



T H E O L D E S T W I N E R Y I N A M E R I C A

IRONDEQUOIT, N. Y.

IRONDEQUOIT WINE CO.

CANANDAIGUA, N. Y.

---

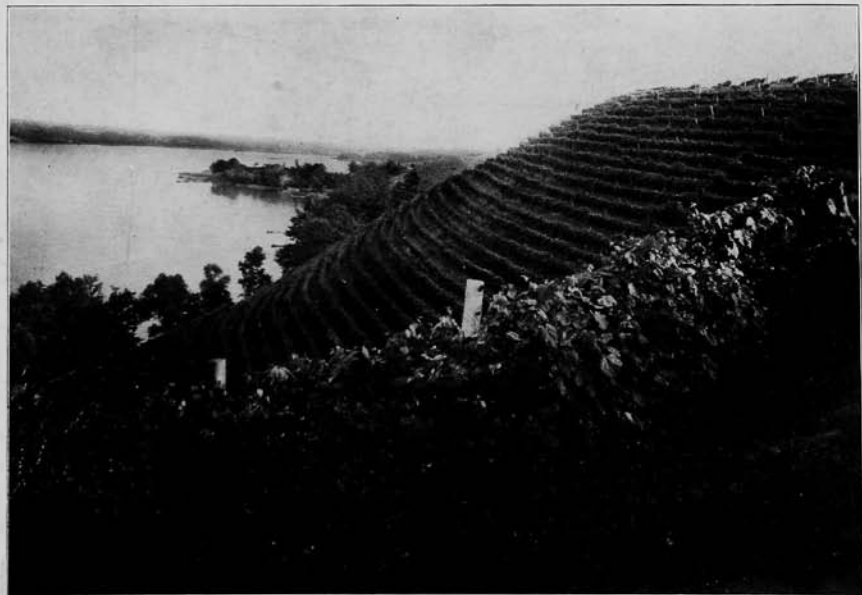
---

**T**HIS business dates back to 1832, when a Mr. Vinton operated a small winery on the site of the present establishment, which was secured by Mr. A. D. McBride in 1870. Since then the growth of the business has been phenomenal. Shipments of their world-famed Port, Sherry, Catawba, Claret and Brandies are made into all parts of the United States and foreign territory. "Absolutely pure" is the verdict of the most eminent medical practitioners throughout the country regarding Irondequoit Wines.

Mr. A. D. McBride, the founder, is the president, and Mr. W. S. Titus is the secretary and treasurer.

---

---



Sectional View of Irondequoit Vineyard, Irondequoit, N. Y.





3 9077 00639397 2

**Reference Book  
Not for Circulation**

Central Library of Rochester and  
Monroe County  
Local History & Genealogy Division  
115 South Avenue  
Rochester, New York 14604

5J3

296 1-1  
W676j  
Wile  
The Jews of  
Rochester

**ROCHESTER PUBLIC LIBRARY**

# E. M. Higgins Company, Inc.

WILLIAM J. GUCKER, Treasurer and General Manager

## Wholesale and Retail Wine Merchants

NEW LOCATION 151-153 Main St. East, Rochester, N. Y.

Former Home 18 Main St., West

As purveyor to people who require the choicest brands of wines, foreign or domestic, rare liquors, cordials or any clarets, the E. M. Higgins Company enjoys the proud distinction of having succeeded to a business which dates back to the year 1851, and by reason of increased facilities—due to occupying their "own home"—which has been remodeled and improved to meet trade requirements—is prepared to more faithfully serve their large clientele.



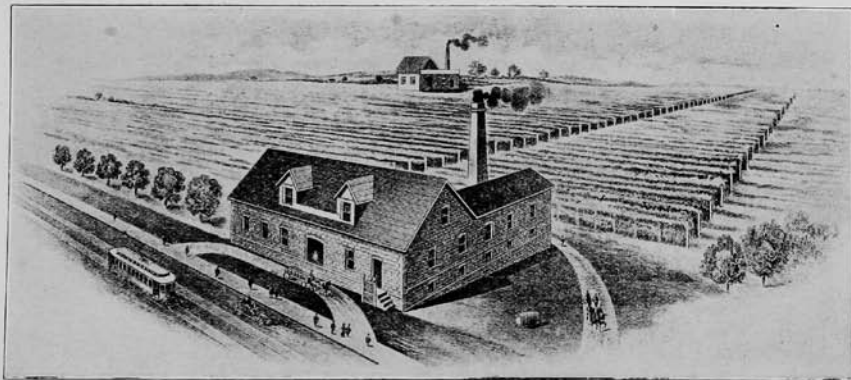
WILLIAM J. GUCKER, Secretary, Treasurer, and General Manager of the E. M. Higgins Company

The business of the Higgins Company was founded in 1851 at 100 State street by Henry L. Ver Valin and continued by him at that address 'till 1857 under the title H. L. Ver Valin & Company; was continued to 1863 after which the business was located at 106 State street. In 1866 the business was located at 55 State street. Mr. Ver Valin died in 1868 and Mr. James M. Backus, his former clerk, and Mr. Elisha F. Hyde purchased the business, continuing to 1875, when Mr. Hyde maintained entire control 'till 1873 when 64 E. Main street was occupied and until 1876 the title was E. F. Hyde & Company and removed to 21 W. Main street and so conducted 'till 1879 when Elisha F. Hyde died. His widow, Martha F., then succeeded and conducted the business 'till 1881 when Ezra M. Higgins bought the business. In 1884 the business was removed to 6 and 8 State street. In 1885 it was removed to 10 State street and continued 'till 1887 when the name became E. M. Higgins & Company and conducted at 235 E. Main street. In 1888 the business was moved to 59 State street and until 1894 was known as E. M. Higgins. In 1890 a branch store was conducted at 235 E. Main street, the name being Higgins and Matthews, this store now being the principal one. In 1892 the stores conducted by Higgins and Matthews at 238-240 and 242 E. Main street became the headquarters and 10 E. Main street the branch. This continued 'till 1894 when E. M. Higgins assumed entire control of the business and continued at that location till 1896, when he occupied the former home of the present E. M. Higgins Company, 18 W. Main street, at which location Mr. Higgins continued 'till December 31st, 1901, when his business interests was acquired by the E. M. Higgins Company, a corporation of which the present officers are O. H. Gucker, President; S. Gucker, Vice-President, and Wm. J. Gucker, Secretary, Treasurer and General Manager. Mr. Gucker, the present head of the E. M. Higgins Company, has acquired a host of friends both in Rochester and throughout the State of New York in which territory the patronage of the company is drawn. He is identified with many interests and is a member of A. F. & A. M. Monroe Commandery, Damascus Temple Mystic Shrine, and of No. 24 B. P. O. Elks.

# DU BELLE GRAPE JUICE CO.

ESTABLISHED 1872

PLANTS AND VINEYARDS IRONDEQUOIT, MONROE COUNTY, NEW YORK



Sectional view of the Dubelbeiss Wine Co's Plant and Vineyard at Irondequoit, N. Y., known as the "Garden Spot of America," the place where the "world famed" Du Belle Grape Juice is made.

In 1872 Mr. Louis J. Dubelbeiss, father of the present head of the business, founded the business in a very small way, the manufacture of wines being confined to the cellar of his residence. The total acreage of the vineyards of the Dubelbeiss Wine Co. is about eighty and the manufactured product is shipped to all parts of the world. About 1906 Mr. Louis J. Dubelbeiss, who succeeded his father in this industry, undertook the manufacture of Grape Juices, from the natural juice of the choicest Concord grapes, which is preserved by a simple process of pasteurization. The name and fame of the Dubelbeiss Wines and the Du Belle Grape Juices is far reaching, being endorsed by the medical profession, home folks and *bon vivants*. The Du Belle Grape Juice Co. maintain a distributing agency in Rochester City, No. 82 N. Water Street.

# HAMMONDSPORT VINTAGE CO. ON LAKE KEUKA

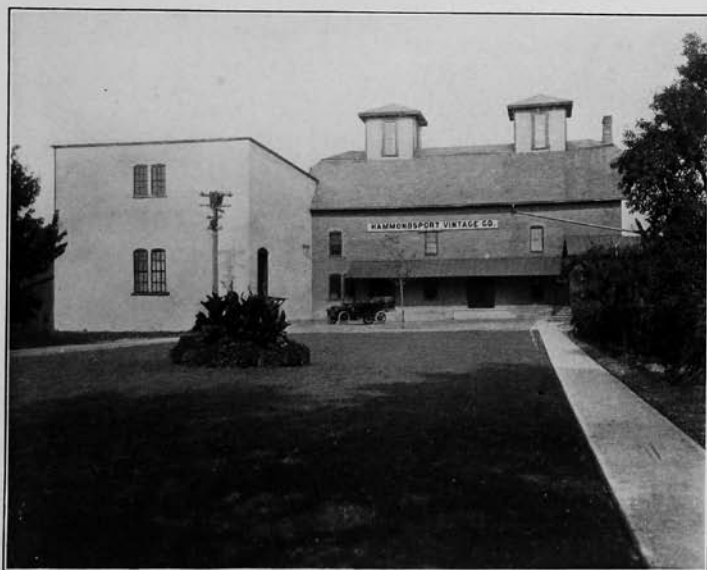
MANUFACTURERS OF THE CELEBRATED

"Gilt Edge" Champagne and "Imperial" Sparkling Burgundy  
FERMENTED IN THE BOTTLE

ALSO GROWERS OF CHOICE GRAPES

Office and Shipping Rooms :: PENN YAN, NEW YORK

This business was originally established in 1881, and purchased by Mr. Fred U. Swarts in 1894. The plant of the Hammondsport Vintage Co. is conceded to be one of the finest and most thoroughly constructed, as well as equipped, to be seen anywhere in the Lake Keuka district, the Champagne district of America.



The Champagne building proper, the home of "Gilt Edge" is 45 x 100 feet, three stories, with 14 foot floors, constructed of iron, cement and brick with twenty inch walls and considered absolutely fire proof. The still wine cellars and bottling plant is brick with slate roof, three stories, 40 x 85 feet, with 12 foot floors. The large pleasant offices are attached to this building. More than 300,000 bottles of Champagne are stored away in these mammoth vaults ripening for the trade.

"Gilt Edge," that is being served to the trade at the present time, was from the vintage of 1905 and is especially fine. Shipments of "Gilt Edge" Champagne, Sparkling Burgundy as well as Velvet Claret, Private Stock Sherry, Mountain Port, Superior White Tokay, Reislings and Grape Brandies are made throughout the entire country.

A corps of competent salesmen are kept covering the trade territories constantly and upwards of twenty men are employed at the "Winery." In 1905 Mr. Swarts secured possession of the building at 267 E. Main St., Rochester, N. Y., and since that time has been conducting a Wine and Liquor store, it being a distributing station for the Hammondsport Vintage Co's. products, as well as a retail store. In addition to this place where these famous goods can be had, Mr. Swarts has selected the following well known Rochester Wine Merchants as distributors: Fee Bros. and E. M. Higgins Company (Inc). For sale everywhere, or you can order direct.

Mr. Swarts is well and favorably known in Rochester and is a member of Damascus Temple Mystic Shrine and Rochester B. P. O. Elks No. 24.



Established 1876

---

# ALLEN L. WOOD

## Woodlawn Nurseries

### WHOLESALE GROWER AND IMPORTER

---

Office, Corner Culver Road and Garson Avenue

Rochester, N. Y.

---

Beginning the nursery business on one acre of ground, thirty-five years ago, and at present being the owner of eighty-five (85) acres of nursery land—all under cultivation—besides leasing an additional 350 acres in the Genesee Valley—and doing a nursery business throughout the United States—with shipments into Europe, China, Australia, Porto Rica and Cuba representing in the aggregate \$150,000 yearly is the story of pluck, push and enterprise on the part of Mr. Allen L. Wood—owner of the Woodlawn Nurseries—Rochester City.

The specialties of the "Woodlawn Nurseries" are fruit and ornamental trees, shrubs, roses, hedges, small fruit plants, etc. Mr. Wood sells direct to nearly all of the nursery men in Rochester—and in addition to the retail department—has about 500 customers in the "Wholesale Department." In addition to the 200 salesmen employed—and the agents stationed throughout the territory, Mr. Wood reinforces their persistency with interesting literature about the products of the Woodlawn Nurseries. From the Catalogue Department is sent out each spring 150,000 Catalogues of 32 columns each—and many thousands of postal cards.

Many improvements have been made on the Woodlawn property—the latest addition being a large concrete structure—packing shed—300 feet long by 100 feet wide—and a handsome new office building 36x40—containing eight rooms—were made in 1910.

# JAS. C. BARRY COMPANY

## MARBLE and TILE

95 NORTH STREET

ROCHESTER, N. Y.

The original founder of this business was Mr. James C. Barry. In 1887 he established business at 49 North Street, and continued at that place until about 1894, when he bought the property at the present location, corner North Street and Amity Street. Among some of the larger contracts executed by Mr. Barry before his death in 1897 were the Wilder Bldg., Chamber of Commerce Bldg., Clifton Springs Sanitarium, etc. From the time of Mr. Barry's death until 1905 the business was operated by his Estate and in 1905 it was incorporated under the above title. The present officers are M. A. Barry, President; Wm. J. Mooney, Secretary; and Edmund H. Barry, Treasurer.

A few of the many buildings in Rochester and throughout the United States in which the Jas. C. Barry Company has installed Marble and Tile work are as follows,

Hotel Rochester, Rochester  
Whitcomb House, Rochester  
Hotel Eggleston, Rochester  
Security Trust Co., Rochester  
St. Mary's Hospital, Rochester  
I. Friedlich's Residence, Rochester  
Waldorf Restaurant, Rochester  
Onondaga Hotel, Syracuse  
Union Bldg., Syracuse  
Gurney Theater, Syracuse  
Empire Bldg., Syracuse  
Utica City Nat'l Bank Bldg., Utica  
Y. M. C. A. Bldg., Ithaca, N. Y.  
Lafayette Hotel, Buffalo  
Shea's Theater, Buffalo  
Hotel Kimball, Springfield, Mass.

Rogers residence, Kennebunkport, Me.  
U. S. Post Office, Bridgeport, Ct.  
U. S. Post Office, Hartford, Ct.  
Acute Hospital, Middletown, N. Y.  
State Hospital, Central Islip, L. I.  
Historical Society Bldg., Concord, N. H.  
Exchange Nat'l Bank, Olean, N. Y.  
B. R. & P. Office Bldg., Du Bois, Pa.  
Waldorf Restaurant, Buffalo  
Duffy-Powers Bldg., Rochester  
Hahnemann Hospital, Rochester  
Dr. Nathan W. Soble's residence, Rochester  
Bevier Memorial Bldg., Rochester  
B. R. & P. Office Bldg., Rochester  
Oak Hill Country Club, Rochester  
Phillips Restaurant, Rochester

---

## R. M. HAVILL & CO.

36 St. Paul St.

ROCHESTER, N. Y.

EXCLUSIVELY WHOLESALE

Hosiery, Underwear and  
All kinds of Knit Goods

*Mill Agents for Representative Mills Only*

WHOLESALE DISTRIBUTORS OF B. V. D. UNDERWEAR

---

*We Eliminate Worry*

## McFadden-Russell Co.

*Auto Supplies, Tires  
Tire Repairing*

33 East Avenue

Rochester, N. Y.

Home Phone 5927



Dr. Lee's Surgical, Medical and Obstetrical Hospital, Rochester, N. Y.

---

*HENRY OEMISCH CO.*  
*JEWELERS*

*2 EAST AVENUE*  
*ROCHESTER, NEW YORK*

## CONTENTS

Index to Representations .....	E-1
Index to Biographies .....	J-1
Temples, Clubs and Institutions .....	K-1
Index to Illustrations .....	K-1
Editor's Note .....	M-1
Title Page .....	1
History of Jews of Rochester, by Isaac A. Wile .....	7
Charities of the Rochester Jew, by Rev. Dr. Landsberg .....	21
Including—	
Sketch of Hebrew Ladies Benevolent Society .....	21
Sketch of Jewish Ladies Aid Hospital Society .....	21
Sketch of United Jewish Charities .....	25
Sketch of Associated Hebrew Charities .....	25
Sketch of Berith Kodesh Sisterhood .....	27
Sketch of Rochester Section Council of Jewish Women .....	27
Sketch of Jewish Orphan Asylum Association of Western New York .....	27
Berith Kodesh Temple—Ceremonies incident to laying of the corner stone .....	29
Berith Kodesh—History on the occasion of the Fiftieth Anniversary .....	33
Dates in Berith Kodesh History .....	36
Jubilee Celebration .....	36
Editorial on Semi-Centennial Anniversary of Berith Kodesh Congregation .....	41
New Temple for Orthodox Jews .....	43
Dedication of New Synagogue .....	44
Historical Sketch of Jewish Young Men's Association .....	47
Sketch of Rev. Dr. Max Landsberg .....	49



*Mechanical  
Engineering  
Automatic  
Sprinkler  
System*

D. A. Alexander Co.  
C O N T R A C T O R S  
Office, 37-39 Andrews Street, Rochester, N. Y.

*Heating  
and  
Sanitary  
Engineering*

The D. A. Alexander Co. have identified with them Mr. D. A. Alexander, the well known mechanical engineer, heating and sanitary expert, who during many years had special charge of the installing of Automatic Sprinkler System in many of the leading plants and buildings in the city of Rochester, among which may be mentioned the

Alling & Corey Building

Duffy-McInnerney Building

Sibley, Lindsay & Curr Building (new addition)

and many others which stand as monuments to his mechanical skill and executive ability.



Mr. D. A. Alexander, whose illustration appears above, is well and favorably known to Rochesterians in general—having been formerly the Vice-President and Engineer of the Wright & Alexander Company, but having severed his official as well as personal relations with the aforesaid mentioned company, is now located with us at 37-39 Andrews Street. If you are contemplating establishing an Automatic Sprinkling System, Power Plant, or **any other work** in our line, it will be to your advantage to **consult** Mr. D. A. Alexander before letting the contract.

Any business accorded us will receive our most careful as well as personal consideration.

NO. 37-39 ANDREWS STREET

# INDEX OF REPRESENTATIONS

BEING A LIST OF ROCHESTER'S MORE REPRESENTATIVE COMMERCIAL,  
FINANCIAL AND MANUFACTURAL INTERESTS, WHOSE CO-OPERATION  
WITH THE HISTORY OF THE JEWS OF ROCHESTER HAS  
MADE THE WORK A PRACTICAL SUCCESS.

PAGE

Adams Co., Abner .....	cliii
Adler Bros. & Co., L. ....	clxix
"Adler-Rochester Plant" .....	clxix
Aikenhead, Clarence .....	xcvii
Alderman-Fairchild Co. ....	lxi
Alexander & Co., D. A. ....	D-2
Allen-Dangremond Co. ....	3
Alliance Bank .....	lxx
Almstead Manufacturing Co. ....	clxv
Almy Auto Co. ....	cii
American Oil & Lubricant Works .....	cxxxv
American Union Laundry .....	clii
Anthony Baking Co. ....	lxv
Artistoria Novelty Co. ....	clxx
Art Leather Co., The .....	cxxxi
August Bros. & Co. ....	clxxxvii
Auto Tire & Inner Shoe Works .....	D-2
Babcock Electric Carriage Co. ....	lxxvi
Ball-Washburne Motor Co. ....	cxcix
Barry Co., Jas. C. ....	C-1
Barth, L. J. ....	cliv
Beesch's Ice Cream .....	clvi
Berinstein, A. M. ....	cxx
Bickford Bros. Co. ....	cliii
Bickford Storage Co., Fred W. ....	clxvi
Bingeman & Baxter .....	lxxxi
Bitter, Otto .....	ccv
Booth, C. E. ....	clxvi
Brown Bros. Co., Inc. ....	xviii
Brown & Co., W. C. ....	L-2
Buckley & Dalton .....	H-2
Burke, FitzSimons, Hone & Co. ....	xxiv
Calder, Robert .....	clxxiv
Caledonia Avenue Auto Co. ....	clxxx
Chism, Charles J. ....	cxc
City Dairy Co. ....	lxvi
Comstock, E. A. ....	cxiv
Consolidated Roofing Co. ....	ccii
Continental Nurseries .....	xviii
Culver, B. Frank .....	cxviii
Cunningham, Son & Co., Jas. ....	clxiv
Curtice Bros. Co. ....	cxvii
Denniston Bakery, The .....	cxxvii
Dobbertin, Albert C. ....	xxx
Doyle & Gallery Coal Co. ....	lxxix
DuBelle Grape Juice Co. ....	A-2
DuBois, Edmund S. ....	J-2
Dudley, Given, Wamsley & Co. ....	clvi

Edward Towe, Superintendent.

Wm. F. Devendorf, M. E., Engineer.

John P. Boruff, Manager.

# TOWE, DEVENDORF & BORUFF

Am. Society of Heating and Ventilating Engineers  
Am. Institute of Electrical Engineers

Members of

Nat. Ass. of Master Steam and Hot Water Fitters  
Master Plumbers Ass'n of Rochester City

## Contractors and Engineers

High Grade Heating, Ventilating and Power Equipments

155 East Avenue, Rochester, N. Y.

Although the above firm was in business less than twenty (20) months at time of issuing this publication, yet has eclipsed many other firms engaged in a similar line, when "contracts executed" and class of patronage is taken into consideration.

Edward Towe had an experience of nearly a quarter of a century in the "heat-line," on March 1st, 1910, when he associated with Wm. F. Devendorf, M. E., a graduate of Cornell-class of '98," who was brought up in a similar line, his father having originated the business now known as the Hunting Co., of Rochester and Watertown. N. Y. Recently Mr. John P. Boruff, of New York City—a man thoroughly endowed with business knowledge operating to large institutions, became identified with Messrs. Towe and Devendorf.

This firm points with pride to a long list of patrons representing the "flower" of Rochester's commercial and social life among which may be mentioned:

### Residences

F. Maurice Griesheimer  
Jeanette E. Kirstein  
J. A. Benjamin  
Wm. Deininger  
J. F. Hunt  
J. J. Mandery  
A. T. Hagen  
J. Clay Cox  
Dr. Jas S. Barnard  
John Beckwith  
R. E. Brown  
Patrick Caulfield  
J. B. Carroll  
Ed Curran  
F. T. Ellison  
John H. Friederick  
L. H. Forbes  
Chas. R. Frickey  
Mrs. Ralph Fitch  
John Hobherr  
S. A. Hosmer, Bergen, N. Y.  
J. L. Johnson  
W. N. Jones  
J. W. Jenkins

Keenan & Keenan  
Jacob Le Frois  
P. W. Main,  
E. W. Morton  
Mrs. Geo. B. Meyers  
Geo. B. Miller  
Wm. Miller  
Henry Meesh  
G. K. Page, Perry, N. Y.  
W. Parks  
Carl Paul  
Nathaniel Potter  
Edwin Reed  
Phillip Rand, Pittsford, N. Y.  
Walter G. Rutz  
D. D. Sully  
Charles Suhr  
Miss I. C. Smith  
W. E. Turner  
Jorgen C. Thomsen  
Wm. Trimble  
Peter Venderboegh  
Mrs. Geo. Wells  
C. J. Yates

### Factories, Churches, Stores, Etc.

University of Rochester, Carnegie Building  
and Boiler House  
No. 36 School  
No. 11 School  
Second Baptist Church  
W. C. T. U. Hall, Irondequoit, N. Y.  
Park Ave. Hospital  
Huguet Silk Co., Hornell, N. Y.  
Jas. Cunningham Sons & Co.  
R. T. French Co  
Rochester Telephone Co.

Rochester Laundry Co.  
Arthur McNall  
Julius McPherson  
Buckley & Lewis  
McCurdy & Norwell Co.  
Probst Realty Co.  
A. W. Mudge  
Broer Beltsma  
John Meisch  
J. W. Martin & Bro.  
The Hunting Co.

Exposition Buildings No. 1, 2, 3, 4, 7, 9

# REPRESENTATIONS—*Continued*

	PAGE
Duffy Malt Whiskey Co., The .....	clxxviii
Duffy-McInnerney Co. ....	xxv
Dun & Co., R. G. ....	ccvii
Eberwein & Zahndt .....	cciv
Electro Surgical Instrument Co. ....	cxxxii
Ellwanger & Barry .....	xvii
Elwood Coal Service .....	lxxxvi
Empire Art Galleries .....	cv
Ernst & Sons, Louis .....	cxvii
Falls, Frank H. ....	clxviii
Fish & Horton Co. ....	cxiii
Flower City Awning & Tent Works .....	clxv
Forster Co., John M. ....	lxix
Foster Coal Co., Geo. T. ....	lxxxviii
Fricker Co., John .....	clxxvii
Friederich & Sons Co., A. ....	cxxxv
Friedrich Co., Julius .....	cl
Fuller Co., George R. ....	xiii
Gabel-Hill Co., The .....	lxxvi
Galusha Stove Co. ....	cxl
Garrison, George B. ....	cxiii
Genesee Lumber Co. ....	xliv
Gillis-Baird Motor Co., The .....	lxxii
Gillis Co., J. W. ....	clxxxv
Glen Bros. ....	xx
Glenwood Nursery .....	xx
Goldstein & Co., R. ....	clxxxii
Goodenough, Orrin E. ....	cxvi
Gorsline & Swan Construction Co. ....	xlv
Gray Carpet Cleaning Works .....	xciv
Grey & Jones .....	D-2
Gundlach-Manhattan Optical Co. ....	clxiv
Ham Mfg. Co., C. T. ....	vii
Hammondsport Vintage Co. ....	B-1
Hart, A. Vernon .....	cc
Havill & Co., R. M. ....	C-1
Hayner Co., Norman C. ....	cxci
Hercules Co., The .....	cci
Hershberg & Co. ....	clxxvi
Heughes & Co., Inc., F. L. ....	cxevi
Higgins Co., E. M. ....	A-1
Hofbrauhaus .....	clxxvii
Hoffman & Sons, Chas. J. ....	xlx
Hoffman, Geo. F. ....	lxix
Hofman Co., John .....	xxi
Holden's Vulcanizing Works .....	c
Hollister Lumber Co., Ltd. ....	xlviii
Home Baking Co., The .....	clxii
Home Laundry .....	lxxxix
Hooker, Wyman & Co. ....	cix
Hopeman Bros. Lumber & Mfg. Co. ....	lii
Hopeman & Sons Co., A. W. ....	lii



# New York and Buffalo Audit Co.

302 CENTRAL BUILDING

ROCHESTER, N. Y.

The local department is in charge of Mr. W. Salvin Taylor and the Company besides having an office here maintain offices at 20 Nassau Street, New York, and 73 W. Eagle Street, Buffalo, N. Y.

## FACILITIES

Are equal to those of any company in its line of business—auditing and investigators of partnerships, corporations, manufacturing interests, banking and municipal accounts of the most general character—besides making a specialty of Installing, Accounting and Factory Cost Systems. The New York & Buffalo Audit Co. has among its clients many of the most representative business men and business corporations, for the certificates of this Company are accepted by Bankers, Credit Agencies and Investors—being backed by reputation and financial standing.

Satisfaction is guaranteed and all business is always absolutely secret.

---

William A. Sauer

Home Phone 6567; Bell 3231-Main

E. P. Millhofer

## WILLIAM A. SAUER & CO.

CONTRACTORS  
Fine Hardwood Floors

of Every Approved Thickness and Design  
Renovating & Refinishing Old Floors

421 CENTRAL BUILDING

ROCHESTER, NEW YORK

Although the inception of the above firm only dates to 1909—young in years—yet rich in knowledge—as result of practical experience on the part of Mr. William A. Sauer—the senior member of the company—who occupied a dual position covering twenty-five years, as an expert in one of the largest hardwood floor factories in the State of New York—and practical outside man. Many of the palatial residences in Rochester City, even at this time have hardwood floors which are in good condition—laid by Mr. Sauer. Especially is this true of the Jewish people of Rochester—and since Mr. Sauer engaged in business on his own account has the loyalty of the Jewish people been noted—as well as of other leading Rochesterians—a partial list of pleased patrons which is herewith submitted:

Marcus David  
Samuel Ring  
Prof. H. D. Minchin  
Carl F. Lomb  
W. J. Trimble  
F. S. Coventry  
Mrs. R. Myers  
Jos. Knopf  
E. N. Walbridge  
Jno. Rauber  
Emil Senn  
Dr. C. F. Moll  
Dr. J. R. Culkinn  
Dr. W. H. Doane  
R. A. Hagen

Anthony A. Meng  
Wm. Held  
Dr. I. T. Johnson  
Mrs. J. Christ  
J. Coomber  
Herman Cassabeer  
A. C. Eastwood  
F. W. Moore  
W. Mansfield  
John Connor  
C. S. Lunt  
Fred Mutschler  
W. T. Olin, Perry, N. Y.  
M. D. VanHorn, Churchville, N. Y.  
C. S. Graves, Wolcott, N. Y.

Sacred Heart Convent, Rochester, N. Y., and others.

# REPRESENTATIONS—Continued

	PAGE
Household Art Rooms .....	cx
Howe & Bassett .....	clxxi
Howe & Rogers Co. ....	lxxxix
Hubbard, Eldredge & Miller .....	lxxiv
Humburch Bros. ....	clxii
Hunt, J. K. ....	clxv
Hyman Bros. ....	clxxxi
Imperial Floor Co., The .....	xl
Irondequoit Wine Co. ....	Front Inside Cover
Jackson & Wilson Audit Co. ....	K-2
Jeffry's-Undertaker .....	ccviii
Jenner, H. S. ....	cciii
Keller Sons, J. B. ....	clxvii
Kircher & Co., Geo. ....	J-2
Kline & Co., F. M. ....	clvii
Kline Motor Car Co. ....	cc
Knapp, Homer ....	clxxix
Kohlmetz, Chas. E. & H. L. ....	lxviii
Krausneck, Yauchzi & Co. ....	clv
Langslow, Fowler Co. ....	lvi
Lauer & Sons Co., F. C. ....	clxvi
Lee's Sanitarium, Dr. John M. ....	C-2
Leader & Son Co., John ....	lxxiv
Lenhard, C. M. ....	xcii
Levy Bros. Clothing Co. ....	clxxxix
Likly & Co., Henry ....	xxii
Linen Store, The .....	cli
Luther & Sons Co., John ....	clxx
LeMessurier & Chadde .....	G-2
Maas, William F. ....	clxxiii
Madden, Inc., John L. ....	cli
Mandery, Joseph J. ....	clxvi
Mandery Motor Car Co. ....	clxxx
Manson Co., The .....	ccvii
Marks & Fuller .....	cv
Martin & Bro., J. W. ....	clxvii
Mathews & Boucher .....	lxxxii
Maurer-Haap Co., The .....	lxxxiv
McCurdy & Norwell Co. ....	xxvi
McFadden-Russell Co. ....	C-1
McFarlin Clothing Co. ....	xxviii
McGreal Bros. Co. ....	cii
McGuire & Bros., D. L. ....	lxxx
McLean-Ward .....	clxxviii
McNall, Arthur .....	lxxiii
Meier-Bailey Co. ....	5
Meng & Shafer .....	M-2
Miller Cabinet Co. ....	xxxviii
Mills, D. D. S., Roger Q. ....	clxv
Miner Co., The Geo. L. ....	clxviii
Monroe County Savings Bank .....	clxxxviii
Mosher, Frank E. ....	clxiv
Mount Hope Cemetery .....	Back Inside Cover
Mount Hope Ave. Auto & Carriage Co. ....	clxiii
Mount Hope Nurseries, The .....	xvii

W. J. LE MESSURIER,  
45 Cottage Street,  
Home Phone, 4621-L.

O. A. CHADDE,  
57 Huntington Park  
Home Phone, 7187

## LE MESSURIER & CHADDE,

CARPENTERS AND BUILDERS

ROCHESTER, N. Y.



This business was established in 1904 by W. J. Le Messurier and O. A. Chadde to engage in the general contracting and building business. Both parties had a very wide experience in their line, before combining their ability.

Despite the fact that the firm is young in years, they have met with a very fair success, both in large and minor contracts.

The illustration which appears opposite in that of Strauchens' Mortuary Parlor, 222 West Avenue, constructed by this firm.

Among other contracts executed may be mentioned :

Beth Hamedrosh Hagodel Temple, (Jewish)

Herman A. Irrigs, residence.

Rochester Model Company.

For. Security and Trust Co.

The Ellwanger Residence, Mt. Hope Ave.

Our Own Delivery and Storage Co.

Roth Realty Co.'s Block, nine family apartments, on South Avenue.

Wm. Koester, (Business Block)  
Rudolph Prien (Business Block)  
and many others.

Both Messrs. Le Messurier & Chadde are active members of the Masonic Order, thirty-second degree, and identified with Damascus Temple, Nobles of the Mystic Shrine.

# REPRESENTATIONS—Continued

	PAGE
Nell Bros. & Kern .....	cvi
Neun, Henry P. ....	cxxxvi
New York Auto Tire & Supply Co. ....	cxxv
New York & Buffalo Audit Co. ....	F-2
New York & Kentucky Co. ....	clxxviii
New York Telephone Co. ....	xli
Noth & Co., Geo. E. ....	c cv
Norris, J. Frank .....	xlvi
Odenbach & Son, Fred .....	clxxvii
Oemisch & Co., Henry .....	C-2
Peck & Arnold .....	lxxvii
Peerless Laundry, The .....	clxxiv
Peo Mfg. Co., The .....	xlvi
Perry & Co., Geo. N. ....	ccliii
Pfaudler Co., The .....	iii
Phelps, J. L. ....	cxxx
Powers Hotel .....	cxxviii
Pritchard Stamping Co. ....	iv
Randall Decorative Shops, The .....	cxxi
Reed Glass Co., F. E. ....	liii
Republic Elevator & Machine Co. ....	xxxvi
Roby Co., Sidney B. ....	cxl
Rochester Automatic Elevator Door Co. ....	clx
Rochester Box & Lumber Co. ....	ix
Rochester Brass Bed Co. ....	lx
Rochester Button Co. ....	xiv
Rochester Composite Brick Co. ....	cxxvi
Rochester Cooperage Co. ....	lvii
Rochester Dyeing Co. ....	clxxxix
Rochester Electric Contracting Co. ....	lxviii
Rochester Fibre Box Co. ....	liv
Rochester German Insurance Co. ....	clxxii
Rochester Hotel .....	cxxii
Rochester Ice Cream Co. ....	lxii
Rochester Lime Co. ....	cxvi
Rochester Photo Supply Co. ....	cxxxiv
Rochester Railway & Light Co. ....	ii
Rochester Sewer Pipe Co. ....	xxxiii
Rochester Swiss Laundry Co. ....	cxxxvii
Rochester Telephone Co. ....	lxiv
Rochester Trust & Safe Deposit Co. ....	cxxxi
Rochester Variety Wood Working Co. ....	cxlii
Rochester Window Cleaning Co. ....	xcvi
Ryde Specialty Works, Inc. ....	cxiii
Sabey, Fred F. ....	clxv
Sabin, Wm. A. ....	cxii
Sager's Electric Garage, Chas. E. ....	evii
Salter Bros. ....	clxvii
Sanitary Laundry Co. ....	clxxxiii
Sauer, Frank J. ....	cl
Sauer & Co., W. A. ....	F-2
Schantz, M. B. ....	clxviii
Scheer, E. J. ....	xxxii



28 Years Experience  
**WILLIAM A. BUCKLEY**  
31 Cameron Street

Bell Phone  
Genesee 1793

45 Years Experience  
**JAMES W. DALTON**  
221 Saratoga Ave.

## BUCKLEY & DALTON

Contractors and Builders

Jobbing and General Repair Work

ROCHESTER, N. Y.

Fifteen years ago—1896—Messrs. Buckley & Dalton formed a partnership to engage in general contracting and building business

Both the parties had a long and extensive career in building. Mr. Buckley received a thorough training in the employ of J. P. Hammill, a former well-known contractor, and the erecting of the Foster Armstrong, Clark Factory, Platt and Allen Street, was in charge of Mr. Buckley. Mr. Dalton acquired his experience at the hands of one of Rochester's old time builders, Ex-Alderman Thomas Mitchel—who built the Immaculate Conception Catholic Church. Buckley and Dalton in addition to a vast number of buildings—factories, institutions etc., built the Barron Coal Shute—a structure 50x100—containing 10 pockets for retaining 2009 tons of hard coal. The loaded cars are brought on tracks to the elevator, which receives the coal from the cars and carries the same to ten pockets, from where it is deposited in the carts for home delivery. This coal shute was the first to be erected in Rochester.



BARRON COAL SHUTE, CHILD ST., ROCHESTER, N. Y.

Among their other work may be mentioned :

Rectory Immaculate Conception Church,  
" Holy Apostles,  
Henry Likly Co. Storage Sheds,  
P. A. Fowler, Residence,  
Geo. A. Stands " Long Pond,  
Ernest Wendall, Flower City Park, Residence,  
John Regan, Seneca Park,  
Mrs. Eidman, Lyell Ave.  
Mrs. Schrank, Federal St.

Mrs. Henderson, Federal St.  
Mrs. Astey, Federal St.  
W. A. McCormick, Cameron St.  
John Cashman, Seyle Terrace,  
Joseph Brien, " "  
John Eckels, Austin St.  
Thos. O'Connor, Oak St.  
Otto Mays, Child St., and others.

Buckley & Dalton have made a remarkable success in their line, and do a total yearly building and contracting business amounting to upwards of \$100,000.

# REPRESENTATIONS—*Continued*

	PAGE
Schied & Sons, Chas. ....	cxcv
Schwalb Coal Co. ....	clviii
Schlegel Mfg. Co., The ....	ci
Schutt, Fred C. ....	clxiii
Scrantom, Wetmore & Co. ....	xxix
Seneca Camera Mfg. Co. ....	lxiv
Smith Co., The J. Hungerford ....	xii
Snow Wire Works ....	clii
Spencer Lumber Co., The ....	civ
Star-Palace Laundry Co. ....	cxxxvii
Stromberg-Carlson Telephone Mfg. Co. ....	clxi
Summerhays & Sons, Wm. ....	cvi
Swiss Laundry Co. ....	cxxxvii
Taylor Instrument Co. ....	xvi
Thompson-Curtis Co. ....	cxxxvii
Thomson, Robert ....	lxxviii
Todd & Co., G. W. ....	cxliii
Toole & Son, William E. ....	cxcii
Towe, Devendorf & Boruff ....	E-2
Traders Box & Lumber Co. ....	I
Traders National Bank ....	cxli
Trott Bros. ....	cli
Trotter & Sons, C. W. ....	cxii
Uhlen Carriage Co. ....	cxc
Van Bergh Silver Plate Co. ....	clxiv
Van Hoesen Co., The F. P. ....	clxxxi
Vetter Desk Works ....	clxxviii
Vogt Mfg. & Coach Lace Co. ....	cviii
Warsaw Elevator Co. ....	xxxvi
Wagner, J. G. ....	clx
"Waltjens" ....	clxxxiv
"Wards" ....	cxlii
Weaver Hardware Co. ....	cxxiv
Weldon, J. Z. ....	exc
West, Charles C. ....	xc
Whalen & Co., Inc., R. ....	lviii
Wheat, Grant G. ....	lxxviii
White Wire Works Co., The ....	cxxiv
Whitmore, Rauber & Vicinus ....	cxxix
Williamson Law Book Co. ....	xciii
Wilson, H. E. ....	clxxv
Wood Mosaic Co. ....	x
Wood, Allen L. ....	B-2
Woodcock-Howell Electric Co. ....	lxxx
Woodlawn Nurseries ....	B-2
Woodworth Son's Co., The C. B. ....	viii
Wright & Alexander Co. ....	xxxv
Yates Coal Co., The ....	xcvii
Yawman & Erbe Mfg. Co. ....	vi
Young's Wrought Iron Works ....	cciii

HERBERT GREY

770 Exchange Street  
ROCHESTER, N. Y.

**GREY & JONES**

Wholesalers and Retailers of Building Material

THACHER JONES

Telephones { Rocl. 5338729  
Bell Main 2

Lime, Bricks, Lath, Fire-proofing, Portland Cement, Corner Bead, Flue Lining, Sewer Pipe, Cement Blocks, Norris Stone, Etc. Distributors of "Samson" Wood Fiber, Wall Plaster (mills and mines at Garbutt, N. Y.) and agents for the celebrated "Atlas" Portland Cement.

This firm began business in October 1910 with headquarters in the German Insurance Building—and beginning of the present year (1911) located in the premises shown in illustration.



The facilities for doing business are ample—the yards covering 3 acres—with storage sheds 100 x 50 feet—and have direct trackage to Erie R. R., and with a Pennsylvania R. R. interchange—consequently shipments can be handled readily, either outgoing or incoming.

Both men Grey & Jones have had a wide experience in handling of building materials, and are well and favorably known to local builders, and the building material trade in general.

---

Bell Phone 531 Main

## Auto-Tire Inner-Shoe Works

H. R. LOCK, Manager

Distributors for

"Kelly-Springfield" Tires

"Mohawk" Tires

Mill and Furnace Streets

ROCHESTER, N. Y.

# INDEX TO BIOGRAPHIES

	PAGE		PAGE
Adler, Abram	117	Landsberg, Rev. Dr. Max	49
Adler, Isaac	79	Lang, Meyer H.	135
Adler, Levi	51	Levy, Barney	129
Adler, Mark L.	135	Levy, Jacob	123
Adler, Max A.	133	Lichtenstein, Rudolph	121
Adler, Mortimer	133	Lowenthal, Louis	65
Adler, Simon	97	Lowenthal, Max	63
Adler, Simon L.	79		
Adler, Solomon	105	Manson, Samuel	131
August, Leo	125	Marks, Jacob S.	123
August, Simon	125	Meyer, Ely	113
		Michaels, Henry	53
Bakrow, Julius John	127	Michaels, Joseph	113
Baum, Isaac A.	93	Moerel, Emanuel M.	77
Beir, Asher	71	Moll, Rev. Max	103
Beir, Edward J.	91	Moore, Louis M.	109
Beir, Joseph	107		
Beir, Martin	61	Present, Morris	125
Benedict, Abram	93	Present, Philip	81
Benjamin, S. M.	119		
Brickner, Dr. Saml. M.	95	Rosenberg, Henry	93
Brickner, Isaac M.	119	Rosenberg, Herman	91
Brickner, Max	67	Rosenberg, J. Edward	125
		Rosenblatt, Samuel	111
Cauffman, Joseph	85	Rosenfeld, Nimrod	91
Cohn, Herman C.	111	Rothschild, Bernard	81
Cohn, Herman M.	131		
Cohn, H. S.	81	Savage, Morris	97
Dinkelspeil, Abram	85	Schwartz, Morris	111
		Shatz, Joseph	111
Elsner, Dr. Simon L.	67	Silverman, Harry	131
Ettenheimer, Elias S.	57	Simon, Joseph	105
Ettenheimer, S. L.	89	Solomon, Samuel B.	103
		Solomon, Solomon S.	123
Garson, Leopold	109	Steefel, Simon L.	125
Garson, Moses	85	Stein, Nathan	73
Goldstein, Joseph	129	Stern, Abram	61
Goldstein, Ruben	129	Stern, Morley A.	115
Greentree, Mire	105	Stettheimer, Sigmund	107
Guggenheim, William	119	Strauss, Herman D.	123
		Strouss, Elias	71
Hays, David	87	Strouss, Eugene M.	115
Hays, Moses	77		
Hershberg, Isaac	101	Van Bergh, Frederick W.	107
Hershberg, Samuel	135	Van Bergh, Henry	131
Holtz, Abram	127	Van Bergh, Morris E.	133
Holtz, Lipman	127		
Holtz, Louis	129	Waterman, Louis	133
Holtz, Max L.	127	Wile, Abram	121
Hyman, Maurice C.	115	Wile, Gabriel	55
Hyman, Samuel A.	129	Wile, Isaac	99
		Wile, Isaac A.	49
Katz, Abram J.	59	Wile, Joseph	89
Katz, Joseph	57	Wile, Julius	69
Kirstein, Edward	79	Wiley, Louis	95
Kirstein, Henry E.	117	Wolff, Abram E.	75
Kochenthal, Marcus	131	Wolff, Elias	77
		Wolff, Martin E.	117

GEO. KIRCHER

444 Alphonse Street

Home Phone 6198

ALBERT LEINBERGER

9 Hempel Place

# GEO. KIRCHER & CO.

## Mason Contractors



HOLY REDEEMER HALL

The business was established in a small way in 1904 by Mr. Geo. Kircher at his residence. Mr. Kircher had at that time a very large experience in "mason" work. Since entering the business field for his own account Mr. Kircher has met with a marked success, his contracts numbering among the leading churches, institutions and plants in Rochester city.

