 29-31 East Avenue

CHANCELLOR

Cigars

It's a pleasure to smoke them

Established 1870 Incorporated 1914 Office Phone Stone 3929

W. J. KEWIN, INC.

Plumbing, Heating and Tinsmithing

552 COURT STREET

Residence Phones

BENJAMIN KEWIN Park 909-J FRANK SCHUTH Main 3930-W

V. VALENTE, INC.

Complete Home Furnishings
Red Cross Stoves and Ranges

GLENWOOD 541

205 LYELL AVENUE

Ingmire & Thompson Co. FUNE RAL INTERESTRUT ST. CORNER OF COUNT ST. Rochester, N.Y.

JOY, CLARK & NIER, INC.

Makers of Women's Shoes

Rochester, N. Y.

SCHAEFER-ROSS CO., INC.

Largest Manufacturers of Photographs for Advertising in America

DISPLAY AND DIRECT ADVERTISING ROCHESTER, N. Y.

AT YOUR SERVICE

Expert Repairing of Radiators, Fenders, Body Dents and Jams AUTO PAINTING

SANDERS AUTO SHEET METAL WORKS 31-33 SCIO STREET

Between East Ave. and Main Street

STONE 6441

A. KALINSKY

Expert Tailoring

Cleaning

Dyeing
All Kinds of Fur Work
Work Guaranteed

nteed

STONE 4341

737 MONROE AVE.

Repairing

ROCHESTER BARN EQUIPMENT COMPANY

STONE 3638

185 NORTH WATER ST.

"Let Sinden Do It"

WILLIAM T. SINDEN Upholsterer

Maker of Overstuffed Furniture, Pillows, Cushions, Table Scarfs, Etc.

Re-upholstering, Caning, Re-finishing Materials of all kinds for sale

GENESEE 1050

160 BROWN STREET

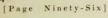
FLOWER CITY ICE CREAM CONE MFG. CO.

Cones of All Grades

L. P. ACIERNO, Proprietor

GLENWOOD 2329

17 PETREL ST. Near Expo. Park





Assistant Supervisor of Engines John Hoffman



One of the most responsible positions in the Rochester Fire Department is that held by John Hoffman. Although he is one of the youngest men in the entire organization, Mr. Hoffman is entrusted with the care of all the motorized equipment of the department. It is his duty to keep the motors on all apparatus in running condition so that there will be no slip up in an emergency.

Mr. Hoffman was born in Rochester and educated in the public schools of the city. He is single and resides at 131 Bartlett Street. He entered the Fire Department when he was scarcely 21 years old on March 16th, 1911, and was assigned as a driver of motor vehicles. His proficiency at this work soon was brought to the attention of Commissioner Hamilton and he was assigned to the Commissioner's car. Later he drove the car of Commissioner Barcham.

Mr. Hoffman's thorough knowledge of automobile mechanics stood him in good stead in securing promotion and this year he was appointed Assistant Supervisor of Engines, with rank just above that of Captain. In his present position he has gained for himself a fine reputation for efficiency and initiative.

Many suggestions for improvement in the mechanical apparatus of the Fire Department made by Mr. Hoffman have been adopted and the efficiency of the motor apparatus is credited largely to him by high officials of the organization. He is a Thirty-Second degree Mason and a member of Damascus Temple, A. A. O. N. M. S.



SCHOEN BROTHERS

NASH

Automobiles

SALES

SERVICE

118-120 GENESEE STREET GENESEE 446

GEORGE N. PERRY CO.

"Eat Perry's Pies"

C. W. GILES FRANKLIN MOTOR CAR

24 Scio Street

LOUIS W. WEILN

HENDY W. WEDEL

WEHN & WEDEL

General Fire Insurance

Fire, Automobile, Plate Glass, Liability, Yacht, Bonds Representing Boston Insurance Co. Old Colony Insurance Co. MAIN 1539

MAIN 1539

206-207 POWERS BUILDING

Rickenbacker

MOTOR CARS

SIXES

EIGHTS

ADDISON-RICKENBACKER COMPANY

187 EAST AVENUE

C. F. SCHEUERMAN

Funeral Director

GENESEE 438

230 BROWN STREET

SWALBACH BUILDING PRODUCTS CO.