In addition to doing mason work on buildings belonging to all classes and creeds, Mr. Kircher enjoys a very liberal Jewish patronage. In fact, his first contract was for Barney Greenberg, the store dwelling on Joseph Avenue.

The following list of contracts show the class of patronage accorded Mr. Kircher:

Herman Irrig's Market

Beth Hamedresh Hagodel Temple

The A. J. Bolton Co.

L. Adler Bros. & Co.

Holy Redeemer School, R. C.

Holy Rosary Convent, R. C.

St. Augustine's Church, R. C.

Salome Chapel, Sea Breeze, R. C.

Lithuanian Church, R. C.

Clarke's Canning Factory

J. J. Mandery Bldgs., E. Main St.

F. T. Ellison, Residence

Frank Fisher's Market

William J. Wegman, Residence

A. A. Meng's Residence

Louis Black's Residence

Jos. Steefel's Residence

Nazareth Hall

The Cunningham Garage, East Ave.

Joe Brown's Market



Copeland Building

Clinton Avenue South and  
Court Street

Rochester, N. Y.

Home Phone 4078



## INDEX TO ILLUSTRATIONS

	PAGE
Adler, Abram .....	116
Adler, Isaac .....	80
Adler, Levi (Deceased) .....	54
Adler, Mortimer .....	106
Adler, Simon (Deceased) .....	96
Adler, Simon L. ....	80
August, Leo .....	122
August, Simon .....	clxxvii
August, David .....	clxxxviii
Bachman, Julius (Deceased) .....	118
Beir, Asher (Deceased) .....	70
Beir, Martin .....	60
Benjamin, S. M. ....	94
Brickner, Max .....	68
Cauffman, Joseph (Deceased) .....	84
Cohn, Henry S. (Deceased) .....	110
Cohn, Herman C. ....	110
Cohn, H. S. (Deceased) .....	82
Dinkelspeil, Abram .....	106
Dinkelspeil, Meyer (Deceased) .....	100
Elsner, Dr. Simon L. (Deceased) . . .	66
Ettenheimer, Elias S. (Deceased) . . .	56
Ettenheimer, S. L. ....	88
Garson, Henry (Deceased) .....	98
Garson, Leopold (Deceased) .....	108
Garson, Moses .....	84
Goldstein, Lester .....	122
Goldstein, Ruben .....	130
Guggenheim, G. E. ....	104
Guggenheim, William (Deceased) ....	82
Handler, Dr. Sigmund .....	24
Hays, David (Deceased) .....	86
Hays, Moses (Deceased) .....	76
Hershberg, Haskell .....	136
Hershberg, Isaac .....	100
Hershberg, Samuel .....	136
Holtz, Abram .....	128
Holtz, Lipman .....	126
Holtz, Louis .....	128
Holtz, Max L. ....	126
Hyman, Maurice C. ....	114
Hyman, Samuel A. ....	114
Katz, Abram J. ....	58
Katz, Joseph (Deceased) .....	58
Kirstein, Edward (Deceased) .....	78
Kirstein, Henry E. ....	116
Landsberg, Rev. Dr. Max .....	2
Lazarus, Isaac .....	124
Levy, Barney .....	132
Levy, Herman .....	132
Levy, Jacob .....	120
Lowenthal, Louis (Deceased) .....	62
Lowenthal, Max .....	62
Manson, Samuel .....	130
Marks, Jacob S. ....	120
Marks, Simon (Deceased) .....	92
Meyer, Ely (Deceased) .....	112
Meyer, Toby .....	106
Michaels, Henry (Deceased) .....	54
Michaels, Joseph .....	112
Moerel, Emanuel M. (Deceased) .....	78
Moll, Rev. Max S. ....	102
Moore, Louis W. ....	108
Myer, M. ....	138
Present, Philip .....	50
Rice, Israel (Deceased) .....	94
Rosenberg, David (Deceased) .....	92
Rosenberg, Dr. Moses .....	137
Rosenberg, Herman (Deceased) .....	90
Rosenberg, Simon (Deceased) .....	90
Rosenthal, M. B. ....	138
Rothschild, Bernard .....	134
Rosenfeld, Nimrod (Deceased) .....	134
Savage, Morris (Deceased) .....	96
Simon, Joseph .....	104
Solomon, Samuel B. ....	102
Stein, Nathan (Deceased) . . .	72
Stern, Abram (Deceased) . . .	60
Stern, Lewis .....	137
Stern, Morley A. ....	106
Strauss, Elias (Deceased) . . .	70
Strauss, Horatio .....	88
Silverman, Harry .....	124
Waterman, Louis (Deceased) .....	98
Wile, Gabriel (Deceased) .....	56
Wile, Isaac A. (Deceased) . . .	6
Wile, Julius (Deceased) .....	68
Wolff, Abram E. (Deceased) .....	74
Wolff, Elias (Deceased) . . .	76
Wolff, Martin E. ....	118-L-1

## TEMPLES, CLUBS AND INSTITUTIONS

Berith Kodesh Temple .....	4
New Synagogue—Beth Hamedresh Hagodel .....	46
Jewish Orphan Asylum .....	25
Jewish Y. M. A. Building .....	52

# The Jackson & Wilson Audit Co.

## Public Accountants and Auditors

528-530 Granite Building

Rochester, N. Y.

---

Examinations for Banks, Corporations, Firms and Individuals  
Bookkeeping Supervised and Periodically Audited  
Estate and Municipal Accounting

## General Accounting and Factory Cost System Installed

---

**T**HIS business was started in September, 1907, by Louis W. Wilson, who occupied a small office in the Powers Block. In January 1908, Mr. Wilson removed to the Granite Building, occupying desk room in No. 524. With increased business it was necessary to have larger quarters and toward the end of 1908, Mr. Wilson was established in 528 Granite Building, doing business under the firm name of L. W. Wilson Audit Company.

In June, 1910, the Jackson & Wilson Audit Company was incorporated, with \$10,000 capital, with the following officers: Louis W. Wilson, President; G. Arthur Jackson, Secretary and Treasurer; S. C. Wilson, Vice-President. The firm now occupy two large offices, 528 and 530 in the Granite Building, and the staff numbers six employees.

Louis W. Wilson, before coming to this city, was associated with William J. Gunnell, certified public accountant of Buffalo, and was also employed by the New York & Buffalo Audit Company. The date of his connection with William J. Gunnell was in August, 1901, since which time he has been engaged in the practice of public accounting and auditing.

G. Arthur Jackson was for several years connected with the auditors' department of the Bell Telephone Company and the Independent Telephone Company, and for three years, prior to his entering the Jackson & Wilson Audit Company, was the Rochester representative of the Audit Company of New York.

This firm have firmly established themselves as Public Accountants and Auditors with the business people of Rochester, Buffalo, Syracuse and surrounding towns, and numbered among their clients are many of the largest and most representative business houses of Rochester. The certificates of the Jackson & Wilson Audit Company are readily accepted wherever they do business. One of the largest contracts executed by this Company was an audit for the City of Rochester, covering the years 1908, 1909 and 1910.

## Special and General Lines of Business Conducted

The facilities of this Company are equal to those of any in its line, either here or throughout the country, viz: Examinations for banks, corporations, firms, individuals; also the supervising and auditing of books of account, estate and bankruptcy accounting, the devising and installing of office and factory cost systems.

## Policy

The policy of this accounting and auditing corporation is to perform satisfactory service, and to keep everything pertaining to its clients' affairs in the strictest confidence; to undertake all work without fear or favor to those who have employed them, thereby aiming to gain and deserve continued confidence of the general business public to fulfil their work without waiver of any of the obligations which they assume, and to make a permanent reputation for themselves in the accounting profession.



MARTIN E. WOLFF

President Martin E. Wolff & Co., Insurance Brokers  
President Hotel Seneca Co.  
President Lyceum Theater Co.  
Vice-President Union Trust Co.  
Director National Bank of Commerce  
Proprietor Empire Theater, Syracuse, N. Y.

ESTABLISHED 1896

# W. C. BROWN & CO.

*Cleansers*

**TAILORS**

*Dyers*



BRANCH ESTABLISHED AT 52 EAST AVE.



The "OLD" and "PRESENT HOME"—60 SOUTH CLINTON AVE.—a spot well known to Rochesterians.

## EDITOR'S NOTE

The commercial culture, the manufactural aristocracy, the financial genius of Rochester have joined in a common act of recognition of the civic integrity and personal genius of the Jews of Rochester by broadly co-operating with the work of developing the History of the Jews of Rochester—a work which represents a continuous labor of nearly eighteen months.

In formulating the "History of the Jews of Rochester" the question arose whether it should be strictly a class book confined solely to a review of the work of the Jews of Rochester, from a Jewish estimate, or whether the class idea should be laid aside and the tribute come from without—a tribute from Rochester as a whole to its Jewish citizens as a part.

The latter policy has been adopted for the reason that under the other policy the Jew in self-recording his relations to Rochester's development, would appear as simply testifying of himself, which might be construed as mere vanity; whereas by allowing the tribute to come from all classes of fellow citizens, the idea of self-laudation is forever eliminated. Under one phase it would be glory inferred—under the other it is honor conferred.

The "History of the Jews of Rochester" needs no defense from within, because it is justified from without; as testified by the esteem which the magnificent patronage of the book evidences, as a recognition by all classes of men, of the important part played by their Jewish fellow citizens in Rochester's Financial, Commercial, Manufactural and Educational development.

It can be with pride only that posterity will look into this book at distant times and find recorded there the life data of ancestors long since passed to their great reward and to note with exalted pleasure the distinguished position occupied not only individually, but collectively, by the Jews of Rochester in the year nineteen hundred and twelve.

If there are any omitted from this record, it is rather because of the indifference of the living to historical opportunities, than to inefficient effort of the publisher to accomplish the legitimate end to which this work has been directed. As an historical work, we feel it will preserve much of vital data, that otherwise would have been lost in the waters of temporal oblivion.

There is no precaution which can preserve to future generations the wealth which to-day's genius so zealously accumulates; far surer inheritance, indeed, is the properly preserved record of a good name, which time cannot diminish or fortuity imperil.

EDITOR.



# THE MENG & SHAFER CO.

Wholesale---Manufacturers---Retail

## HATTERS AND FURRIERS

186 East Main Street, 14 West Main Street, 11-15 State Street, Powers Building  
Rochester, N. Y.

Agents for Dunlap Hats

Fine Seal and Fur Garments a Specialty



This business, which is known to Rochesterians in general, was founded in 1878 by Anthony A. Meng and William F. Shafer at 186 East Main Street, in the building, the illustration of which appears on the lower right side of this page. In 1879 the business had increased that the firm decided on an "up-town store"—and the State Street "home" in the Powers Building was occupied. After about four years an "L" store was opened, thus giving an entrance to West Main Street. About 1908 an additional store, "No. 15" State, was pressed into service. Since 1903 the firm have operated a store in Buffalo, N. Y., at 501 Main Street, which is in charge of their Mr. Nelson.

So successful have been Messrs. Meng and Shafer that the business was incorporated under the name of Meng & Shafer Co. in 1910, with a capital stock of \$250,000—the officers being: President, William F. Shafer; Vice-President, William Held; Treasurer, Anthony A. Meng; Secretary, Martin F. Shafer. An extensive trade in hats, furs, etc., is enjoyed both local and throughout the State of New York.



The First Store, 186 E. Main St.

# THE JEWS OF ROCHESTER

An Historical Summary of Their Progress and Status as  
Citizens of Rochester from Early Days to the  
Year Nineteen Hundred and Twelve

From Unpublished Records Prepared by the Late

ISAAC A. WILE

Compiled by

ISAAC M. BRICKNER, ATTORNEY-AT-LAW

*Illustrated*

HISTORICAL REVIEW SOCIETY

ROCHESTER, N. Y.

1912



REV. DR. MAX LANSBERG

# ALLEN-DANGREMOND CO.

SUCCESSORS TO

JAMES McDONELL COMPANY

*Plumbing, Heating, Electric Wiring  
Gas, Electric and Combination Fixtures*

32 and 34 East Avenue, ROCHESTER, N. Y.

This business, which is the Largest Plumbing Establishment in the City of Rochester, is now under the control of the following officers, viz: E. H. Dangremond, Pres., F. M. Allen Treas. and Mgr., and Robert W. Dangremond, Secy.



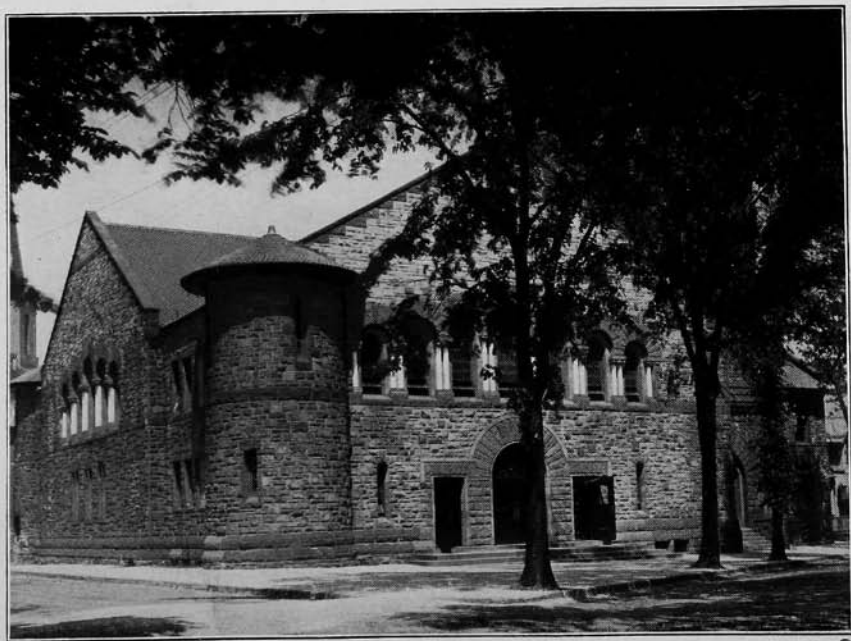
Present Home Allen-Dangremond Co.

The Allen-Dangremond Co. are recognized leaders in their line. "High-class Work" is their motto—and this fact have resulted in a large number of contracts from the "wealth" of Rochester—socially, commercially and financially. Among the work done may be mentioned:

Berith Kodesh Temple  
Craig Colony—Epileptic Hospital  
Rochester City Hospital  
The Symington Plant  
Utz & Dunn Building  
Iroquois Building  
Selden Motor Vehicle Co. Factory  
F. W. Griesheimer's Residence  
Louis Black's Residence  
J. D. Steefel's Residence  
M. M. Holtz's Residence  
Lippman Holtz's Residence

Sibley, Lindsay & Curr Co.  
A. Dinkelspiel Building  
J. W. Storandt Mfg. Co.  
Cutler Building  
Rochester Grocery Co.  
Third Presbyterian Church  
Infant Summer Hospital  
Rochester State Hospital  
Batavia Club, Batavia, N. Y.  
Middletown State Hospital, Batavia, N. Y.  
LeRoy High School, LeRoy, N. Y.  
New York State Agricultural Industry School

The firm employs about 70 mechanics, and are able to handle any, and all contracts, regardless of size, city, or in the country.



BERITH KODESH TEMPLE



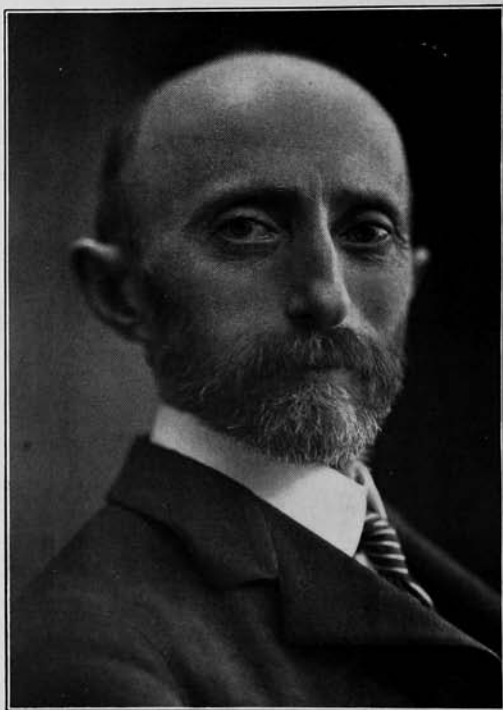


***A STORE WHERE HIGH QUALITY AND LOW PRICES GO HAND IN HAND***

We believe in good furniture. You will find here a pleasing collection of artistic styles, including faithful reproductions of the classic period designs and the celebrated Berkey & Gay productions. Such furniture is "a thing of beauty and a joy forever." Our prices are uniformly low—even one not

well versed in furniture values can see that. Our shops are busy from one year's end to the other, for we have a reputation for unusual excellence in the upholstering and finishing of furniture and the manufacturing of box springs and mattresses.

***MEIER - BAILEY CO., 359-361 Main Street East, Cutler Building, ROCHESTER, N. Y.***



The Late ISAAC A. WILE

# History of the Jews of Rochester

*From unpublished records prepared by the late*

ISAAC A. WILE

---

To write anything like a complete account of the original settlement of the Jews in Rochester I have found to be practically impossible. There seem to be no authentic or other records from which to secure any detailed information and unhappily the original settlers have nearly all passed away. The few who remain with us, have unfortunately no recollection of either persons or events from which any connected story can be evolved. I have, however, been able as the result of a somewhat rigid cross-examination of several of these venerable ladies and gentlemen to obtain considerable information, which, if not entirely comprehensive or coherent, is none the less interesting, and, I take pleasure in acknowledging my obligation to Mrs. Nathan Newhafer, Mrs. Elias Wolf, Ferdinand Hays, E. S. Ettenheimer, Abram Fechenbach, S. M. Benjamin, Isaac Mock and Gabriel Wile, by each of whom I was accorded great courtesy and from each of whom I received valuable, though detached, items of information. I am also indebted to Dr. Max Landsberg and Isaac M. Brickner for items of great interest of which these gentlemen in the course of previous investigations had come into possession and which they generously imparted to me for the purpose of this history. The very great source of information, however, of which I have availed myself is the set of Rochester City Directories owned by the Reynolds Library. The first directory there is the one of 1834 in which appear no Jewish names. The next one is that of 1844, all intervening directories being lost. In my examination of this volume I was, at first, misled in my search for Jewish names by the frequent recurrence of all kinds of Biblical surnames, such as Israel, Nathan, Moses, Jacob, Simon, Aaron, etc., etc. These names appear to have been in as common use in those days among others as among Jewish people and seem to have been by them, as by ourselves, more recently, almost entirely discarded.

The 1834 directory states the population of Rochester at that time to have been 12,289. In 1844 it appears to have grown to 23,553, and in the directory for that year appear the following Jewish names:

Mire Greentree, 6 Front St., B. Lafayette Hotel.  
Sigmund Rosenberg (Lace Merchant), 5 Curtis Block, B. Lafayette Hotel.  
Joseph Altman (D. G. Merchant), 42 Main St., B. Lafayette Hotel.  
Henry Cone (Tailor), 33 North St.  
Mary A. Noah (Actress), Glasgow cor. Exchange.

This Mrs. Noah afterwards achieved considerable reputation in the Histronic Art. Her daughter Rachel Noah adopted her mother's profession and was leading lady in Edwin Booth's Company for many years and was regarded as an actress of great ability and power. I was myself privileged to see her on the stage and the Jewish community of my younger days were justly proud of the reputation of both Mother and Daughter. About this same period, early in the forties, as I am informed by a present resident of Rochester who was then a young man of about twenty, there was a theater on the east side of South St. Paul Street near Main. For two years the people of Rochester were entertained by a stock company there.

Between the acts a Jewish young lady named Cone regularly presented herself as a Danseuse to the great delight and admiration of her audiences, especially the younger and masculine element thereof. For she was young, fair and graceful and during the term of her stay here, in the language of my informant, set the "Boys" wild. But she was not for them. She was jealously guarded when off the stage by her mother and my informant believes, though he is not sure, that she was the daughter of the Henry C. Cone whom I have already named. Though accustomed in my boyhood to hear the first settlers frequently discussed, I had never before heard of this Henry C. Cone or the charming dancer.

Of these original settlers in our City, only one became conspicuously identified with Rochester, and its subsequent development, and was in fact the first one to take up his residence here. That one was Mire Greentree whose name is a household word and whose genial presence and strong individuality were for nearly half a century known to the citizens of Rochester generally. Though never blessed with children in his family life, except one son who died in infancy, the distinction belongs to him of being in fact the Father and Founder of the Jewish Community in our beloved city and it may not be amiss to devote a few minutes to a brief story of his life.

He was born at Diebach, Bavaria, Germany, in 1819, being one of a family of two boys and four girls. His boyhood was spent at home pursuing the usual duties incident to the life of children of Jewish parentage in the rural districts of Germany, without the advantages of education. He immigrated to America in early life and for some years devoted his energies to the then universal occupation among the early Jewish immigrants, peddling. At first he pursued this occupation in New England, but finally drifted in this direction. In 1843 he definitely settled in Rochester, and sought and obtained employment for a time, having scarcely enough capital to enable him to carry on a business himself. At this time one Elizabeth Baker (not a Jewess) was carrying on a small manufacturing establishment on Front Street. The product of her factory was children's clothing and this business was the first clothing manufacturing concern in this city. Mr. Greentree became acquainted with this lady and during 1844 they were married. After this marriage the business continued to be conducted by Mrs. Greentree in her own name for about one year, he meantime retaining his previous position as clerk. But in 1846 Mr. Greentree assumed control in his own name and so continued it, until 1848 when Mr. Joseph Wile came here and became his partner under the firm name of Greentree and Wile. Shortly thereafter upon the advent in this city of Mr. Hirsch Britenstool and Gabriel Wile, they were also admitted to the firm which continued for many years, gaining profit themselves and reflecting unvarying credit on the small circle of Jews resident here of whom they formed a brilliant centre. The members of this firm were closely connected by ties of relationship, Messrs. Joseph and Gabriel Wile being brothers and Messrs. Britenstool and Joseph Wile having married sisters of Mr. Greentree. These gentlemen ever maintained a reputation for absolute honor and integrity in their business, as well as private lives, and did much to establish the high character and repute of the Jewish Community of this city at home and abroad.

Joseph and Jacob Altman conducted a clothing store at retail for some years but subsequently removed to Buffalo where they were very prosperous and highly respected.

Of Mr. Sigmund Rosenberg I have only been able to learn that after acquiring a competence here, he a few years later removed to Brooklyn, engaged extensively in the lace business and amassed a fortune. I understand that he is still among the living, though of that I am not certain. He always kept up a friendly relation with his old Rochester friends, especially with Mr. Greentree up to the time of the latter's death in 1890.



In the directory of 1845 the same names of Jewish residents appear and no others and between its publication and in that of 1846 there were additions to the small circle as follows:

Myer Rothschild (Peddler), h. 54 Main St.  
Samuel & Seligman (Clothing Merchants), 3 Bridge St., h. 28 Buffalo St.  
Morris Sleigman (Clothing Merchant), 3 Bridge St., B. Blossom Hotel.

The directory of 1847 shows the following new names:

Asher Beir (Clerk), 1 Bridge St., B. 14 Mortimer (residence of Jos. Altman).  
Solomon Cohn (Peddler), B. Norfolk House, Front St.  
Isaac Ganz (Keeper), Norfolk House.  
Henry Levi (D. G. Peddler), h. 49 N. Clinton St.  
Emanuel Lowenstein (Peddler), B. Norfolk House.  
H. Seligman & Co. (Clo. Merchants), 2 Buffalo St., and 3 Bridge.  
Elias Wolf (Keeper Norfolk House), 32 Front St.

I have not been able to verify this directory information, but believe it to be true.

The 1849 directory discloses the following as new and doubtless welcome arrivals:

Julius Bachman (Clo. Merchant), 15 Main St., B. R. R. Exchange.  
Martin Beir (Lace Merchant), 1 Front St., B. 4 Lancaster (res., A. Beir).  
Herman (Hirsch) Britenstool (Merchant Tailor), 3 Bridge St., h. 12 Lowell.  
Jacob Ettenheimer (Edenheimer) (Peddler), h. Platt St.  
Isaac Eichman (Grocer), h. 43 North St.  
Jacob Katz & Bro., 11 Bridge St., h. 4 Stillson St.  
Lewis W. Moore (Peddler), 11 Lancaster St.  
Nathan Newhafer (Wholesale Peddler), h. 4 James St.  
Lena Newhafer (afterwards Mrs. Hummell), 122 Main St.  
Greentree & Wile, 34 Buffalo St. (where Bausch Opt. Co. now is).  
Nimrod Rosenfield (Clerk), 57 Main St., B. R. R. Exchange Hotel.  
Morris Rosenfield (Bookkeeper), 25 State St., b. 35 Franklin St.

(This gentleman subsequently returned to Europe.)

J. M. Rosenthal (Peddler), 6 Lux, R. R. Hotel.  
Sigmund Stettheimer (D. G. Merchant), 57 Main St., h. 124 Main St.  
Strassburger, Morris & Abram (Jewelers), 28 Buffalo St.  
Nathan D. Voorsanger & Co. (Clo. Merchants), 99 Main St.  
Nathan M. Voorsanger & Co. (Clo. Merchants), 80 Exchange St.  
Abraham Weinburg (Grocer), h. 123 Main St.  
Berris Weinstein (Peddler), R. R. Exchange Hotel.  
Yeddi Weinstein (Cook), R. R. Exchange Hotel on Mill St.  
Wile & Britenstool (Clo. Merchants), 6 Bridge St., (same as G. & W.)  
Joseph Wile (Clo. Merchant), 34 Buffalo St., h. 15 Stone St.  
Gabriel Wile (Merchant Tailor), 34 Buffalo St., h. 12 Stone St.  
Elias Wolf (Merchant Tailor), 15 Bridge St., B. R. R. Exchange.

The directory of 1850 discloses the following additional arrivals and new business firms:

Altman & Stettheimer, composed of Jos. & Jas. Altman and Sigmund Stettheimer, doing business at 26 State St.  
Sol. Benjamin (Restaurant), 13½ Exchange St.  
Jacob Blume (Peddler), 20 Joiner St.  
Jacob Blumensteil (Clerk), 53 Main St., B. Bloomer Hotel.  
Jacob Blumenstiel (Clerk), 53 Main St., B. Bloomer Hotel.  
Abraham Dreyfuss (Clerk), 18 Front St. h. 70 Monroe.



Elias Ettenheimer (Jewelry Peddler), h. 3 Elm St.  
Levi Funkenstein (Peddler), B. 35 Atwater.  
Leopold Garson (Grocer), 12 1-3 Main St., h. No. Clinton.  
Simon Goodman (Jewelry Peddler), B. 3 Elm St.  
Katz & Bro. (Clo. Merchants), 11 Bridge St.  
Joseph & Jacob Katz, Joseph, 5 Elm St., Jacob, B. 5 Elm.  
Joseph Levi (Gro. and H.), cor. Bowery (now Cumberland) and No. Clinton.  
Harley Levi (Gro. and H.), St. Joseph near R. R.  
Lowenstein & Bamberg (Millinery Articles), 91 State St.

This firm is the first one composed of Jews whose advertisement is to be found on the fly leaf of the directory, though that means of advertisement was largely used by merchants of that period, as it is to-day.

Isaac Mock (Clerk), 1 Front St. (Beir Bros.), B. American Hotel.  
Henry Rosenberg (Jewelry Peddler), B. 3 Elm St.  
David Rosenberg (Jewelry Peddler), B. 3 Elm St.  
Benj. Rosenthal (Bookkeeper), 36 State St., Waverly House.  
Isaac S. Samuel (Merchant Tailor), 3 Front St. and 11 Exchange and 36 Buffalo, h. over 104 Main St.  
Morris Savage (D. G. Peddler), B. 16 Union St.  
Jos. Stiefel (D. G. Peddler), h. 81 No. Clinton St.

Elias Wolf married and in 1850 appears to have retained his business of merchant tailoring at 15 Main St., and to have set up housekeeping at No. 8 Ely St. His brother Jacob, who conducted a clothing store at 9 Front St., boarded with him.

In this directory we find the very first reference to the congregation as follows:

Rev. Marcus Tuska (Pastor Hebrew Cong.), h. 47½ North.

The scope of this paper will not permit further detail in this direction, though it would doubtless prove interesting to continue this line of investigation and so record positively the data relating to the settlement in Rochester of many others who subsequently became prominent in the history of our community.

Each year thereafter brought new arrivals, and the number and influence of the Jews in this city soon grew to large proportions.

The first Jewish religious meeting held in this city was held on the day of Atonement, October 7, 1848, upstairs at the corner of No. Clinton and Bowery streets (now Cumberland), being the premises occupied at that time by Henry Levy. On the following day a meeting was held, and a congregation formally organized and the following gentlemen were present and became the original members: A. Adler, Jacob Altman, Joseph Altman, Jacob Ganz, Joseph Katz, Henry Levi, Samuel Marks, Meyer Rothschild, Abram Weinburg, Joseph and Gabriel Wile, Elias Wolf. Joseph Stiefel officiated as Chasan or Reader. The meetings continued to be held there with quite considerable regularity for some time, until quarters were procured over No. 2 Front St., in the third story and Rev. Tuska was placed in charge as Rabbi. This occurred in April, 1849. No mention of the organization in the list of churches is made in the directory, however, until 1853, although as I have already stated it is mentioned under Rabbi Tuska's name. The directories all contain a list referred to as follows: Jews Synagogue, No. 2 Front St., in the third story. Priest, Marcus Tuska. The congregation was incorporated under the laws of the State of New York, November 16, 1854. The incorporators were Joseph Wile, Samuel Marks, Henry Levi, Jacob and Joseph Altman, A. Adler, Elias Wolf, A. Weinberg, J. Ganz, Gabriel Wile, Myer Rothschild and Joseph Katz. All are now dead. The first president of the incorporated society was Nathan Newhafer. Elias Wolf was Secretary, and Gabriel Wile, Asher Beir and Henry Lowenstein, Trustees. It is not definitely known who was the first

president of the society before its incorporation. The honor is variously attributed to either Joseph Katz or Meyer Rothschild, probably the latter.

In 1855 the directory mentions the congregation as follows:

Jews Synagogue, No. 2 Front St., in the third story; Rabbi, Marcus Tuska; Trustees, A. Beir, N. Newhafer, Joel Lowenstein.

In 1857 it reads thus: Jews Synagogue, located at No. St. Paul St., near Andrews. Rabbi, Marcus Tuska; Trustees, E. Ettenheimer, Gabriel Wile, S. Stetthimer, Andrew Beir (doubtless Asher), A. Stern, Simon Hays; Gabriel Wile, President; A. Beir, Treasurer; Simon Hays, Secretary. From 1857 until 1860, Rev. Isaac Mayer officiated as Rabbi of the congregation as was succeeded by Dr. Sahner.

In 1861 and until 1866 Abram Schmidt is named as Rabbi, though in fact he was only Reader. In 1866 and until 1869 Aaron Gunzburg. 1869 A. Smith is again recorded as Hebrew Pastor. In 1871 and ever since Max Lansberg is described as Rabbi, though he assumed charge during the previous year. A singular fact which I am at a loss to understand, is that nowhere in any City Directory does the name of either Sahner or Mayer appear, though Dr. Mayer was here three years.

So much has happened in the development of our Jewish Circle since the advent here in 1843 of a few poor uneducated peddlers and that development has brought about results so stupendous as to seem almost impossible that I cannot narrate in detail anything approaching a complete story. Some few events, however, are so important and seem to have had so strong a bearing upon the social, intellectual and moral life of our community that they particularly appeal to my mind as worthy a special mention.

The congregation was originally, of course, carried on upon extremely orthodox principles. All the old customs and rituals were sacredly conserved by precept and practice. An instance of this was that relating to the use of Kosher meats in Jewish families. In the absence of a Jewish butcher market, arrangements were made with a prominent dealer on Front Street to have fowls and cattle slaughtered by a Jewish Schechter. Mr. Joseph Stieffel officiated in that capacity and was probably the first in this city to kill cattle according to the Jewish custom.

For many years the separation of men and women at religious services in the Synagogue was rigidly observed. When family pews were finally determined upon in 1869 it came near causing a serious split in the Congregation and indeed some of the members did withdraw. Among them was Meyer Greentree who at once at his own expense erected a "Schule" called at first the "Greentree Schule" but subsequently the "Aitz Ranon" (same thing in Hebrew) congregation. Peculiarly enough family pews were used there also from the very beginning though I have been unable to learn how that was brought about.

The congregation first referred to continued to meet at the Front Street quarters until 1856, when the property on No. St. Paul St., now occupied by the Black Co., and Goldwater & Co., was purchased for \$6,500.00, probably cash, as no purchase money mortgage was given. The deed of this property was dated July 23, 1856, recorded in Monroe County Clerk's office July 31, 1856, and vested the title in Sigmund Stetthimer, Joseph Wile and Morris Seligman as Trustees of Berith Kodesh Congregation. The Tabernacle Baptist Church stood upon the site at the time of this purchase and its use with some alterations was continued until 1876 when a new Temple was erected at a cost of \$25,000.00. This was dedicated on September 15, 1876, with elaborate ceremonies, and continued the place of worship of the congregation until 1894, the last services being held there March 20th of that year.

On Friday, June 1st, 1894, the magnificent edifice on Gibbs St. was formally dedicated and consecrated. The site was purchased in the spring of 1888, and the corner-stone laid Saturday, September 2, 1893. (This was destroyed by fire in 1909 and has just been rebuilt on the same site.)

It was in the St. Paul St. Temple that a meeting was held in April, 1870, that was fraught with deep significance and was followed in time by results ardently hoped for but scarcely expected by the daring projectors. Up to that time such a thing as the occupancy of a Jewish Pulpit by a Christian or other non-Jewish clergyman for any purpose, was unheard and probably unthought of. Two young college students, Sol Wile and myself, anxious to break down the barriers which so strenuously separated our people from the rest of the community undertook to procure and succeeded in procuring an invitation from our congregation to the Rev. N. M. Mann, the pastor of the Unitarian Society to deliver a lecture or sermon at the Berith Kodesh Temple on some stated evening. The invitation was gladly accepted by Mr. Mann. Upon the evening fixed for the event the Temple was crowded to its capacity by members of the congregation and their families as well as many non-Jews and was pronounced thoroughly enjoyable by all. I believe that it may be justly asserted that this was the beginning of the close intimacy that has since existed between the Unitarian and Berith Kodesh congregations as well as of the frequent Union meetings held by these two organizations with sometimes others and that the occasion here referred to had a very marked influence in the direction of broadening and liberalizing the religious views of our community and their social relations with their non Jewish neighbors.

A very decided innovation upon old customs was the introduction in the services in the Temple (then still called Shule not Temple) of an organ and choir in 1860. Mr. Nimrod Rosenfeld, himself an enthusiastic musician was the responsible and moving power in this, and only succeeded in his efforts after a determined and long continued struggle.

For many years the question of gentlemen removing their hats during services in the Temple was agitated, and in 1874, it was decided that those who chose, might remove their hats. The President and Vice-President of the congregation were accustomed in these days to occupy seats on the platform with the Rabbi, behind the pulpit, and none of them, until 1879, ventured to appear there with uncovered heads. In that year, however, Mr. David Rosenberg was elected President, upon his ante-election promise to remove his hat when occupying his official seat on the platform and he religiously kept that agreement, thereby bringing down upon his unprotected head a storm of indignation and abuse from the older members. During his administration a rule was passed requiring every new member and all strangers visiting the Temple to uncover.

The ritual for the regular services now in use, was first introduced on trial in our Temple on December 14, 1883, and on January 19th, 1884, the congregation passed a resolution adopting it permanently. This practically excluded the use of Hebrew from the services, English language being substituted. It was the first Jewish congregation in the United States, and probably in the world, to take this step.

In the earlier years of the congregation the children of the pioneers attended the daily school for their secular education. Sabbath schools were unknown among the Jews and Biblical instruction was imparted to the children at their homes by the Rabbi and others. Prominent among these and probably the first, except Rev. Mr. Tuska, was Mr. M. Lowenstein, who, with his family, lived on No. Clinton St., between the R. R. and Atwater St., now Central Ave. From this system there gradually grew among our people the desire for a regular daily school, which took definite form and during the year 1857, or thereabouts, such a school was organized. A Mr. King was employed to teach English, reading, writing and



spelling as well as arithmetic and grammar, and upon Rev. Dr. Meyer rested the burden of imparting a knowledge of the Old Testament and Hebrew. Acquaintance with that language was regarded and really was indispensable as it was exclusively employed, not only in church services but in family and individual devotional exercises. The school rooms were at first in the basement of the No. St. Paul Street Temple but subsequently a small building on Andrew St., near No. Clinton where the 1st German Baptist Church now stands, was provided by the congregation for that purpose. The school was organized and managed by members of the Congregation through a school board appointed from among its members and only the children of members of the congregation were permitted to attend. Those of us who still survive that period will no doubt remember Mr. Bing, who taught us in Hebrew and Bible History, and between times favored one or the other of us by sending us around the corner to buy for him five cents worth of "Sweet Chew Tobac." Many a time have I been selected as the favored one and glad and honored was I when the choice fell upon me. It was thus I first learned the taste of the stuff. Many will also remember John R. Vosburg, the gentleman who delighted to "warm our jackets" and who so frequently indulged himself, often justly, in that pleasant, if rather vigorous method of punishment. He was, notwithstanding, an excellent, if somewhat crude teacher, and many of his pupils there, as well as at his own private school afterwards, attribute their subsequent success as students to the mental discipline and elementary teaching obtained at the hands of old Jack Vosburg. The Jewish school was discontinued about 1867 and was never again organized. Thereafter our children attended the Public Schools of the City of Rochester, and received instructions in Hebrew and Bible History privately at their homes. In 1869 for the first time in the history of our community, a Sabbath School was organized in connection with our congregation and became very popular. Not only the little children but many of the young ladies and gentlemen came and an attendance of about one hundred kept the volunteer teachers busy. This school was organized by Sol and Isaac A. Wile, about two years before Dr. Landsberg came to the Congregation and while there was no Rabbi at its head. Upon his arrival he assumed charge and it needs no word to describe what he has since accomplished with and for it.

Politically our people have always been active though not especially prominent. Living as they formerly did, very closely together, they were frequently enabled to control one ward anyway. This ward, the old sixth, now the seventh, was quite often represented in the Common Council, Board of Supervisors and Board of Education by a Jew. The first office holder among us was Mr. Nathan Newhafer, who, in 1857, was appointed Doorkeeper of the Assembly at Albany, and retained that position until his sudden death by drowning shortly thereafter.

The following is a complete list of Aldermen, Supervisors and members of the Board of Education.

#### ALDERMEN.

- 1865-6. Joseph Beir.
- 1867. William Guggenheim. He was acting Mayor during part of the term.
- 1871. Abram Stern, who was re-elected three times and was succeeded by
- 1875. Simon Hays. He was also re-elected four times.
- 1881. Abram Stern.
- 1883. Elias Strouss.
- 1889. Morris H. Lempert, five years.
- 1909. Morris Rosenberg.

The sixth ward, as will be seen, was therefore represented in the Common Council by Jews continuously for a quarter of a century, except for the two years between 1879 and 1881.

Messrs. Samuel Rosenblatt, Joseph Beir, Abram Stern, and A. B. Wolf frequently represented the ward in the Board of Supervisors. Isaac Wile and Marcus Michaels were members of the Board of Education; the former was president of the Board in the same year in which Simon Hays was President of the Common Council. Selim Sloman is at present a member of the Board of Supervisors.

Isaac Adler was chosen to the Board of Education on a general ticket in 1905 and re-elected by both parties in 1909. He is still an efficient member.

Dr. Moses Rosenberg was also elected and served on the School Board for four years. During the term of the late Marcus Michaels in the School Board and very largely through his instrumentality the reading of the Bible in the Public Schools was discontinued after a very severe struggle to retain it. I believe Rochester was the first city in the Union to take this progressive step though her example has been almost universally followed and the Bible is read in the schools of but few, if any cities. Rochester Jews have held appointive offices in this city, and have usually maintained a high standard of effective public service. The most prominent among these have been, Joseph W. Rosenthal, as Police Commissioner, the late Joseph Cauffman and Simon Stern as Park Commissioner, and Morley A. Stern, brother of the latter, who was appointed to succeed him, and is at present a valuable member of the Board.

Eugene M. Strouss was appointed transfer tax appraiser for Monroe County, by State Comptroller Martin H. Glynn, and he made an excellent record in the office. In 1908 Louis E. Lazarus was elected to New York State Assembly and in 1910 Simon L. Adler was elected to the same office.

Our Jewish Community is justly recognized as among the most cultured and progressive Jewish Circles in the United States. The presence in this city of a distinguished and learned university is probably largely responsible for this repute. Being located here, it has placed the advantages of a college education within the reach of many, who otherwise perhaps would not have been able to avail themselves of a college course. Many of our young men have been graduated from the university. The Jewish graduates include the following: Simon Tuska, Morris Stettheimer, Solomon and Isaac A. Wile, Henry G. Wile, all sons of pioneers; Nathan Weidenthal, a distinguished physician of Cleveland at this time; Samuel M. Brickner, David Hays, Solomon Hays, Marcus Hirshfield, Harris Hirshfield, Isaac M. Brickner, Marcus Michaels, Moses Hirshfield, Ira S. Wile, Abraham J. Wile, Abram Lipsky, Lesser Kauffman, Edward Hirshfield, Emil M. I. Landsberg, Max Isidore Klein, Walter Steefel Meyers, Jacque Louis Meyers, Herman M. Cohn, Harry C. Michaels, Benjamin Goldstein, Isidore Schiffrin, Max Schweid.

The Jewish ladies were very active in support of the co-educational idea and were largely instrumental in securing the money required for its institution at the University of Rochester. Enrolled at the University since its adoption have been, Marie Griesheimer and the Misses Seligman of the class of 1902-3, Annie Rosenberg, May Ethel Rosenthal, Minnie Florence Hochstein. Several of our girls have attended and been graduated from other colleges, viz., from Smith and Bryn Mawr—Carolyn Adler from Smith and Clara Landsberg from Bryn Mawr.

Quite a number of our young men have been graduated from other institutions of learning, the first being Leon Stern, who was of the class of 1889 at Cornell, Maurice Couffman, Cornell, 1891, Isaac Adler, Harvard, Mortimer Adler, Harvard, Simon L. Adler, Cornell, Sidney Lowenthal, Cornell, Arthur Stern, Jacob Rosenberg, Cornell, Eugene Strouss, Cornell, and Abraham Benedict, Michigan.

Debating societies and other kindred organizations have always found favor with our younger people and it would be a source of pleasure to tell of some of the



exciting debates and parliamentary conflicts which from time to time occurred at the meetings of the Independent Literary Union and later in the Junior Debating Society, but space forbids. In the former I recall the names of Joseph W. Rosenthal, Isaac Wile, Julius M. Wile and Simon Stern and in the latter Isaac and Simon Adler, Louis Wiley, Samuel M. and Isaac M. Brickner, Maurice Cauffman, Maurice Strauss, Leon Stern, Alfred S. Guggenheimer and Abraham Benedict. The only organization here now of this character is the Jewish Young Men's Association, which is doing fine work in educating its members to a realization of the higher aims of life and a more thorough understanding of the questions of the day.

Our people are well represented in the learned professions. In 1874 Messrs. Sol and Isaac A. Wile were admitted to the Bar and were the first in this State, outside of N. Y. City, to be so honored, except Hon. Simon Rosendale of Albany.

The following have been since admitted:

Marcus Hirshfield, David Hays, Isaac Adler and Simon L. Adler, Abraham Benedict and Morris L. Stern, Eugene M. Strouss, Louis Lazarus, Horatio Strauss, Harry Mock and Isaac M. Brickner.

The following are the Jewish Doctors whom Rochester claims as her own:

Nathan W. Soble, William D. Wolff, Moses Rosenberg, Samuel M. Brickner, Samuel Rosenthal, Isaac Beir, Ira S. Wile, besides the late Dr. Henry Wile and Simon L. Elsner.

Most of these have attained high standing in their profession.

Leon Stern has earned a fine reputation as an architect, and Abraham J. Wile, Josie Shatz and Abram Lipsky have devoted themselves to the profession of teaching.

Commercially the Jews of the city have kept pace with the progress of the city generally.

Mention has been made of Mire Greentree. He may justly be referred to as the "Father of the Clothing Industry of Rochester." The little pant shop on Front Street, planted in fertile soil, has developed into one of the mammoth industries of the Country. In the amount of the output it is first among the industries of this great industrial city, and in the quality of the product, "Facile Princeps" among the industry of the Clothing produced in the United States.

Little could Mr. Greentree have dreamed of what a mammoth industry he was to be the progenitor. Little could he have imagined that in a city of 225,000 inhabitants, more than one-fifth of the entire population would derive their sustenance from the manufacture of men's, boys' and children's clothing of high quality. Yet such is the indisputable fact. From the little Front Street pant shop have sprung about 40 commercial houses and most of them are in themselves, "Little Cities of Industry." They have not all sprung from this common source, though many of the larger ones have. But by reason of the fame that his successors attained, the industry has been nourished to its present tremendous proportions.

No history of the "Jews of Rochester," could be complete, that did not recognize and mention this fact, and it speaks eloquently for the standing of Rochester Jews in the commercial life of the city.

Some idea of the magnitude of the industry and its meaning to the growth of the City of Rochester, may be had from the statement, that ROCHESTER, twenty-second among the Cities of the United States, in population, is third in the amount of its clothing output. A conservative figure from an inside source, places the total amount of business done as approximately \$22,000,000.00 annually.

Another set of figures will show even better what the industry has meant to the City. The same inside source gives the total amount paid in wages in the Clothing industry as about \$135,000 a week or about \$7,000,000.00 a year. There are about 13,500 hands employed in the industry, which means that, their families included, over one-fifth of the entire population are supported thereby.

But even these figures do not show fully the significance and importance of the clothing industry to ROCHESTER. The value of the real estate that is given over to Clothing is enormous. The buildings in the Clothing district that are owned by the clothing manufacturers are conservatively valued at \$1,500,000, while fully \$750,000.00 represents the value of buildings that are not owned by their occupants. To this total of over \$2,000,000.00 must be added the value of the homes owned by the clothing manufacturers and the shops and homes owned by the employees where much of the product is made. When to this is added the fact that most of the buildings are models of convenience and arrangement and several of them architectural adornments at the same time, the present meaning of the clothing industry and its position in industrial ROCHESTER, can be imagined. It all proves that the pioneers of the clothing business in ROCHESTER, and all of them were JEWS, were the kind of men upon whom a city may draw for its inspiration and life; who by their energy, pluck, public spirit, and knowledge of affairs, qualities shared by their successors, contributed to the establishment of an industry which is closely interwoven with the busy and pulsing life of a great American city.

Our Jews, like Jews everywhere, have ever taken care of their poor and indeed have done better than that. For here has a persistent effort been made to keep our less fortunate brethren at least self supporting, and so self respecting. Dr. Landsberg has done much for the good of our people in many directions, but in none so much as by the manner in which he has almost by his individual effort reduced our charities to a systematic method, by the organization of the United Jewish Charities. The oldest one of our charitable organizations is the Benevolent Society of his congregation. The exact date of its formation I am unable to state, but it was about 1850, and I am advised by one of the survivors of that time who speaks, of course, from memory, that Mr. Jacob Bloom, while pursuing his business of peddler, kept an eye constantly open for cases of distress and suffering, which he promptly reported to the rest of the small circle. They as promptly levied assessment upon themselves and so enabled him to relieve the unfortunate ones. It was the custom of the Jewish families residing in Brockport, Albion, Palmyra and other towns in the vicinity to come to Rochester and unite with their brethren there in celebrating Rosh Hashona and Yom Kippur. Though the Front Street quarters were ample for their requirements at all other times, the influx of strangers on these occasions taxed their capacity. To overcome this difficulty, Messrs. A. Fechenbach and Simon Hays in 1850 rented the Baptist Church on St. Paul St., which the congregation subsequently purchased and sold seats therein for use on these Holidays. The receipts exceeded all disbursements by \$196.00, and this money became the first fund for the use of organized Jewish Charity in Rochester and as a result of this transaction the Benevolent Society was formally organized. It was incorporated February 26, 1878, and the object of the corporation, as stated in the certificate, was to minister to "the relief of indigent persons and families in cases of sickness and suffering." The incorporators and trustees for the first year were:

Joseph Beir, George Rosenberg, E. M. Moerel, Samuel Rosenblatt, Moses Hays, Henry Michaels, William Guggenheim, Isaac M. Sloman and Joseph Cauffman. Messrs. E. S. Ettenheimer, E. M. Moerel and Abram Wile were the Relief Committee, from the inception of the society until the organization of the U. H. C. and disbursed every dollar expended by the society. Mr. Jacob Bloom was also a member of the Committee up to the time of his death.

Mr. George Rosenberg had been secretary of the Society up to the time of the incorporation, when Joseph Cauffman succeeded him and was its secretary ever since and honored the office by holding it to the time of his death. The first President, Vice-President and Treasurer I am unable to name as the original records have long since been destroyed and I have found no one who remembers.

Other charitable organizations soon followed and the time came when the City was infested by Jewish tramps who applied to each society in turn and as it was regarded as sinful to refuse an applicant for help, every application was granted and much money that might have been used for cases of actual need was constantly wasted upon worthless characters.

The system under which these several organizations were brought under the management of one central body was something in the nature of a Charity trust with which all business must be done; and the traveling Jewish Mendicant has practically become unknown in Rochester.

Besides contributing liberally to their own, the Jews of Rochester devote much of their time and energy to the Public Charities of our City and in some of them have been especially recognized: Julius M. Wile, Morley A. Stern and E. S. Ettenheimer have been Trustees of the Rochester City Hospital, among the lady managers of which are two Jewish women, Mrs. Landsberg and Mrs. J. L. Garson, the latter succeeding her mother, Mrs. Levi Adler. Mrs. Nathan Levi is a lady manager of the Hahnemann Hospital, Mr. Jos. Michaels, worthily imitating the example of his lamented father, is a trustee of and liberal contributor to the Mechanics' Institute. Mr. Max Lowenthal was one of the organizers of the Institute.

The criminal history of the Jews in this City is substantially a blank page and I venture to say that no community anywhere else, Jewish or otherwise, large or small, can point to so clean a record.

In the Masonic Fraternity the Jews have played an important and active part and a large number of them are Masons. The first Jew to receive these exalted degrees in Rochester was Mr. Morris Seligman, who was made a Mason April 24th, 1848, in Valley Lodge No. 109. The oldest Mason among us, however, was probably the late Mr. Gabriel Wile, who was made a Mason in Hartford, Ct., in 1846. The first Jew to be a Master of a Lodge was Mr. S. M. Benjamin who, in 1863, was elected Master of the Valley Lodge, and was elected three times. In 1867, he was Dist. Deputy for this district. Mr. Benjamin is still actively interested in Masonry and is regarded by his Brethren of the Craft as an authority on the Ritual. His rendition of the Masonic Burial Service is especially admired and he has often been called upon by his brethren to officiate at those sad though beautiful rites.

Abram J. Katz has also been Master of the same Lodge and Marcus Hirschfeld of Rochester Lodge 660, while Fred J. Meyer has been High Priest of Hamilton Chapter and Sol and Isaac A. Wile, have been High Priests of Ionic Chapter No. 210. Louis N. Stein, David M. Garson and Isaac A. Wile were prominently identified with the movement for the erection of a Masonic Temple in our City, and were members of the governing board of the corporation organized for that purpose, Mr. Stein being its Secretary.

The Chamber of Commerce of Rochester is and for many years has been one of the very important organizations of the City. Max Brickner has been its President and I am informed was the first Jew elected President of any such organization in the United States. Many of our Jewish business men have been prominent in the Board of Directors.



The social life of our people has kept pace with their progress in other directions. Though no special intimacy has been established between the Jews and non-Jews, social intercourse has been maintained to quite a considerable extent to the mutual profit of both. Many of our people have been and are respected members of non-Jewish clubs and their presence there has been eagerly sought though it is rather a matter of regret that this course has never been reciprocated on our part. We for many years had a club of our own which was regarded as an important factor in the Social life of the City at large. The first organization of this character was instituted in 1868, and had its quarters in the Sibley Building on E. Main Street, under the name of Harmony Club. The incorporators and trustees for the first year were Louis Lowenthal, Henry Michaels, Joseph Wile, Julius Wile and William Guggenheim. The particular business and object of this Club was the cultivation and propagation of "Science and Literature," and it continued for some years. Subsequently, on April 7th, 1873, the Phoenix Club was duly incorporated. The incorporators were Henry Michaels, Sigmund Stettheimer, Joseph Shatz, David Rosenberg, Joseph Rosenthal, Abram Wile, Joseph Wile, Abram Stern and Joseph Cauffman, and the officers for the first year were:

Henry Michaels .....	President
Abram Stern .....	Vice President
Joseph Wile .....	Treasurer
Joseph Cauffman .....	Secretary

This club had a very successful career for some years until finally a difference arose and quite a large number, principally the younger men, withdrew and formed a new organization which for some time had no name. Out of this aggregation in which Nathan Stein, Joseph W. Rosenthal and Julius Wile, were conspicuous figures was organized the Eureka Club, lately dissolved. This was founded December 12, 1881. The Barton Homestead on North Clinton Street was purchased and for sometime was used for the Club's purposes, but was finally torn down to give way to the spacious Club House which now adorns the site and was recently sold to the Lodge of Elks. The new Club House was thrown open August 12, 1893. The first officers of the Eureka Club were as follows:

President .....	J. W. Rosenthal
Vice President .....	A. J. Katz
Secretary .....	M. E. Wollf
Treasurer .....	Joseph Michaels

#### BOARD OF DIRECTORS.

Nathan Stein,  
Joseph Shatz,  
Israel Stern,  
Julius M. Wile,  
Sol. H. Savage.

The Jewish Orphan Asylum of Rochester was incorporated March 27, 1878, and of course had its inception in Berith Kodesh Congregation. Levi Adler was President of the Congregation at that time and was one of the active supporters of the effort to organize the asylum. He presided at the first meeting held in 1877 to consider the matter. The incorporators were Max Brickner, Sigmund Stettheimer, Abram Stern, Moses Hays, Joseph Beir, Sigmund Mann-

heimer, Elias Strouss, Samuel Rosenblatt, Leopold Garson and Joseph Katz. The officers for the first year were:

President .....	Max Landsberg
Vice President .....	Max Brickner
Rec. Secretary .....	Martin Beir
Cor. Secretary .....	S. Mannheimer
Treasurer .....	Abram Stern

#### TRUSTEES.

Moses Hays  
Joseph Beir  
Sigmund Stettheimer  
Elias Strouss  
Samuel Rosenblatt  
Leopold Garson  
Joseph Katz.

The asylum though located at Rochester, is maintained and controlled by the Jewish people of Rochester, Syracuse and Buffalo and local societies are organized in each City. It has done a wonderful amount of good, provided a home for many unfortunate children, fitted them for the arduous labor of life and sent them out into the world thoroughly equipped for the struggle for self support.

Our people have always and everywhere held fast together and in all their relations of life have been thoroughly exclusive. Though often identifying themselves with the Masonic, Odd Fellow and other kindred fraternities, they have in Rochester, as everywhere maintained their own Jewish Organizations. Prominent among them and first to be established is the Zerrubabel Lodge I. O. B. B. of Rochester, which was organized and chartered in March, 1864. This after its inception, started and maintained for some years a circulating library to which members and their families had access and the library was liberally patronized. Several hundred well chosen volumes were accumulated but finally the idea was abandoned and the books were in 1889 presented to the Young Men's Jewish Association of the Congregation. The books ultimately became the property of this congregation and can be found in the Assembly Hall of the Temple.

An off-shoot of the Rochester Zerrubabel Lodge was the Rochester Zerrubabel Widows and Orphans Association which was incorporated August 12, 1869. Its object and purposes were described in the articles of incorporation to be "to give aid and relief to widows and orphans of deceased members of said society and to give aid and relief to such persons, members of said association and others as said society shall determine."

It will be noted that our Charitable Societies do not formally devote themselves to the relief of our own people only, but declare themselves expressly as devoted to the "relief of indigent families, etc.," without qualification as to religious belief or otherwise, and the uniformly broad, liberal charity of our people everywhere and at all times is here splendidly illustrated.

The Trustees of the Zerrubabel Widows and Orphans Benefit Association for the first year were as follows: Abraham Stern, Sol Cohn, Abram Wile, Henry Garson, Morris Oettinger, Joseph Beir and Louis Stern. The incorporators were Henry Garson, Henry Rosenberg, Henry Levy, Nathan Stein, Nathan Stern, Joseph Beir, Morris Oettinger, Sol Cohn, A. Weinburg, L. W. Moore, Abram Stern, Jos. Cauffman and Morris.

The following organizations were subsequently instituted: Ancient Jewish Order Keshet Shel Barzel, 1873; Hebrew Ladies' Aid Society in 1865; Hebrew



Ladies' Relief Society; Ind. Order Free Sons of Israel; Rochester Continental Lodge in 1872; Ind. Order Brith Abraham Alf. Dreyfus Lodge.

There are several items of interest which I desire to mention in connection with our earlier history.

The first Jewish marriage was that of Berrie Weinstein and his wife Yedda Rothschild. This marriage was solemnized in February 1849. Mr. Joseph Steiffel, Chasan officiating, at the residence, on North Clinton Street, of Meyer Rothschild, brother of the bride, who is still surviving and lives in this City now as she always has since her marriage.

The first Jewish child born in Rochester was Bertha Altman, now Mrs. David Rosenau of Buffalo. She was the daughter of Mr. and Mrs. Jacob Altman and was born January 24, 1845.

The first real estate conveyance to a Jew in this City and County was the deed to Morris Seligman from Benjamin B. Robinson, dated January 21, 1850, which conveyed the property on Main Street now occupied by Goldsmith Bros., and owned by Mr. Moses Garson.

There are many other lines of inquiry which I should gladly have followed but for lack of time and I should fain have more fully recorded other incidents in this paper along the lines I have attempted to follow, but the entire absence of written records has made it impossible for me to do so. I suppose that the records of the congregation contained much valuable information, but unfortunately when the congregation removed to the new temple in 1894, some of the records up to that time were lost or destroyed and a very valuable aid to the historian placed beyond his reach. I have been unable to find any except minutes of Trustees meetings, which refer to no matters of special interest. No minutes of congregation meetings seem to be in existence.

I would suggest that some one volunteer to prepare for some subsequent time a Biography of some of the Pioneers of this community, though the task will doubtless prove a difficult one. I believe it to be a duty to our posterity to learn what we can of our early history and ancestors and it is a duty which we can easily fulfill. If the record so made up by any possibility compares with that of the original settlers, it will be one of which we may justly be proud. Their high aims and purposes, which have so happily met with fruition may well serve us as examples. Should we be so fortunate as to plan so wisely and build so substantially as they did, those who follow us will have occasion to be thankful. Rigid honesty, indomitable perseverance and tireless energy characterized their lives and we can adopt for ourselves and our children no better or wiser rule for our action than that exemplified by the characters of these noble men and women.



# Charities of the Rochester Jews

BY REV. DR. MAX LANDSBERG.

---

Among the activities of the Rochester Jews a very prominent place must be assigned to their charitable societies. From ancient times and through the many centuries of Jewish history it has always been considered as one of the principal duties of a Jewish congregation to attend to the wants of the poor and needy. The principles of charity administration were so regulated during the centuries that they corresponded with the most modern ideas of scientific charity, which Professor Jacob H. Hollander, in his presidential address at the last biennial convention of the National Conference of Jewish Charities at St. Louis wisely described as the common sense method. This method, far from assuming that poverty is an ineradicable evil, and that the poor will exist to the end of time, has never been satisfied with the mere relief of want, but has aimed at its prevention, and tried very successfully to make the poor independent and self-supporting. They were to be treated not as inferiors, but as equals, and were to be recognized as being on the same social level with their benefactors, as their brothers and sisters.

When, therefore, the first Jewish Congregation, Berith Kodesh, was established by twelve young Jewish men, who then constituted the whole Jewish population of Rochester, on the 8th of October 1848, it did not take those hardy pioneers long to establish a charitable society connected with that congregation, and early in 1850 the Hebrew Benevolent Society was organized with Mr. Gabriel Wile as first President.\* For the Jewish community then existing no such Society was needed; but it did admirable work for new immigrants and transient Jews in trouble, and rendered effective assistance by receiving them with kind hospitality, finding work for them, and putting them on the road to independence and prosperity.

## HEBREW LADIES' BENEVOLENT SOCIETY

In the year 1865 the Jewish Women of Rochester, who until then had worked individually with the former Society, felt the necessity of establishing a Society of their own, and the Hebrew Ladies' Benevolent Society was founded. Its first president was Mrs. Henry Lempert. It proved to be a very valuable help to the Men's Benevolent Society and did very faithful work in the relief of the poor.

## JEWISH LADIES' AID HOSPITAL SOCIETY

A number of Jewish Women felt that their activity could be more differentiated and thereby made more useful, adding at the same time a social feature which would bring the different classes into closer communion, and so on March 6, 1870 thirty of them met and founded the Jewish Ladies' Aid and Hospital Society. Of the thirty founders nine survive.

The first officers were the following:

---

\*FOOT NOTE:—The old records were burnt in the conflagration which destroyed the Temple Berith Kodesh on April 13, 1909, and for the history of this Society we have to rely on memory and the reports of old members.

President .....	Mrs. E. S. Ettenheimer
Vice President .....	Mrs. S. M. Benjamin
Treasurer .....	Mrs. Henry Michaels
Secretary .....	Mrs. Samuel Rosenblatt
Asst. President .....	Mr. E. S. Ettenheimer
Asst. Secretary .....	Mr. Joseph Cauffman
Trustees .....	Mrs. Abram Wile, Mrs. Jacob Ettenheimer, Mrs. Isaac M. Sloman, Mrs. Sol. Cohn, Mrs. Jacob Katz.
Committee to draft By Laws .....	
.....	Mrs. M. Van Bergh, Mrs. S. Guggenheimer.

The object of the Society as stated in the Constitution was:

"To assist poor and needy women and orphans and to maintain an interest in the Rochester City Hospital, to visit the Jewish ward at the Hospital and to report on its condition from time to time."

The members decided to hold sewing meetings for the poor at the different houses, which was later changed to twice a month, and devoted themselves to charitable activity with great zeal. They confined their work not to Rochester alone, but sent substantial donations to other communities stricken by great calamities.

In May 1871 they furnished a room in the new wing of the Rochester Hospital, and have maintained it ever since. In October 1871 they sent a large box of clothing and shoes to Chicago after the great fire which had made many families homeless. In April 1872 they sent a donation to the Persian Famine sufferers, and in October 1873 to the sufferers from the yellow fever at Memphis and Shreveport, in November 1874 to sufferers in Nebraska and in October 1875 to yellow fever sufferers in Savannah.

In November 1873 they donated covers for a new Scroll, and every year they make large contributions from their fund to the Hebrew Benevolent Society.

The prevailing enthusiasm among the ladies is well characterized by a poetical report made at the first anniversary by the Asst. Secretary Mr. Joseph Cauffman, which also shows the humor for which that gentleman was distinguished; Report made by Asst. Secretary J. Cauffman at first annual meeting of the Jewish Ladies' Aid and Hospital Society, January 29, 1871.

It is not very often that time will afford  
Me the pleasure of submitting a poetical report  
Of this or any other Society's condition  
Which I endeavor to do with your patient permission.

In order that my report be more full and concise,  
Allow me to begin from its infancy and rise  
When a hand full of ladies good and noble at heart,  
Dissatisfied with the Mothers' Society resolved to depart.

Not to withdraw their former support to the poor  
But to do that work more effectual and sure ;  
To find a band of ladies more charitably minded  
One must travel far, and then—he'll not find it.

"Actions, speak louder than words" an old saying,  
So, ladies, is charity far greater than praying.  
You answer humanity's appeal and suffering's call  
Get not weary in well doing, your endeavors refresh  
To alleviate pain of the mind and flesh.

Of such there are opportunities both plenty and great  
To keep you at work both early and late  
That you're actuated by pure thoughts and motives sincere  
Is proven by your deeds and frequent gatherings here.

In the spring of last year, the sixth day of March  
Thirty ladies met a noble duty to discharge,  
And what did they do after coming together?  
Discuss household duties, or talk of the weather?  
No! The meeting called to order, the chair with propriety,  
Announced the formation of the Ladies' Aid Society.

A committee was appointed, the By-Laws to frame  
And perform such other duties that belong to the same,  
Officers were elected and committees were appointed  
Mrs. E. S. Ettenheimer was first president annointed.

Then came the next office, and everyone went in  
To elect as V. P., Mrs. S. M. Benjamin ;  
Mrs. Michaels for Treasurer, and right on the spot  
Was elected for Secretary, Mrs. S. Rosenblatt.

Now came the dilemma for women think they can't  
Do anything without a gentleman assistant.  
To Mr. Ettenheimer fell the Assistant President's lot,  
And J. Cauffman was chosen to assist Mrs. Rosenblatt  
After that the fellows were kept busy as bees  
Respectfully counting ballots for five Trustees.

Next in order was collection of fees for initiation  
Which was taken one by one as they stood in rotation,  
No other business appearing the first meeting was ended  
And everyone was happy that did attend it.

By the following meeting all understood,  
That the poor needed clothes as well as food;  
So on motion of Mrs. Brickner it was agreed  
Every first Wednesday after the meeting to meet  
In stated places and put into use  
Anything that is donated for dresses and shoes.

A charitable spirit pervades every member  
And donations came thick as snowflakes in December.  
Not a meeting is held, no not even once,  
And regular meetings are held every month,  
But that one or more ladies knock at the door  
Seeking permission to assist in the relieving the poor.

Such are your prospects most flattering indeed ;  
Keep on, and how long before you'll exceed  
Any institution of charitable pretention  
In this or any other place which you might mention.  
"We have done our duty"—how happy the thought  
When at last we go upward to receive our reward.



Photo by courtesy of Taylor Studio

**DR. SIGMUND HANDLER**  
Superintendent of Jewish Orphan Asylum



## UNITED JEWISH CHARITIES.

When with the beginning of the stream of immigration of the Russian Jews in consequence of the persecution since 1881, the business of charitable societies was increased beyond any previous experience, and they had to face the problem of establishing many families, deprived of everything, in their new homes, the necessity was felt of a closer cooperation, and steps were taken to organize themselves into the United Jewish Charities. This was accomplished by the efforts of Leopold Garson, Elias S. Ettenheimer, Abram Wile, and Dr. Max Landsberg in 1882, in this wise, that the Hebrew Benevolent Society and the two Ladies Societies would each appoint four of their members to act as a Relief Committee, and that all the assistance should be given and all money expended under the supervision and by the direction of this committee. A systematic register of all assisted families and individuals was introduced on the pattern of Charity Organization Societies, which were then in their incipency, and the work of scientific, and at the same time friendly, help was done in such a satisfactory manner, that it won the approval and the praise of the Hon. Oscar Craig, then the President of the New York State Board of Charities, and recognized as one of the greatest experts in the administration of charity. In an article on "The Prevention of Pauperism," published in "Scribner's Magazine" of 1893, page 121 to 128 he refers to his examination of our system and to our experience, that it is essential to give adequate relief at the beginning. He quotes our assertion "that a large expense at first in proper cases may be true economy of means to the end of self maintenance," and adds "Many other persons who deal with destitute classes gravitating towards dependence, have arrived at this conclusion." The danger of out-relief, towards dependence, have arrived at this conclusion." The danger of over-relief, appear on its private and organized administration by friendly visitors.

Through the beneficent and enlightening influence of the National and State Conferences of Charity these principles are now considered as axioms by all trained and enlightened charity workers and it is very gratifying that the United Jewish Charities of Rochester have adopted, and acted upon, them ever since the year 1861 and have thus been among the pioneers for the establishment of that kind of charity which not only furnishes temporary relief but is as well a preventive of pauperism and lasting dependence.

It is no wonder that the late immigrants, even such as have been treated in this manner, after becoming self-supporting and made prosperous, fail to understand this sensible mode of assistance and become dissatisfied with the scientific application of help which often is compelled to seem cruel in order to be kind.

Since, therefore, the number of these newcomers has greatly increased to perhaps more than ten thousand, they considered it necessary to establish a society of their own, and in 1908 they organized.

## THE ASSOCIATED HEBREW CHARITIES.

Of which Mr. Morris Rosenbloom is president. This Society which is founded with the best intentions undertakes a great variety of labors. It assists applicants without much investigation, it takes care of transient beggars, it maintains Hebrew schools (Cheiders) which boys attend before and after public school hours, and also a Hebrew Library. Even the short experience has taught the managers the difficulties connected with indiscriminate dispensation of charity, and the hope is well founded, that before long they will feel compelled to fall in with the scientific methods; for there is no better teacher than practical experience.



JEWISH ORPHAN ASYLUM—ROCHESTER, N. Y.

## BERITH KODESH SISTERHOOD AND THE ROCHESTER SECTION OF THE COUNCIL OF JEWISH WOMEN

The Sisterhood of Berith Kodesh congregation was founded in 1892. Its first president was Mrs. Minnie Wolff Elsner; and the Rochester section of the National Council of Jewish women in 1894 with Miss Josephine Shatz as first president. Both Societies among many other activities do a great amount of admirable Charity work. They are an excellent help to the United Jewish Charities, by the friendly visiting done by their members, and they are very active workers at the Rochester Social Settlement which, though a non-sectarian institution, was founded and is mostly maintained by Jews. They act as teachers in sewing and other classes there.

The Sisterhood has kept a Mission Sewing School where children of immigrants are so well trained that, after reaching the proper age they can support themselves. The number availing themselves of the benefit of this school is from 135 to 150, and the children with their mothers are given an annual outing in the summer which they enjoy very much. The first chairman of this school was Mrs. Henriette Pincow, and the second, who is still active, Mrs. Lizzie L. Weinberg, assisted by fifteen teachers.

The Jewish Women's Council, aside from its study classes in Bible and Jewish History, has established a Circle for Philanthropy, where charity is studied scientifically and practically. Its chairman is Amelia Rosenberg who, in spite of her age—she is over seventy years old—is still one of the most experienced and enthusiastic Charity workers. At her home all the friendly visitors assemble to decide how cases ought to be treated either by friendly advice or by efficient help. A special interest is taken by them in immigrant girls, and a number of the members are appointed by the Judge of the Juvenile Court as special volunteer probation officers, who render very valuable assistance to the paid probation officers, in the supervision of boys and girls committed to them.

## THE JEWISH ORPHAN ASYLUM ASSOCIATION OF WESTERN NEW YORK.

The necessity of a Jewish Orphan Asylum for this section of the State was felt when the Jewish population was increasing, and it was realized that the Jews of Rochester alone would not be able to establish it. So it was concluded to promote this institution in connection with the Jews of Buffalo and Syracuse. Thereupon the three Jewish Orphan Asylum Societies were founded in Rochester in 1877, and in Buffalo and Syracuse 1878.

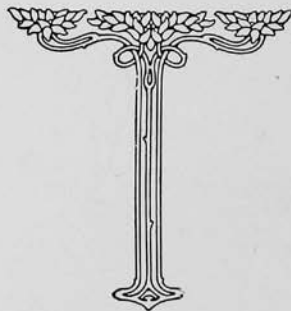
The three Societies had the sole object of accumulating a fund for that purpose. Delegates from them met at the vestry rooms of the Temple Berith Kodesh, then on St. Paul Street, on February 23, 1879, and organized the Jewish Orphan Asylum Association of Western New York. A subsequent meeting held in Buffalo on March 23, 1879, and Executive Board was elected whose President became Mr. Moses Hays. A Constitution and By-Laws were elaborated, and reported ratified by the three Societies at a meeting held at Syracuse on June 1, 1879. In 1884 the grounds and building now occupied on St. Paul Street, in one of the most beautiful locations of Rochester, were purchased, and on February 15, 1885, the funds accumulated by the three Societies were consolidated as a Sinking Fund, which after deducting the purchase price of the property amounted to \$34,413.37. The amount of that fund as reported by the Trustees of the Sinking Fund October 17, 1909, was \$71,951.70.

The average number of children in the Asylum is only 35, but this constitutes one of its best features, as, the children's life is that of a large family. They are

very well taken care of by the Superintendent and Matron, Dr. and Mrs. Sigmund Handler. The Orphan Asylum has since its beginning cared for over two hundred children, whose career in life is carefully watched, who have all turned out well, and whose continued love and attachment for the institution prove that they have found there a real home.

The present officers are:

President .....	Abram Katz of Rochester
1st Vice President .....	Judge L. W. Marcus of Buffalo
2nd Vice President .....	Mr. Gates Thalheimer of Syracuse
Secretary .....	Dr. Max Landsberg of Rochester
Treasurer .....	Mr. Joseph Michaels of Rochester



# Berith Kodesh Temple

## The Ceremonies Incident to the Laying of the Cornerstone

---

[From Jewish Tidings, Sept. 9, 1893]

With interesting and imposing ceremonies the corner-stone of the new temple Berith Kodesh at the corner of Gibbs and Grove streets was laid Saturday afternoon in the presence of a large number of spectators.

Hymn 65.

Eternal are Thy mercies, Lord,  
The truth Thine everlasting word;  
Thy praise shall sound from shore to shore,  
Till suns shall rise and set no more. ,

Remarks by Henry Michaels, President of the Congregation.

Prayer by Rev. W. C. Gannett, Pastor of the Unitarian Church.

Depositing of the box with contents and laying of the Corner-stone, by Moses Garson, Chairman of the Sub-committee on Building, and Marcus Michaels, Chairman of the Building Committee.

Remarks by Max Lowenthal of the Building Committee.

Song.

Guide me, O Thou God and Father,  
Pilgrim thro' this barren land,  
I am weak, but Thou art mighty,  
Hold me with Thy powerful hand;  
Open now the crystal fountain,  
Whence the living waters flow,  
Let the fiery cloudy pillar  
Lead me all my journey through.—

Address by the Minister of the Congregation, Rev. Dr. Max Landsberg.

Hymn 2.

God bless our native land!  
Firm may she ever stand  
Through Storm and night  
When the wild tempests rave  
Ruler of wind and wave  
Do thou our country save,  
By Thy great might!

For her our prayers shall be,  
Our fathers God to Thee,  
On Thee we wait!  
Be her walls Holiness;  
Her rulers Righteousness;  
Her officers be Peace;  
God save the State!

Lord of truth and right,  
In whom alone is might,  
On Thee we call!  
Give us prosperity;  
Give us true liberty;  
May all the oppressed go free:  
God save us all!



President Henry Michaels in his address referred to the history of the building project and congratulated the members of Berith Kodesh on the auspicious event they were celebrating. He was glad he said to participate in the ceremonies and it was a source of great gratification to him to be able to add his share of the festivities of the occasion. It was a satisfaction to him to think that the temple would ever stand as a substantial tribute to Rochester Judaism and he was proud of the part he had taken in securing the new building. Mr. Michaels spoke feelingly and beautifully. After Mr. Gannett had offered prayer Marcus Michaels read the list of articles deposited in the corner stone as follows:

- List of Officers and Trustees of Berith Kodesh, for the year 5653-1893.
- Names of Building Committee new temple, corner Grove and Gibbs streets.
- List of members of Berith Kodesh.
- List of seat-holders of Berith Kodesh.
- Subscription list for new temple.
- Constitution of the congregation of Berith Kodesh.
- The appeal for the new temple.
- Photograph of Leopold Garson with this inscription:  
"Leopold Garson died January 18th, 1892. As President of the congregation he induced the members to buy the ground on which this temple is erected, and by his untiring efforts the Assembly Hall was built.
- Photograph of Henry Michaels, president of the congregation.
- Constitution and fourteenth annual report of the Jewish Orphan Asylum Association of Western New York.
- Constitution of the Sisterhood of Berith Kodesh.
- Constitution of Zerubabel Lodge I. O. B. B., and list of its officers.
- A directory of District No. 1, I. O. B. B. and the proceedings of the forty-first annual session of District Grand Lodge No. 1, I. O. B. B.
- The constitution of the Hebrew Ladies' Aid Society and the list of its officers.
- List of officers of the Ladies' Hebrew Benevolent Society.
- Name of the architect and contractors.
- Copy of our progressive and aggressive standard bearer, THE JEWISH TIDINGS and of daily Rochester city newspapers.
- Programme of exercises at the laying of the corner stone.

Mr. Michaels then delivered the following address.

These records are but the history plain and simple of the transaction incident to the erection of this structure. They also include the names of the officers, members and other little pleasantries suitable to this purpose. It is our desire to transmit them to that time in the far future when we shall have passed away, and be numbered with the great unknown. When the decay of time shall crumble these massive walls and expose these records once more to the light of day, we desire that their existence shall be a living testimony of our religious lives and energies, and indisputable proof that our spiritual existence was not altogether overlooked. The depositing of these records is a pleasant innovation of that beautiful and appropriate ceremony, the laying of the Corner Stone.

This ceremony, which has been transmitted to us from time immemorial, and which on account of its suggestiveness, will without a doubt be carried along to the far future, is to us the first stopping place in our work; a place where we can rest for a few moments and calmly reflect. This is also a fitting opportunity to come together and visit this work as it is progressing and consider what it is all about; to ask ourselves why this undertaking? why this expenditure? What does it all mean? The solution of these, I may say, simple and fundamental questions, points out in unmistakable signs, that the religion of our forefathers is still close to our hearts and that its very existence is entrusted to our safe keeping.

Let it be our solemn duty to foster it with care and transmit it to the coming generation, even with greater enthusiasm and sincerity than we received it. We are assembled here, presumably to witness the placing in its position the corner stone or a structure which when completed will be an imposing house of worship, a building consecrated to God and devoted to man.

The Corner Stone is figuratively that portion of the building, that section of the work which is of the greatest importance, and consequently indispensable. It is to the building as the father is to the family, the teacher to the pupil. If it is not strong and firm and of the right material and worthy of its position, that portion of the whole fabric of construction depending upon it for support, is insecure and in constant danger. You

behold at present but a mass of stone and timber, just beginning to shape themselves: a mere semblance of what they are to be. From day to day as they reach higher and higher and approach nearer and nearer to completion, you cannot fail to be impressed with the attractiveness of the exterior, as well as of the interior, but this is not all that is required of us, not all that we strive for. You have our assurance that so far as the appearance, comfort and convenience of our spiritual home is concerned, so far as things necessary to satisfy the aesthetics and inclinations of its members go, you will have them all. But it matters not how handsome the display, how lavish the expenditure or how many corner stones it may possess, if the structure were built as strong as the rock of Gibraltar, and as handsome as the Temple of King Solomon, it is of no value unless it receives a moral and spiritual support. We must not be a passive, but an active Congregation in every sense of the word; we must encourage those who are our spiritual leaders with earnestness and sincerity. If this cannot be accomplished, then our work is a dire failure and our beautiful Temple a mockery.

In behalf of the building Committee I would say that we are anxious that you visit us as often as possible; that you call our attention to any seeming errors. Your criticisms are sought for, and we will treat them, with due and proper consideration. Show us in some manner that you are interested in the work as it is progressing, and when it is finished, it will be our ambition to turn it over to you with the consciousness of having performed our duty, for which we ask no thanks.

Max Lowenthal, on behalf of the building committee, delivered a brief but impressive and appropriate address. He said:

We have gathered under the eye of heaven and before the faces of men with solemn music and uplifting prayer to lay the corner stone of a Jewish temple. In so doing we at the same time erect a monument to commemorate our connection with an historic past, plant a living seed for fresh growth in the present and build a lighthouse that shall light the feet of generations in the future. We do not assert that this home is reared to the greater glory of God, but rather to benefit man. For we are not presumptuous enough to imagine that stone and brick and mortar can add to the dignity and majesty of the unseen author of life. We know that custom and ceremony have changed and may yet again change, but we also know that truth and right are unchangeable. We hope therefore and confidently expect that the pulpit of this temple will concern itself with themes that are eternal rather than those that are transitory, and that the worshippers in this house will come more and more to see and believe that the essential of religion is in the spiritual part which is everlasting and not in the outward garment which is changeable. And so we trust that all the influences which shall radiate from here will make for truth and right and charity and good citizenship, to the end, that those about us, though not of us, will come to see that we can all stand together on a common platform of humanity, and to recognize the fact that to be a good Jew is nothing else than to be a good man.

After a song by the quartette, which furnished the music for the occasion, Rev. Dr. Max Landsberg delivered the address of the afternoon. It was a magnificent effort, an eloquent tribute to the Jews of Rochester and to Judaism generally. Beautiful and sublime were the sentiments which fell in quick succession

Dr. Landsberg said that the list of articles deposited in the corner-stone of the new temple having been read, he would add a few things not enumerated therein, which are in our minds intimately connected with it, and of which this stone is a memorial. A synopsis of his remarks follows:

By a coincidence in the lesson set aside in all Jewish Synagogues for this service a similar celebration is ordained. In Deut. xxvii, Moses is made to enjoin upon the Israelites that when they should pass over the Jordan and be ready to erect an altar they should set up the stones and plaster them with plaster and write upon them the words of their law very plainly. Thus it was recognized in those ancient times what was to be the principal function of the altar and of the sanctuary. The offering of sacrifices was of less account, the performance of ceremonies of secondary nature. But each was to know and always to remember that virtue and goodness, justice and love should be preached by the altar so plainly that the Israelites and others should certainly have it before their minds. The lesson has been learned by the Jews, and every Jewish temple stands for instruction in the first place, for the inculcation of charity and honesty; of public spirit and unselfishness. So may this corner stone and this temple we erect upon it endear to our hearts the teachings of ancient Judaism and tell the world that the substance of religion is "love thy fellow man as thyself," "love the stranger as thyself," practice justice and charity without any discrimination.

This celebration reminds us also of the erection of another monument, reared in the ancient patriarchal legends. When Jacob and Laban took leave of one another they put up stone which they called Galed, that it should be a memorial of friendship and love between those who differed in belief, who did not worship God in the same manner, but declared that this distinction should not disturb their harmony and love. Thus this stone is to us also a monument of friendship with those who call themselves by a different name from ours, though we agree with them in everything that is of primary importance in religion. Witness of this unity and harmony is the participation in our family celebration by my dear friend who has invoked the blessing of God upon us, and who himself has said that his sharing in our moment of gladness means both our personal friendship and the friendship of our faiths, adding that he scarcely knew how they differ.

So this corner stone symbolizes for us this ever widening religious fellowship, the growing consciousness, that all men may sincerely and honestly believe in the various tenets of their faith, while being unanimous in the worship of the universal Father and in their love for all fellow men and in their co-operation in every noble work. This sentiment has been prevailing in our beautiful city in the past; prejudice against and strife between, those of the different denominations has been conspicuously absent in our midst, and we may be sure that this new Temple we are building will be another important factor for the dissemination of truth, and for bringing us nearer to one another in brotherly love and charity. Let me close with the fervent wish that as Judaism is acknowledged to be the foundation and corner stone of the religions of all the leading nations of civilized humanity, so may this place whose corner stone we are laying to-day proclaim in our community that part of religion which is universal, on which all agree, which is built upon the basis of truth, justice and peace, which teaches one God and one humanity, which preaches love to the fellow-man, love to the stranger and culminates in the prophetic expression, "Have we not all one Father, has not one God created us?"

The audience joined in singing hymn 2 in the song service and after benediction had been invoked by Mr. Gannett, the ceremonies were at an end.

The event was a memorable one for Rochester Judaism and marked an epoch in their history. The new temple will be completed next spring and services will probably be held therein on the Passover.





# Berith Kodesh History

## On the Occasion of the Fiftieth Anniversary

### Its Growth from Small and Obscure Beginnings

[From the Jewish Advocate, Oct. 14, 1898]

Saturday, October 8th, 1898, was a day that will be memorable in the annals of Judaism in Rochester. On that day was celebrated the fiftieth anniversary of the founding of the Temple Berith Kodesh, the oldest of the temples of worship among Rochester's Jews, and of which the beloved Dr. Max Landsberg has been pastor for twenty-seven years. Of the members who founded the congregation but three remain to mingle with the affairs of life. The rest have been gathered to their fathers and sleep the sleep of death, in Rochester's beautiful home of the dead, Mt. Hope. The twelve founders were: Joseph Wile, Samuel Marks, Henry Levi, Jacob and Joseph Altman, A. Adler, Elias Wolff, A. Weinberg, J. Ganz, Gabriel Wile, Myer Rothschild and Joseph Katz, the three last named being the survivors.

For six months they met in a house at the corner of Clinton Street and Clinton Place. A permanent organization was soon formed, the name Berith Kodesh (Holy Covenant) adopted, and a hall rented at the corner of Main and Front streets. Here they continued to meet for six years, until they incorporated, November 16th, 1854. In 1856 a site was purchased on North St. Paul Street, where, in various buildings, the congregation continued to worship for thirty-eight years. When the site was purchased there stood upon it a Baptist church, adapted to the then wants of the congregation, and it was so used until 1876, when a new building was erected at a cost of \$25,000. On September 15, 1876, the building was dedicated with elaborate, interesting and appropriate ceremonies, and that date is an epoch-marking event in Rochester Judaism. The congregation here enjoyed the best and most flourishing years of its existence, and grew so rapidly that, four years ago, the magnificent temple of worship at the corner of Gibbs and Grove streets was dedicated. The number and class of the people who attended this ceremony, and the list of those who addressed the congregation on that June day in 1894, was a distinct and unmistakable testimonial of the esteem in which the Jews of Rochester are deservedly held.