BUILDERS EXCHANGE

ROCHESTER, N. Y.

RALPH E. WEST

FRED C. WEST

WEST BROTHERS

SERVICE STORAGE COMPANY

Furniture and Pianos Moved, Stored and Packed for Shipment, Local and Long Distance Moving.

CHASE 2833

722 CLINTON AVE. SOUTH

GEORGE M. CLANCY CARTING CO., Inc.

Auto Vans for Local and Long Distance Moving Furniture Moved, Packed, Stored, Shipped

STOPACE WAREHOUSE

287 WEBSTER AVE.—Opposite Hazelwood Terrace
Office Phone STONE 719
Res. Phone GENESEE 331-W

CANDIES

PIPES

H. P. BREWSTER CO.

Tobacco Jobbers
Muriel Cigars

41-43 S. WATER STREET

J. C. BAART

Tires

Auto Accessories

Alemite Greasing

Oils and Gasoline

CLENWOOD 2000

LYELL and SARATOGA Aves.

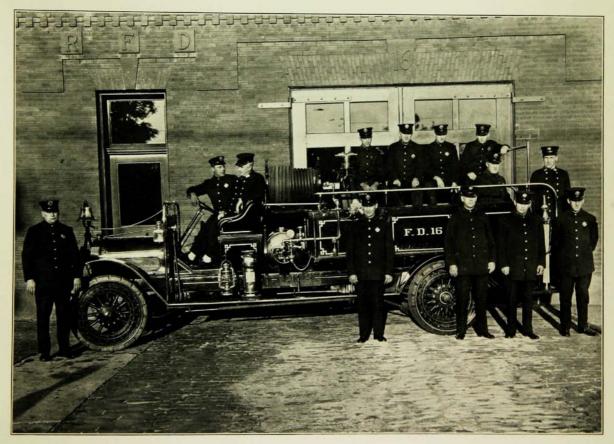
CHARLES E. KOHLMETZ

Iron Works

Manufacturer of Fire Escapes, Iron Stairs, Sidewalks, Elevators, Iron Forging, Ornamental Iron Fences, Balconies, Railings, Doors, Window Sash. Steel Beams and Wrought Iron in Stock

MAIN 2138

178-180 NORTH WATER ST.



HOSE COMPANY NO. 16, HUDSON AVENUE

Left to Right: Frank Specksgoor, Adolph Legler, Captain Edward Ragan, John Sullivan, Leo Leicht, Louis Fien, Clarence Vose, William Henn, Lieutenant Joseph Long. Front Row: Arthur Herrmann, William Fogarty, Samuel Gosnell, J. Henry Dunbar.



MENRAD, CALLAGHAN MOTOR CORPORATION

Sales, Service and Parts

GLENWOOD 2385

1844-1856 DEWEY AVE.

W. C. GOODGER

Manufacturer of

Children's First Step Turn Shoes

For Jobbers Exclusively

89 ALLEN STREET

PLUMBING, STEAMFITTING, INSTALLATIONS AND SUPPLIES

We have been serving the people of Rochester and vicinity for thirty-nine years with the same ideals always in view.

HOWE & BASSETT CO., Inc.

Tel. STONE 230

McCALL MACHINE WORKS

PAIGE SALES COMPANY

180 Clinton Avenue South

COCHRANE-BLY

Tools, Dies and Gauges

15 James Street

LAUER FURNITURE CO.

34 SOUTH AVENUE

GEORGE W. MILLER

Last Manufacturer

14 COMMERCIAL STREET

Compliments of

WILTSE-DE YOUNG MOTORS, INC.