The first president of the congregation was Myer Rothschild, who is one of the three survivors and who, with Messrs. Wile and Katz, was a most interested and interesting figure at the celebration on Saturday, October 8, 1898.

When, in 1854, the congregation was incorporated, these officers were elected: Nathan Newhafer, president; Elias Wolff, secretary; Gabriel Wile, Asher Beir and Henry Lowenstein, trustees.

Rabbi Tuska was the first to minister to the growing congregation. From 1856 to 1859 Rev. Dr. Isaac Mayer was at the head of the congregation. Then Dr. Sarner was elected. He held the position nine months. From 1860 to 1863 there was no rabbi. Rev. Dr. Gunzberg, who was the immediate predecessor of Dr. Landsberg was next chosen.

Rev. Dr. Max Landsberg was called to the ministry in the last quarter of December, 1870. He entered upon his functions in March, 1871, and has filled the position ever since.



The only serious storm that ever threatened the existence of the congregation was in 1860, when the first reform was introduced. As a matter of course Berith Kodesh was at first strictly orthodox. Innovations upon established customs were gradually introduced, such as the purchase of an organ in 1860. In 1869, the year referred to above, it was determined to introduce family pews in place of the old system by which the sexes were kept apart during the services. So strong was the difference of opinion on this question that when it was finally settled in favor of the reform party, the other party, under the leadership of the late Myer Greentree, seceded and organized the Etz Raanon Congregation, located on Hyde Park. Of this Rev. Max Moll, later assistant rabbi at Berith Kodesh, was for years the rabbi. Other reforms were introduced in Berith Kodesh from time to time, till in 1883, when after another warm discussion that at one time threatened serious trouble, the present English ritual was introduced. By this act Berith Kodesh took its position as the first Jewish congregation in the country in which services were conducted in the English language.

Such, in brief, is the history of the congregation which marks the religious progress of the Jews of Rochester. These Jews are universally recognized as among the most liberal Jewish communities in the country. In the spirit of reform and progress the Rev. Dr. Max Landsberg has borne a conspicuous part. Indeed, had he been less of a leader, or had another been in his place, the career of the congregation might and would probably have been marked less by reform. He is not alone a recognized leader in Rochester among all classes, but is one of the foremost Jewish rabbis in the United States, and in all the forward movements that have marked Judaism during the last quarter of a century in this country he has borne his part bravely and honorably.

The dedication in 1876, as well as that of the present edifice in 1894, were events of importance in Rochester. The first was what might be called the first gala day among the Jews of Rochester as such, for it was the first time they had dedicated a religious home of their own.

The dedication of 1894 was even more of a celebration, the event being participated in by leaders of different Christian denominations and men prominent in various walks of life. The dedicatory address was delivered by Dr. Emil G. Hirsch, of Chicago, one of the foremost Jewish rabbis in America, and an admirable and scholarly address came from the lips of Dr. David J. Hill, then president of the University of Rochester, and recently appointed assistant Secretary of State at Washington by President McKinley.

The celebrations were entirely different in character. In 1870 no one spoke but Jews, except Mayor Parsons, representing the city, the idea having not yet taken root that ministers of other denominations could speak from a Jewish pulpit. In this connection it is interesting to note that in the dedicatory sermon in that Centennial year, Dr. Landsberg showed the same liberal spirit he has since demonstrated. He said, among other things, that the temple was for the purpose of leading mankind to its highest destiny. Only those devoid of true religious instinct think their work done when the building is dedicated. We must consecrate ourselves as well. Everyone, Jew or Gentile, will ever be welcome here, and Gentiles will find nothing hostile to them or their faith. So at that early date Dr. Landsberg was in the van in advanced thought. The officers of the congregation at that time were: President, Moses Hays; Vice-President, Levi Adler; Secretary, Bernard Rothschild; Treasurer, Abram Stern; Trustees, David Rosenberg, Moses Garson, Elias Strouss, Solomon Cohn, Albert Mock and Max Brickner. The Building Committee was: Moses Garson, Gabriel Wile, Henry Michaels, Samuel Stein, J. Cauffman and N. Funkenstein. A. J. Warner was the architect.

In 1894 the officers were: President, William Miller; Vice-President, Max Lowenthal; Treasurer, Simon Adler; Secretary, M. M. Meyers; Treasurer, Isaac A. Baum; Trustees, Simon Stern, Leopold Bloch, Henry Goodman, Simon Rosen-

berg and Joseph Michaels. The Building Committee was: Marcus Michaels, Moses Garson, Max Lowenthal, Abram J. Katz, William Miller and Simon Stern. Leon Stern was the architect.

Without any disparagement to what the other speakers said at the last dedication, we reproduce in full the address of Dr. Hill, which for breadth of learning, mastery of expression, beauty of diction, sublimity of thought, has seldom if ever been equalled upon a similar occasion in Rochester. It typifies the good will and liberality of feeling that exists toward Berith Kodesh among the other congregations of the city, and was in every way a literary gem:

"Certainly, after the interesting discourses to which we have listened, what I am to say of 'The Unity of the Ethical Ideal' must be compressed into a few sentences. But to say anything upon this occasion is to me an honor and a privilege which I appreciate.

"All good men should congratulate you to-day, as you dedicate to the service of God and the instruction of man this beautiful temple, the creation and expression of your love and faith. A little less desire to honor God, a little less of resolute purpose, a little less of generous feeling, and this temple would still be only a dream, impalpable and unreal. What is it that moves the mind of man toward progress and perfection? What is it that impels the soul to translate the possible into the actual? As there is but one God and one human species so there is one impulse that is common to all men, the impulse to ascend in the scale of being. In the realm of intelligence, even the lowest feels the attraction of the highest, the whole brotherhood of man feels itself bound together, and drawn upward by the fatherhood of God. The impulse to become something better, though often repressed, is still universal in the human soul. In its relation to God, this is religion. In its relation to man and society, it is ethics. In its relation to thought, it is the ideal.

"Without doubt this building which was yesterday an idea and to-day is a reality, represents the self-denial of some and the good intentions of many. Perhaps it would never have solidified into stone and become a reality were it not for a deep sense of duty prompting generous hearts to the gentle grace of giving. In the form of duty the ideal becomes imperative and we disregard it only on pain of self-condemnation; for to fail in acting upon the highest level of our capacity is to fall short of our own standard of self-measurement. And here is opened the whole philosophy of ethics.

"Duty is an equation between faculty and performance, between power and deed, between possibility and obligation. He who can and will not, not only arrests his own development, but repudiates the ideal which is the crown of his humanity. The only escape from self-reproach is in a generic self-surrender to goodness and its realization. The sense of duty is dissolved in love, and the aspiration toward the perfect brings perfect peace. We live in a day when men are seeking in one another what is universally human. The world seems larger when the partitions which have divided it are thought away.

"There may be much that is special and private to us, which we love and value dearly, but it is no belittlement of this to see that our common humanity has a common nature and a common destiny. The struggle for individual goodness and social justice is one that is hopeless so long as the hand of man is turned against his brother. Let us therefore strive, each in his own way, to realize in ourselves that ethical idea which is One because God is One, and because all men are brothers. And may this temple whose outward beauty is an adornment to the city, be for many generations a center from which shall emanate that 'beauty of holiness' which is the shining of eternal truth in the heart of man."

Among the other speakers were Rev. Myron Adams, who spoke on "The Brotherhood of Man," Rev. W. C. Gannett, on the "Unity of Worship," Rev. A. Gutmann, of Syracuse, on the "Fatherhood of God."

## Dates in Berith Kodesh History

---

First meeting held, October 9, 1848.  
Incorporated, November 16, 1854.  
First Temple purchased, 1856.  
Rebuilt, dedicated, September 15, 1876.  
Assembly Hall dedicated, December 3, 1888.  
Present Building ground broken, July 5, 1893.  
Corner Stone laid, September 2, 1893.  
New Assembly Hall dedicated, March 31, 1894.  
Temple dedicated, June 1, 1894.

---

## Jubilee Celebration

The Jubilee Celebration services on Saturday, October 7, 1898, were interesting and impressive. It was an ideal day and the handsome temple on Gibbs Street was well filled. The building was appropriately decorated with American flags, and flowers and potted plants, the latter indicative of the Feast of Conclusion which was celebrated at the same time. In evergreen and white above the altar were the figures "1848-1898." On the platform with Dr. Landsberg were the three surviving charter members, Gabriel Wile, Myer Rothschild and Joseph Katz. The psalms and prayers read were appropriate to the occasion, and the music was at once appropriate and beautiful. Dr. Landsberg delivered a masterly sermon, filled with beautiful references to the past and full of inspiration for the future. His references to the founders were feeling, and his tribute to their work was powerful and well-deserved.

Dr. Landsberg was particularly effective when he told of the position the Jews of Rochester have always held in the community, and spoke of the part the congregation had ever played in liberalizing Jewish sentiment, and how it had always been advocated that only as a religious community were the Jews separate and distinct, that in all other matters they were Americans first or identified with whatever country they inhabited. He said:

It is an event of more than ordinary moment that has called us together on this closing feast of the festive month, a call to which we have responded with hearts grateful to our Heavenly Father that He has granted us the privilege of celebrating this joyful occasion.

It was in the year 1848, a year remarkable in the history of Germany, that the people of that country impatient of the medieval feudalism which until then had reigned supreme, rose for the first time to assert their human rights. Until then the divine appointment of kings and rulers had never been questioned there, and the despotic will of one dominated without restriction. With few small exceptions the Jews were still denied the right to practice their religion according to the dictates of their conscience, and where they were allowed to do so they were compelled to submit to the most unjust discriminations, to political disabilities which were intolerable to the sense of justice.

As a natural result many of the best and sturdiest Jews, especially of Southern Germany, where the conditions were much worse than in the North, were attracted by the religious freedom, by the equality before the law independent of religious denomination which, since the establishment of the United States, was the proudest distinction of our beloved country. They were guided in their decision by the same spirit which had moved the Pilgrim Fathers to leave the homes where the bones of their ancestors rested, to seek a strange country, there amidst wonderful hardships to establish a new home, in order to breathe the air of liberty. Prospecting for a place of settlement some few came to this our city of Rochester, and, as I have learned from some of them, were induced by the beauty of the place and the kindly spirit prevailing among its inhabitants, to select



it for their habitation. And as soon as a handful of those pioneers found themselves together in our city they began to hold religious services, whenever a sufficient number could be gathered to participate. Such a service was conducted on the 7th day of October, 1848, which in that year was the Day of Atonement. It seems to have been unusually impressive, for it aroused in them the desire, instead of depending on these few chance gatherings, to join hands and establish a permanent society to hold regular services, to engage a minister and so to gain for themselves and their families the advantages of a religious organization. So they decided to hold a meeting for this purpose at the place where they had worshipped, namely, in the house at the south corner of Clinton Street and Clinton Place, which was the residence of Mr. Henry Levi. Three of the men who attended that meeting are with us to-day, seated on this platform. They are Mr. Joseph Katz, Mr. Meyer Rothschild and Mr. Gabriel Wile. Well may these men feel happy to-day, seeing the wonderful growth of the tender seed they helped plant fifty years ago. Well may we praise ourselves, happy in having them still in our midst and being privileged to take them by the hand, and to express to them personally our great indebtedness, and to learn from them how to build so that future generations may still enjoy the blessing of our work. Twelve men in all attended that meeting on October 8th, 1848. The other nine were Joseph Wile, Samuel Marks, Henry Levi, Jacob Altman, Joseph Altman, A. Adler, Elias Wolff, A. Weinberg and Jacob Ganz. A chord of sadness vibrates amid the joyful strain of this hour, when we remember with reverent emotion, that they do not live to see this beautiful celebration, but that with so many others, who since worked faithfully in our cause, they cannot here with us share in the happiness that fills our souls. Their names are the most beautiful flowers we lay upon the altar of memory, their example must remain an inspiration to us all and especially to their descendants, to continue the work which was so well begun by them.

Fifty years ago they little realized the importance of what they were doing. It created no stir in the community. The newspapers, much less enterprising than to-day, did not mention it. In a city of about 30,000 inhabitants, the population of Rochester at that time, twelve Jewish men, some of them single, the others newly married, all hard working, frugal, plain living, cut very little of a figure. Even their workshop remained a private affair. For the next six months they continued to meet at Mr. Levi's house, until the increase of members and the growing attendance made them feel that they needed a larger place, and in April, 1849, the young congregation rented a hall over No. 2 Front street, where services were held until 1856. The congregation had very small means, and so the necessity of incorporating was not felt until 1854, when the purchase of a Synagogue was contemplated. On the 16th of November, 1854, the incorporation was effected before Monroe County Judge H. Humphrey. The trustees then elected were Nathan Newhafer, Elias Wolff, Asher Beir, Henry Lowenstein and Gabriel Wile, the last of whom is the only survivor. At that time the present name of the Congregation was adopted, Berith Kodesh, that is, Holy Covenant, because the founders had made a holy covenant to serve God and to teach the lessons of Judaism, which their successors renewed. In 1856 the building on North St. Paul street was purchased, which had formerly been a Baptist church, and was used until our present beautiful temple was erected and dedicated on the first of June, 1894.

Little, I said, those fathers of our congregation realized the importance of their work when fifty years ago they planted it in this new soil, where Judaism was then unknown. Like Israel of old, they had wandered into a new land sparsely populated; and with the land and with the city their small plantation grew up so that it has now developed into one of the best known, one of the most highly respected and most advanced Jewish congregations, counting a membership of about 270 families.

But what impresses us most forcibly, and what we would emphasize on this Fiftieth Anniversary, is the fact that the only proper manner in which as Jews we should join together as distinct from the rest of the community, is as a congregation for religious purposes. This it was that the founders understood. Living in a country where equal rights are granted to all, where no discrimination is made against men because they are Jews, or Catholics, or Protestants, of one denomination or the other, the first united work they undertook was not the starting of a Jewish lodge, or a Jewish social or political club, but of a congregation, which alone should be distinguished by the name Jewish. The Jew wishes to be distinguished by his religion alone. He does not regard himself as belonging to a separate race, he does not claim to belong to a special nationality. Those who, in a free country, construct such barriers for themselves are untrue to the spirit of their faith, which is most eminently universalistic. In everything that concerns the public weal and the common interests of humanity, the Jew wishes to co-operate with all his fellow citizens. The Jew is not exclusive. Whatever narrow-mindedness and exclusiveness has existed among the Jews was forced upon them by a hostile church and persecuting rulers. Wherever the heavy hand of persecution has been lifted the Jew has become most affectionately attached to the land of his birth or adoption, distinguished himself as the most ardent patriot, and cultivated the ideals of the prophets, whose highest aspiration was the brotherhood of man under the fatherhood of God.



and the establishment of universal peace and good will among all men and nations. The attempt, so loudly advocated by some at the present time, of a re-nationalization of the Jews and a re-establishment of a Jewish commonwealth in Palestine under the name of Zionism, a result of the recrudescence of the medieval spirit of intolerance and persecution is offensive to all the Jews, orthodox and progressive alike, who are imbued with the genuine sentiment of their religion. We dislike the flaunting of the cabalistic shield of David as a Jewish banner. Our only flag here is the banner of the Stars and Stripes. Which to us stand for everything that is good and noble and pure and worth living and dying for. Our only country is the United States. Our promised land is not Palestine, which was the cradle of the faith of all enlightened men, but America. We do not look backward to the past, but forward to the future, and want to work out the destiny of our people and humanity in close union with all our brethren of every faith and denomination. So we stand apart by our religion alone—a religion which first of all defined the whole duty of man to consist in love of our fellow-men, and adopted as its motto the word of Micah: "He has told thee, O man, what is good and what God requires of thee, nothing but to do justice, to love kindness and to walk humbly with God," and as its only confession of faith, "The Eternal our God is the only God of all humanity."

On this principle the pioneers fifty years ago founded our congregation. And they have proven it by the history of our society. When it was organized it was naturally formed on strictly traditional lines and conducted in the manner in which those men had been educated in their early homes in the times of their youth. But they were open to the teachings of the enlightened exponents of Judaism who were imbued with the prophetic spirit. One after the other the old oriental forms were changed, the shells which had been forced upon the Jews by long-suffering, by persecution, by cruel, unjust treatment were eliminated, and every step in advance was taken with the consent of the fathers who remained faithful to the plantation which was the work of their hands. Many a cry was raised to make them believe that by purifying our religious forms from the dross of ages we had broken with the past. They followed the advancing leaders intelligently, understanding that we remained in touch with the hoary past, twenty-five and thirty centuries ago. They saw that ceremonies which are no more expressive of the religious spirit of the present time must go the way of all that has outlived its usefulness; they recognized that the present age has as much right to express its own religious sentiment in a manner satisfactory to itself as had all former ages. An old Jewish teacher said two thousand years ago: "Happy the generation in which the old listen to the young." We have been fortunate in having such old men who acknowledged that to the young belongs the future. And so we remained through all external changes a congregation of rare harmonious and kindly feeling, and we are happy to have our aged men standing shoulder to shoulder with us to-day, as liberal, as progressive and as susceptible to new ideas and developments as the youngest.

But while we look with happy gratification upon the support we still receive from those who are old, we must not forget that we cannot live on the achievements of the past, that we must be constantly working for the future. The sacrifices made by the founders should inspire us not to let our own interest flag, but to preserve and to let our own interest flag, but to preserve and to intensify our enthusiasm. The labors must be continued by the present generation. As in former times so again the religious hope of the Jews must center about the temple; it must again become our religious home, and we must again feel as they did, happy to seek it in joy and in sorrow, to give thanks to God in prosperity and to find comfort in trials and in suffering. We have such a beautiful and attractive house, which is a joy to all who enter it. We have a service freed of all that is in conflict with our belief, expressive of our most exalted sentiments. We have a school for the religious instruction of our children, in which they receive an intelligent and enlightened conception of religion. Through the constant effort of a number of faithful workers we have institutions for the instruction of all who wish to enlarge their knowledge of our religion and our duties and for the promotion of the social life among our members. All that is needed to complete our religious life is an active interest of all and a universal desire to use the many opportunities offered for self-improvement, and the will of all to participate in the work for the benefit of our community.

A contemplation of the steady growth in these fifty years and the beautiful results achieved, justifies our hope for a still finer development. O, that this hour in which we celebrate so happy a spiritual reunion may kindle a new fire in our hearts; then we do not need to fear for the future. Our Berith Kodesh, our holy covenants, will continue to be a living force in our midst, for "this is my covenant, saith the Lord, my spirit that is upon thee, and my words which I have put in thy mouth, shall not depart out of thy mouth, nor out of the mouth of thy children and of thy children's children from henceforth and forever."

Dr. Landsberg referred feelingly to the work of two men to whose unselfish and untiring efforts in more recent years much of the success that has attended

the congregation is due, the late Leopold Garson and the late Henry Michaels. They devoted much of their time and substance to the work of improving the community in a religious sense. To Mr. Garson was due the completion of the Assembly Hall, six years before the present temple was dedicated, where many of the pleasantest social functions in connection with the congregation have been held, and to Mr. Michaels much of the credit is due for the final completion of the magnificent house of worship the congregation now occupies. Mr. Michaels' last public function was to preside at the exercises in connection with the laying of the corner stone. He was then president of the congregation. Before the building was dedicated Mr. Michaels died on the second day of March, 1894, but as the Assembly Hall will ever stand as a tribute to the efforts of Mr. Garson, so will the temple proper as a testimonial to the labors of Mr. Michaels.

The Temple was again well filled on Saturday evening, when the following interesting program was rendered:

1—Organ Prelude .....	Prof. Greiner
2—Anthem .....	Choir
3—Responsive Reading .....	
4—Prayer .....	Rev. Henry B. Taylor
5—Yimloch Adonoi .....	Choir
6—Remarks .....	Pres. M. Lowenthal
7—Remarks .....	Mr. G. Wile
8—Alto Solo, "Fear Not, O Israel," .....	Miss Sichel
9—Remarks .....	Rev. Dr. N. Millard
10—Remarks .....	Rev. Dr. Herman C. Riggs
11—Soprano Solo, (with violin obligato, Mr. Maurice Moll) .....	Mrs. Giles
12—Remarks .....	Dr. Landsberg
13—Hallelujah, by Salyer .....	Choir
14—Benediction .....	Rev. W. T. Brown

#### President Max Lowenthal said:

During our religious services this morning, the memories and the lessons which this day calls up for us formed the topic of the preacher's discourse, and so were his sympathies stirred that he was enabled to touch the hearts of his hearers and bring moisture to eyes not easily moved to tears. It were useless in me to attempt to glean the field that he has reaped, so I will ask you to bar with me for but a few brief moments, while I endeavor to give form to one or two thoughts which the occasion suggests.

Fifty years ago to-day twelve men met in this city and organized themselves into a society. They were new comers in a strange land, of alien speech—a handful among thousands. They left a country that had been but a harsh step-mother to them, where they had been denied some of the commonest rights to which humanity is entitled, their aspirations mocked, their manhood stunted. The long past bore for them more of humiliation than of glory. How strong, then, the impulse to enter upon a new life in the blessed sunshine of Freedom, unclouded by a single shadow cast by the walls of gloomy ghettos! All their experience hitherto had been that to own one's self a Jew was to risk contempt and outrage. But this was to be for them a new Land of Promise, where each might sit under his own vine or fig tree, with none to molest or make him afraid. Like a pebble were they, thrown on the beach of a vast continent, yet not lost in the sand; a tiny wavelet in the surging sea of humanity, yet their identity not swallowed from sight. For a voice had come to them down the ages that bid them, in whatever spot they make their dwelling place, there also to erect an altar to the one God and follow the teachings of a pure faith. Much in their lives we do not know; but for the deed of that day do we honor their names and their memories, for in it we see their recognition of their duty to their fellowman and their aspiration after the ideal. They laid the foundation-stone—how have we guarded the house? They kindled the light—what have we done to keep it bright? It is not by contrasting our numbers with theirs, this stately edifice with their modest meeting-place, that answer to these questions can be given. Not by our words or material possessions, but by our actions, will we and the fruits of our faith be measured. If our children be found in the house of learning, and not in the haunts of vice; if our men and women touch shoulders with their fellows in all works that make for the good of the community; if we are known to hold out a helping hand to our unfortunate brethren; and if with intelligence and faithfulness we discharge the duties of citizenship—whether in peace or in war—then, indeed, do we honor the memories of the founders of this congregation and the teachings of Judaism. Therefore, let our lives bear such an impress that when again the years shall have rolled around and other speakers from this platform address other hearers, they will be enabled

to truthfully say of the men and women of this generation, who reared this temple and celebrated this, our jubilee, that they responded to the demands that the age made upon them, in their families, to the community, to their faith, as parents, as citizens, as Jews.

Gabriel Wile, speaking for the three survivors and the spirit which animated all the founders, spoke as follows:

My dear friends, it is a blessed privilege for me to be permitted to address you upon this occasion; it is a blessed privilege for me to stand here in the presence of this large congregation and see the fruition, the realization of all the hopes and anticipations which imbued the hearts and inspired the action of that little band, which in 1848 organized the congregation "Berith Kodesh."

We were gathered in a little room at the corner of what was then known as Bowery and North Clinton streets; individuals who had come from a remote land and from widely separated places. Our thoughts, our ambitions may have been ever so diverse, but we were imbued with the principles of our holy religion and with a deep sense of the obligations thereby imposed. Ours was not, to have the faith that should die with us; ours was not, like the miser who hides his riches, to take the precious heritage which had been entrusted to our care and not permit succeeding generation to profit by it. We felt that we had a trust to fulfill. "Veshinantom levonecho"—and thou shalt teach them to thy children.

The date of the organization was the 9th day of October, 1848. We had no Rabbi, but our prayers were read and our worship conducted by Joseph Steefel.

Our congregation gradually increased, and—if I remember aright—in the year 1851 we removed to larger quarters at the corner of Main and Front streets. At this time we were strong enough financially to have the services of a Rabbi. Rabbi Marcus Tuska was called and served our congregation faithfully; and under his rabbinate we continued to prosper and to increase. In 1854 the first organized movement was instituted to acquire our own temple, and to this end we, on the 16th of November, 1854, became incorporated, and in 1856 concluded the purchase of property on North St. Paul street, which was occupied as a temple until we were blessed with this edifice.

After the retirement of Rabbi Tuska we had the ministrations of Dr. Mayer, Dr. Sarnar and Dr. Guinsberg up to 1871, and since that time we have been favored by the spiritual teachings and guidance of our beloved and respected Dr. Max Landsberg.

In our congregation the forms and ceremonies which had clustered around the altar of Judaism from time immemorial were observed with all the solemnity and reverence which sincere and pious hearts could command. We did not for many years realize that our beautiful tree had been planted in new soil, and our religion was to experience a new environment where Church and State were divorced, and it would take its place in the broad sunlight of free institutions side by side with other recognized religions. The element of Reform, of Progress, soon manifested, and as the years went by asserted itself.

What reforms after long struggles, what progress through trials and sufferings our congregation experienced in all these long years I will leave to more eloquent tongues to narrate. Many of us, and possibly I among them, believed in the form and clung to ceremonies; but as we look back over the long years and the long and devious paths that we have trodden during that time and observe what has been accomplished, we have come to realize gam seh P'toyo—it was all for the best; and under the intelligent ministration of our Rabbi we all unite in that grand chorus—

Eternal are thy mercies, Lord,  
The Truth, Thine everlasting word  
Thy praise shall sound from shore to shore,  
Till sun shall rise and set no more. ....

The changeless, precious heritage of our fathers we have carefully guarded; to suit the times we have only changed its garb; dropped forms and ceremonies which concealed our treasure and passed to our children the priceless boon of our holy religion.

We have all endeavored to labor in the vineyard of the Lord and assist, so far as lay in our power, to spread and accomplish the mission of Judaism, until

Bayam hahu yiye adonoi echod ushemo echod  
(On that day shall God be One and his name one,)

when peace shall bless the whole earth by the establishment of the Fatherhood of God and the brotherhood of man.

Dr. Millard referred feelingly to the love and esteem in which Dr. Landsberg is held by the clergy of Rochester, and said he believed that much of the liberal spirit that existed in Rochester and had given it such a high standing as a religious



community was due to his splendid influence. Dr. Millard said that the one thing that marked the nineteenth century was the feeling of fraternity, regardless of religious beliefs, and he said it was the existence of congregations like Berith Kodesh that made this spirit of toleration possible.

Dr. Riggs spoke in the same strain.

Dr. Landsberg's closing remarks were in a thankful and congratulatory vein. He thanked all those who had contributed to make the anniversary a success. He read several letters of congratulation.

It were unfair to pass the account of this celebration of Berith Kodesh jubilee without mentioning the singing of Miss Sichel and Mrs. Giles. Both were magnificent and added much to the pleasure of those who attended the celebration. The singing was certainly a most enjoyable and memorable feature of the jubilee.

Following the exercises in the temple there was a reception in Assembly Hall, and refreshments were served under the auspices of the Berith Kodesh Sisterhood. As usual with affairs under this auspices a most enjoyable evening was spent. About eleven o'clock the members and visitors departed for their homes, and the celebration of Berith Kodesh semi-centennial was over

---

## Editorial on Semi-Centennial Anniversary of Berith Kodesh Congregation

[By ISAAC M. BRICKNER, from *Jewish Advocate*, Oct. 14, 1898]

Saturday marked an epoch in Jewish history in Rochester. On that day day Berith Kodesh, the oldest of the Jewish Congregations in Rochester celebrated its semi-centennial anniversary. It was consequently fifty years since the religious life of the community commenced. The event was celebrated in appropriate manner, commemorative services being held at the temple in the morning and evening, the full account of which as well as a history of the congregation we publish elsewhere in this issue. A pleasing feature of the day was the presence on the platform of three of the original dozen charter members, who are left to mingle with the affairs of life. Their presence was at once a lesson from the past and an inspiration for the future. The sermon of Rev. Dr. Max Landsberg was a scholarly and interesting discourse on the present mission and feeling of the Jews in America, and was in the line of the advanced thought which is one of the Doctor's distinguishing characteristics. It was the work he has done in the twenty-seven years since Rochester has been his home, and which has placed Berith Kodesh in the van among reform congregations of America.

Another pleasing feature was the spirit of fraternity which animated the proceedings, two ministers of other denominations delivering addresses and still two other delivering prayers. This could not have occurred a quarter of a century ago, and is only another manifestation of the spirit of liberality prevailing among the religious denominations in Rochester, of which there have been pleasing demonstrations before. The addresses of Rev. Drs. Millard and Briggs were appro-



priate to the occasion. The remarks of president Max Lowenthal were well-timed, and Mr. Gabriel Wile speaking for the founders, spoke of the spirit which animated them fifty years ago. Little did they dream of such bright fruition of their work. Mr. Wile's remarks were among the special features of the celebration.

Grand and proud as is Berith Kodesh's career, there can be no doubt that while its wants are ministered to by such an acknowledged leader as Dr. Landsberg, beloved and respected by all classes of citizens, for his character, attainments and the work he has wrought, its future will be even more inspiring. He has frequently said that he has travelled much and met many people, but the only place which he could ever call home is Rochester, where so many of the best years of his life have been spent in a noble profession. We but echo the sentiments of all who know him, who have been sent forth into the world moulded by his teachings, or who know and love him for his splendid character, his liberalizing influence and his scholarly attainments that as long as life is spared, Rochester, in whose moral growth he has borne such a conspicuous part, may continue to be the scene of his activities, and that those years may be many more than the traditional three score and ten.

To Berith Kodesh, its surviving charter members and its entire active membership, the Advocate extends the sincerest congratulations on its glorious past and best wishes for its future. We congratulate both congregation and rabbi, the one on the position it has attained under splendid and broad minded leadership, and the other on the work he has wrought, and the place the Jewish community of Rochester has attained, both as a factor in Rochester life and as one of the recognized leading Jewish communities in America.

Myer Rothschild, who was one of the surviving charter members was an interesting figure at the celebration; the five original members of the congregation were Jacob and Joseph Altman, Samuel Marks, A. Weinberg and himself. In 1846 they purchased a burial plot in Mt. Hope for \$40, and this was the first suggestion of banding together. Religious services of course followed soon though there was no attempt at organization till 1848 as told elsewhere in this issue, others having joined the five meantime and the membership at organization being twelve.

Mr. and Mrs. Rothschild came to Rochester May 9, 1844, with one daughter, Mrs. George Rosenberg of Buffalo, and were the first Jewish family to settle in this city. There were a number of single men here before they came. Mrs. David Rosenau of Buffalo who was Miss Bertha Altman before her marriage, was the first Jewish child born in the city of Rochester, the late Jacob Altman being her father. The first Jewish male child born here was the late Henry Seligman, whose father the late Morris Seligman was among the very first settlers in the city, being in business here as early as 1843. Joseph Steefel who was the first minister to the congregation, was the brother of the Steefels who afterwards made Rochester their home. The two members who first joined the five after the purchase of the burying ground were Joseph Katz and the late Joseph Wile. The five who made the purchase of the burial plot were the only married Jewish men in Rochester at that time.

# New Temple for Orthodox Jews

---

**Corner Stones Laid with Interesting Ceremony—To be Imposing  
Structure—Two Jewish Congregations Unite and Build  
Large Temple on Hanover Street—Public Officials  
Take Part in Dedication Exercises**

---

The corner stones of the new Synagogue, Beth Maderesh Hagodol in Hanover street were laid May 28, 1911, with impressive ceremonies. It is the Jewish custom to lay a stone at each corner of the building's front.

Louis E. Lazarus presided and after a brief summary of the events leading up to the building of the synagogue, which included the consolidation of two congregations, which will he said that the new building would speak for itself and would be the home of earnest and devout Hebrews, who were first of all American citizens and citizens who had the interests of Rochester at heart.

The congregation of Ben David and of Chavary Chaten united into one large and influential congregation under the name of Beth Maderesh Hogodel and secured funds to build a synagogue which will cost more than \$90,000. It is expected that the building will be completed in time for the ceremonies ushering in the Jewish New Year.

The walls of the building have been run up to the first story in the rear and following the ceremony performed, the work of completing the structure will advance rapidly. It is said that the new synagogue would be the most elaborate and convenient orthodox Jewish synagogue in the United States.

County officials were on the platform when the exercises were conducted and brief speeches were made by Dr. Max Landsbrg, Judge J. B. M. Stephens, Sheriff Willis K. Gillette, School Commissioner Isaac Adler, Assemblyman Simon Adler, Senator George F. Argetsinger, Alderman William S. Beard, Morris Rosenberg, A. D. Joffe, Norman Rosenberg, Rabbi Gitin and Hyman Goldman.

The committee in charge of the reception and the arrangements for the ceremony consisted of N. Rubenstein, Frank Sherman, Charles H. Berman and M. Feinstein, with Louis Lazarus as master of ceremonies. The committee announced that Frank Sherman and Mrs. M. Morris had been selected to take charge of the actual placing of the corner stones, and this ceremony was quickly finished. The Trotsky Band furnished music.

Dr. Max Landsberg, who had been asked to make the opening prayer, said that he preferred to give a few words of advice to the people of the united congregations. He said that a fine edifice would soon be completed in which the Jewish people would congregate. He hoped they would not retain old Jewish forms but would make the temple one for the instruction of men and women of his race and particularly for the instruction of the rising generation. He said that the forms of Judaism were obsolete, but the principles were still active and effective. Measures should be taken to train the young men to become good citizens and to attract them to the temple of their fathers, but this could not be done until less attention was paid to orthodox forms.

## Dedication of New Synagogue

---

Home of Congregation Beth Hamedresh Hagodel—Named “House of Learning”—Cost of Edifice to Date \$75,000, and Work Still in Progress—Large Attendance at Dedication—Two Congregations Combine

---

Dedicatory ceremonies packed the new synagogue of Beth Hamedresh Hagodel and the street in front of it for nearly a block Sunday afternoon, September 10, 1911. The attendance was estimated at 6,000. The construction of the place of worship, which is in Hanover Street, was begun last May and as the building stands now, but partly completed, already cost \$75,000.

Nearly all the ceremonies were conducted in Hebrew. The music by a large choir of men and boys was generously applauded by the congregation, for the dedication of a Jewish house of worship is a time of festivity and joy. Louis E. Lazarus, who had charge of the exercises, introduced the speakers and read a letter of regret from Mayor Edgerton, who was unable to be present.

Rabbi Horace J. Wolf, of the Congregation Berith Kodesh, was the first speaker. He congratulated the people on the beautiful edifice they had built and gave them the best wishes of his congregation. Assemblyman Simon L. Adler told of the hard work that was connected with the building of the synagogue and said that there they were to worship as had their fathers of old in Israel. He told them that all beliefs were coming nearer together in their worship of the same God and advised them that the church or the synagogue stood for all that was right and for the best kind of citizenship. John Barrett also spoke on the building of the church and congratulated the people assembled in it, saying it was a credit to the city.

Rabbi S. Gitin, the teacher of the children of the congregation, spoke to them in Hebrew, as did Sawil Garson and Rabbi Solomon Sadofsky, of the synagogue. The dedicatory part of the services consisted in the giving of gifts to the church and in the singing of hymns by the choir, led by Rabbi Hyman Milkowski.

This congregation whose synagogue was dedicated is the youngest and yet one of the oldest in the city, for it consists of two congregations that have united, namely, the Congregation Chavery Chatten and the Congregation B'nai David. The synagogue of the former stood in Rhine Street and that of the latter on the site of the new synagogue. The membership of the combined congregations is about 3,000, and the place of worship was built with thought of the growth of this large membership. It will seat nearly 5,000, having a large gallery on three sides.

The name, Beth Hamedresh Hagodel, means “house of learning,” and there will be taught the laws of Moses and the prophets. The altar cloth is said to be the finest in the city. It is of heavy red velvet embroidered with gold thread and heavy spangles of the same metal. In its center is the lion of Judah and above that is the crown of David, both of gold and embossed on the cloth. The cost of this single piece was more than \$500.

To H. Goldman, president of the congregation, is due much of the credit for the building of the new edifice, since he was active in raising the money and during the time the work was under way was about the place continually.

The interior of the building was decorated with flags and bunting, and a large picture of George Washington hung from the center of the gallery in the rear.

Along the sides were pictures of the various rabbis of the congregations that had combined. In the gallery Trotzusky's Band played from time to time.

The committee of the congregation that had charge of the arrangements for the exercises was made up as follows: H. Goldman, president; N. Rubenstein, vice-president; F. Sherman, treasurer; M. S. Greenburg, A. Melen, B. Greenberg, H. T. Levinson, M. Lefkowitz, B. Grossman, A. Goldman and M. Goldblatt. Young women of the congregation sold carnations and badges to all in the building at the rate of 25 cents each to raise money for the building fund.

The services at dedication were the first to be held in the edifice. All men were required to wear their hats and the women to remove theirs.







#### NEW SYNAGOGUE

Dedicated by Beth Hamedresh Hagodel Congregation. Cost \$75,000. One of the most beautiful Jewish Temples in Rochester. Seating capacity, 2,000 persons

# Historical Sketch of the Jewish Young Men's Association

---

The Jewish Young Men's Association was organized Nov. 1906 and incorporated Nov. 1, 1907. It is the only distinctly Jewish organization of its kind in the city, and owns its own home which is worth \$25,000. This building which was purchased in Nov. 1907, is situated at No. 3 Franklin Square, opposite the beautiful Franklin Square Park, and is of brownstone and brick, three stories high with a large basement in which are the gym., shower baths, wash room, reading and boiler room. The two lower floors are devoted to lecture, study, game, reading and reception rooms, while the upper floor is given over to the engineer and caretaker. The entire house is furnished in mission style. The club house is open every day from 10 A. M. to 11 P. M.

The purpose of the association is four fold; viz., to serve to the mental, moral, physical and social demands of our young men, so that the Jewish young man may go forth into this world on an equal footing with his Gentile neighbor, thoroughly prepared to take up the duties of true American citizenship, and of loyal Jewish patriotism. These two parts of every true Jew are not incompatible and it is the aim of the association to help to reconcile the Jewish heart with its American surroundings, so that neither may be lost with the result that a multitude of promising young men who by their excellent public records are the greatest asset of the Jewish race, are saved to stand as an example of Jewish capabilities.

The mental and moral work is carried on by means of lectures, classes and societies of various kinds. It is the endeavor of the officers to secure the best men possible to deliver these lectures, which is the strongest feature of the association. Thus far the list of speakers has been second to none; among them may be mentioned Dr. Algernon S. Crapsey, Dr. Barbour, Prof. K. P. Shedd, Isaac M. Brickner, Dr. Montgomery E. Leary, Prof. Minchin, Prof. Kendrick, Principal A. H. Wilcox and others of equal note. Lectures are given every Tuesday evening in the lecture rooms and are open to the public.

There are many classes, chief among these being the "Post Biblical Jewish History Class," under the able direction of Rabbi J. Z. Lauterbach, Ph. D. (Gottingen and Berlin), who also has charge of two Chautauqua classes. The history class meets every Sunday afternoon, when one of the members read a paper on an assigned chapter of Greatz's History of the Jews, which is followed by a General discussion by the class and remarks by the director. The debating parliamentary law and current topics classes meet regularly each week. During the coming season, there will be several new classes, among these being two in English; one for beginners who have not had an American education; and another for those not having a college education who desire to perfect themselves in advanced English and other subjects. All of these classes are open to the general public free of charge. Finally among the mental activities, the checker and chess teams must not be forgotten. Much interest in these games are shown and two large rooms are devoted exclusively to them.

As for the physical work, there is a small gymnasium at present, which will form the nucleus of a large one soon to come. There are classes in gymnastic work

of various kinds and several teams are engaged in outdoor athletic work. There is a four-team baseball league, playing every Saturday afternoon at Maplewood Park, a quoits league, a track team and many others of minor importance.

The social work is in a way secondary to the others. It is the intention of those in charge to bring together the young Jewish people under conditions which are congenial and uplifting, by such affairs as dances, lawn fetes, whist parties and socials of all kinds.

After such a lengthy enumeration of what the J. Y. M. A. is doing, it would be interesting to know how it has come to all this. The Jewish Young Men's Associatio is an outgrowth, indirectly, of the old Judean Club, and directly of the Young Men's Hebrew Association which was organized in Nov. 1906. For many years there had been a feling among the prominent Jews of this city that there ought to be an association of the young Jewish people. After much talking and planing and after several very unpromising meetings had been held, an organization, known as the Young Men's Hebrew Association was started with about ten members. Through the indefatigable work of Mr. Haskell H. Marks, for many years president of the Judean Club, Mr. Alfred M. Hart and several other earnest workers the club was able to materially interest in its affairs such men as Philip Present, Bernard Rose, Norman Rosenberg, Max Z. Rosenbloom and a few others by whose co-operation, financial and otherwise, the society began to flourish and in Nov. 1907 a home was purchased and furnished and the organization was incorporated as the Jewish Young Men's Association, which now has a membership of about 300. Thus in the brief space of a single year, thanks to the interest and financial backing of the Jews of this city, there became *in facto* what for many years had been mere talk and theory.

But the J. Y. M. A. would never be what it is, if it had not been for the assistance of its Ladies' Auxiliary of 250 members with Miss Annie Rosenberg at its head. Through their aid the first money was raised and they have continued to raise money by every conceivable means. Nothing is too difficult for them to undertake and they have been a shining light in all the society's affairs. Words cannot express the dep feeling of gratitude which the young men have for the aid rendered by the Auxiliary.

The business of the association is managed by the Officers, Board of Directors and Managing Committee of three, guided by a constitution. The officers are:

President, Philip Present.  
Vice-President, Haskell H. Marks.  
General Secretary, Alfred M. Hart.  
Financial Secretary, Solomon Aiolo.  
Treasurer, Bernard Rose.

Since the building, which is now the Jewish Young Men's, was donated by Mr. Philip Present, who as stated above, is the present president, and likewise the first president of the Association as well as its founder, the work of the society which has a membership of over 800, has been greatly handicapped by the inadequate room of their present home, consequently plans for the erecting of an addition was decided upon; and prepared by Architect Leon Stern. But these plans have been changed. An annex costing about \$10,000 was contemplated, but unexpected contributions have been received by the committee in charge of the building fund, and the additions, as now planned will cost with equipment, upwards of \$25,000.

Among the largest contributions for this worthy cause, received up to the time of going to press of the History of the Jews of Rochester, was \$2,000 from Simon L. Stein, \$1,000 from Philip Present and \$500 from Abram Adler, Abram L. Katz and others. The building will be ready by Fall 1911.

## REV. DR. MAX LANDSBERG

Rev. Dr. Max Landsberg, rabbi of the Berith Kodesh Congregation, is one of the best known and most beloved Jewish Rabbies in the United States and Rochester claims him as its own, as this is the only pastorate he has ever held.

Ever since his coming here he has not only led his congregation in all matters pertaining to the conduct of the services and other internal affairs, but he has been in the vanguard of Jewish progress in the country, and in all movements for the advance of Rochester.