MAIN 3243

202 FRANKLIN STREET

ROCHESTER WELDING WORKS

J. H. BAUMER, Manager

Electric Welding, Oxy-Acetylene Welding and Cutting

Boiler Welding GENESEE 3736 Mfrs. Steel Tanks 349 ORCHARD ST.

FLANIGAN CARTING CO.

Moving, Vans and Storage

GLENWOOD 751

337 DRIVING PARK AVE.

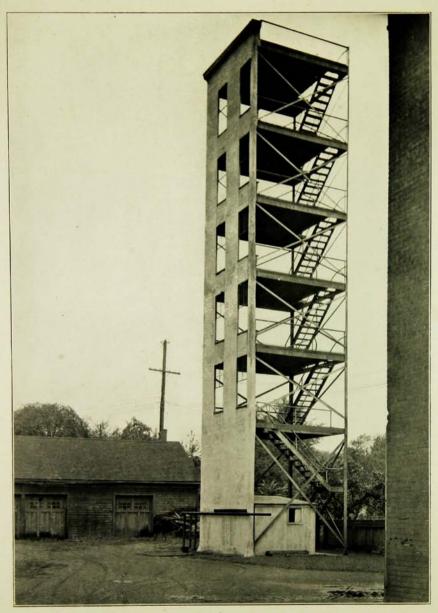
EMPIRE LAST WORKS

Branch United Last Co.

Palmer Street

Rochester, N. Y.





TRAINING TOWER, FIREMEN'S SCHOOL GENESEE STREET



SPACHER'S GARAGE

SPACHER BROS., Proprietors

Caspar Oil Goodyear Tires

COR. CLIFTON AND EPWORTH

GENESEE 3169

HARRY P. KELLOGG

Thresher and Mill Supplies

New and Second Hand

MACHINERY

461 MAIN STREET WEST

"THOSE SMITH BOYS"

Automobiles

STONE 593

6 PITKIN STREET

EARL R. YAKY

GERALD J. MCGREAL

CULVER ROAD GARAGE

Tires, Tubes, Accessories

Vulcanizing, Storage, Gasoline, Oils, Greases

CHASE 686

1374 CULVER ROAD



I. UNDERBERG

Auctioneer
Stock Buyer and Broker
100 NORTH STREET

MAIN 420

Compliments of

F.S. ELAM SHOE CO.

176 North Water Street

LANE'S GARAGE

Repairing and Overhauling
Regrinding

MAIN 7108

209 CLINTON AVE. N.

SHERMAN STREET GARAGE

AUGUST J. ROGGIE, Proprietor

Expert Automobile Repairer

Battery Service-Welding

GLENWOOD 473

407 SHERMAN STREET

POWELL MACHINE WORKS

Tools, Dies
and Special Machinery

General Machine Work and Metal Stamping

STONE 3816

33 S. WATER ST.

LYRIC THEATER

689 Clinton Avenue North

MIKE LOMIO HOTEL

Lunches, Meals
and Rooms

406 LYELL AVE.

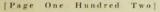
GLENWOOD 3148

BENEDICT MEISENZAHL

COAL

377 MAIN STREET WEST

MAIN 68 MAIN 6863





Best wishes

to the Firemen of Rochester and their Association in the attainment of their splendid ideals.



Wegman-Walsh Press

13-23 South Water Street

Compliments of A Friendly Firm

THE PFAUDLER CO.

ROCHESTER, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment

Executive Office: 217 CUTLER BLIG., ROCHESTER, N. Y. Branch Offices in Main Centers Factories at: Rochester, N. Y., and Elyria, Ohio



PRODE

Glass Lined Milk Pasteurizers Glass Lined Truck Tanks Glass Lined Chemical Storage Equipment

Glass Lined Stills

Glass Lined Evaporating Pans Glass Lined Vacuum Pans

Glass Lined Storage Tanks

Glass Lined Car Tanks

Glass Lined Emulsifiers Glass Lined Tilting Kettles Glass Lined Mixing Tanks

Glass Line Cascade Dishes Glass Lined Laundry Chutes

Glass Lined Rubbish Chutes