Dr. Landsberg was born in Berlin, Germany on the 26th day of February, 1845, and was the son of Meyer Landsberg, a well known rabbi of that day. He went to the Gymnasium at Hildesheim and attended the Universities at Goettingen, Breslau, Berlin and Halle, at all of which institutions he did noteworthy work in all branches of scholarship, in which he was interested. His rabbinical degree came from Breslau and subsequently a doctor's degree from the University of Halle. Shortly after his graduation and before having filled any other pastorate, he received and accepted the call to Rochester, where all his active life work has been done.

Among the best things that Dr. Landsberg has accomplished has been the organization of the United Hebrew Charities of Rochester which has put the business of giving alms to the deserving poor on a proper basis and the system has been adopted and followed in many places and by many denominations.

Dr. Landsberg stands very well among the ministers of the city by whom he is justly regarded as a man of great learning and the broadest culture as well of very liberal views. He is also well regarded by the educational and commercial interests of the City and it is to a large extent to his position in the City that the Jews are so influential and well thought of in Rochester.

Fortunate indeed is the Berith Congregation that Dr. Landsberg has for nearly forty years ministered to its spiritual wants, and fortunate indeed is the Jewish Community of Rochester that they have had the benefit of his broad culture, and scholarship. Fortunate indeed, is the City of Rochester that he has dwelt in its midst for all these years as one of its foremost citizens, loving the city and contributing in a material way to its progress and advancement, and being loved in return. May his years of usefulness here be many more, and may he live far beyond the traditional three score year and ten, and each year add, if that is possible, to the respect and veneration in which he is held.

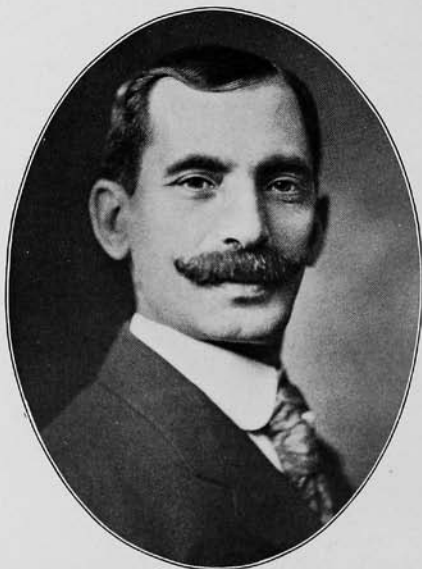
## ISAAC A. WILE (DECEASED 1908)

Isaac A. Wile was born on the 28th day of March, 1853, at Palmyra, Wayne County, N. Y., the son of Abraham and Hannche Wile, who had within a few years immigrated from Germany, with their family. He was the youngest of a family of five children that grew to manhood and womanhood, the rest having been born abroad.

Abraham Wile moved to Rochester with his family when Isaac was a boy, and it was at the Satterlee Collegiate Institute and University of Rochester that Isaac A. Wile received his education. He was graduated from the latter in the class of 1872, with the degree of A. B. He at once took up the study of the law and was admitted to the bar in 1874, being, with his cousin, Sol Wile of Rochester, the only Jew admitted at that time, it is said, with the exception of Simon W. Rosendale of Albany, subsequently Attorney General of the State.

He at once entered into the active practice of his profession, with Sol Wile under the firm name of Wile & Wile, and some large interests were entrusted to





PHILIP PRESENT

President, also First President and Founder of the Jewish  
Young Men's Association

their care. Soon, however, Mr. Wile gave up the law, and entered mercantile pursuits, but in 1897 returned to his first love, the law, and was associated with the Snow-Church Company as well, registering a big success at once.

Mr. Wile was an active Mason and a member of the Masonic Club. He was at one time High Priest of Ionic Chapter, R. A. M. He was a thirty-second degree Mason of the Scottish rite, was one of the first and most enthusiastic movers for the Masonic Club, which now adorns one of Rochester's prominent thoroughfares, and at the time of his death was a director in that institution. He gave to everything entrusted to his care, conscientious consideration and entered enthusiastically and energetically into the spirit of his work.

Some years ago Mr. Wile undertook to write the history of the Jews of Rochester for the Local Council of Jewish Women, and without anything to guide him, by diligent research and careful and thoughtful work, produced the manuscript which forms the basis of this publication. It is the best evidence that can be produced of the care with which the work was undertaken, though at that time it was never expected that it would be published. Only the work of bringing it down to date was necessary to complete it as the original manuscript could not have been improved upon.

Mr. Wile, in the fall of 1907, left Rochester for Saranac Lake, N. Y., to get some rest and recreation from his strenuous work, and his host of friends in this city were shocked, on the 18th day of February, 1908, to learn that he had suddenly died there that morning.

He was a man of sterling integrity, loyal to his family and friends, devoted to Rochester and its interests, faithful to any interest entrusted to him.

Mr. Wile, on the 18th day of August, 1889, married Miss Clara Beir, daughter of Asher Beir, of this city, and she with two children who were born of the happy union, Helen and Ruth Wile, the former now Mrs. Lester David, of Rochester, survive him.

### **LEVI ADLER (DECEASED 1907)**

Levi Adler was born in Germany, Oct. 24, 1834, and died in Rochester March 3, 1907. In his native town he received a common school education. In 1851 Mr. Adler came to America and for a time resided in Albion, N. Y. He became proprietor of a retail clothing store in Medina, Orleans County, N. Y., where he remained until 1869. In that year he removed to Rochester and opened a large wholesale clothing manufacturing establishment with Nathan Stein, under the firm name of Stein & Adler. This firm name was changed shortly afterwards to Stein, Adler & Co. In 1883 the partnership was dissolved and Mr. Adler became a partner in the firm of L. Adler Brothers & Co., recognized by Rochesterians of this day as one of the largest clothing manufacturing firms in the United States.

In 1861 Mr. Adler married Miss Theresa Wile, a daughter of the late Abram Wile.

Mr. Adler was devoted to the business he was engaged in, and persistently refused all offers of appointment to public office.

The only public office he held was that of vice-president of the Chamber of Commerce.

He took great pride in civic affairs appertaining to the advancement of Rochester, and was desirous that Rochester should assume a leading position in the business world.

Mr. Adler was survived by seven children—three daughters and four sons. They are Mrs. Jacob L. Garson, Mrs. Julius J. Bakrow, Mrs. Henry Stern of this city, Mrs. Edwin S. Mack of Milwaukee and Mrs. Alvin H. Lauer of Cincinnati, Ohio, and Isaac and Mortimer Adler of Rochester.



JEWISH YOUNG MEN'S ASSOCIATION BUILDING  
Franklin Square, Rochester, N. Y.

## HENRY MICHAELS (DECEASED 1894)

Among the many prominent Jewish citizens of Rochester, "who have passed to their reward," may be mentioned the name of Henry Michaels, founder of the well-known wholesale clothing manufacturing house of Michaels, Stern and Company. Mr. Michaels died March 2, 1894.

Henry Michaels was born in England in September, 1822, and came to America in the year 1845. For a number of years he was engaged in the cigar manufacturing business.

In 1849 he came to Rochester and began the manufacture of clothing, an industry in which, like Nathan Stein, he ranks as one of the pioneers in the vast industry, which at this time has materially aided in advancing the word "Rochester" to all parts of the United States. Mr. Michaels remained in business for himself until 1868, when he formed a partnership with Nathan Levi, under the firm name of Michaels & Levi. This firm's place of business was on Mill street. In 1873 this partnership was dissolved, and Mr. Michaels went into business with his sons, Joseph and Marcus, and Morley A. Stern, under the firm name of Michaels, Stern & Co.

Henry Michaels was one of the leading business men of Rochester. He was one of the organizers, and president of the Empire State Insurance Company. He was also one of the organizers and the first president of the Clothiers'

Exchange of Rochester, and to his untiring efforts was largely due the success of the clothing manufacturers in their struggles in the early days, against the men who boycotted the clothing industry in Rochester. In 1893, the year prior to his death, he was elected president of Berith Kodesh congregation, an honor which had been conferred upon him once before several years prior.

Soon after assuming this position Mr. Michaels began the movement which has resulted in the erection of the handsome new Temple on Gibbs street, which was destroyed by fire in 1910, and has only recently been rebuilt. The task of raising funds for the erection of a new Temple in that year, 1893, was a very difficult one, inasmuch as the Jewish people had just finished building the handsome Eureka Club house on North Clinton street. The building is now known to Rochesterians as the "Elks' Home." Friends of Mr. Michaels endeavored to dissuade him from undertaking so difficult an undertaking in times of financial depression, but it was the benefactor's ardent desire to raise the necessary funds in order to erect the new house of worship, which at that time was sadly needed by his people. Mr. Michaels' indomitable will power and persistency in effort, stood him in good stead, overcoming all objections and difficulties and within two months from the time he had launched the undertaking a sufficient sum had been raised to build the new synagogue, the Berith Kodesh, which today stands as a monument to his indefatigable energy and religious zeal.

Among his associates and the business public Henry Michaels was regarded as a man of exceptionally strong character, besides a man of high integrity. His interest in matters of religion was a grand phase in his noble character, as was evidenced by his untiring efforts to ameliorate the condition of the Russian Jews in this country, a refuge to which they had been driven by the command of a despotic Czar.

Mr. Michaels took great interest in upbuilding of Rochester. This fact is evidenced in the handsome warehouse building of Michaels, Stern & Company, which was completed early in January, 1894, prior to Mr. Michaels' death, and covers the site of the residence, which for many years was his home. Mr. Michaels was an able parliamentarian, and a good public speaker. He was one of the prominent Republicans of the city. He was prominently identified with many





HENRY MICHAELS (DECEASED)



LEVI ADLER (DECEASED)

important public movements, and was frequently urged by his friends to become a candidate for public office. This, however, he strenuously combatted, having no desire for public office. There are many Rochesterians today who very vividly recall Mr. Michaels as the presiding officer of many conventions and political gatherings, and his words of wisdom and good cheer won for him friends galore.

Mr. Michaels was a trustee of the Mechanics' Institute, a large stockholder in the Myers Ballot Machine Company, and was a director of the German-American Bank and of the Rochester Title Insurance Company. He was also one of the original members of the organizing committees of the Chamber of Commerce and one of its first vice-presidents.

Mr. Michaels' wife died in 1891, and at the time of her death, was survived by the following-named children: Joseph and Marcus who were partners in the firm of Michaels, Stern & Co., and Alfred, who at that time was senior member of the firm of Michaels, Wolf & Friedlich; Henry of H. Michaels & Co., of Rochester; Isaac of Chicago; Mrs. Henry Leiter, Mrs. Morley A. Stern, Mrs. Herman C. Cohn and Mrs. Friedlich of this city. Mr. Michaels also left three brothers; Aaron of Brooklyn, N. Y., Morris of St. Louis, Mo., and Louis of Chicago, and one sister, Mrs. Jessie Cohen of Chicago, Ill.

### **GABRIEL WILE (DECEASED 1904)**

Gabriel Wile, one of the early Jewish settlers in Rochester, esteemed citizen and a life long resident of this city, as born in Bavaria, Germany, February 10, 1820, and died in Rochester December 9, 1904. Mr. Wile came to this country in 1845. He was preceded to America by one of his brothers, Joseph Wile, and soon after he arrived here, was followed by another brother, Abram Wile. Each of the brothers began life in the new world practically penniless, but each, by frugality and industry, acquired wealth.

Soon after Gabriel Wile arrived in Rochester, Joseph Wile and Meyer Greentree began manufacturing clothing, and in this business and at the same time Hirsch Britenstool was taken into the partnership. The firm's name, Greentree & Wile, is inscribed upon the tablet of Rochester's manufactural greatness, as the pioneer clothing manufacturing firm in Rochester, founding the great clothing market for which Rochester to-day is famed throughout the country.

Several years prior to his death Mr. Wile retired from active business life, but continued to give much time and valuable assistance to those organizations among his people in which he was interested. Mr. Wile was the last surviving charter member of Berith Kodesh Congregation. He was also a member of B'nai Berith and Keshar Shelbarchei orders, and of all the Jewish benevolent organizations at that time in the city. In addition he was a member of Hartford Masonic Lodge of Hartford, Conn., and of Hamilton Chapter, No. 62, R. A. M., of Rochester.

Mr. Wile was twice married. Of the first marriage nine children were born, two of whom, Sol Wile and Mrs. Isaac Baum, are living.

There were no children by the second marriage. The three Wile brothers were among the first Jewish settlers in Rochester, whose families to this date remain prominent in the community, only two sons of the three brothers alone survive, viz.: Sol Wile, the well known attorney, and member of the law firm of Wile & Oviatt, being the son of Gabriel; Julius M., manager of the Security Trust Company, son of Joseph. The late Isaac A., known to Rochesterians as the manager of the local branch of the Snow-Church Company, who died several years ago, was a son of Abram Wile.



ELIAS S. ETTENHEIMER (DECEASED)



GABRIEL WILE (DECEASED)

### **ELIAS S. ETTENHEIMER (DECEASED 1908)**

Elias S. Ettenheimer, a well known Jewish citizen of Rochester, died April 20, 1908, at the ripe old age of 89 years.

Mr. Ettenheimer was born in Ederheim, Germany, and came to America in the "early thirties." He first located in Syracuse, N. Y., and for a short time engaged in the retail jewelry business, traveling about the country. He then took up his permanent residence in Rochester.

Mr. Ettenheimer conducted his first place of business in the old Smith Arcade which site at the time of his death was occupied by the building of the Rochester Trust and Safe Deposit Company. Later he moved into the old Elwood building and when that structure was razed he located in the old Masonic block in Exchange Street. He returned, however, to the Elwood building as soon as the new structure was completed—to the store which is now conducted by his son and others.

Mr. Ettenheimer retired from business in 1874, although the name "Ettenheimer" has been continued even to the present.

Mr. Ettenheimer married Lucy Lester in 1851. She died about the year 1891.

Mr. Ettenheimer was prominently identified with many local charities and was a liberal contributor. In financial circles he was well known, having been a director of the Security Trust Company, and a member of the Board of Trustees of the Monroe County Savings Bank. He was a Mason, a member of Valley Lodge, No. 109, F. and A. M., and Hamilton Chapter, No. 62, R. A. M., and was also an influential member of Berith Kodesh Congregation.

At his death he was survived by his son, S. Louis Ettenheimer, and one daughter, Mrs. Fred S. Meyers of Seattle, Washington.

### **JOSEPH KATZ (DECEASED 1901)**

Among the sturdy Jewish pioneers who helped make Western New York what it is, and especially Rochester, honorable mention must be made of Joseph Katz. He came to this country in 1834 from Adelsdorf, Germany, where he was born in 1814. On arriving in the "land of the free" he settled in Rochester and continued residing in that place till his death which occurred Aug. 13, 1901. His first business venture in Rochester was in the clothing business on the Main street bridge. Later he removed to a store next to the entrance to the Reynolds Arcade. There he remained till 1864 when he engaged in the refined petroleum trade, continuing active in that line till 1889, when he retired from active business.

Shortly after laying the foundation for his future business success, Joseph Katz returned to his native country and married Miss Jeanette Friedman at Muehlhausen, in Bavaria. Mrs. Katz died in 1885.

Joseph Katz devoted much energy to religion, charitable and fraternal matters. He was one of the charter members of the Berith Kodesh congregation, and one of the organizers of the Jewish Orphan Asylum of Western New York. In Masonic Circles he was connected with Valley Lodge No. 109, F. & A. M., Hamilton Chapter and Doric Council. He was a member of Monroe Lodge Kersher Shel Barzel.

Mr. Katz was survived by four children, Mr. Abram J. Katz, a highly respected citizen of Rochester, capitalist and philanthropist, three daughters, Mrs. Rosa Levy, Marion, Ind., Mrs. Jacob Kochenthal and Mrs. Sol Goldsmith of Rochester.





ABRAM J. KATZ



JOSEPH KATZ (DECEASED)

## ABRAM J. KATZ

Abram J. Katz, recognized as a leading Jewish citizen of Rochester, and prominently identified with mercantile and financial circles in Rochester for more than a quarter of a century, was born in this city in 1853, and is a son of Joseph Katz, who in his early life left Germany, his native land, and sought larger business opportunities in the new world. Settling in Rochester the elder Katz became connected with the oil business and spent the remainder of his days in this city, passing away in 1901.

Abram J. Katz obtained his early education in Rochester and entered commercial life in 1872. The line was the clothiers supply business, in which he met with success. In 1890 the firm of Stein, Bloch & Company was incorporated and Mr. Katz became its treasurer. His ability in financing the concern was a salient feature in the life of this corporation—and he continued to hold the position of treasurer till the later part of 1899.

At every point in the career of the life of Abram J. Katz there is positive assurance that he accomplished the possibilities he set out to achieve, and so successful has he been in the management of his business affairs that his judgment in commercial and financial circles is considered thoroughly sound and reliable. He has been instrumental in perfecting many large institutions and corporations. In 1893 he assisted in organizing the Alliance Bank, of which he has since been a director. He was also one of the organizers of the Fidelity Trust Company, and from the beginning has served as one of its trustees. Both those institutions have been successful from the start and are now important factors in Rochester's financial circles.

Mr. Katz is also a member of the recently formed Advisory Committee of the Stromberg-Carlson Telephone Mfg. Co., which has placed the affairs of that concern on a solid basis.

Mr. Katz is also prominent in fraternal circles, holding membership in Valley Lodge, No. 109, F. & A. M., of which he is a past master, and a life member. He is also a life member of Hamilton Chapter, R. A. M., and Doric Council R. & S. M. As one of the organizers of the old Eureka Club he took an active part in its affairs and for a number of years had been the president.

Mr. Katz is one of those sound business men who realize fully individual obligation in the matter of charity and assisting unfortunates. In this connection it can be truthfully said that Mr. Katz has not only devoted his time, but given freely to the cause of the poor, and his efforts and opportune assistance have on several occasions proven a valuable asset of several organizations. Mr. Katz is president of the Jewish Orphan Asylum Association, which was organized for the purpose of caring for the Jewish orphans of Syracuse, Rochester, and Buffalo. He was also president of the United Jewish Charities. To that work he devoted considerable time and has many bequests. And also vice-president of Berith Kodesh congregation.

Mr. Katz has built for himself a beautiful residence at No. 345 East Avenue, where he entertains his friends with generous hospitality.

Mr. Katz is a representative American citizen of the type that contributes liberally of both time and money to the betterments of civic interests.

He has not selfishly concentrated his energies upon the building up of his own fortune to the exclusion of humanitarian interests, but on the contrary, has labored for the amelioration of hard conditions in the lives of others, which has made him a well known figure in charitable circles in Rochester City. The marriage of Abram J. Katz to Miss Theresa Rosenberg occurred April 10, 1888.



MARTIN BEIR



ABRAM STERN (DECEASED)

## ABRAM STERN (DECEASED 1895)

Abram Stern, for forty-four years a resident and prominent business man in Rochester, died Dec. 25th, 1895. Mr. Stern was born in Germany, in 1822, and immigrated to America in 1848. At first he located in Buffalo, where he began life as a clerk in a dry goods house, remaining there for three years, after which time he came to Rochester. This was in 1851. During the twenty-eight years of his active business life in Rochester he was engaged almost constantly in the millinery, fancy and dry goods business, first at No. 10 State street, and later at No. 66 Mill street, a portion of the time being spent at both of the places—the Mill street store being the wholesale end of the business. He was during these years associated with Joseph Beir and Israel Stern. In 1879 he retired from active commercial life.

Aside from being a prominent business man, Mr. Stern was well and favorably known through his connection with the politics of the city, as an office holder. He represented the "old Sixth Ward" in the Common Council from 1871 to 1874 inclusive, and again in 1881 and in 1882 was elected on the Republican ticket. The chairmanship of the Council was offered him but he declined in favor of an alderman who had been in this country for a greater length of time, feeling that by so doing he could best serve his party and the public.

Mr. Stern was a member of the Court House Committee of the Council, when the subject of erecting a new court house was brought up, and he immediately championed the cause.

In 1884 Mr. Stern was elected supervisor, to represent the old Sixth Ward, and served in that capacity until 1892, making eight successive years.

Socially Mr. Stern was very popular and highly respected by all classes. He was a member of Valley Lodge, No. 109, A. F. & A. M., Bnai Brith Association, a member of Berith Kodesh congregation, in which he held several important offices; of the Eureka Club and several other Jewish organizations.

## MARTIN BEIR

Martin Beir, one of Rochester's most highly esteemed citizens and still actively engaged in business, although having reached the ripe age of eighty-nine years, was born in Germany July 17, 1822. Mr. Beir obtained a good education in his native country. At the Stuttgart University he pursued his collegiate course and shortly afterward entered a mercantile house. At the age of nineteen years he was head bookkeeper and cashier, continuing in that office until he emigrated to America in 1847. Arriving in the New World, he came to Rochester and entered into partnership with his brother, Asher. The firm name was A. Beir & Brother. The co-partnership continued until 1854, when Martin Beir moved to New York City and engaged in the millinery business under the firm style of Brentaur & Beir. But Martin Beir pined for the congenial associations he had formed in thriving Rochester town and in 1859 he returned to this city. He then founded the business known at that time as the Flower City Oil Works.

Shortly afterward the monument to his business ability—the plant of the Flower City Oil Works—fell a prey to fire. Subsequent to this time, he engaged in the insurance business in New Jersey. But again the magnetic influences of greater business prospects drew him to Rochester. That was in 1870. In that year he began the fire insurance business. At first he conducted the business under his own name. Later, however, the name was changed to Martin Beir & Company. Sometime afterward the business was conducted under the name of Milton Clark Company, Incorporated.





LOUIS LOWENTHAL (DECEASED)



MAX LOWENTHAL

At that time this company was recognized as one of the surest and safest insurance agencies in Western New York. The consolidation of Mr. Beir's interests with the Milton Clark Company dates March 1st, 1901. In 1906 the premiums issued by this company aggregated a total of \$140,000.

The ancestral history of Mr. Beir is somewhat interesting. His parents were Isaac and Jeanette Beir. In days as early as during the period of time alluded to there were no family names among the Jewish people in the "old country." The children were simply designated as being the certain son or daughter of the father. For instance, Isaac, son of Jacob.

But this custom was relegated by the Government of Germany in 1828 when a law was enacted compelling all people to adopt family names. Various devices were then accordingly resorted to. Names then came by adoption, such as Blumenthal, Rosenbloom, Hirsh, etc. People took the names of animals or inanimate objects.

Of Martin Beir's father it is known that he was a horse and cattle dealer in Germany and died in his native country at the age of seventy-two years, while his wife passed to the beyond at the allotted biblical standard—three score and ten years.

Reaching his native country in 1852 on a visit Martin Beir on the 22nd of February of that year married Clara Hirsh, daughter of Wolf and Eva Hirsh, the sweetheart of his boyhood days.

Mrs. Beir was seventeen years of age at the time of her marriage. She died at the age of thirty-nine. Mr. Beir did not re-marry, preferring to remain true to the memory of his departed companion. Only two of the children by that marriage are living—the elder, Cecelia, became the wife of Isaac Beir, a second cousin, and a member of the wholesale dry goods firm of Smith, Beir & Gormley, this city. Cora, is the wife of A. M. Blumenstice, a cutter and designed in the well known clothing firm of Stein-Bloch & Company.

For honesty and integrity of character Mr. Beir maintains an unassailable character. In insurance circles it is a recognized fact that Martin Beir's statements are accepted by the leading insurance companies throughout the country, without question. Martin Beir holds a life membership in Valley Lodge, No. 109, F. & A. M., and is high in the ranks of the I. O. of B'nai Brith. In the latter organization he has served as district deputy, his membership being in Temple Berith Kodesh. He was also at one time Governor of the Jewish Home for the Aged and Infirm at Yonkers, N. Y. This institution is widely known throughout the country for the excellent treatment of the aged and especially for the creditable manner in which it is conducted.

### **MAX LOWENTHAL**

Prominently identified with local manufacturing and financial interests Max Lowenthal stands in the foremost ranks of Rochester's Jewry. He was born February 22, 1843, at Bolkenhain, in the province of Silesia, Prussia, and was the youngest of the six children of Elias and Sophia Lowenthal. His father was a man of prominence in the community—being a corn merchant and linen manufacturer. A liberal in political opinion the elder Lowenthal resolved on emigrating to the United States during the period of reaction following the Revolutionary outbreak in 1848. The giving his five sons the opportunity to enter life otherwise than through a period of compulsory military service was one of the factors determining him to this step, which at that time—in 1852—was an unusual one in that quarter and among people of standing. Settling in New York and in accordance with the habits of a lifetime, the father again entered business life, becoming a

storekeeper on Grand Street—for a while having two establishments there. The venture, however, proved unsuccessful; want of knowledge of the language, and local methods, and the dishonesty of an associate were contributory causes; while the "panic" of 1857 proved the finishing blow to the remnants of former fortunes—forcing new beginnings on all the members of the family.

Max Lowenthal was ten years old when he arrived in New York. His education prior to arriving in the United States was limited—for a short time he was one of four brothers who were simultaneously pupils of the Royal Gymnasium at Liegnitz. In New York he passed through all the grades of a public school in a little over three years and had not reached the prescribed age for entrance to a secondary school on finishing. Then the collapse of his father's business led him to take up the active duties of a business life and his ambition led him to aspire for an editor's desk and to thoroughly learn the printing business. Learning the compositor's trade with a German printer-poet, Niclas Muller, he was employed successively by Harper Brothers, the Methodist Book Concern, the Bible House and Theodore DeVinne. He supplemented his interrupted education by attendance at the evening classes at Cooper Institute. The need of an assistant editor on the *Beobachter* brought him to Rochester in 1864, during the campaign for the re-election of Abraham Lincoln. As this position proved to hold out little opportunity for the future it was after a time exchanged for a clerkship, leading in the course of years to a small storekeeping enterprise and eventually bringing him into the knit goods business, with which he has been continually identified since 1873.

Mr. Lamb, a student at the local theological seminary, had some years before invented the knitting machine bearing his name and the invention gave rise to a new industry which has since spread throughout the world. The first two thousand machines made after his design were manufactured in Rochester and when the business of manufacturing these machines was removed to Massachusetts an agency and plant of six hand machines were left in Rochester. It was this small equipment that Mr. Lowenthal purchased, the outfit employing possibly twenty people and turning out goods to the value of hardly twenty thousand dollars per annum.

The growth and development of the business is indicated by the fact that at present the business has reached a point where in the modern factory over three hundred operatives are employed, and the factory building on Clinton Avenue South has a total floor space of fifty-eight thousand square feet and the business totals an output approaching half a million dollars per annum. Mr. Lowenthal did not, however, achieve this success without capable co-operation. In 1884 he joined forces with his brother Louis Lowenthal (now deceased), while two sons, Harry and Eugene, brought up in the business, were admitted to partnership in 1901.

The products of the Rochester Knitting Works go from coast to coast and have helped to maintain the creditable record which other Rochester manufacturers enjoy in home and foreign markets.

They consist of knitted wollen mittens for ladies and children, infants' vests, equestrian tights, leggings, and many minor knit goods specialties. Mr. Lowenthal has not permitted his business life to engross all his entire time. He is an omnivorous reader, and a man of scholarly attainments. He is too, a writer not unknown to the general public, having occasionally contributed articles on literary topics and on questions on literary interest. He has also done considerable translating from and into the German, his English rendition of Puttlitz's "*Was sich der Walderzaht*" being published in the Rochester Post Express.

In religion a Jew, in politics an independent, he has tried to be of service in public causes of merit—being one of the founders of the Mechanics Institute,

and an advocate of improved methods in city administration, helping to bring about the change in educational methods introduced in the city. Of late years Mr. Lowenthal has left the cares of the rapidly increasing business and he has become something of a traveler—visiting the Orient and European art centers, enlarging acquaintance with man and manners.

The marriage of Max Lowenthal and Louisa Obefelder was celebrated March 15, 1871, and eight children have blessed this union. The children are: (Tilley) Mrs. David L. Hays, Harry N., Eugene N., Sidney, Esther, Mabel, Edna and Arthur M.

Mr. Lowenthal is a man in whom learning and culture have vied in making an interesting and entertaining gentleman, and he has long been recognized as a force in the business life of Rochester and moreover has exerted a beneficial influence for the city's substantial development, intellectual growth and aesthetic progress. He is a director in the Mechanics Institute, director National Bank of Commerce, Vice-President Locke Mfg. Co., and trustee of Berith Kodesh Temple. Mr. Lowenthal is connected with the Berith Kodesh Congregation, the Rochester Turn-Verein and Bnai Briith.

### **LOUIS LOWENTHAL (DECEASED 1911)**

Mr. Louis Lowenthal, formerly a member of the firm of Max Lowenthal & Brother, who are now proprietors of the Rochester Knitting Works, No. 422 Clinton Avenue South, died February 18, 1911.

Mr. Lowenthal was born in Germany, September 10, 1836. His early education was obtained at Taver, and at the Royal Academy, Liegwitz, Prussia, where his studies were continued up to the time his family emigrated to America. That was in 1852, and the trip over occupied six weeks time.

As a result of the financial panic in 1857 Mr. Lowenthal's father suffered a heavy loss in business, and Louis was thrown on his own resources. That he was not found lacking is evidenced by the statement that within two years after he began the battle for existence, he was admitted as a member into one of the most successful clothing manufacturing firms in Rochester.

He was later associated with his brother, Max Lowenthal, in the management of a knitting mill. That business formed in 1884 was the nucleus from which was developed the now well known and national-famed Rochester Knitting Works. Mr. Lowenthal devoted twenty-five years of his life to the advancement of the knit goods industry. He retired from active business in 1909.

In his younger days Mr. Lowenthal was an active member of the local Republican organizations. He served on many committees and presided at numerous meetings held in Rochester. On several occasions he was a delegate to State Conventions—and quite often was associated with eminent political leaders of that period, among whom may be mentioned Horace Greeley, with whom he enjoyed a close friendship.

In 1872 Mr. Lowenthal's name was the last to be placed on the famous Liberal Republican Appeal. Horace Greeley's name headed the list. Mr. Lowenthal was an indefatigable worker in the interests of his party, and his activities in that special direction are, even at the present time remembered by many Rochesterians—especially by those who now direct the policies of the party the cause of which he espoused.

As a man of broad views and loose purse strings in matters regarding charity, Louis Lowenthal's name will long be remembered, not only in Rochester where he made many bequests, but "across the briny deep," his ancestral home, where not a few enjoyed the fruits of his beneficence.

The surviving relatives are Max Lowenthal, his brother, and a sister, Henrietta Pincow, besides several nephews and nieces residing in Rochester.





THE LATE DR. SIMON LEOPOLD ELSNER

## **DR. SIMON LEOPOLD ELSNER (DECEASED 1910)**

There has been probably no physician in the city of Rochester that was more widely known, or more dearly loved by the people, than Dr. Simon Leopold Elsner. Dr. Elsner answered the "final summons" while on his errands of mercy, ministering to the sick. He suffered an attack of heart disease, Sunday, June 5, 1910, while riding in his automobile along Franklin Street, near the intersection of North Street, and died before aid could reach him.

Dr. Elsner was born in Syracuse, N. Y., in 1863. He received his early education in the schools of that city, and later was graduated from Syracuse University. Immediately afterward he entered Columbia University and graduated as an "M. D." with high honors. Dr. Elsner filled a two-year appointment at Mt. Sinai Hospital, New York, entering that institution in 1887, and in 1889 he removed to Rochester, where he resided until the time of his death.

Besides being a member of the staff of the City Hospital, he was on the membership of the American Uriological Society, the American Medical Association, the New York State Medical Society, the Medical Society of Central New York, the Rochester Pathological Society and the Rochester Academy of Medicine.

Dr. Elsner was ever progressive in the practice of his profession. By his inventive genius the medical world has been greatly benefitted and stands indebted to him for the improvements which he made in connection with the cystoscope—an instrument now in use almost daily in hospitals, sanitariums, etc., and by practicing physicians throughout the United States and in Europe.

In 1891 Dr. Elsner was married to Miss Minnie Wolff, a sister of Martin E. Wolff, the well known insurance broker. Two daughters, Mildred and Elaine, were born to them. Mrs. Elsner was an invalid for several years, and died in 1901.

In 1905 Dr. Elsner married Mrs. Nellie Steinert of New York City.

In addition to his wife and two daughters, he is survived by two brothers, Dr. Henry L. Elsner, professor of Clinical Medicine at Syracuse University, and Dr. Louis Elsner, a prominent physician in Denver, Colorado.

## **MAX BRICKNER**

One of Rochester's most respected and highly esteemed citizens, a man identified not only with the growth of a large industry but interested in all movements for the upbuilding of the city of his adoption, is Max Brickner, who was born in Welbhausen, Bavaria, on the 4th day of May, 1842, and is still hale, hearty, and active in the land of the living.

He came to this country when 17 years of age, landing in New York December 16th, 1859, and after a brief stay in the metropolis, went to Talladega, Alabama. He sailed from Charleston on the last steamer that left that port before the firing of rebel guns on Fort Sumter, his sympathies being entirely northern, and on the 2nd day of July, 1861, a little more than 50 years ago he landed in Rochester, which has ever since been his home, and which he loves with all the love and pride so typical of his nature.

In 1862 he became identified with the clothing industry, and was a prominent manufacturer of clothing for upwards of 40 years. Mr. Brickner made very many friends in the industry in most of the large cities of the country, and it was his natural ability as a salesman, his unswerving integrity and his uniform courtesy, that enabled him to sell so much of the product of the concerns with which he was so long and honorably identified.



JULIUS WILE (DECEASED)



MAX BRICKNER

In 1895 he was president of the Rochester Clothiers' Exchange, an organization of clothing manufacturers for their mutual protection. He was for some years a member of the Board of Health of the city of Rochester.

Mr. Brickner, in 1892, was chosen president of the Rochester Chamber of Commerce and gave the institution a vigorous, energetic and successful administration. He was the first Jew to be so honored in the United States.

About ten years ago Mr. Brickner retired from the clothing business and is now the Rochester representative of J. S. Bache & Co. of New York. He still retains great interest in the manufacture of clothing and all that pertains to it as well as in the growth and prosperity of the city itself, in which the best years of his active life have been spent. He has impressed his strong personality upon the industry and upon the city, and his influence is potent in the affairs of the municipality. He is an active republican and has been since the birth of the party. He has frequently been called upon to preside over its gatherings and has represented the party at local and State Conventions.

Mr. Brickner married, March 14th, 1866, Miss Carrie Wile, a daughter of Abram Wile, of this city, and of the children of that union four sons survive. Samuel M. Brickner, a prominent physician of New York City, Isaac N. Brickner, a member of the Rochester bar, David M. and Max O. Brickner, identified with commercial interest in their native city of Rochester.

Mr. Brickner's wife died August 16th, 1877, and September 22nd, 1880, he married Gertie Stettheimer of New York, by whom he has had one child, a daughter, Miss Grace S. Brickner.

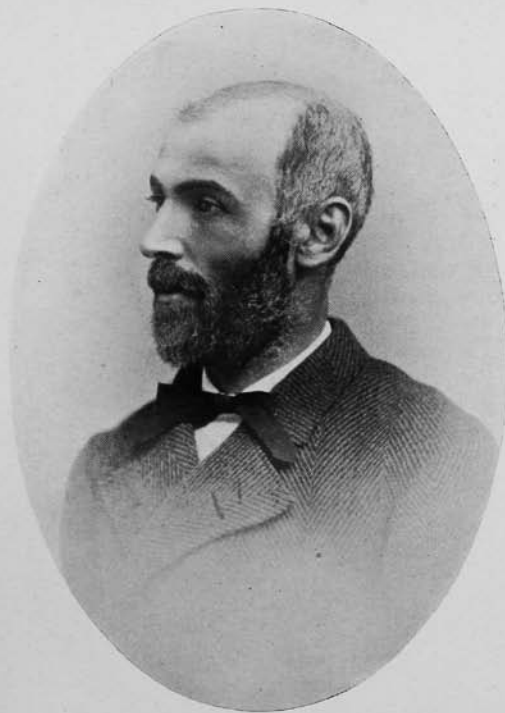
Mr. Brickner is happy in his home life and has brought to bear the same sterling characteristics in the rearing of his children that has made him such a commanding figure in the life of the city.

He is the kind of man who represents all that is best in the life of a community and upon whom any city may justly draw for its inspiration and progress. He is now one of the oldest of the Jewish residents and it is hoped he will be spared many years to reap the rewards of an active, honorable career, among a family which is his pride and in a city which he has seen grow almost from village garb to a thriving American metropolis, famed among the cities of America for qualities, to which he has in no small degree contributed.

### **JULIUS WILE (DECEASED 1891)**

Julius Wile, a well known Jewish citizen, died in Rochester November 3, 1891. He was 51 years old. He had been a life long resident of Rochester and was always actively engaged in business. He was president of the Wile-Brickner Company, clothing manufacturers, at the time of his death, and had for many years been prominently identified with the wholesale clothing industry in Rochester. Julius Wile was held in high esteem by the citizens in Rochester and was recognized as a broadminded and public spirited citizen, and a generous contributor to all worthy charities. He was a member of Valley Lodge, F. and A. M., Ionic Council and Zerubbab Lodge, I. O. B. B. He was survived, in addition to his widow, by the following children: Sara, Carrie, Jennie, Sophia, Harry, Abram, Hannah, Julius, Edward, Clarence and Adele. Other surviving relatives were: His father, Abram Wile, of Rochester, and Isaac A. Wile, at that time residing in Syracuse, N. Y., and a sister, Mrs. Levi Adler.





ELIAS STRAUSS (DECEASED)



ASHER BIER (DECEASED)

### ASHER BEIR (DECEASED)

The late Asher Beir was a well known dry goods merchant in Rochester and came to this place in 1843 from Wurtemberg, Germany, where he was born on August 18, 1818. For upwards of forty years he was actively engaged in business in the city of Rochester. Asher Beir was a prominent member of Zerubbabel Lodge, I. O. B. B., of the Jewish Orphan Asylum Association, of the Hebrew Benevolent Society, the Eureka Club and of the congregation Berith Kodesh.

He married Miss Lena King of New York City in 1849, and at the time of his death was survived by his widow and eight children—three sons, Albert of this city, David of New York, and Edward A. of Chicago, and five daughters, Mrs. Aaron A. Graff, Mrs. Isaac A. Wile and Mrs. Mortimer G. Bloom, Mrs. Moses Ettinger and Mrs. Henry Straussman. Three brothers and a sister survived him, viz.: Martin and Joseph of this city and Simon of Lockport, and Mrs. Elias Wolff.

### ELIAS STROUSS (DECEASED 1885)

Elias Strouss, ex-alderman, leading clothing manufacturer and a respected citizen of Rochester, died at his residence, 10 Franklin Park, Monday, July 27, 1885.

Mr. Strouss was born in Bavaria, Germany, in 1835, and came to America about the year 1850. He first settled in Cleveland, and from there he removed to Pontiac, Michigan, where he entered commercial life. In 1868 he came to Rochester, and having been associated with his brother-in-law, Joseph Cauffmann, at Pontiac, he entered into partnership here with him, under the firm name of Cauffmann, Strouss & Co., manufacturers of clothing, with their establishment on East Main street bridge. The firm soon removed to more commodious quarters, on Mill street, when later Joseph Cauffmann withdrew and left his brother and Mr. Strouss in the partnership under the name of Cauffmann & Strouss.

In 1878 the firm was dissolved and a new and more extensive partnership was formed, with Mr. Strouss at the head, the firm being Strouss, Moore & Biers.

This concern removed to the extensive quarters on North St. Paul street, occupied by the firm at the time of Mr. Strouss' death.

Mr. Strouss was a man of excellent judgment, firm will and clear, clean business policy, and his familiarity with the many details of the business in which he was engaged was remarkable.

Elias Strouss was elected to the Common Council as a Democrat by the people of this ward in 1883 and served the two years on the board with marked ability and with so much satisfaction to his constituents, that early in the year in which he died he declined a renomination tendered by both political parties.

He was a member of the board of trustees of Berith Kodesh congregation then on North St. Paul street, trustee of the Orphan Fund of Zerubabel Lodge I. O. B. B. and a member of Valley Lodge A. F. & A. M. During his life he also held a number of other offices and positions of trust and honor, and in all he evinced the same candid, straightforward and honest qualities, that characterized his whole life.

Besides his wife, he was survived by four sons and one daughter: Marcus Strouss, of the firm of Allison & Strouss of Xenia, Ohio, Edgar D., Fred E., and Eugene M. Strouss, who is today a leading member of the Bar of Rochester, and Miss Lillie Strouss.

Even though suffering greatly for five years, with an incurable disease, Mr. Strouss displayed remarkable mental and physical ability, continuing active in business and official pursuits up to within four weeks before he passed away.



NATHAN STEIN (DECEASED)

## NATHAN STEIN (DECEASED 1908)

The subject of this sketch—whose illustration appears on the opposite page—was one of Rochester's most highly respected citizens, and died in this city, June 2, 1908. Mr. Stein was the founder and president of the Stein-Bloch Co., Clothing Manufacturers, and was regarded as "the pioneer in the clothing industry" in this country, the true founder of a great national industry. He was born in Teplitz, Austria, in 1828, and was the son of parents whose ancestors had dwelt in that same mountain village for generations. Mr. Stein emigrated to America's hospitable shores when scarcely more than a mere lad in quest of work. In his Austrian home he had been taught tailoring and in that youthful mind a desire for success was gradually developing. On arriving in the "land of the free", in 1824, Mr. Stein entered the retail clothing business in Geneva, N. Y., and remained there till 1865. In that year Rochester claimed him as "her own", and Mr. Stern acquired an interest in the firm of G. & J. Wile, Cauffman & Co., which in those days ranked as a leader in the wholesale clothing industry of Rochester.

In 1868 Mr. Stein organized the firm of Stein & Solomon, continuing in the wholesale clothing business with various changes, until 1883, when he organized the firm of Stein, Bloch & Co. This firm from its inception sprang by leaps and bounds to the position of "leader" among the manufacturers of high-grade clothing in the United States. The Stein-Bloch Company was incorporated in 1890. The Stein-Bloch Co., to-day stands as a towering granite shaft to the memory of its founder—Nathan Stein. During the long span of eighty years—the life of Nathan Stein—in the face of adversity, beaten down by defeat—but always rising with a smile—was an inspiring figure in the eyes of men who knew the history of the business in which he led—he was the true leader—the natural born leader—and a fine example of the self-made man. It was 20 years before the first light of real success began to dawn upon the efforts which he was making to realize his ambition.

Nathan Stein's success was due to his untiring energy and business acumen. He was a clear thinker, and of unusual keen judgment. He married when a young man and his wife was the partner of his every thought and expression, and his home life was one full of tenderness and devotion. He detested ostentation and lived a life of simplicity and unaffectedness. Every moment of his business hours was at the disposal of those who sought him, and to the humblest he was as attentive as to the greatest. No difficulty was too small to share his assistance, and no employee too subordinate to receive the attention that was his right.

To the deserving he was liberal, but to the charlatan he was implacable. His knowledge of the details of his business was infinite, and he could show the most expert of his craftsmen a method of improvement by actual demonstration, as well as by quick description.

Few better judges of the finer parts of his craft have lived in his time, and his opinion on any subject devoted to the management of the great industry which he headed was received with deep attention and wide interest as from the Nestor of his trade. Seldom was his rapid judgment at fault, and to hear him express it in the vigorous and incisive sentences that his active mind framed was to have flashed before one in epigrammatic brevity a perfect picture of the thought he wished to convey.

Nathan Stein was a type that America has become familiar with in the past, but one that is very rarely met with now. He was honest—"straight as a die," as the phrase went in those days. His word was his bond. If the matter was one involving financial transactions he was scrupulous to the last degree. This deep-seated trait in his character, never for the instant deserted him, and when ill-fortune loomed up, and the structure of his life seemed ready to fall and crush him,





ABRAM E. WOLFF (DECEASED)

this repute stood him in firm stead, and financial succor came from quarters that most men would have derided as the resort of impossible hope—from the hands of men who bore the name of being "hard", and who paid him the unhesitating tribute of a confidence that was never betrayed.

Mr. Stein was survived, besides his wife, (since deceased), by three sons and four daughters. The sons are, Louis N. Stein, now the head of the Stein-Bloch Co., and Abram N. and Simon Stein, who are also identified in the same interests. The four daughters are Mrs. Joseph M. Garson, Mrs. Martin E. Wolff, Mrs. Louis E. Kirstein and Mrs. Samuel Weill.

The funeral of Nathan Stein took place at 1:30 o'clock, Friday afternoon, June 6th, 1908, from the family home, South Gibbs Street, Rochester. The services were marked with simplicity, as befitted the unostentatious life of the deceased. Rev. Dr. Max Landsberg officiated both at the home and at Mt. Hope Cemetery. The remains were laid to rest in the vault which bears the family name.

### **ABRAM E. WOLFF (DECEASED 1902)**

The late Abram E. Wolff, brother of Martin E. Wolff, the well insurance broker and capitalist, was born in Rochester city in 1853, and at the time of his death, October 18, 1902, was 49 years of age. His father, Elias Wolff, was one of the early settlers of Rochester and Abram E. Wolff was born in the little house No. 83 St. Paul Street, where the late Dr. Simon L. Elsner had his office, and who was the physician in attendance upon Mr. Wolff when he died. Mr. Wolff lived in the little home referred to until his marriage to Miss Schloss of Syracuse, N. Y., in 1886. He was educated in the public schools of Rochester. In early life he manifested an ardent love for music and it was this that prompted him to engage in theatrical ventures.

It was largely due to Mr. Wolff that the Lyceum Theater, the playhouse so well known to the people of Rochester, was built. He was the first president of the Lyceum Theater Company since its formation, and at the time of his death was manager and also first vice-president of the Union Trust Company.

When a young man Mr. Wolff was engaged in the newspaper business. The Sunday Times was the name of the newspaper acquired by Silas D. Phillips and Mr. Wolff in 1878. The name was then changed to Sunday Tribune. The paper was finally sold to Asa T. Soule, the hop bitter man.

Mr. Wolff occupied a prominent position with the old Union Bank, and for many years was on the Board of Directors of that institution, having been the first vice-president.

Mr. Wolff was an active and enterprising business man. From the time of the death of his father, Elias Wolff in 1875, he had charge of the estate and was identified with many business interests. He amassed a very large share of this earth's goods, was a man of means, and even before the death of his father, at which time he shared in one-third of the vast estate, he was "considered well off."

Mr. Wolff's mother, Babette Wolff, died just one year, lacking one day, before his death, and his sister, Mrs. Dr. S. L. Elsner, died less than one year before his death. He was survived by his wife, one child at that time a boy of 15 years of age, and a brother, Martin E. Wolff. Abram was the second of three sons. The eldest William Wolff, died many years prior to the death of Abram. Mr. Wolff was charitable, an indefatigable worker in the cause of the church, and was a very active and liberal supporter of the Berith Kodesh Congregation.



ELIAS WOLFF (DECEASED)



MOSES HAYES (DECEASED)

### **MOSES HAYS (DECEASED 1892)**

Was born in Germany in 1825 and died in Rochester city at the residence of his son David Hays, December 24, 1892, at the age of 67 years.

Moses Hays was a resident of this city for forty years, and during his life he was prominently identified with the clothing and brewing interests. He was survived by a widow and five children.

### **ELIAS WOLFF (DECEASED 1874)**

Was in his day a prominent and well known Jewish citizen. He came from Germany, his native land, to America about the year 1849, and died in the city of Rochester December 17, 1874.

Nearly 30 years of his life was spent in this city. On arriving in this country he first engaged in peddling, selling small wares, the stock which he carried. By industry and frugality he soon accumulated a sum of money sufficient to engage in business on a large scale and the retail clothing business engaged his attention. In this latter business venture he took a partner, Julius Bachman, and on the Main Street bridge, the firm of Wolff & Bachman, "retail clothiers," began business.

After the death of Julius Bachman, which occurred July 16, 1868, Mr. Wolff closed out the business and opened a wholesale clothing house on Mill Street.

That business Mr. Wolff prosecuted with vigor and the venture proved highly successful.

About the year 1870 Mr. Wolff retired from the wholesale clothing business and entered the real estate field, opening a real estate broker's office in the Powers Block. From the time up to his death he devoted his entire time to that business and the real estate business of Elias Wolff from its inception, became popular with the public, by reason of the honest and straight forward manner which Mr. Wolff conducted the business. Elias Wolff was an enterprising citizen, and always took an active part in benevolent institutions and objects. At all times the welfare of his family was the thought predominant in his mind, and he exerted himself to the utmost to accumulate property for the preservation of his loved ones.

At the time of his death his labors in that direction had been crowned for Elias Wolff died a "rich man." He was a valued member of the Jewish church, and a credit to his guild.

He worshipped in the old Jewish Synagogue on North St. Paul Street, and was at the time of his death, the oldest members of that society. He was a member of Humboldt Lodge of Odd Fellows, and of the Jewish Benevolent Society and through the efforts of himself and others much good was accomplished. He was survived by his wife, Babette Wolff, who died October 17, 1901, and four children as follows: William E., A. E., Martin and Minnie, the latter at the time of his death was eleven years old. Of the children only one is living at present.

### **EMANUEL M. MOEREL (DECEASED 1899)**

Emanuel M. Moerel, one of the oldest Jewish residents in Rochester, "passed to his reward" May 17, 1899, at the ripe old age of 94 years and 4 days. He was born in North Brabant, Holland, May 13, 1805. He received his early education there and engaged in the wholesale lace business up to 1847, when he came to America. He settled in New York City for about five years, when he came to Rochester, N. Y., and lived here to the time of his death.





EMANUEL M. MOEREL (DECEASED)



EDWARD KIRSTEIN (DECEASED)

He was a man of great breadth of mind, careful, conscientious in business, honest and true in his friendship, consistent and earnest in religious matters, active in politics so far as true citizenship required. He was widely interested in the welfare of others and was an active member of all the benevolent societies of his day and at the time of his death was a member of the Relief Committee of the Hebrew Benevolent Society.

Mr. Moerel was at all times a brilliant conversationalist and up to the hour of his death his mind was lucid. He had a wonderfully retentive memory and could relate with minute detail and wonderful distinctiveness incidents that transpired half a century ago. He could vividly depict Napoleon's retreat from Moscow. Mr. Moerel during that memorable event which made much history, was in Brussels, and he distinctly remembered the pitiable picture made by the dejected and hopelessly beaten French General and his army, as the retreat passed through the streets of the town.

#### **EDWARD KIRSTEIN (DECEASED 1894)**

Edward Kirstein, for thirty-five years a resident of Rochester, died August 13, 1894. Mr. Kirstein came to Rochester in 1859 and up to within three years of his death had been engaged in the wholesale optical business.

Mr. Kirstein was one of the most highly respected Jewish citizens of this city. He was a member of Berith Kodesh congregation, the Eureka Club, and of the Jewish Orphan Asylum Association. He was at the time of his death a member of various other Jewish charitable societies. He was survived by his wife and four children: Henry E. Kirstein, now the active head of the well-known optical goods firm of E. Kirstein Sons Co., this city, Louis E. of Boston, and the Misses Julia and Ida Kirstein of Rochester, the former now Mrs. Mannheimer of Cincinnati, Ohio.

#### **ISAAC ADLER (SCHOOL COMMISSIONER)**

Mr. Isaac Adler, prominent attorney and school commissioner of Rochester, was born in Medina, New York, May 10, 1868. He is a son of the late Levi Adler, formerly president of L. Adler Brothers & Company, clothing manufacturers of this city.

Isaac Adler has been a resident of Rochester since 1869 and a member of the local bar since 1893. He studied in the public schools of this city, two years in the University of Rochester, two years in Harvard College completed by graduation in 1890, two years in Harvard Law School and a year in the University of Berlin, 1889-1890, and this constituted his course of study prior to admission to the Rochester bar.

As will be noted his education was liberal and he took up the work of the profession well qualified for the duties that devolved upon him. He was first associated with Theodore Bacon and later formed a partnership with his cousin under the firm style of Adler & Adler. Mr. Adler stands high among not only the members of the legal profession but with the people of Rochester as well. In 1905 Mr. Adler was elected a member of the Board of Education and since 1906 to the present time has faithfully served Rochester city as school commissioner. Mr. Adler was married to Miss Cora Barnet of Boston, April 25, 1900.

#### **SIMON L. ADLER (ATTORNEY)**

Simon L. Adler is a son of Lewis Adler and Anne Zelinski Adler. He was born at Seneca Falls, N. Y., August 30, 1867, and removed to Medina, N. Y., 1869. He was educated in the public schools of Medina and Rochester. In 1885 he entered Cornell University and was graduated with the class of 1889.



SIMON L. ADLER



ISAAC ADLER

He began the study of law in the office of Hon. Edmund L. Pitts of Medina. In 1889-90, he was assistant principal of Medina Free Academy. In 1890 he entered the law office of Perkins & Hays (Hon. James Breck Perkins) at Rochester. In 1891 and 1892 he was in attendance at the Harvard Law School. In 1894 he formed a partnership for the practice of law with Isaac Adler under the firm name of Adler & Adler. In 1900 he removed to New York City. In 1908 he resumed the practice of law at Rochester, N. Y., with offices at 229 Granite Bldg. In 1910 he was elected on the Republican ticket a Member of Assembly from the Second Monroe District.

### **BERNARD ROTHSCHILD**

Mr. Rothschild was born in Steinbach, Germany, in 1849. Educational advantages in that place were very poor, and when only ten years old Bernard Rothschild left home and attended the Rabbinical School at Hamburg and the Teachers' Seminary, in Hanover, Germany.

Young Rothschild, however, had a longing for the atmosphere of the commercial arena, and in this direction he wandered. Shortly after the annexation of Kurbessen to the Prussian Kingdom, Mr. Rothschild took passage for America, landing in this country in 1868. He immediately came to Rochester. For a few weeks he was a pupil at public school No. 10, where he was sent to acquire a certain fluency in the language of his adopted country—and immediately obtained employment in the banking house of A. Karnes, his services being paid for at the rate of two dollars per week. He then became bookkeeper for Schwenz & Wheeler, and later for Michaels & Levi. In 1873 the latter firm dissolved and Mr. Rothschild became the junior partner in the firm of Levi & Rothschild. For ten years this partnership continued, and then the firm of Lichtenstein, Rothschild, Solomon & Co., was formed. This firm was short lived, and in 1885 Mr. Rothschild formed a partnership with his brothers-in-law, Isaac M. and Solomon Hays, under the firm name of Rothschild, Hays & Co.

The firm then established a fine business in the retail clothing—and owned and operated the Model Clothing Co., of Indianapolis—which at that time was one of the largest retail clothing houses in the West.

On January 3, 1877, Mr. Rothschild married Miss Julia Hays and their union was blessed with two children—daughters, Irene and Alice Rothschild. Irene is the wife of Max O. Brickner and Alice is the wife of Wilbur I. Rosenburg. Bernard Rothschild has spent his entire life in the wholesale clothing manufacturing business. He continued business under the name of B. Rothschild & Co., after the dissolution of the firm of Rothschild, Hays & Co. In September, 1910, Mr. Rothschild incorporated his business under the title of the Rothschild Manufacturing Co., with headquarters at No. St. Paul Street. Mr. Rothschild is a member of Berith Kodesh Temple.

### **H. S. COHN (DECEASED 1909)**

The late H. S. Cohn, a member of the firm of H. C. Cohn & Company, necktie manufacturers of 216 Andrews street, died December 16, 1909. Mr. Cohn was 52 years of age and was survived by his widow, Madeline Arnold Cohn, one son, Herbert, and a daughter Marjorie, besides a brother, Herman, and two sisters, Mrs. Henry Goodman and Mrs. Joseph Schreir.

### **PHILIP PRESENT**

Philip Present, wholesale jeweler, founder of the Jewish Young Men's Association in this city of Rochester and its first president, is well and favorably known in local, commercial, civic and philanthropic circles. Mr. Present was born in





WILLIAM GUGGENHEIM (DECEASED)



H. S. COHN (DECEASED)

Russian Poland, in 1856. Eighteen years later young Present came to America and landed in New York City. As he had received a fairly good education in his native land, he acted as German tutor in a private family in New York City.

Later he became a clerk in a grocery store, and later on removed to Elmira, N. Y., where he learned the watch repairing and jewelry business in both the mechanical and mercantile departments. After some time spent as a travelling salesman for a jewelry firm he came to Rochester in 1884.

He then opened up a small retail and wholesale jewelry store on N. Clinton street, opposite what is now the "Elks' home." About eighteen months later increasing business compelled him to seek larger quarters.

Before occupying his present location, the entire second floor of the Chamber of Commerce building, the business was in the Monroe County Savings Bank building.

Mr. Present is connected with numerous charitable and philanthropic institutions in which he has been or is now serving, as an official member or leader in promoting the work thereof.

Mr. Present has done much good for the illiterate foreign Jewish young men—and in fact those older in years. He established an educational institution for the purpose of perfecting the industrial and social training of young Jewish ship. He bought the building, deeded the same to the Association in 1907, and has besides made a very liberal bequest to that institution, which is known today as the Jewish Young Men's Association, located on Franklin Square. He is the present, and also the first, president of that institution.

Mr. Present is also one of the organizers and a trustee of the Social Settlement of Rochester. This institution is a very worthy one, and was developed for the purpose of educating foreign Jewish men to fit them for American citizen-girls of the poorer classes. The Social Settlement home is presided over by Mrs. Jacob L. Garson.

About the year 1900 the Removal Industrial Society of New York City—a society supplied with resources from the Baron de Hirsh fund—whose functions is to locate homes and positions for Jewish Immigrants, established a branch office in Rochester. Philip Present was appointed secretary and was delegated to find employment and homes in this city for a quota of Jewish new-arrivals to this country. Within eight years Mr. Present secured employment in Rochester factories and shops, for upwards of eight hundred of his fellow countrymen. These same people have become self-supporting, and worthy citizens. The Society for at least one year has been dormant—Rochester having received more than the allotted quota.

Mr. Present, besides being active in charitable work, also takes a wide interest in the civic welfare of Rochester. He has served for ten years as a Trustee of the Chamber of Commerce, and is also president and director of the Rochester Credit Men's Association. He is also one of the organizers of the Rochester Public Health Association, and has been the vice-president since the inception of the Association. Mr. Present is interested in several local financial and commercial institutions, and is also a member of the Berith Kodesh Temple and a director of the Jewish Orphan Asylum, in which institution he is deeply interested and has made many liberal bequests. In fraternal circles he is identified with the Knights of Pythias.

In 1888 Mr. Present married Miss Selling, a daughter of Henry Selling of Patterson, N. Y. They have three children, the Misses Rata and Henrietta, and a son, Leroy.



JOSEPH CAUFFMAN (DECEASED)



MOSES GARSON

## **MOSES GARSON**

Moses Garson, head of the well known wholesale clothing manufacturing house of Garson, Meyer & Co., and recognized as one of the pioneer clothing men of the United States, was born in Germany, September 23, 1834. On arriving in America, Mr. Garson located in Syracuse, N. Y., and became general manager for H. I. Lazarus & Co., clothing manufacturers, having sole management of the manufacturing department.

That clothing house was in those days recognized as "one of the best" clothing houses in the country. Later this business of H. I. Lazarus & Co. became known to the trade and public as J. M. Mertens & Co. In 1853 Mr. Garson married, and removed to Oswego, N. Y., where he inaugurated the "one price system," and in a short while became famous throughout the country as the "Original Garson."

Other leading clothing concerns such as Mabley & Co., and A. C. Yates & Co., followed his lead and the "one price system" spread with great rapidity throughout the country and soon became popular everywhere.

In 1862 Moses Garson came to the city of Rochester where for nearly half a century he has been prominently identified with the growth and development of the local clothing industry.

In 1870 Mr. Garson engaged in the manufacture of clothing, the firm name being L. & H. Garson & Co., though until 1880 he continued his retail store, which was his first business venture in Rochester. In the latter year he sold out his interests in the retail store to David M. and Joseph M., his sons, who then conducted the business till 1892, when they dissolved. David M. then continued the retail business which is now known as one of the largest in the United States.

Mr. Garson is a public spirited, charitable citizen, and is identified with the Masonic Order, and attends the Bereth Kodesh Temple.

## **ABRAM DINKELSPIEL**

Son of Joseph and Fannie Dinkelspiel, was born December 19, 1850, in Medard, Germany. When a youth Mr. Dinkelspiel came to this country, and at the age of 18 years was employed as a clerk in the retail clothing store of E. Strouss, at Pontiac, Michigan.

Mr. Dinkelspiel's business life so far has been spent in the clothing line—especially in the clothing manufacturing line. He was a member of the old firm of Cauffman & Dinkelspiel and since 1894 has been in business under the name of A. Dinkelspiel Co., wholesale clothing manufacturers, with headquarters corner St. Paul and Andrews Streets.

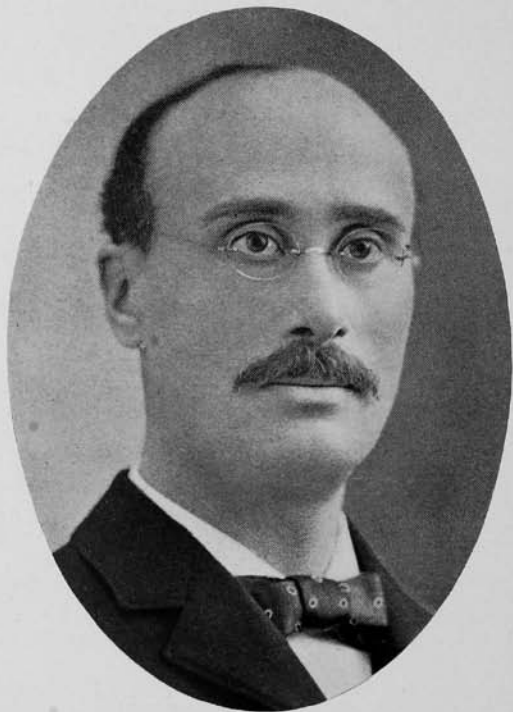
Mr. Dinkelspiel married Miss Rose Levy, September 5, 1875. Three daughters have blessed their union, Edna F. Gates, Mabel and Helen Dinkelspiel.

Mr. Dinkelspiel is identified with the Berith Kodesh Temple.

## **JOSEPH CAUFFMAN (DECEASED)**

Joseph Cauffman, for many years a prominent and highly esteemed resident of Rochester, and identified with one of its great commercial industries, was born in 1837 in Germany. When he was thirteen years of age, he moved to America with his parents, and settled in Philadelphia where the finishing touches were put on his education. In about two years from that time he went to Cleveland, Ohio, clerking in the clothing store of David Hexter. His next venture





DAVID HAYS (DECEASED)

was in South Bend, Ind., where he represented a large Cleveland house as manager of a retail store with half interest in the profits. He next went to Flint, Mich., where he opened and successfully operated a store.

Soon he was in the Michigan metropolis, Detroit, and from there he went to Pontiac, where he conducted a retail store with his brother-in-law, Elias Strouss. After a very short stay in Chicago, he found a permanent place of residence in Rochester, as partner of the late Julius Wile, in the manufacture of clothing, and here he came to be for many years identified with its clothing industry, and a member of successive firms which were to give Rochester widespread renown in the commercial world. He was for some time a member of the firm of G. and J. Wile, Cauffman & Co., and then joined with his brother Marcus and his brother-in-law, Elias Strouss, in the organization of the firm of Cauffman, Strouss & Co. By successive changes the firm became Cauffman, Dinkelspiel & Company, and of this firm Mr. Cauffman was a member at the time of his death.

He was a public-spirited citizen, was for many years, until his death, a member of the Board of Park Commissioners of the city of Rochester, of which Board he was a charter member, and for which he rendered valuable and devoted service. He was a man of the strictest probity and much force of character, and his death, about 10 years ago, was lamented by a large circle of friends.

He was survived by a widow, who was Mary Strouss, two sons, Maurice and Leo, both of Rochester, four daughters, Mrs. Moses L. Garson and Mrs. Joseph Friedman, both of Rochester, Mrs. Joseph Guckenheimer of Chicago, and Mrs. Joseph L. Steefel of Albany.

#### DAVID HAYS (DECEASED 1900)

David Hays, at the time of his early death, a recognized leader of the bar of the city and indeed of this part of the state, was born in Rochester, N. Y., on the 28th day of November, 1858, the son of Moses and Babette Hays. His education was obtained in the city of his birth, and he was graduated in the class of 1878, at the University of Rochester, when only 20 years old. He won a prize for oratory in his sophomore year and was elected to the honorary society of Phi Beta Kappa, for excellent scholarship. He was a student at the University of Berlin, for a year and then went to Columbia law school, where he was graduated in the year 1881; the same year he was admitted to the bar and in 1883 became at the age of 25, a member of the firm of Perkins & Hays, which largely by his work and thorough knowledge of the law became one of the city's leading firms of practitioners.

Many of the largest cases in the history of the local bar were entrusted to them and as Mr. Perkins was abroad both on public and private missions during this period it was Mr. Hays who gave the cases his personal attention and he was very successful in handling them. He was an untiring worker and this added to a keen and logical mind made him a valuable counselor and successful man.

Mr. Hays was Republican in politics and while never seeking office, being content with the rewards of his profession, he was a member of the Municipal Civil Service Commission during the years 1886 to 1889. He was also secretary and treasurer of the Empire State Insurance Company, and of the Rochester Power Company.

Mr. Hays was a contributor to law journals and daily papers and he wielded a very facile pen. Indeed it may be said of him that he was successful at whatever he put his hand to, as his brain was always directing his tremendous energy.

Mr. Hays was abroad on business in the interest of a client in the summer of 1900 and while there contracted a severe cold. Shortly after his return he was stricken with an attack of appendicitis and for a few days it was believed his life would be spared but a sudden change for the worse appeared and he gradually sank, dying on the 17th day of October, 1900, when only 42 years of age.



S. L. ETTENHEIMER



HORATIO STRAUSS

Those 42 years were crowned with success and few men of Mr. Hays' age, ever attained a better rank in their chosen profession. He was frequently mentioned for high judicial honors and there can be no doubt that had his life been spared they would have come to him. His mind was of a judicial bent and great possibilities for fame were cut off by his untimely death.

Mr. Hays was a public spirited man, loyal in his friendships, popular with his associates at the bar and in the daily walks of life and an ornament to the community of which he was a part and to whose interests he was always unselfishly devoted. As an example may be cited his loyalty to the Delta Upsilon College Fraternity. Mr. Hays was a most influential factor in the erection of the fraternity home that adorns University Avenue opposite the Campus and his untiring work in behalf of that institution was the prime and efficient cause of the completion of the work.

Mr. Hays was married on the 3rd day of June, 1890, to Miss Nora Halle of Cleveland, Ohio, and she with two daughters, survived him.

### JOSEPH WILE

Joseph Wile was one of the prominent Jewish citizens of Rochester and was conspicuously identified with the growth of the city. He was born at Altenglan, Germany, in December, 1812, and came to America over fifty years ago. He resided for a short time in New York city and Connecticut and came to Rochester in 1847. He began the manufacture of clothing in this city in 1847, the firm being Greentree & Wile. The firm was succeeded later by J. Wile & Sons, of which the deceased was the senior member. In 1847 Mr. Wile retired from active business and his sons and son-in-law organized the business under the name of Wile, Stern & Co. Mr. Wile was a director of the Flower City National bank and had been interested in other important business enterprises. He was at one time president of the Berith Kodesh congregation, and was a man of charitable impulses. Three children survive him: Julius Wile, Mrs. Simon Stern, of this city, and Mrs. Samuel R. Stern of Spokane.

Mr. Wile was highly respected by all who knew him. By his many acts of kindness he greatly endeared himself to a large circle of relatives and friends. He was one of the pioneer clothing manufacturers of Rochester, and he was one of the pioneer Jewish citizens.

The *Union and Advertiser* truthfully said: "Perhaps the most marked feature of Mr. Wile's character was the unfaltering determination with which he followed any path which he decided upon. His integrity was of the absolute order, and his friends were all who knew him." Mr. Wile's character was unimpeachable, and during a business career in this city of nearly half a century his name was always the synonym of probity.

Mr. Wile's devotion to his religion was a marked feature of his life. He was stern and unyielding in his adherence to the traditions of Judaism. He was a stalwart defender of his faith and his sincerity was never questioned. He was thoroughly devoted to his children, in whose careers he was entirely wrapped up. Their happiness and prosperity and affection for him were his prop and delight in his declining years.

### S. L. ETTENHEIMER

Son of the late Elias S. and Lucy R. Ettenheimer, was born in the city of Rochester, February 29th, 1852. In 1876, January 19th, Mr. Ettenheimer was married to Miss Carrie Rosenfield. Mr. Ettenheimer is recognized as one of the best known jeweler and diamond expert in the Flower City, having received a





SIMON ROSENBERG (DECEASED)



HERMAN ROSENBERG (DECEASED)

thorough training at the hands of his father, Elias Ettenheimer, who founded the business which at this time is known as Tttenheimer & &Co., State and Main Streets. In 1866 Mr. S. L. Ettenheimer began his business career as a clerk in his father's establishment.

He is a member of the Mason fraternity and connected with the Berith Kodesh Congregation.

#### **HERMAN ROSENBERG (DECEASED 1906)**

Senior member of the firm of Rosenberg Brothers & Company, wholesale clothing manufacturers of this city, died June 10th, 1906, at Bad Wildrngen, Germany. His remains reached New York June 21st on the steamer Deutschland and the funeral was held June 22, 1906.

Herman Rosenberg was 64 years old when he died, and he was in business in the city of Rochester for nearly forty years. He was a life member of Rochester Lodge F. & A. M. and of Hamilton Chapter R. A. M.

#### **NIMROD ROSENFELD (DECEASED 1899)**

A former Rochesterian died at Anaconda, Montana, February 26, 1899—aged 74 years.

In 1878 Mr. Rosenfeld removed from Rochester City to Montana. While a resident of the former place he conducted business on Central avenue—where the present New York Central R. R. Station is located—which spot in 1899 at the time of his death was known as the Central-Hudson Station. He was at one time prominently identified with the public life of Rochester, and was well known as a philanthropist.

At the time of his death he was survived by three children, all of them residing in Rochester City. They were; Mrs. S. L. Ettenheimer, Mrs. J. Miller, and Mrs. Henry Rue.

#### **EDWARD J. BEIR**

Formerly Secretary and Treasurer of the Moore & Beir Clothing Company, was born in the city of Rochester August 1, 1861. His parents were Joseph and Caroline (Lindauer) Beir, both of whom were natives of Germany. They emigrated to America about 1839 and for many years the father, Joseph Beir, figured actively in commercial circles, having been a member of one of the oldest firms in Rochester—Beir & Stern—doing a retail and wholesale business in dry goods and men's furnishings.

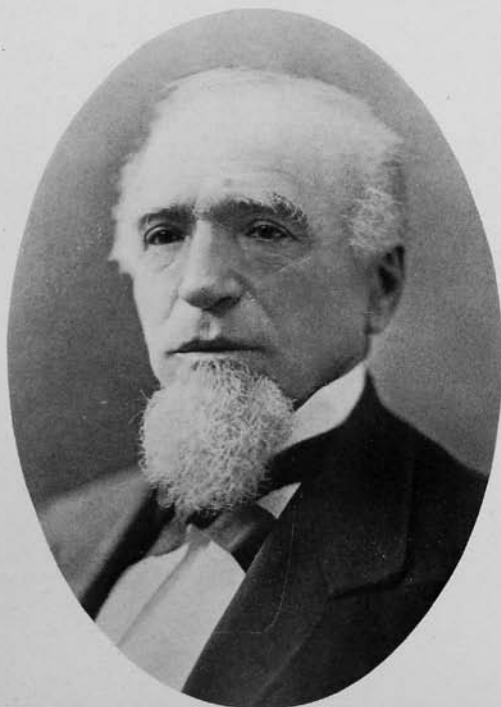
He—the elder Beir—was a resident of Rochester for nearly three decades and in this city September 25, 1898.

In the Beir family were nine children, but only three are now living—Mrs. L. W. Moore, Isaac and Edward J. Beir.

Edward J. Beir, the subject of this sketch, entered the public schools of this city at the usual age and passed through the successive grades until he had completed the high school course in 1880. Following his graduation he entered the University of Rochester—this was near the close of the year 1884. He then entered the employ of Strauss, Moore & Beir, and in this connection it can be said he successfully mastered every detail of the business, and in consequence was admitted to membership to the firm in 1890.

On the 6th of January, 1885, Mr. Beir was married to Miss Pauline Meyers of Schenectady, N. Y.

Mr. Beir has attained high rank in Masonry having taken the 32nd degree of the Scottish rite. He is a member of the Masonic Club and also belonged to the Eureka Club. He has also been active in the municipal affairs of the city—and was appointed by former Mayor Rodenbeck a member of the park board—on which he served for five years and also was a member of the Seneca Park Purchasing Committee.



SIMON MARKS (DECEASED)



DAVID ROSENBERG (DECEASED)

### **HENRY ROSENBERG (DECEASED 1884)**

Was born in Bavaria, Germany, in September, 1824, and came to this country in 1847. He died in Rochester April 9, 1884. Henry Rosenberg was engaged with his brother David in the jewelry business in Syracuse, N. Y., for two years. At the end of that time he came to Rochester. In 1859 in connection with his brother he opened a store in the "Masonic block," which in those days was located at what is known at the present time as the corner of Main and Exchange Streets. Ten years later the firm moved in the store at—then 11 State Street—in which location business was conducted at the time of his death. Eleven State Street was in the Powers block, and Rosenberg Brothers were among the first occupants in that block. Henry Rosenberg was a member of Valley Lodge and Hamilton Chapter F. & A. M., and was prominent in all matters pertaining to the Masonic order. He was also a member of Temple Lodge I. O. O. F. and of two Jewish societies—I. O. B. B. and K. S. B. He was survived by his wife and two children, Mrs. I. J. Beir and Abraham H. Rosenberg, and also by Mrs. L. Garson and David Rosenberg—sister and brother of the deceased.

### **ISAAC A. BAUM**

Was born in Hartford, Connecticut, in 1852 and was there reared. In the '60s he secured a position as bookkeeper and cashier for the old house of Paine, Berry & Company of New York. He remained with the firm for six years. Gradually he worked his way upward and this gave him courage to start in business in Rochester, which he did in 1874. On coming to this city he became representative for several importers and manufacturers selling goods to the dry goods and clothing trade. He had an office for a time with James McDonnell & Company and later with Stein, Adler & Company. In 1883 he bought out Samuel Stein and engaged with his two sons as manufacturers of caskets.

He was treasurer of the company for eight years, on the expiration of which period he formed the National Casket Company to which the firm sold out.

He next went to Albany, New York, and secured the incorporation of the National Couch & Casket Company. Soon afterward he went to Europe where he remained for one year—after which he returned home and became connected with the Ideal Couch & Casket Company—purchasing fifty per cent of the stock.

Isaac A. Baum remained in that business connection until May, 1906, when he sold out, but again started into the business the following December.

In 1879 Mr. Baum was married to Miss Mollie Wile—who was born and reared in Rochester—and is a representative of an old pioneer family of this city.

### **ABRAHAM BENEDICT (NEW YORK)**

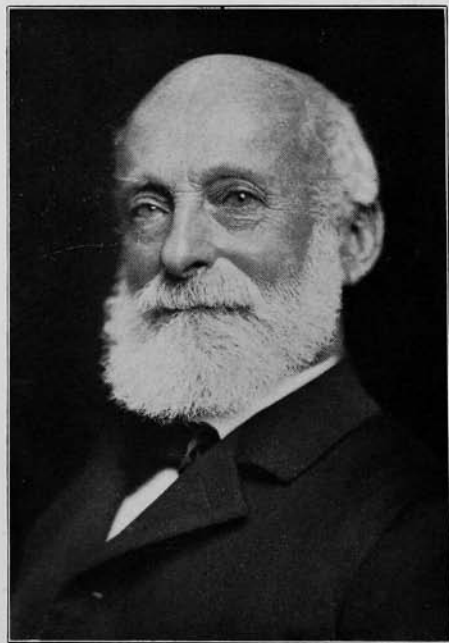
Abraham Benedict, who at the age of 40 years became a member of the firm of Guggenheimer, Untermeyer and Marshall of New York City, commonly regarded as the leading law firm of the metropolis, is a Rochesterian by birth and education having been born here in the year 1869, the son of Henry and Hannah B. Benedict.

He went to the public schools here, then studied privately and entered the law department of the University of Michigan. After a successful course there he entered the office of Raines Brothers in Rochester and at once entered into the active practice of his profession. He was immediately successful, possessing the qualifications which make a good lawyer, fidelity to clients, great zeal in their cause, and an ability to do untiring work.





ISRAEL RICE (DECEASED)



S. M. BENJAMIN

After practicing law for some years here as a member of the firm of Smith, Benedict and Castleman, he was offered a good position with the above named New York firm, which he accepted. The same qualities which made for his success here, stood him in good stead there and in three or four years he was admitted to the firm, and many very large interests are entrusted to his care.

He has frequently been mentioned for high judicial station, and there is reason to believe that he will yet achieve that honor, for he is a good lawyer, a hard worker and a splendid citizen.

Mr. Benedict is to all intents and purposes a Rochesterian, for he was born and reared here, his mother and sister reside here, his early education was here obtained, he was admitted to the bar and practiced here for several years. He is a New Yorker by adoption, but his Rochester friends are pleased to look upon him as a local giant.

Mr. Benedict obtained the rank of captain by service in the Spanish American war. In the year 1896 he married Bertha Wiley, of Rochester, and one child a daughter, Ruth, has blessed the union.

### **LOUIS WILEY**

Louis Wiley, was born in Hornellsville, Steuben County, N. Y., on the 31st day of May, 1869, the son of Benjamin and Ernestine Brickner Wiley. His early education was received at the schools of his native village, and when Louis was a boy the family removed to Mt. Sterling, Kentucky, and later to Ft. Wayne, Ind., where the finishing touches of his education were received.

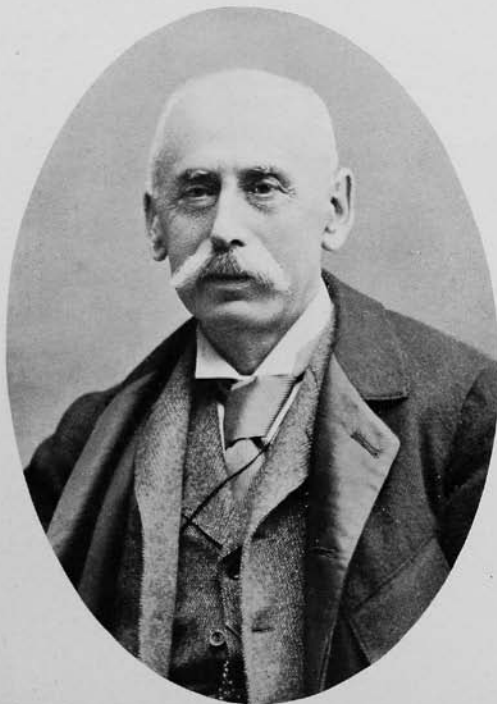
Benjamin Wiley died in Fort Wayne in 1886, and in the same year the family moved to Rochester and here the subject of this sketch entered into the profession in which he has achieved such phenomenal success. He at first became a reporter on the Post Express and soon entered the business office, becoming manager of the paper when he was a young man about 23 years of age. The paper was a money maker during his regime but Mr. Wiley, like Alexander the Great, longed for larger fields to conquer and went to New York City, where he shortly became associated with the Times. His success here was instantaneous and after a few years in the advertising department, he was elevated to the position of business manager of the New York Times. This before he was 40 years of age and when he had been in the metropolis only about ten years.

Mr. Wiley is an untiring worker, a shrewd business man of great executive ability, has a very retentive memory, has the instincts of a newspaper man, is a man of great force of character, popular and of wide acquaintance. He knows and is known by many of the most prominent men of the country and knows also the history of American journalism, to the best traditions of which he is thoroughly devoted. His success in New York, has been great, but it was to have been expected from the possession of the qualities here enumerated which he has in such an eminent degree. He is intensely loyal in his friendships and for this reason can make and retain them to a wonderful degree.

Rochester regards him as a son, because his mother lived in Rochester before her marriage, and because he started his successful career in this city, though the most fruitful years of his life have been spent in New York.

### **DR. SAMUEL M. BRICKNER**

Samuel M. Brickner, was born in Rochester, N. Y., January 11th, 1867, the son of Max and Caroline Wile Brickner. He is a produce of Rochester educational institutions having been graduated from its public schools, high school and in the year 1888 from the University of Rochester.



SIMON ADLER (DECEASED)



MORRIS SAVAGE (DECEASED)

In the latter year he entered the college of Physicians and Surgeons in New York City and was graduated with high honors in the class of 1891 from that institution. He then became an interne at Sloane Maternity Hospital and was at Mt. Sinai Hospital from 1891 to 1894. For some months in the latter year he was abroad studying his profession at Berlin and Vienna. Since 1894 he has been actively engaged in the practice of his profession in New York City and has achieved both success and fame in the medical world. He has been a member of the Board of Medical Examiners to the Board of Education of New York City, is a member of the New York County Medical Society and the New York Pathological Society, and of the American Anthropological Society. He has been president of the Sloane Maternity Hospital Alumni Association; and is connected with the gynaecological department of Mt. Sinai Hospital.

Dr. Brickner has been a frequent and valuable contributor to medical journals. He translated "Clinical Diagnosis" in 1898, has written valuable articles for the Philadelphia Medical Journal, and the American Journal of Medical Science; has been associate editor of the New York Medical Journal as well as its literary editor and literary editor of the Medical News.

Dr. Brickner has for some years specialized as a gynaecologist and obstetrician and has achieved an international reputation in his field. He is frequently consulted by physicians from all over the country in matters pertaining to his line of work.

Dr. Brickner married Josephine Hays of Rochester on July 17th, 1895, and two sons, Richard Max and Frank Hays Brickner have blessed the union. While all of Dr. Brickner's work as a professional man has been done in New York City he is a Rochesterian by birth and education and Rochester proudly claims him as her own. His success in New York has been great, but not more than his merits deserved or his Rochester friends expected. He is proud to be called a Rochesterian and the City is just as proud to place his name on the list of its eminent sons.

#### MORRIS SAVAGE (DECEASED 1905)

A former citizen and well-known retired business man of Rochester City, died, March 22, 1905, aged 77 years.

Morris Savage came to Rochester about 1865, was for many years engaged in the trunk business on State Street, retiring from active business life about ten years prior to his death. He was an active member of B'Nai Brith, J. B. B., of Valley Lodge, F. & A. M. and of Temple Berith Kodesh. He was survived by his widow—Ann Savage, and three daughters, Mrs. E. J. Graetz, of New York, Mrs. Dr. N. Soble, of this city, and Miss Sara Savage, also one son, Sol H. Savage.

#### SIMON ADLER (DECEASED 1911)

Organizer of the nationally-renowned clothing manufacturing firm of L. Adler, Brothers & Co., of this city, was born in Schweinschied, Germany, April 21, 1832, and died August 24th, 1911, in his apartments in the Powers Hotel, where for ten years he had made his home.

Simon Adler was a conspicuous figure in the business life of Rochester. His death cast a gloom over a vast circle of friends. As an evidence of the esteem in which he was held the *Rochester Evening Times* in an editorial voiced the following:

"The death of Simon Adler will be keenly felt in Rochester business circles as well as in the wide circle of personal friends whom he had won and kept. He





HENRY GARSON (DECEASED)



LOUIS WATERMAN (DECEASED)

always had the interests of his employes at heart. This kindly interest he displayed in many ways and many deeds, but especially by his gift on his 79th birthday of a \$50,000 trust fund for the benefit of those who worked for him. It was a splendid gift, but it was typical of the giver, and he had displayed the same spirit many other times. His contributions to charities were varied and numerous, how numerous he alone knew, for he was utterly averse to anything partaking of ostentation. He was a man of genial personality, making friends easily, keeping them permanently. Rochester was the better for his life. It is poorer for his death."

Simon Adler came to America in 1848. Shortly after arriving in this country he made his home in Albion, Orleans County, N. Y., where he established a clothing business. He later associated with him in this business, William B. Dye, and for many years it was conducted under the firm name of Adler & Dye. Later, Henry W. Fox came into the firm, and it became Adler, Dye & Fox. In 1883, Mr. Adler removed to Rochester, and together with his brothers, Levi Adler and Abram Adler, organized the firm of L. Adler Bros. & Co. The business was incorporated in 1895, Mr. Adler becoming vice-president. He retained an interest in it until his death, although he retired from active participation in the business about five years ago.

Last April, the occasion of his seventy-ninth birthday, he made a gift of \$50,000 to establish a trust as the nucleus of a benefit, accidental and pension fund for the employes of the corporation of L. Adler Bros. & Co. This gift was prompted by his sympathy with the employes and his desire to provide for them in sickness and old age.

During the many years he resided at Albion he took an active part in public affairs and was for many terms Treasurer of the village. Later during his residence in Rochester he always responded liberally to all demands made upon him for charity and his contributions for the public good were numerous and varied.

He was a man of genial personality, making friends readily. He continued, up to the time of his death, to take an active and sympathetic interest in the affairs of the city and country. During the last few years of his life he resided at the Powers Hotel, where he was a familiar figure and had many friends.

Mr. Adler married Theresa Wile, who died several years ago. He leaves no children. He is survived by three brothers, Lewis Adler, Sol Adler and Abram Adler, all of this city.

#### **ISAAC WILE (DECEASED 1891)**

Mr. Isaac Wile, a respected and life long resident of Rochester—one time president of the Board of Education, a vice president of the Chamber of Commerce—and a well known clothing manufacturer, died in this city September 5, 1891, at the age of 43 years.

Mr. Wile was educated in the city schools of Rochester and when a young man became identified with the wholesale manufacturers of clothing. He was a member of the old firm of Wile, Stern & Co., from its inception, and also for twelve years connected with Wile, Brickner & Wile, the latter firm being dissolved in 1889.

Mr. Wile represented the Sixth Ward in the Board of Education from 1880 to 1882, and was president of the board for one year. He was one of the vice-presidents of the Chamber of Commerce, and was active in promoting the best interests of the city.

At one time he was a trustee of the Co-operative Foundry, and also a stockholder in the Standard Sewer Pipe Company. He was also a member of the Rochester Club. Mr. Wile was an ardent Republican.



MEYER DINKELSPEIL (DECEASED)



ISAAC HERSHBERG

## ISAAC HERSHBERG

To be left a penniless orphan at the age of eleven years, with no assistance in his fight for existence was the humble start of the business career of Isaac Hershberg—the founder and present head of Hershberg & Company, makers of "Master-Craft" clothing. Mr. Hershberg is recognized in local tailoring and designing circles as having played a very important part in the developing of the clothing industry in Rochester—the city known throughout the world as the home of large manufacturing industries.

Isaac Hershberg of Rochester resided with his parents until the death of both his father and mother—Samuel and Bertha Hershberg—which occurred within six weeks apart. Isaac was at that time eleven years old, and the youngest of two children—Ida, his sister, was a few years his senior. Isaac immediately after the death of his parents was placed with relatives in Leeds, England. There, during one year his parents was placed with relatives in Leeds, England. There, during one year he received instruction in the English branches, from a private instructor. At the age of twelve years he began work at the tailoring business, and when seventeen years of age he became connected with one of the most prominent tailoring firms in Leeds, England, recognized for the elegance in workmanship and high character in design of their garments. At the age of nineteen years Isaac Hershberg was married to Miss Ellen Rosenthal, who was at that time seventeen years old. After his marriage he remained in Leeds, England, continuing in the custom tailoring business—but for his own account. During that time a son—Samuel I.—was born. This son is now the general manager of the wholesale clothing manufacturing establishment of Hershberg & Company—founded by his father—as result of pluck and enterprise gained through hard struggles in his boyhood days.

Isaac Hershberg at all times has been on the alert for information and ideas which if utilized would ameliorate his business condition in life, and during the years he was engaged in the custom tailoring business in Leeds, England, he oft-times heard Americans visitors laud the clothing made in America as being highly superior both as to style and workmanship, as regards English-made clothing. Young Isaac Hershberg then longed for an opportunity to see for himself the product of the American clothing manufacture, and study the *modus operandi* of the clothing business in the New World.

From his meagre savings he withdrew sufficient funds to defray the expenses of a round trip from Leeds to New York. Leaving his young wife and child in England, he sailed for New York and began to accumulate knowledge of the manufacture of clothing in New York City. He casually met in New York City a neighbor from the "old home place," but at that time a resident of Rochester, N. Y., who invited him to come to the thriving little town of Rochester. Mr. Hershberg was at once impressed with the vast trade possibilities of Rochester, and quickly saw ahead bright prospects of success in the manufacture of clothing—there were at that time but few clothing manufacturers engaged in business in Rochester. That was about the year 1880. Mr. Hershberg first engaged in business on Atwater street, which is now known as Central avenue, operating a small tailoring shop, employing about a dozen people. This place of business was near the site of the present Douglass monument. This building and all others on the street were razed to make room for the widening of the street and space for the present grounds surrounding the New York Central Station. At that time Isaac Hershberg had ingratiated himself into the good graces and kindly interests of a member of the firm of one of the then leading clothing manufacturers in Rochester and that individual financially assisted Mr. Hershberg in establishing business on McDonnell avenue, now Baden street, employing 35 help. The business soon outgrew these quarters and Mr. Hershberg built a 3-story building on Clinton avenue, north, next to the present Germania Hall; the building was 45x85, utilizing the





SAMUEL B. SOLOMON



REV. MAX S. MOLL

entire top floor and employing 100 employees. In 1892 Isaac Hershberg and Isaac H. Garson formed a partnership under the name of Hershberg & Garson, and began the manufacture of clothing in a small loft on the fourth floor of the old Childs Building, St. Paul and Mortimer streets. The Childs Building at that time occupied the site on which now stands the building occupied by the Smith, Beir & Gormly Company, and directly opposite the present factory building of Hershberg & Company. One year afterwards increasing business compelled a change to larger quarters, and the building northeast corner Andrews and St. Paul streets was occupied. In 1897 Hershberg & Garson dissolved partnership and the name was changed to Hershberg & Company. Mr. Meyer Dinkelspiel then became associated with Mr. Hershberg. In 1899 the business again necessitated another move to larger quarters, and one-half of the building, now the present home of Hershberg & Company was occupied. Three years afterwards Hershberg & Company's business had so expended that to meet the trade demand for the high grade men's and young men's clothing which they manufacture, the entire building was occupied.

Meyer Dinkelspiel died in 1905, and Samuel I. Hershberg, the son, was admitted in his stead.

Isaac Hershberg is a self-made man—quiet, modest, and of a retiring disposition—believing at all times in the rights of his fellow-man, and benevolent to all charities. He is a member of the Masonic fraternity, Odd Fellows, and Free Sons of Israel, also a member of Berith Kodesh Temple and of Beth Israel Congregation. In the latter he was a member of the building committee of the Temple and was one of the founders of the congregation.

The Hershberg family consists of seven children—three sons and four daughters. The sons are Samuel I., Haskell I. and Saul N., associated with the father in business; the daughters are Anna, wife of Harry Silverman of Boston, Mass., but now associated with Hershberg & Company; Sarah, wife of S. L. Levy, a retail jeweler of Buffalo, N. Y.; Ida, who is the wife of Samuel Goldberg, a prominent attorney in New York City, and Lottie, who resides with her parents.

### **REV. MAX S. MOLL**

Rev. Max S. Moll, for many years a resident of Rochester, was born and educated in Germany. He came to America, in 1866, and three years later was chosen rabbi of Congregation Adereth El, in New York City. From 1876 to 1878 he was rabbi of B'nai Jeshurun Congregation of Paterson, N. J., and in the latter year he received and accepted a call to Aitz Raanon (Greentree) Congregation in Rochester, and he remained in this position until 1886, when the Congregation was disbanded.

In the next year he was chosen assistant rabbi to Rev. Dr. Max Landsberg of Berith Kodesh Congregation and this place he filled with satisfaction for a period of 20 years. He did much valuable work in that period in connection with the Sunday School. He is at present Chaplain of the State Agricultural and Industrial School at Industry, N. Y.

Dr. Moll has written various articles on educational and religious topics and is recognized as a scholarly and able man.

### **SAMUEL B. SOLOMON**

Son of Mark and Hannah Lyon Solomon, was born in Toronto, Canada, May 29, 1860. Mr. Solomon began active business life in the manufacture of clothing with the nationally renowned house of Stein Bloch Co., continuing with that concern from 1883 to 1895. In the latter year Mr. Solomon became a mem-



G. E. GUGGENHEIM



JOSEPH SIMON

ber of the newly formed house of Solomon Bros., and Lempert, in which he is at present an active member. In 1907 Mr. Solomon was married to Miss Hattie August, sister of the members of the firm of August Brothers, the well known wholesale clothing manufacturers. One daughter, Marjorie Louise, is the issue of the marriage. Mr. Solomon is a member of the Masonic Order, and Century Club, and is identified with the Berith Kodesh Congregation.

### **JOSEPH SIMON**

President and treasurer of the Gillis Company, wholesale manufacturers of Picture Frames, Mouldings and Art Goods, in Rochester City, was born September 19, 1869, in Philadelphia, Pa. He is the son of Max and Rose Simon.

Beginning his business career as a traveling salesman in 1890 for the late J. W. Gillis, the founder of the picture frame manufacturing business which to-day is known as Gillis Co., and which at this time was located on Exchange Street. He then became the president of the company and located in New York City, having charge of the business of the concern in that territory.

In 1901 Mr. Simon made Rochester City his permanent home and since then the success of this vast enterprise is due in a large measure to his untiring energy in this particular line of business. The magnificent factory building which has recently been completed and occupied is the result of his executive ability.

Mr. Simon was married to Miss Florence Miller in 1904. He is identified with Berith Kodesh Temple.

### **MIRE GREENTREE (DECEASED 1890)**

One of the pioneer settlers and well-known Jewish citizens of Rochester, was born in Hesenlamburg, Germany, in 1818. He came to Rochester in 1840, and died in this city, September 2, 1890, at the advanced age of 72 years. Soon after he arrived in Rochester he became associated with Joseph Wile. These gentlemen then formed a partnership under the name of Greentree & Wile, which continued for 27 years. Mr. Greentree was identified with Valley Lodge 109 A. N. & A. M., and also was a member of the Exempt Firemen's Association. He was survived by his widow and one sister, Mrs. Isaac Gattman, of New York.

### **SOLOMON ADLER**

Retired clothing manufacturer and highly respected citizen of Rochester, was born in Schweinstadt, Germany, March 6, 1843. Educated in the public schools in his native town, he emigrated to America at an early age and began his business career as a clerk in a clothing store in Seneca Falls, N. Y. That was about the year 1865, and later engaged in business in Albion and Olean in New York State, when his brother, Levi Adler, retired from the retail clothing business at Medina, N. Y., and removed to Rochester, he assumed control of the business. About 1873 Mr. Adler came to Rochester and formed a business connection with I. Stern & Co., clothing manufacturers, which firm later became Stern, Adler & Company. His business relations with this house continued for some time and after the dissolution of Stern, Adler & Co. he entered the clothing house of L. Adler Bros. & Co., as a partner, continuing as an active member up to within several years ago, when he retired to private life.

Mr. Adler was married to Miss Celia Stern in Rochester, September 3, 1873. A son, Milton S. Adler, a member of the firm of L. Adler Bros. & Co., was the only issue of the marriage. Mrs. Adler died August 12, 1903. Solomon Adler has always led a quiet, retiring life, charitable to all worthy causes, and has hosts of friends in Rochester City. He is a member of the Berith Kodesh Congregation, and resides at the Powers Hotel.





TOBY MEYER



ABRAM DINKELSPIEL



MORTIMER ADLER



MORLEY A. STERN

### **SIGMUND STETTHEIMER (DECEASED 1888)**

A former life-long resident of Rochester, and one of the most prominent business men of this city, was born in Niederstein, Wurtemberg, Germany, in 1813, and died in Brooklyn, N. Y., at the residence of his brother, Hymen Stettheimer, August 27, 1888. He came to America in 1835, and first settled in Natchez, Miss., when after a few years residence he removed to New York City. In 1849, Seigmund Stettheimer came to Rochester and established the dry goods firm of Altman & Stettheimer. This firm engaged in business at the corner of St. Paul and E. Main Streets—on the site of the now Burke, Fitzsimons, Hone & Co.'s store. After a few years Mr. Stettheimer retired from the firm and in 1855 established one of the first clothing manufacturies in the city of Rochester. The firm traded under the name of S. Stettheimer & Co., and was highly successful.

Mr. Stettheimer subsequently became interested in the banking firm of Stettheimer Tone & Co., which venture, however, proved unsuccessful. In 1874, Mr. Stettheimer suffered a paralytic stroke which necessitated his retirement from the business field, and in 1881, he removed from this city to Brooklyn, N. Y., and spent the remainder of his life with his brother. His wife preceeded him to the grave by three years. He was survived by five sons, Simon, Abraham and Jacob, all hen residing in this city, and Maurice, a resident of San Francisco and Joseph, of Australia.

### **FREDERICK W. VAN BERGH**

Son of Marcus and Dora Van Bergh, was born in Rochester March 27, 1861. At an early age, when but a youth, he began his business life as apprentice in the watch making and jewelry establishment of P. Ford. That was in 1878. Until 1883 he continued in this business relation. He then engaged in business for himself, up to the year 1892 when he and his brother formed the Van Bergh Silver Plate Co., the first location was in the Aqueduct Building, foot of Graves Street. This business is now operated in the magnificent five-story factory building, of 60,000 square feet of floor space, which was erected for the firm some years ago, and is located oposite "Bridge Square," corner West Main and Elizabeth Streets. Shipments of silver plated ware manufactured by the Van Bergh Silver Plate Co., are made into all parts of the United States, European and South American countries. On March 16, 1891, Mr. Van Bergh was married to Miss Carrie Thallheimer of Syarcuse, N. Y., and has had one child, a son, Maurice Van Bergh.

Mr. Van Bergh is a member of Hamilton Chapter, A. F. & A. M., thirty-second degree, and identified with Damascus Temple, Mystic Shrine. He is also associated with Berith Kodesh Congregation.

### **JOSEPH BEIR (DECEASED 1898)**

The late Joseph Beir, one of the most prominent business men of this city, was born in 1817—and was 81 years old at the time of his death, which occurred in Rochester, September 25, 1898.

Mr. Beir was widely known as a pioneer of the Rochester clothing trade, having established one of the first firms in this city under the name of Beir & Stern.

He had a high business reputation and was esteemed for his integrity and industry. He was survived by his two sons, Isaac J. Beir and Edward I. Beir—at that time of the firm of Moore & Beir, and one daughter, Mrs. Louis W. Moore.

Mr. Beir retired from active business several years prior to is death.



LOUIS W. MOORE



LEOPOLD GARSON (DECEASED)

## LEOPOLD GARSON (DECEASED 1892)

Leopold Garson, was born in Dutweiler, Germany, December 16, 1824, and died in Rochester, January 18, 1892. He came to New York in 1838, and for a time resided at Syracuse, and in Rochester before he located permanently in Rochester. This was in the year 1866. In this year he entered into partnership with his brothers Moses and Henry Garson in the retail and wholesale clothing business—their place being 14 and 16 Buffalo street, which is now Main street. After he became the senior member of the firm of Garson, Kerngood & Co., the factory being on Mill street. The firm also maintained retail stores in Denver, Colorado, and at Buffalo, N. Y.

In 1880 Garson, Kerngood & Co., moved from Mill street to the "Lamberton" building, corner of Andrew and St. Paul streets, in which place the business was conducted at the time of Mr. Garson's death in 1892.

Leopold Garson was actively identified with religious work and charity. He was the only Jewish citizen to hold at one time the following offices: President of the Jewish Orphan Asylum of Western New York, President of the United Jewish Charities of Rochester, President of the Berith Kodesh congregation. For many years he held those offices and it was only when ill health compelled him to resign that he reluctantly yielded. He continued to fill these offices till within two months before his death. He had a broad view of life and religion, and was a good reader of character. Once sure of the integrity of the applicant, Mr. Garson was always willing to lend a helping hand. In connection with the work of charity it was often said of him "that no place was too filthy to keep him out or to prevent giving relief or improving sanitary conditions."

During his presidency, Assembly Hall on Grove street was built, and he was largely instrumental in uniting the Jewish charities of this city. He was an organizer of Humboldt Lodge, I. O. O. F., and was also an active member of the United Patriarchs and of Valley Lodge, 109, F. & A. M. He was a member of the board of the Kacher Shel Barsel and of the Home for the Aged of New York City. He was also appointed a manager of the Humane Society of Rochester, but on account of ill health did not serve.

Mr. Garson in 1848 was married to Miss Lisette Rosenberg, at Syracuse, N. Y., a sister of David Rosenberg of Rochester. Nine children survived him at the time of his death: Moses L., Jacob L. and Simon L. Garson of Rochester; Mrs. E. Kerngood, Abraham L. Garson, Mrs. Moses August and Mark L. Garson of Denver, Colo.; Mrs. D. August of Cleveland, O., and Mrs. Isaac Guckenheim of Allegheny, Pa. Fourteen grandchildren mourned his loss.

## LOUIS W. MOORE

Louis W. Moore is one of Rochester's self-made men. He is a native American, having been born in Albion, Orleans County, on the 8th day of May, 1848, and at 25 years of age he was identified with Rochester's clothing industry, as a member of the firm of Funkenstein & Moore. The concern was short lived, and soon Mr. Moore became associated with Isaac J. and Sigmund Beirs, and Elias Strouss in the firm of Strouss, Moore & Beirs. This was dissolved by the death of Mr. Strouss in 1885. Sigmund Beir withdrew and the firm continued to do business under the name of Moore & Beir, Edward J. Beir being subsequently admitted. For many years they were a successful concern and much of it was due to Mr. Moore's thorough mastery of the details of the clothing business.

He was chosen first treasurer of the Clothiers Exchange. For some years he has not been connected with the clothing business and is at present associated with the firm of Moore & Mills in the insurance business.

Mr. Moore is married, his wife's maiden name being Sophie Beir, and he has one son, Leon W. Moore.





HENRY S. COHN (DECEASED)



HERMAN C. COHN

### HERMAN C. COHN

Son of Solomon and Hannah Rice Cohn, was born in Brockport, N. Y., November 19, 1854. He received his early education in the public and high schools in the city of Rochester. His first business connection was with the firm of Schwaab & Co., manufacturers of "Superba" neckwear, in the capacity of book-keeper. In 1875 Mr. Cohn engaged in business under the name of H. C. Cohn & Co. and is to day recognized as operating the largest neckwear manufactory in Rochester city, the product of which is shipped to all parts of the United States.

Mr. Cohn has filled the position of treasurer of Berith Kodesh Congregation, and is also a trustee. He is also a member of the Genesee Golf Club. Mr. Cohn was married to Miss Lillie Michaels, June 16, 1885, and four children, Herman M., Jr., the Misses Helen, Florence and Ruth Cohn, have blest their union.

### JOSEPH SHATZ (DECEASED 1890)

A life-long resident of this city and for many years having conducted a wholesale millinery business, at No. 90 State Street, was born in Germany in 1837, and died in Rochester, April 14, 1890.

He came to New York when he was 16 years of age, and remained there until 1856, when he came to Rochester. Soon after he became manager for the firm of S. Rosenthal & Company and in 1864 he was made a partner. When the partnership dissolved in 1875, Mr. Shatz and Mr. Leiter engaged together in the wholesale millinery business until 1880, when the former bought out Mr. Leiter's interest. He was also a member of the firm of Shatz, Swartz & Leiter, dry goods merchants, located on State St. Joseph Shatz was a member of Valley Lodge and Germania Lodge of Perfection and B'Nai Brith Society. He was survived by his wife and six children, Josephine, Cora, Rebecca, Florence, Milton and Frank, all of this city. Two sisters, Mrs. Rachel Nelrshutz and Mrs. David Schwartzman, of Peoria, Illinois.

### MORRIS SCHWARTZ (DECEASED 1894)

When a boy he came from his native country, Germany, and soon after arriving in America, located in Rochester, where he resided until his death, May 6, 1894. He was 60 years of age. Morris Schwartz was looked upon as among the early pioneers in the clothing trade. He was first connected with his brother in business, under the firm name of Schwartz Bros. Afterwards the business became known as Levi & Schwartz and Kramer, Schwartz & Co., and for at least ten years he was senior member of the firm of Morris Schwartz & Co.

He was a prominent Mason—Genesee Valley Lodge—a member of the Eureka Club, the Chamber of Commerce and Berith Kodesh Congregation. At the time of his death the surviving relatives were his wife and five children, two sons, Walter and Ralph and three daughters, Rebecca, Hattie and Cora, also two brothers Henry Schwartz and Dr. Schwartz and two sisters, Mrs. Wald and Mrs. Levy, of Rochester.

### SAMUEL ROSENBLATT (DECEASED 1880)

A citizen distinguished among his fellow men, by a never failing urbanity—kind and cheerful, and a merchant whose probity was unquestioned, whose enterprise and experience made him a guide to many of his guild, a man of affairs whose judgment was consulted in questions of public importance; a neighbor and friend whose social qualities were of the most attractive order—and a gentleman whose code was founded upon the highest principles of honor and the greatest respect and consideration for others—such was Samuel Rosenblatt. He was a



ELY MEYER (DECEASED)



JOSEPH MICHAELS

native of Bavaria, and emigrated to this country in 1856, and died in Rochester, December 3, 1880. After a brief residence on the Pacific Coast, Mr. Rosenblatt came to Rochester city and then engaged in the millinery business at No. 42 State Street, under the name of S. Rosenblatt & Co., and in those days no house was then better known than the concern presided over by him.

In 1875, he retired from business retaining a portion of his interest and engaged in various merchantile pursuits in order to employ his time and give exercise to his unabated energies. Three years after he had retired, he again took his place at the helm of the old ship of enterprise at No. 42 State Street, and in connection with his partners continued to devote his entire time to the business and continued there 'till two years prior to his death.

Mr. Rosenblatt while a broad-minded man—and although having political honors heaped upon him, held but one public office—that of Supervisor of the Sixth Ward. He was a Free Mason—a member of the Odd Fellows, The Maennerchor, the Phoenix Club, and was also Treasurer of the Jewish Benevolent Society and a member of the Berith Kodesh Synagogue. And was also a member of the Protective & Exempt Firemen's Association. He was survived by his wife—a daughter of Jacob Ettenheimer.

### **ELY MEYER (DECEASED 1910)**

Ely Meyer, head of the clothing manufacturing firm of Ely Meyer and M. C. Simon on St. Paul Street, died May 11th, 1910, aged 50 years.

He was born in Germany, and came to this country with his parents when six years old, since that time this city had been his residence.

In early life Ely Meyer commenced to work at tailoring, and, when a young man, he established a tailor shop in the rear end of his modest home. Then he began the manufacture of clothing. At tailoring fine clothing he was "a master," and he soon acquired a reputation in that line. He continued to struggle along, increasing his trade till 1897, when he had achieved success to a point where he was financially able to begin manufacturing on a very extensive scale.

The suddenness which his products acquired a national reputation for the excellence was a revelation to the clothing trade generally and his business began to assume an immense proportion.

Soon afterward his brother-in-law, M. C. Simon, was taken into the business and the firm name became Ely Meyer & M. C. Simon. Mr. Simon conducted the setting departments and also conceived and put into execution the plan of operating their own stores in large distributing centers.

In addition to the widow, he was survived by three sons, Isidor, Edagr and Raymond, and one daughter, Mrs. Jack Vetter of Louisville, Kentucky.

### **JOSEPH MICHAELS**

Son of Henry and Catherine Michaels, was born in New York City, December 6, 1849. He received his early education in the public schools in Rochester city, and entered into active business life with his father, the late Henry Michaels, in the wholesale clothing manufacture, of which his father was one of the pioneers, and the founder of the business which is known to the clothing trade of the United States by the name of Michaels, Stern & Co.

On December 2, 1874 Mr. Michaels married Miss Bella Stern and has had two children, both living—Catherine Wile and Gertrude Lowenthal Michaels. Mr. Michaels is a member of Berith Kodesh Temple and allied with all the local charities regardless of creed.





SAMUEL A. HYMAN



MAURICE C. HYMAN

### **MORLEY A. STERN**

Morley A. Stern, son of the late Abram Stern, a well known clothing manufacturer and respected citizen of Rochester, was born in the city of Rochester in January, 1854. At the age of fourteen years Morley A. Stern began an active business life in the capacity of clerk in a business and at the age of sixteen years became travelling salesman for a wholesale hat and cap house. In December, 1875, he became a member of the firm of H. Michaels & Company, wholesale clothing manufacturers. In 1876 the name of the business was changed to Michaels, Stern & Company. In June of the following year Mr. Stern married Miss Amy Michaels, a sister of Joseph Michaels and daughter of the founder of the business, the late Henry Michaels. Mr. Stern is a prominent member of Yonondio Lodge, F. & A. M., and of the Rochester Club. He also holds a membership in Berith Kodesh Temple and is identified with all the Jewish fraternal and benevolent organizations.

### **MAURICE C. HYMAN**

Was born in New York City, December, 1877, and is a son of Myer and Rebecca Hyman. He came to Rochester when a youth and received his early education in the public schools of this city. In 1899 Mr. Hyman and his brother Samuel A., engaged in the manufacture of infants shoes. Their first place of business was on Leopold Street. The business showed a very material increase from the start and larger quarters was soon required. Their present factory is located in the Rowerdink building. In 1910 the Hyman Bros., in addition to manufacturing infant shoes, began the manufacture of "fancy high grade art leather specialties," doing business in the name of the Art Leather Company. The trade in this line is already very extensive, being supplied to wholesale art departments and leading furniture stores in all the leading cities throughout the United States. Maurice C. Hyman has charge of the local end of the manufacturing department for both the "infant shoes" and "art goods." He is very prominently identified with local interests, and is a thirty-second degree Mason, and a member of the widely known Damascus Temple, Mystic Shrine of Rochester City. Samuel A. Hyman has charge of the traveling salesman end and the various interests of the company throughout the United States.

### **EUGENE M. STROUSS**

Well known attorney and prominently identified with fraternal and business affairs in the city of Rochester, was born in this city March 14, 1875. He is a son of the late well known Elias and Mary Strouss. He was educated in the schools of this city and began the study of law, graduating from Cornell University June, 1897, with the degree of "L.L. B."

Mr. Strouss is a member of the Masonic Fraternity, Valley Lodge F. & A. M., and is also identified with the Knights of Pythias, Rochester Athletic Club, Temple Berith Kodesh, Jewish Y. M. A. and Cornell Club. In 1909 Mr. Strouss was appointed transfer Tax Appraiser in the Comptroller's department and has served two years.

Mr. Strouss was married to Miss Isabella Maas Redlich on November 15, 1909.



HENRY E. KIRSTEIN



ABRAM ADLER

### ABRAM ADLER

A respected and honored citizen of Rochester, and a man whose progressive business spirit and wide philanthropy has contributed much to improve the conditions of the wage earning classes in Rochester City is Abram Adler, head of the world-famed wholesale clothing manufacturing firm of L. Adler Bros. & Co. of this city. He was born in Schweinstadt, Germany in April, 1846. His parents were Marcus and Barbeeta Adler (Nee David). At an early age Abram Adler came to this country and shortly afterward he conducted a retail clothing store at Medina, N. Y. On March 29, 1876, Mr. Adler married Miss Ella Stern. Four children have blessed this union, the children are Mrs. Eugene Cohn, Mrs. Julius Wolff and Max and Elmer Adler, the last two being in the firm of L. Adler Bros. & Co. Abram Adler and his brother Solomon Adler, who resides at the Powers Hotel are the surviving members of the four Adler Bros., Messrs. Levi Adler, and Simon Adler having passed away, the latter, during August of the present year, 1911. Mr. Abram Adler with his brothers Levi and Simon founded the house of Adler Bros. & Co., in the year 1869. In 1883 the title of the business was changed to L. Adler Bros. & Co. through incorporation.

Mr. Abram Adler has led a quiet, retiring life, but finds much healthful diversion on the "Golf Links," being an active member of the Genesee Valley Golf Club. He is a member of Berith Kodesh Congregation.

### HENRY E. KIRSTEIN

Is the head, President and Treasurer, of the world-famed house of E. Kirstein's Sons Co., manufacturers of optical goods, in Rochester, and known as the manufacturers of "Shur-On" glasses. The business was founded by Henry E. Kirstein's father, the late Edward Kirstein. Mr. Kirstein's mother, Mrs. Jeannette Kirstein, survived her husband and at present is nearly 90 years old.

Henry E. Kirstein was born in Rochester, April 1, 1865. He married Fannie Solomon October 14, 1897, the children are, Jeannette, Edward, Mark and Marion.

His entire life has been spent in his present line, and he is well known not only locally, but throughout the United States. He is a member of the Masonic fraternity, Century Club, Elks, Bnai Brith, Rochester "Ad" Club, Rochester Optical Society and of the Rochester Chamber of Commerce.

### MARTIN E. WOLFF

Conspicuous in local commercial and financial circles is the subject of this sketch, Martin E. Wolff, who was born in this city June 28, 1855. Mr. Wolff is a son of the late Elias and Babetta Wolff, pioneer in the early Jewish settlement in Rochester. Mr. Wolff, like his father, is one of the active figures in various local enterprises, outside of the brokerage insurance business of Martin E. Wolff & Co., which is located in the Powers Building, corner of State and Main Streets—the business having been originally established by Mr. Wolff's father, "Elias."

Mr. Wolff received his early business training at the well-known De Graff's Military Academy. On June 19, 1894, Mr. Wolff was married to Jennie Stein and Nathaniel S. and Margaret E. are the children, which resulted from this issue.

Martin E. Wolff, besides being the active head of M. E. Wolff & Co., is identified with the following institutions: Vice-President of the Union Trust Co., on the "directorship" of the National Bank of Commerce, President of the Seneca Hotel Co., operating the well-known Hotel Seneca, and is also President and active head of the Lyceum Theater Company, operating the Lyceum Theater, and is also owner of the Empire Theater, Syracuse, N. Y. Mr. Wolff is a Trustee of the Congregation Berith Kodesh and is a Mason, Elk and Bnai Brith member, and also of several other religious and fraternal societies.





JULIUS BACHMAN (DECEASED)



MARTIN E. WOLFF

## WILLIAM GUGGENHEIM (DECEASED 1903)

Highly respected citizen and prominently identified with the municipal, as well as governmental affairs of Rochester City, died December 9, 1903, aged 80 years. His death occurred on the anniversary of his birth. He was born in Strasberg, Germany, December 9, 1823, and in 1856 he came to Rochester. William Guggenheim, in addition to filling the position of supervisor of election for many years, was alderman of the Fifth Ward, and in 1867 was collector of the port at Charlotte, N. Y., a position to which he was appointed by General Grant.

He was survived by his widow and six children, Isaac, Sophia, George, Sigmund, Herman and Caroline.

## S. M. BENJAMIN

At present the oldest Masonic Deputy Past Grand Master in Rochester City, and a citizen esteemed and respected by the entire business community, was born in London, England, June 21, 1826. Mr. Benjamin's parents were poor, and died when he was a lad. His early education was extremely limited, and was obtained in his native city. Before young Benjamin had reached the age of majority he was in Rochester City and in 1852, when 26 years old, he was married to Miss Sarah Slowman.

His first business venture in America was as a cigarmaker. For more than forty years Mr. Benjamin conducted a "cigar business and bazaar" on East Main Street—twenty-seven years he operated on the sites of the present 5 and 10c store in the old Glenny building—and where the Eastwood shoe store is located. Mr. Benjamin has occupied a high position in the ranks of the Masonic fraternity. He is a trustee of Hamilton Chapter and is the oldest living member of the Board of Trustees of the Jewish Orphan Asylum, and is also vice-president of the Jewish Benevolent Society.

## ISAAC M. BRICKNER

Isaac M. Brickner, one of the members of the Rochester bar, is a native Rochesterian, having been born in that city on the 14th day of January, 1869, the son of Max and Caroline Wile Brickner.

He was graduated from the public schools, the Rochester Free Academy and the University of Rochester, from the latter institution in the class of 1891 with the degree of A. B.

He entered into the work of journalism, was connected with the local press, the Jewish Tidings and Cloth and Clothing, the latter devoted to the large clothing interests of Rochester. In 1896 Mr. Brickner went to St. Paul, Minn., where he resided for two years, engaged in insurance and mercantile work and in 1898 returned to Rochester and studied law, first in the office of Sol Wile and later in the office of that eminent lawyer, Hon. George Raines, from which he was admitted to the bar in the fall of 1900. He entered the office of the late Hon. J. Breck Perkins for a time, but in the summer of 1891 began the practice of law himself.

Mr. Brickner is a democrat in political affiliations, is prominent in the councils of his party and has frequently represented it at various gatherings.

While not connected with any publication at this time, Mr. Brickner has found time to devote to writing articles on current questions and has frequently



JACOB S. MARKS



JACOB LEVY

read addresses before local bodies. When the agitation for Direct Primaries was at its height, in the state of New York, Mr. Brickner was one of its most persistent advocates, and in the August, 1909, issue of the *Arena Magazine*, published in Boston, appeared an article from him on that subject.

Mr. Brickner is a member of the Delta Upsilon College Fraternity, but is not affiliated with any other fraternal organization.

Mr. Brickner married June 29th, 1905, Edythe L. Bradstreet of Rochester.

### **ABRAM WILE**

For more than forty years a prominent and highly esteemed citizen of Rochester City died at the residence of his daughter, Mrs. Levi Adler, January 1, 1895. He was born in Germany in February, 1811, and was 84 years old.

When a young man he came to this country and after a brief residence in Palmyra, N. Y., removed to Rochester, where he resided at the time of his death.

Abram Wile was prominently identified with the growth and commercial progress of the city in which he resided. He was a member of the Congregation Berith Kodesh and of the United Jewish Charities, as well as the fraternal order of Bnai Berith.

The Evening Post-Express of January 2, 1895, in announcing the death of Mr. Wile, offers the following: "He was kind hearted and his charity was proverbial. With unselfish devotion he gave liberally of his time and money to the poor and the needy, the unfortunate ever found in him a friend. He was the soul of honor and integrity and he ever scorned to do a mean or selfish act. Always considerate to the comforts of others and seeking to aid them in every possible way he never had a thought for himself, and although he lived far beyond the allotted three score and ten years, he never even in his final illness was a care or burden.

"Not only was he the crown and jewel of a large family, but was esteemed and beloved in the community in which his activities were spent. He was always present in the hour of affliction and trial to comfort by his help and to cheer by his presence, and when joy and sunshine reigned it was because he was there to grace and honor the occasion.

"Mr. Wile was survived at his death by two children, Isaac A. Wile, then residing at Syracuse, N. Y., since deceased, and the author of the present volume, and Mrs. Levi Adler. Twenty-seven grandchildren and five great grandchildren also survived him. Of him it can be truly said, 'An honored name he carried to the end without reproach.' He lived to see the dawn of a new year and then in the evening of his life when the golden clouds kissed the golden mountains he had a peaceful entrance into what he firmly believed was a life of never ending bliss. He carried to the grave the love and affectionate regard of a host of friends and left behind the record of a noble life well spent in the service of his fellowmen."

### **RUDOLPH LICHTENSTEIN**

Mr. Lichtenstein was born October 13, 1842, in Danzig, Germany, the son of a farmer. He was 13 years of age when the family came to this country. The family moved to a farm near Buffalo, and Rudolph attended night school in Buffalo, where he learned English and other things. At the age of 14 he became an employee in the Buffalo branch of H. Michaels & Company and in 1860 was





LESTER GOLDSTEIN



LEO AUGUST

made manager of the Buffalo store. The main store was in Rochester, and in 1861 Mr. Lichtenstein was sent here to take charge of the business.

The store was at that time conducted at No. 14 Front street, now Main street, and did both retail and wholesale business. Mr. Lichtenstein served as manager until 1865, when the firm became Michaels, Levy & Company, Mr. Lichtenstein being the company. This firm conducted a wholesale business in Mill street and existed until 1873, when Mr. Michaels sold his share and the concern's name was changed to Nathan Levy & Company.

In 1881 Mr. Levy's interest was purchased and since that time the firm has been known as Michaels, Stern & Company. For thirty years Mr. Lichtenstein has been active in the affairs of the concern, although at present he calls on only a few of the more important customers.

He is a member of the Mystic Shrine, the Independent Order of Odd Fellows and other orders. With his family, he lives at No. 80 Brunswick street and his home is a mecca for his friends. Two of Mr. Lichtenstein's sons recently purchased a large clothing store at Binghamton, but the other three children are at home.

### **JACOB LEVY**

The President, as well as founder of the wholesale clothing manufacturing firm of Levy Bros. Clothing Co., was born in Rochester, N. Y., April 30, 1869. He started business life in the tailoring establishment of Solomon Hutz and worked until the age of 19 when he entered the business field for his own account as a contracting tailor. In 1903 he established the concern, of which he is the present guiding head. Mr. Levy is a member of the Knights of Pythias and he and his family are identified with Berith Kodesh Congregation.

Mr. Levy was married to Miss Lillian Simons in 1892 and five children have blessed their home, viz., Ruth, Jeannette, Earl, Ethel and Gladys.

### **SOLOMON S. SOLOMON**

Was born in Toronto, Canada, January 20, 1870, and is a son of Mark and Hannah Solomon. On June 12, 1907, Mr. Solomon was married to Miss Maud Stern, and a son, Herbert M. Solomon, has blessed their union. Mr. Solomon is a member of the well-known clothing manufacturing firm of Solomon Bros. & Lempert, and is connected with Berith Kodesh Congregation.

### **JACOB S. MARKS**

Is a son of the late Simon and Hannah Marks, and was born in Rochester, April 4, 1855. Mr. Marks is a commercial traveler, and during the many years of his business career has been engaged at one time or other with such well-known firms as Guggenheim & Stern, J. Wile & Son, Wile, Kochenthal, White, Marks & Co. At present he is identified with R. Goldstein & Co. Mr. Marks married Jennie R. Rosenberg, a daughter of David Rosenberg, in 1883 and they have three children, Helen, Henry E. and Donald. Mr. Marks is a member of Berith Kodesh Congregation and with his family resides at 514 Oxford Street, this city.

### **HERMAN D. STRAUSS**

A member of the well-known wholesale clothing manufacturing company of Steefel, Strauss & Connor, was born in Auburn, N. Y., in April, 1869. He is a son of David and Rosa Hays Strauss, and was married to Miss Clara L. Baum January 30, 1900. Three children have blessed their union, Hattie, Louise and Herbert D. Mr. Strauss is identified with several societies, and in religion is a member of Berith Kodesh Congregation.



HARRY SILVERMAN



ISAAC LAZARUS

### **SIMON L. STEEFEL**

A partner in the Union Clothing Co., corner St. Paul and Main Streets, Rochester, was born in this city June 14, 1859, and received his early education in No. 9 Public School. He began his business career at the age of 9 years as a clerk in the millinery and fancy goods house of Danzig & Levinson, at that time located on East Main Street, near the "Bridge," in the year 1868.

In 1882 Mr. Steefel engaged in the clothing business. He married Miss Estelle Dinkelspiel in March 23, 1893. They have two children, Lawrence and Louise Steefel. Mr. Steefel is a Mason, Rochester Lodge 660, Freshon's, and Bnai Brith and is identified with the Berith Kodesh Temple.

### **MORRIS PRESENT**

Is a brother of Phillip Present, the well-known wholesale jeweler in the Chamber of Commerce Building, and was born in Russia Poland, December 25, 1862. He was educated in the public schools of his native country and in the home city of his adopted country, Rochester, he pursued a business course in the Rochester Y. M. C. A. In 1883 in Elmira, N. Y., he engaged in business with his brother, Philip Present, in the capacity of traveling jewelry salesman. His next venture was in the "woolen goods" trade in Rochester, in which line he is at present engaged. Mr. Present's father was Joseph Present, who was a manufacturer of linseed oil in Russia Poland. Morris Present was married to Sarah Strauss January 8, 1902, and there are two children, Ruth and Arthur.

Mr. Present is a Royal Arch Mason, 32d degree member of Damascus Temple, Mystic Shrine.

### **LEO AUGUST**

The senior member, as well as founder of the wholesale clothing manufacturing firm of August Bros. & Co., was born in Germany at Neun Kirshen, September 12, in the year 1872 and came to America in 1889. He received his early education in the High school of his native city. He began his business career in 1889 in the city of Rochester with the house of Garson Meyer & Co. in the capacity of clothing designer, cutter and trimmer, where he remained until 1905 when he started the firm of August, Baum & Co. That firm conducted business on the site now occupied by the present firm of August Bros. & Co., 187 St. Paul street, which firm he established in 1905 by withdrawing from the August, Baum & Co. and going with his brothers, Messrs. Simon and David, both experienced and efficient men. Mr. August is well and favorably known to the local business public and is identified with the Berith Kodesh Congregation.

### **SIMON AUGUST**

A member of the wholesale clothing manufacturing firm of August Bros. & Co., this city was born in Germany in the year 1869. Mr. August married Miss Harriet Joseph of Poughkeepsie, N. Y. He began the clothing business in 1897 and has been travelling salesman for the clothing house of Garson Meyer & Co., Hershberg & Co. and others. He is a member of the B. P. O. Elks.

### **J. EDWARD ROSENBERG**

Is a son of the late Herman Rosenberg, one of the founders of the present house of Rosenberg Bros. & Co., and was born in Rochester October 17, 1877. He received his early education in the public schools of this city. When but 16 years old he became a clerk in his father's employ, and at present is the practical





MAX L. HOLTZ



LEPMAN HOLTZ

head of the business founded by his father. He and Miss Theresa Goodman were married on June 9, 1904, and they have one son, Edward Rosenberg, Jr.

Mr. Rosenberg is a member of F. & A. M. and B. P. O. E. and of Berith Kodesh Congregation.

### **JULIUS JOHN BAKROW**

A member of the firm and also of the Board of Directors of L. Adler Bros. & Co., is a native of the "Blue Grass" state, born in Louisville, Ky., January 7, 1862, and received his early education in the public schools in the city of his birth. His father, John Bakrow, was a merchant in Louisville, Ky.

Julius Bakrow began his business career in his native town and had been engaged in the distillery business in that place. On September 25, 1888, he married Miss Sara Adler, the children are Beatrice and Leonard Bakrow. He is identified with the Congregation Berith Kodesh.

### **LIPMAN HOLTZ**

Senior member of the firm of Louis Holtz & Sons, founded by his father, Louis Holtz, was born in New York City, January 17, 1865. His entire business career has been in the manufacture of clothing, in the employ of his father. On May 18, 1898, Lipman Holtz was married to Miss Marianet Hechinger. The children are Beatrice Rosalie and Luisdore Holtz. Mr. Holtz is a prominent member of all local Masonic organizations, as a "Shriner", Damascus Temple. Knight of Pythius, Elks, Grotto Knights of Khorassan and I. O. F. S. of I. and is well and favorably known in local amusement and financial circles.

### **MAX L. HOLTZ**

Is a native born Rochesterian, born February 24, 1869, and is identified with his brothers Lipman and Abram L. Holtz in the wholesale manufacture of clothing, the firm trading as Louis Holtz & Son.

Max Holtz is a public spirited citizen of Rochester, lending his time and money to not only those pursuits which rebound to his financial advantage, but fills many positions in matters involving the health of the public. He is actively identified with the following elected manager of the "Iola Sanatorium," known as the Monroe County Tuberculosis Hospital. In this position he succeeded Joseph Michaels and is also treasurer of the Rochester Public Health Association, besides he is widely known throughout fraternal circles. He is Past Grand Chancellor of the Knights of Pythias for the State of New York, present Supreme Representative of the K. of P. and is also a prominent member of the I. O. O. F., a member of the Masonic fraternity, Damascus Temple (Shrine) Knights of Khorassan, I. O. FF. S. of I., O. B. B. and M. S., and others.

### **ABRAM HOLTZ**

A member of the wholesale clothing manufacturing firm of Louis Holtz & Sons, was born in Rochester, July 2, 1866, and like his brothers Lipman and Max L. has spent his business career in the employ of his father, Louis Holtz, the founder of the house of Louis Holtz & Son. Mr. Holtz, is a member of F. and A. M., Damascus Temple, Mystic Shrine, Knights of Khorassan, I. O. F. S. of I. and is very active in the Congregation Berith Kodesh.



LOUIS HOLTZ



ABRAM HOLTZ

### **BARNEY LEVY**

Secretary of Levy Bros. Clothing Co., of this city was born in Des Moines, Iowa, in 1872. He came to Rochester City when an infant and his entire life has been spent in local business circles. In 1898 Mr. Levy was married to Miss Cora Heydecker. They have two children, nannie and Ira Levy. Mr. Levy is a member of the Masonic order and of the B. P. O. Elks and attends the Beth Israel Synagogue.

### **SAMUEL A. HEYMAN**

Member of the firm of Hyman Bros., infant shoe manufacturers, and the Art Leather Company, 84 North Street, Rochester City, was born in New York City in 1877. He began business life as a stenographer in 1894. In 1895 he was identified with Reuben Goldstein & Co., and in 1897 with Garson Meyer & Co. and is now entirely engaged with his brother, Maurice C. Hyman, in the management of the two enterprises referred to above.

### **REUBEN GOLDSTEIN**

The well-known wholesale clothing manufacturer, President and founder of R. Goldstein & Co., was born in Russia Poland in 1858 and is the son of Sol and Anna Goldstein.

Mr. Goldstein began on the very lowest rung of the ladder, for on arriving in America he had no assets except indomitable pluck. His first business experience in the clothing manufacturing business was with Garson, Meyer & Co. in 1880.

He has a family of seven—two sons and five daughters. The sons, Lester and Joe, are engaged in business with their father.

Reuben Goldstein is considered a sound, reliable business man, enterprising and ever ready to assist any worthy undertaking. He is identified with the Knights of Pythias and the Leopold Street Synagogue.

### **LOUIS HOLTZ**

Founder of the well-known wholesale clothing manufacturing house of "Louis Holtz & Son" was born in Kalish, England, June 30th, 1842. He was a son of Zacharia and Richa Holtz and began his business career at the early age of 11 years, serving as a tailor's apprentice in London, England.

At any early age he came to America and for a number of years was in business in New York City. Since 1865, up to with a few years ago, had been engaged in the manufacture of clothing. Mr. Holtz married Rosalia Ross. Six children have blessed their marriage, they are: Lipman, Abram L, Hannah, Frank and M. Mr. Holtz conducted business for many years under the name Holtz Bros. & Co., prior to operating under the firm's present title of Louis Holtz & Sons. Mr. Holtz is a member of F. S. of J. and F. O. B. B. and is actively connected with Berith Kodesh Temple.

### **JOSEPH GOLDSTEIN**

Son of Reuben and Ethel Goldstein was born in the City of Rochester, December 20, 1881. He is identified with his father in the management of the wholesale clothing manufacturing business conducted under the title of R. Goldstein & Company.

Mr. Goldstein is a clothing cutter and travelling salesman and is permanently identified with the Elks and Rochester Athletic Club.





SAMUEL MANSON



REUBEN GOLDSTEIN

### **HERMAN M. COHN**

Son of Herman C. and Lillie Michaels Cohn, was born December 28th, 1868. He attended the University of Rochester, the public schools of this city and Bradstreets Preparatory School and in 1907 entered the employ of his father in the H. C. Cohn & Co.'s neckwear manufactory.

Mr. Cohn is a member of the Rochester Athletic Club and identified with the Berith Kodesh Congregation in which his father is an active member, and likewise trustee and treasurer.

### **HARRY SILVERMAN**

Harry Silverman was born in Boston, Mass., April 18, 1875. He is the son of David and Rebecca Silverman and received his early education in the "Hub" city. In 1895 Mr. Silverman engaged in the retail shoe business in Boston with the house of D. Silverman & Sons, which relation continued until 1903 when the firm name was changed to Silverman & Co., and the business continued until 1906.

Mr. Silverman married Miss Anna Hershberg, daughter of Isaac Hershberg of this city, the head of the well known wholesale clothing manufacturing clothing establishment, located at St. Paul and Mortimer Streets, and has, since 1907, been a member of the firm of Hershberg & Company. The union of Miss Hershberg and Mr. Silverman was blest with one child, Dorothy. Mr. Silverman enjoys a large circle of friends in Rochester and is a member of the local lodge of B. P. O. Elks.

### **SAMUEL MANSON**

Samuel Manson, son of Lewis and Jane Manson, was born in Syracuse, N. Y., September 20, 1875. He received his early education at the Syracuse High School. He then took up reading law, and later entered Columbia College, graduating in 1895, during which year he was admitted a member of the New York State bar.

Mr. Manson continued the practice of law till the year 1900 when he decided to engage in mercantile pursuits. His first step in that direction was with the retail shoe house of E. J. Esser, and later with the Wm. Eastwood & Son Co., in Rochester, N. Y., continuing with the latter firm till February, 1911, when he organized the Manson Co., retailers in high class ladies and gents' foot wear, doing business at Clinton Avenue South. In this concern he is the active head, being president and general manager. Mr. Manson married Sadie Goldsmith, June 26, 1899, and has one child, Dorothy, aged six years.

### **MARCUS KOCHENTHAL**

Well known business man of Rochester, was born September 9, 1870 at Hillsdale, Michigan, and is a son of Jacob and Matilda Kochenthal. On June 20, 1905 he was married to Miss Etta Goldsmith. They have one child, Richard Marcus Kochenthal. Mr. Kochenthal is a member of the Manson Company, trading in Boots and Shoes at 53 S. Clinton Avenue, and has many other business interests.

### **HENRY VAN BERGH**

A member of the Van Bergh Silver Plate Co., of Rochester, who, with his brothers, Morris and F. W., comprise the firm (the business having been established by the late Frederick W. Van Bergh), was born in Brockport, N. Y., October 13, 1856.

132



BARNEY LEVY



HERMAN LEVY

In 1869 he began life as errand boy in the clothing house of Michaels & Levy. In 1877 he was connected with the firm of Porter, Holt & Betts of Toronto, Canada. In 1881 he went to Australia, where he resided and engaged in business till 1896, when he returned to America and entered the firm of Van Bergh Bros., which is now known as the Van Bergh Silver Plate Company.

In 1884 while residing in Australia he wooed and wed Miss Isabella Harris of Melbourne, Australia. He is a 32d degree Mason and a Shriner, Damascus Temple, Rochester, N. Y.

### **LOUIS WATERMAN (DECEASED 1907)**

A well known resident of this city died at his residence 80 Kenelworth Terrace October 16, 1907. He was survived by his wife Rosa N. Waterman and one son, Julius Waterman.

### **MORRIS E. VAN BERGH**

Is a member of the Van Bergh Silver Plate Company and was born August 2, 1867.

In 1909 Mr. Van Bergh married Miss Bertha S. Snellenberg of Philadelphia, Pa., and one child, Morris, has blessed their union.

Like his two brothers, Frederick W. and Maurice Henry, Morris E. Van Bergh is also a 32d degree Mason and a Shriner, holding membership in Damascus Temple in Rochester.

### **MAX A. ADLER**

Is a son of Abram Adler, president of L. Adler Bros. & Co., and is also the secretary of the above corporation. He was born in Rochester City, October 28, 1881. In early life he engaged as a "stock boy" in the clothing manufactory established by his father and uncles, Messrs. Levi, Solomon and Simon Adler. His education was acquired at the Rochester Free Academy, and at Harvard University, where he received his degree. Married to Miss Elsie M. Ehrick on December 6, 1906. They have one daughter, Elsie Adler.

Mr. Adler is connected with Berith Kodesh Congregation.

### **MORTIMER ADLER**

Vice-president of L. Adler Bros. & Co., wholesale clothing manufacturers of this city, is a son of the late Levi Adler, who was one of the founders of the business which is known under the above name. Mortimer Adler was born in Rochester City, November 28, 1879, received his early education at the Rochester Free Academy, Phillip's Academy and graduated from Harvard College.

He began his early business career in the capacity of "a general utility boy." On March 14, 1907, Mr. Adler was married to Ida May Lichtenstein. They have one child, Robert Mortimer Adler.

Mortimer Adler is a brother of Isaac Adler, the well known attorney and School Commissioner of this city, and Mark L. Adler also of L. Adler Bros. & Co.. In addition to holding membership in the L. Adler Bros. & Co. corporation, he is also Vice-president of the Stern Co., of this city. He is identified with Berith Kodesh Congregation.





BERNARD ROTHSCHILD



NIMROD ROSENFELD (DECEASED)

### **MARK L. ADLER**

Is a son of the late Levi Adler and brother of School Commissioner and Attorney, Isaac Adler, and also of Mortimer Adler the secretary of L. Adler Bros. & Co. corporation, with which concern he is identified, being on the Board of Managing Director. Mr. Adler was born in Medina, N. Y., January 19, 1876, where he attended the public and high school. He was married to Miss Ellen R. Flynn, April 22, 1906. He is identified with fraternities and societies and is a member of Berith Kodesh Congregation.

### **MEYER H. LANG**

A member of Rosenberg Bros. & Co., of this city and also at one time interested in the firm of Levison & Lang, was born at Charlotte, Mich., February 27, 1872, and after passing a preparatory course at the Charlotte High School in his native city, entered the District Business University where he completed a commercial course. He married Miss Florence Wiener January 11, 1909. They have two children, Jennie Wiener Lang and Richard Joseph Lang. Mr. Lang is a member of the K. of P. and Masonic Order and of Berith Kodesh Congregation.

### **SAMUEL HERSHBERG**

A son of Isaac and Ellen Rosenthal Hershberg, was born in Leeds, England, April 3, 1879. He was educated in the public schools in Rochester at the Rochester Free Academy (High School) and at the Rochester Business Institute, where he passed a commercial course of studies which fitted him for the duties of "general manager" of the firm of Hershberg & Co., the business founded by his father, Isaac Hershberg, in which Samuel is also a partner, having been admitted in 1905.

Samuel I. Hershberg began his business career as a clerk in the clothing manufacturing department of Hershberg & Garson in 1896 and remained there till 1898. This firm was founded by the father of young Hershberg and was the nucleus from which developed the present clothing manufacturing firm of Hershberg & Company. In 1898 young Hershberg became a partner in the "Model Clothing Co.," at Troy, N. Y., a retail clothing concern, and remained in that place till 1904 when he retired from that business and returned to Rochester as assistant to his father. This was a year prior to the death of Meyer the father of Samuel. Shortly after Mr. Dinkelspiel's death young Hershberg became a member of his father's firm, Hershberg & Company. On December 30, 1907, Samuel I. Hershberg was married to Miss Sadie Goldberg of Yorkville, New York City. One son, Bertram Raymond, has blessed this union. Mr. Hershberg is a member of the Masonic fraternity, Genesee Lodge, F. & A. M., and is also an active member of the Berith Kodesh Congregation. "Conscientiousness, close application and a liberal mind" are the sapient and salient suggestions offered by Mr. Hershberg as constituting his ideas of the essentials of a successful life.



SAMUEL HERSHBERG



HASKELL HERSHBERG



LEWIS STERN



DR. MOSES ROSENBERG





M. B. ROSENTHAL



M. MYER

SECTION WHEREIN IS SET FORTH  
THE  
COMMERCIAL, MANUFACTURAL  
AND FINANCIAL GREATNESS  
OF THE  
CITY OF ROCHESTER  
TO THE UPBUILDING OF WHICH BY CIVIC  
FIDELITY AND BUSINESS  
ENTERPRISE  
THE JEWS OF ROCHESTER  
HAVE PLEDGED AND PROVED THEIR FEALTY SHARE  
AND SHARE ALIKE WITH THAT  
OF OTHER LOYAL  
ROCHESTERIANS

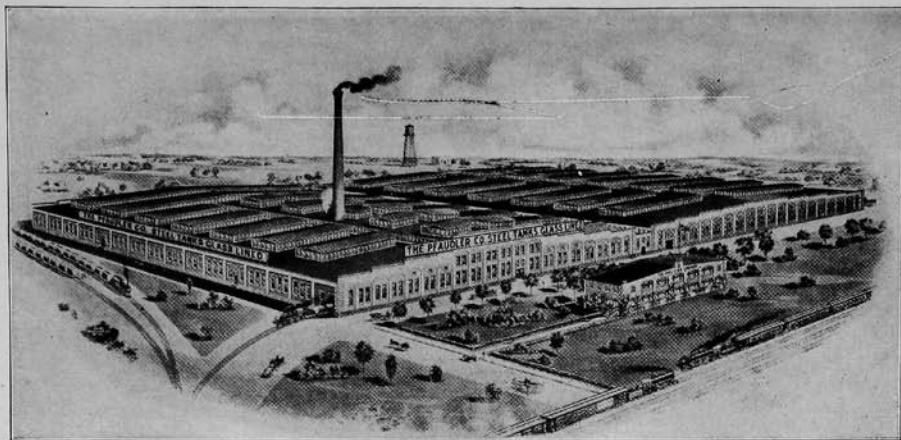
## 'Tis Said "Imitation is the Sincerest Flattery"

Among the many characteristics of the Jewish people that appeal strongly to us, two in particular stand out in bold relief, viz :

### Patience and Perseverance

These virtues, for they are virtues, we try to emulate in our commercial work. These characteristics have, we believe, contributed in large measure to the success which crowns the efforts of the Jewish people in commercial fields; therefore, we follow in their footsteps, at least to the extent that we patiently and persistently tell the public about the economy and comfort accruing to the use of various Gas and Electric appliances and our experience has so fully justified the use of patience and persistence that we are determined to develop these virtues still further if possible.

## Rochester Railway & Light Company



## THE PFAUDLER CO., Manufacturers of Enameled Steel Tanks

The history of this world-renowned concern had its inception in the formation of the Pfaudler Vacuum Fermentation Co., in 1884, by Messrs. C. C. Puffer, E. G. Miner, W. G. Markhan and James Sargent; capital \$100,000. In 1902 The Pfaudler Co. was organized with a capital of \$1,000,000 and the factory which was at Detroit, Mich., was removed to Rochester. The present factory covers six acres, with 250 employees, and the Company is the largest in the world and doing business all over the world, with subsidiary companies in England and Germany, also having a factory at Schwetzingen, Germany. The aggregate capital of this mammoth enterprise is over \$3,000,000.



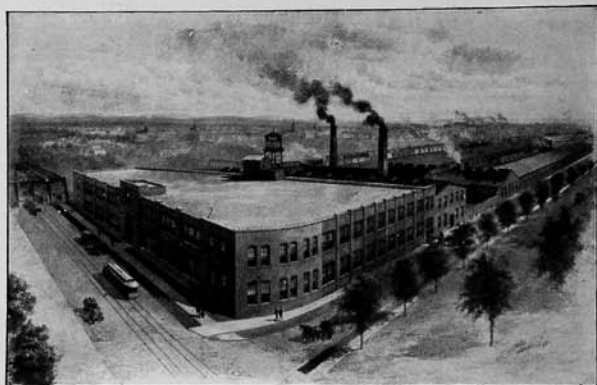
# PRITCHARD STAMPING COMPANY

FORMERLY THE PRITCHARD-STRONG COMPANY

Manufacturers of

## Lanterns and Kitchen Ware Specialties

CIRCLE STREET (full length) COR. E. MAIN. Rochester, N. Y.



LANTERN CAPACITY 125,000 DOZ. PER ANNUM.

Among the large manufacturing enterprises which by reason of National and International trade prominence has carried the name "Rochester" to all quarters of the globe may be mentioned. Pritchard Stamping Company—formerly known as the Pritchard-Strong Company—the largest of its kind in the world.

Established in 1905 on the present site by Mr. Albert R. Pritchard—who is regarded as the "father of the stamping business in Western New York. Mr. Pritchard is Pres't and Gen'l Manager with Arthur Q. Pryor who also has been identified with the Metal Stamping industry many years as Sec'y and Treas. Mr. Pritchard is an expert designer of metal goods and metal working machinery and owns several important patents pertaining thereto,—and is also General Manager of The Lisk Mfg. Co., situated at Canandaigua, N. Y., and of the Reed Mfg. Co., Newark, N. Y.

The Pritchard Stamping Company is engaged in the manufacture of Lanterns and Kitchen Ware Specialties in Tin, Copper and Galvanized Steel. The celebrated "Prisco" Lanterns—the highest grade that can be made are the recognized standard of excellence for the world. In volume this concern makes one-third of all the lanterns used in America, and occupies 150,000 square feet of factory space.

From this factory goods are shipped everywhere throughout the United States, Canada, England, South Africa and Australia. The number of employees are 300 and six traveling salesmen are constantly on the road.



MAIN STREET (LOOKING EAST) FROM CHAMBER OF COMMERCE BUILDING




## YAWMAN AND ERBE MFG. CO.


Largest Makers in the World of Office Filing Systems  
and Equipment.

EXECUTIVE OFFICES: ROCHESTER, N. Y.

Branches and Special Agencies Everywhere.

It was in 1880 that Philip H. Yawman and Gustav Erbe, both expert mechanics, decided to go into partnership for themselves. They first occupied a little room about 20 x 30 feet on Exchange Street close to the Erie Canal. Their initial capital, consisting of their savings, was \$6,000. They first made specialties, such as electric batteries and microscope parts. Next, they took on the manufacture of Cutler Mail Chutes, which they continued to make for twenty-five years. They also made the first Eastman kodaks. In 1883 they began the manufacture of Shannon Arch Files, the basis of the present Filing System business.

Today the  Factories have 350,000 square feet of floor space, and the product—consisting of Shannon and Vertical Letter Files, Card Indexes, Commercial Report, Check File, Document and Legal Blank Filing Systems—may be secured in any important city in the United States and most leading cities abroad.

The story of '  is a simple record of high ideals as to quality maintained persistently for nearly thirty years. The merit of its product is the keynote of its success.

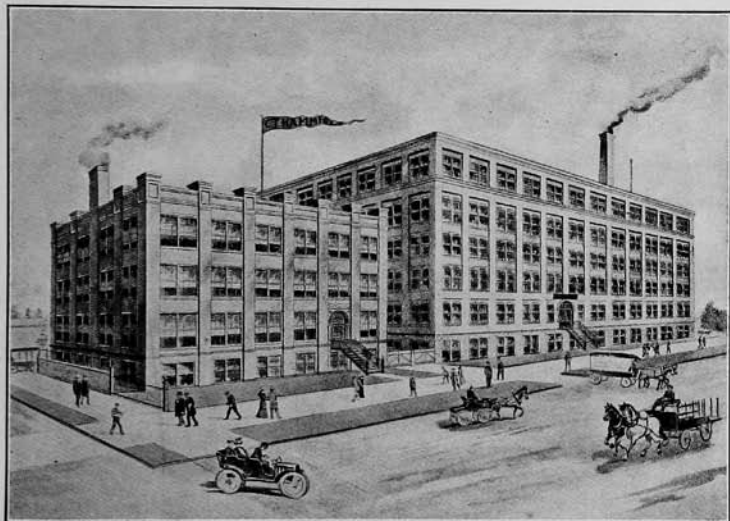
# C. T. HAM MANUFACTURING CO.

MANUFACTURERS OF

Tubular Lamps and Lanterns, Railroad Lanterns, Automobile Lamps,  
Conductors, Firemens and Watchmens Lanterns and Street Lamps.

OFFICE AND FACTORY: 731 OAK ST.

ROCHESTER, N. Y.



Twenty-five years ago, the late Charles T. Ham associated with him his son, George W. Ham, John W. Orphy and Charles Bergener, and formed the C. T. Ham Manufacturing Co., destined to be known, for all time, as producers of the world's highest types of lamps and lanterns.

The Company has been instrumental in raising this branch of industry to a plane undreamed of in the philosophy of those already engaged in this line of endeavor. Experiments pointed the road to innovation and innovation fathered the "Cold Blast" principle.

The "Cold Blast" principle, which is the Ham "Cold Blast" principle, signalled an epoch in modern lantern building.

The term "Cold Blast" is very popular among makers of lanterns, but was unknown prior to its adoption by the Ham Company, years ago, to indicate the radical advance made in the construction of Ham tubular lanterns.

The offices and factory premises of this Company were originally established in the Pancost Building, corner of Allen and Fitzhugh streets. Later the present site was chosen and substantial buildings erected in 1890. Additions were made in 1892, 1894 and 1897. In 1900 an admirable office building and warehouse was constructed. Still more room is required to comply with the increasing and insistent demands of both old and new customers, and the Company has this matter under contemplation at the present time.

The factory leaves nothing to be desired in the way of equipment—new and up-to-date machinery and apparatus are installed with compensating safety devices to promote the comfort of employees. More than eighty types of lanterns are made and special ones created from time to time to meet the conditions of an exacting domestic and foreign trade.

The products of this Company are found in every city, town and hamlet of the United States and Canada, and a large and rapidly increasing export business is being carefully fostered.



# The C. B. Woodworth Sons Co.

HOME OF THE "BLUE LILIES" PRODUCTS  
MANUFACTURING PERFUMERS  
ROCHESTER, N. Y.



Enjoying the honorable distinction of being "the oldest perfume house in the United States"—as The C. B. Woodworth Sons Co. was established in 1855 by the late C. B. Woodworth, and their first place of business was on Plymouth Avenue. Mr. Woodworth came to Rochester in 1819 and was among those sturdy type of men whose indomitable will power laid the foundation of Rochester's present manufacturing greatness.

The C. B. Woodworth Sons Co. are manufacturers of perfume and toilet articles—their "Blue Lilies" perfumes and products are known all over the United States and Canada. The number of employees in the executive and laboratory departments is 75 and 12 salesmen are constantly on the road. The policy of the house of Woodworth has been to progress, and that this policy has been maintained by methods of enterprise and integrity is shown by steady increase of sales each year.

# ROCHESTER BOX AND LUMBER COMPANY

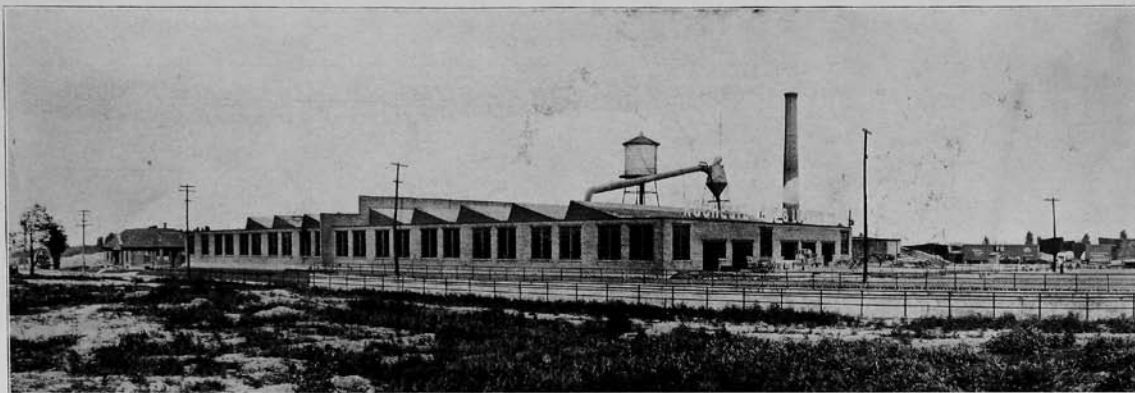
MANUFACTURERS OF

## PACKING CASES OF ALL KINDS

### LOCK CORNERS AND BEER CASES A SPECIALTY

CULVER ROAD SUBWAY

ROCHESTER, N. Y.



A flourishing and representative manufacturing enterprise is the Rochester Box and Lumber Company, manufacturers of Packing Cases and Shooks. The Company was incorporated in 1896 with ample capital and large investment, under the laws of the State of New York. This plant is one of the largest and best equipped in the United States, covering 13 acres. All the machinery and fittings are of the most modern and improved type and the capacity is upwards of 15,000 boxes of all kinds per day. Employment is given to about 225 hands. The trade extends throughout the United States. The company has a most admirable situation, being on the main line of the New York Central Railroad with two switches entering the yards. Shipments can be made to all parts of the country without loss of time. The officers are: Edw. S. Clarke, president and treasurer; W. Edwin Webb, vice-president and manager and William W. Webb, secretary.

# WOOD MOSAIC COMPANY

Manufacturers of HARD WOOD FLOORING.

Rochester, N. Y.

New Albany, Ind.



Rochester Plant Wood Mosaic Co.

Some twenty-five years ago a prominent Rochester physician, who was possessed of a strong mechanical turn of mind, made an ornamental hardwood or parquetry floor for himself. This floor was so beautiful that his friends insisted on classing it with the artistic work of colored glass and stone familiar to travelers in Europe. They called this a Wood-Mosaic Floor.

From this hobby, which was similar to the fondness of many business men for having a carpenter bench and work room in their houses, grew the largest parquetry and ornamental flooring company in the Western Hemisphere, if not the world.

Starting with a labor of love for a few close friends, the demand for this artistic product spread until its business covers the continent by means of agencies in the principal cities.

The original workshop in Rochester has grown to buildings covering the face of a city block along the railroad and is now used solely for the special order work in fancy parquetry, while a large factory in New Albany, Indiana, makes the plainer stock designs of flooring. The necessity for a continuous supply of well seasoned, high grade oak lumber caused the company to start saw mills and lumber yards. This business now runs three saw mills of its own and controls the out-put of several others and has collecting yards in several states.



MAIN STREET (LOOKING WEST) FROM CHAMBER OF COMMERCE BUILDING

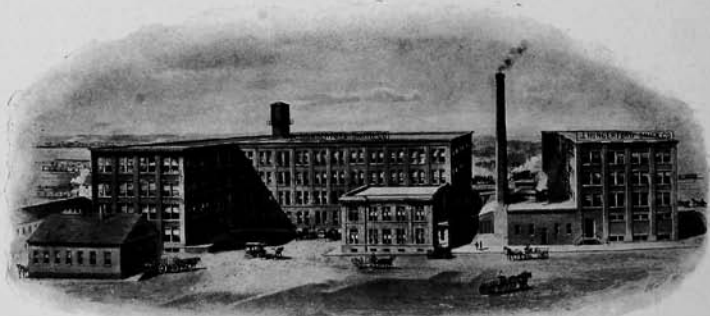


# The J. Hungerford Smith Co.

## Manufacturers of "True Fruit" Soda Fountain Requisites.

ROCHESTER, N. Y.

The J. Hungerford Smith Co., operating the largest factory in the world devoted exclusively to the manufacture of Soda Fountain Requisites—covering 160,000 square feet of floor space, and equipped with many specially constructed machines and appliances, was born in 1890 in Au Sable Forks, N. Y., in the attractive little pharmacy of J. Hungerford Smith. It was then that Mr. Smith with characteristic foresight decided to supply his little soda fountain with "True Fruit" Syrups. Soon the little laboratory received orders from New York and elsewhere for True Fruit Syrups, making necessary the removal of the laboratory to Plattsburg, N. Y.—later in 1890 Mr. Smith removed to Rochester and the J. Hungerford Smith Co. was incorporated.



FACTORY OF THE J. HUNGERFORD SMITH CO., 410-420 NORTH GOODMAN STREET,  
ROCHESTER, N. Y.

At time of incorporation the business was located at 17 Elm Street, later at corner of Main and Elizabeth Streets and in 1900 was removed to the present location. Twenty-five salesmen and 200 factory employees constitute the working force. The business is National in scope with some export business to Europe, West Indies, Central America, South America, Phillipine Islands, Africa and Australia.

The manufacture of flavoring extracts—especially extract of vanilla of finest quality is largely carried on.

# GEORGE R. FULLER COMPANY

Originators of and Manufacturers of

## THE "WALK-EASY" ARTIFICIAL LIMBS

Artificial Arms

Trusses

Crutches

Bandages

Spinal Braces



Elastic Hosiery Belts

Braces

Optical Goods

And Arches

For Flat Feet

99 CLINTON AVE. NORTH

ROCHESTER, N. Y.

This business was established in 1857 by Dr. Douglas Bly, and purchased from the estate of Dr. Bly by Mr. George R. Fuller in 1875. Until 1896 Mr. Fuller personally conducted the business, when a corporation was formed—the officers at present being: Mr. George R. Fuller, President; H. G. Fuller, Vice President; A. B. Warren, Secretary, Treasurer and General Manager. Trade in Artificial limbs extends to all parts of the United States and Europe—also in South American countries. The Geo. R. Fuller Co. rank second in the United States, in point of size, as regards the manufacture of Artificial limbs.



Only a local business is done in Trusses, Optical Goods, Electric Hosiery and Orthopedic Supplies and Surgical Instruments. Mr. Warren, the General Manager, since his venture in office, has greatly enlarged the facilities for doing business—and added many improvements to the Fuller plant—also established branches in Philadelphia, 1233 Arch Street, Buffalo, at 23 W. Swan Street; and Boston, 17 Bromfield Street. The number of employees is 60.

Mr. George R. Fuller, the present President of this corporation, is very closely identified with many important enterprises in Rochester City and State of New York, viz.: President of Rochester Telephone Co., Rochester City, of Interlake Telephone Co., Canandaigua, N. Y., Brockport Telephone Co., Brockport, N. Y., Rochester, Syracuse and Utica Telephone Co., Bergen Telephone Co., Bergen, N. Y., and Vice President of Onondaga Independent Tel. Co.

# Rochester Button Company

*America's Leading Button Makers*

ROCHESTER, N. Y.



THE factory of the Rochester Button Company, located at State, Platt and Mill Streets, is one of the largest and best equipped of its kind in the world. Their chief products are made of Vegetable Ivory, which combines utility, beauty, and durability better than any other material.

The raw material comes from South America, and is the seed of the palm tree. These seeds are about the size of a hen's egg, and are known as "Ivory Nuts" or "Tagua Nuts." They are extremely hard and durable and the color is similar to that of Elephant Ivory. In the factory of the Rochester Button Company, designs and colors in great variety are produced by dyes and by mechanical processes, which include sawing, turning, drilling, polishing, pressing, etc. Special steel tools are made by the Rochester Button Company in their own machine shop.

Their motto is "*None but the best is good enough.*" The R. B. Company's line includes artistic patterns for men's wear and for women's wear, made in a big range of colors and sizes. Their aim is to furnish buttons that are the most effective and appropriate for the prevailing fabrics and garments.

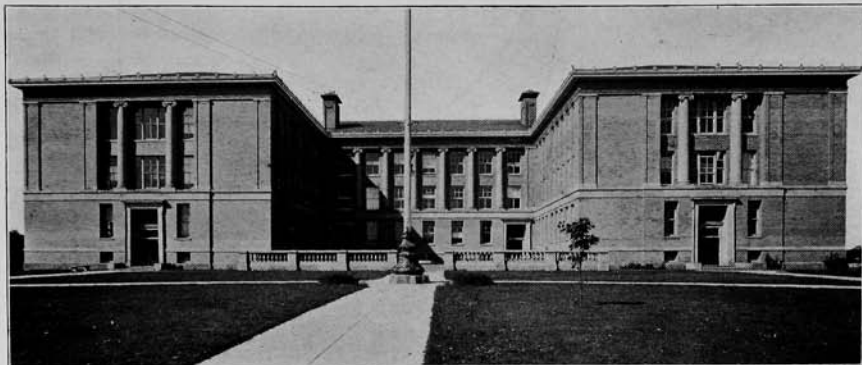
Branch salesrooms are maintained by the Rochester Button Company in New York, Philadelphia, Baltimore, Chicago, Cincinnati, Boston, Louisville, Cleveland and St. Louis.

The business was established in 1890, but was not incorporated under the name of the Rochester Button Company until 1904. The officers are as follows:

HENRY A. STRONG, PRESIDENT  
WM. R. PETERS, VICE-PRESIDENT

H. K. ELSTON, TREASURER  
NELSON SAGE, GEN. MGR.

AX

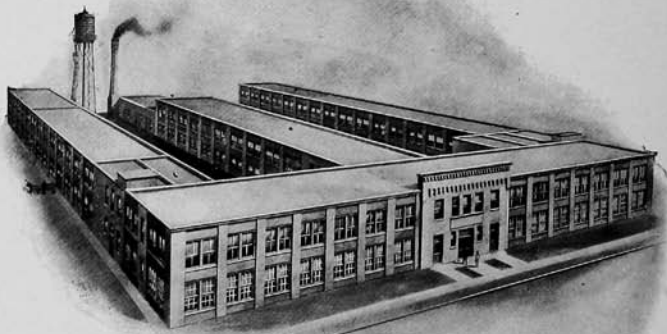


WEST HIGH SCHOOL



# *Taylor Instrument Companies*

MANUFACTURERS OF  
THERMOMETERS, BAROMETERS, HYDROMETERS  
AND SCIENTIFIC INSTRUMENTS.



Among the numerous Manufacturing Giants of Enterprise which have helped to make Rochester known throughout both continents, as "The Home of Famous Factories" is the Taylor Instrument Companies—manufacturers of the celebrated *Tycos*—Rochester-Thermometers, Barometers, Hydrometers and Scientific Instruments of every description.

This vast industry—enjoying an international reputation, had its inception in the business established in 1851 by George Taylor and Frank Taylor on Exchange Street, which after an uninterrupted successful progress of thirty-nine years was incorporated under the name of Taylor Bros. Co.

In 1907, Taylor Bros. Co. merged with the following companies:—Watertown Thermometer Co., Watertown, N. Y.; the Hohmann & Maurer Mfg. Co., the H. & M. Automatic Regulator Co., and the R. Hoehn Co. the Short & Mason Ltd., of London, Eng., and the American branch of the Cambridge Scientific Inst. Co. Ltd., Cambridge, Eng.

This manufacturing enterprise is huge, progressive and successful, and everywhere throughout the world is their trade mark *Tycos* Rochester seen—for "Taylor Thermometers tell the truth" and *Tycos* is their "Sterling" mark.

The Taylor Instrument Companies have branches in Boston—New York—Chicago—St. Louis and London, Eng., and employ about 600 employees in the various departments and are represented in the field by 40 traveling men. The mammoth manufacturing plant of the Taylor Instrument Companies, which is the parent concern, is located in Ames Street, in this city.

Ellwanger & Barry

FOUNDED 1840.

"A Representative Firm of American Nurserymen".

## The Mount Hope Nurseries, ROCHESTER, N. Y.



**Administration Building and Entrance to Mount Hope Nurseries.**

The name and fame of Ellwanger & Barry in connection with "Horticulture" is "world-wide," and botanists, horticulturists, fruit growers and plant lovers everywhere look on this well-known Rochester institution as authority in that direction.

No more commanding figure endowed with stronger personality, clearer perception, or greater integrity ever graced the city of Rochester than was found in that sturdy, energetic Irishman, Patrick Barry, who with George Ellwanger founded this vast business of to-day. The Mt. Hope Nurseries show in them to-day the master hand of Patrick Barry, through the high executive abilities of the now guiding spirit, William C. Barry, the present Vice-President and Treasurer and son of the founder, both original members having died some years ago.

The firm of Ellwanger & Barry from the inception of the business to the present have always maintained high ideals in the conduct of business affairs, and has enjoyed an uninterrupted success for "three score and ten" years.

The Ellwanger & Barry Company has grown and tested hundreds of varieties of Fruits, Ornamental Trees, Shrubs and Roses, producing results which are worthy of the highest commendation, and are of the greatest value to the whole country.

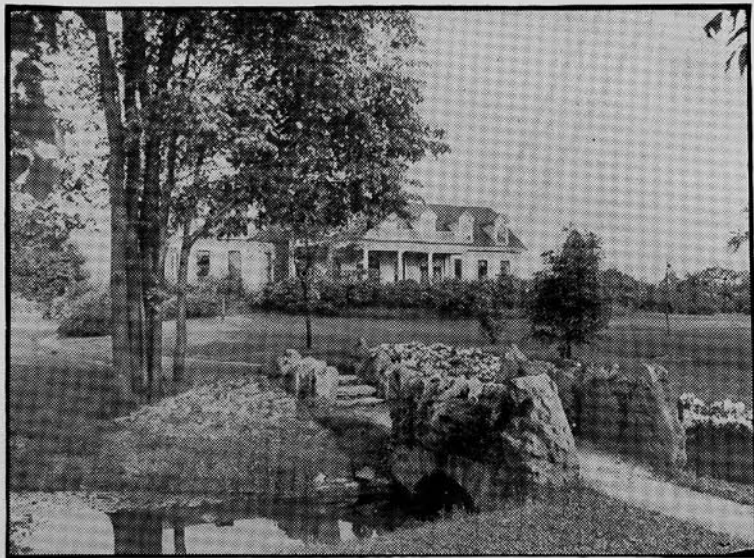
The Vice-President, W. C. Barry, is also president of the Western New York Horticultural Society, and is closely identified with the civic, commercial and financial affairs of Rochester—"The Flower City."

The officers of the company are: President, W. D. Ellwanger; Vice-President and Treasurer, W. C. Barry; Secretary, T. G. Barry; Assistant Secretary, C. J. Maloy.

## Brown Bros. Company, Incorporated.--Continental Nurseries. ROCHESTER, N. Y.

Established 1885. The original nursery covered but 100 acres in Brighton and Penfield—today the nurseries include also a section in Irondequoit—totaling 1200 acres. Brown Bros. was incorporated in 1890. This firm's business covers the United States, Europe and Canada, and is represented by 4000 agencies.

A feature noteworthy is the 15-acre park which surrounds the Executive Department Building—this park being the largest of its kind in the world—its use being strictly to demonstrate to agents the growth and condition of the various trees, plants, shrubs, etc. The corporation is conducted by the following officers: Charles J. Brown, Pres.; M. J. Brown, Treas., and P. J. Willems, Secy.



Executive Department Building and Entrance to Park



LOOKING SOUTH—UP GENESEE RIVER—FROM CHAMBER OF COMMERCE BUILDING



FOUNDED 1866

# GLEN BROTHERS GLENWOOD NURSERY ROCHESTER, N. Y.



## Grafting Sober Paragon Chestnut Trees. Glenwood Nursery. Rochester, N. Y.

Rochester is recognized throughout the United States as a great "nursery center," and among the vast nursery industries may be mentioned, as a leader, the Glenwood Nursery, which was established in 1866 by Messrs. Eugene and John Glen, who were recognized as being among the pioneers in the nursery field.

Following the death of Mr. Eugene Glen, in 1889, the affairs of Glen Bros. were taken in charge by Mr. E. S. Mayo, from Augusta, Me., who became a partner. Under Mr. Mayo's guidance the business expanded by bounds and leaps, and from the death of the last surviving partner, Mr. John G. Glen, in 1900, he continued the business alone, incorporating it with a capital of \$50,000 in 1907, and the following officers: E. S. Mayo, president; R. A. Mayo, Vice-President; and George M. Pappert, Secretary and Treasurer. These officers, with the exception of Mr. Pappert, who was succeeded by Mr. M. E. Sperry, control the affairs of the corporation at present.

The Glenwood Nurseries include some of the finest growth of trees, shrubs, plants, etc., found extant. A specialty is the "Sober Paragon" Chestnut, the scions of which were brought from Europe by Col. C. K. Sober, and the control of which was given to President Mayo. This Chestnut is equal to our native chestnut, which cannot be said of the other nuts on the market, and the supply has been inadequate for demand. Shipments are made from the Glenwood Nursery to most of the foreign governments, and to owners of large private estates, among them being such leading figures in the political, commercial and financial world, as:

Hon. William J. Bryan  
George Simon Rich, Esq.  
A. Lanfear Norrie, Esq.  
Dr. Wm. Champion Deming  
L. C. Smith, Esq.  
Stephen Whitney Estate  
Newberry Estate  
Clarence B. Sturges, Esq.

Hon. Thos. P. Littlepage  
Hon. George B. Markle  
Castle Gould Estate  
Pinehurst Farms  
Wm. Rockefeller, Esq.  
Meadow Brook Farms  
International Stock Food Co.  
Messrs. A. Pardee & Co.

## JOHN HOFMAN COMPANY

Manufacturers of Store, Bank and Office Fixtures, Show Cases, "Hofman" Wardrobes and High Grade Woodwork

BARNUM AND LEIGHTON STREETS.

ROCHESTER, N. Y.

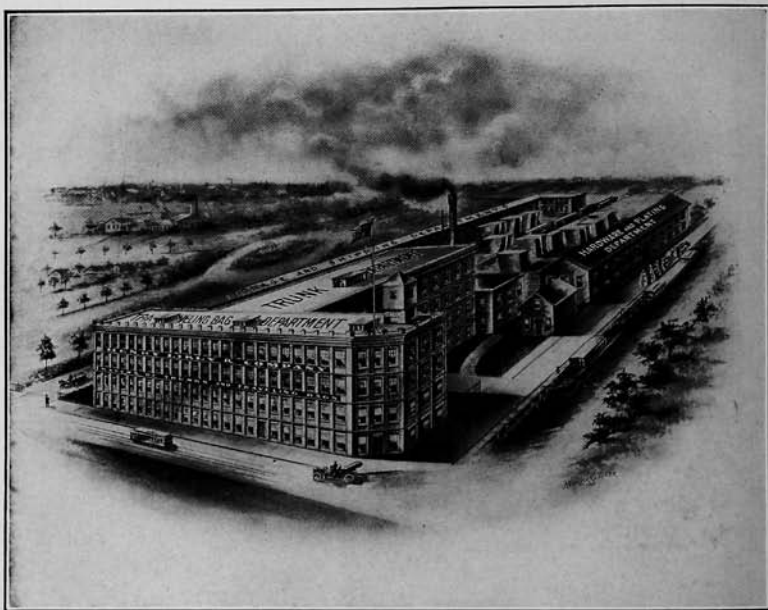


This business is of National and International fame, and ranks among the largest in the United States. The plant has a ground floor space of 65,000 square feet, is equipped with modern fireproof constant sprinkler system. Machinery is driven by individual motors. The Hofman Co. manufactures electric power used in the operating of their plant. Modern dry kilns have a capacity of 6000 feet per day. Foreign woods are mainly used. Rosewood from East India, mahoganys, etc. This company are extensive users of mahogany wood and only the finest grades are used. The yards have access to two railroad switches which facilitate the shipping of goods to any part of the world. The name and fame of the Hofman Co. has been built on the selling of "highest grade goods and strict business integrity." Mr. John Hofman, the founder, is the Pres. and Treas., of the business which was incorporated in 1890 and his son, Chas. Hofman, who has been ably assisting his father for more than ten years, is the Vice-President and Secretary. The firm employs more than 200 people.

# HENRY LIKLY & CO.

## "BAGGAGE BUILDERS"

ROCHESTER, N. Y.



Works of Henry Likly & Co., Rochester, N. Y., Manufacturers of High Class Trunks and Baggage.

This old established business was founded by Mr. A. R. Pritchard in 1844. The original location was in a small place on Allen Street. In 1870 Mr. Henry Likly assumed the interests of the former head and the name Likly in connection with baggage is known throughout the Eastern and Western Hemispheres.

The manufacturing plant of the "Likly" baggage is 340 Lyell Avenue and covers 105,000 square feet of floor space. In point of equipment and facilities for manufacturing dependable baggage the Likly plant has few, if any equals—being virtually unlimited.

The territory in which their goods are sold is national and international.

Ten salesmen are on the road and the general employees of their house range from 350 to 400 hands.

The business was incorporated in 1898 under the name of Henry Likly & Co.—the officers being as follows: W. C. Likly, President and Treasurer and Henry Likly, Secretary.

The retail department is at 155 Main Street, Rochester.



GERMAN INSURANCE BUILDING

MONROE COUNTY COURT HOUSE

CITY HALL



# Burke, Fitz Simons, Hone & Co.



**T**O have served three generations so satisfactorily that the great grandchildren of many of its first customers are now its most loyal patrons, to have so deserved confidence and patronage that many of its customers, now removed to remote sections of the country, still continue to patronize the store through the mails—that is the unique distinction accorded the firm of Burke, Fitz Simons, Hone & Co.

No self-praise could be half so strong as this unconscious tribute to the policy of the "square deal" as practiced by this firm since its establishment sixty-one years ago.

Established in 1849, the firm has developed from small beginnings into one of the great Dry Goods institutions of New York state, maintaining three distinct departments, a Retail department, a Wholesale department and a Mail Order department.

The Retail business is conducted as a thoroughly modern Department Store, carrying everything in Dry Goods and Carpets and most things in Housefurnishings. It imports largely from Europe all merchandise of foreign manufacture and offers only goods that it can recommend.

The Wholesale department is a business by itself, carried on in a separate store and extends its activities to all of the eastern and many of the middle and western states.

The Mail Order department is maintained chiefly as a convenience for those who, unable to do their shopping in Rochester daily, desire to place their patronage where the old-fashioned policy of honest quality and fair treatment of customers is always assured.

The store seeks the patronage of those who desire satisfaction in service, courteous treatment and honest values.

# DUFFY-McINNERNEY COMPANY

## ROCHESTER, N. Y.



Duffy-McInnerney Company was the outgrowth of a long-cherished desire on the part of the late Walter B. Duffy, to give to Rochester a big and modern retail mart, within close radius of the city's Public and Financial institutions. He had abiding faith in what such an institution would mean to a rapidly growing City, and was untiring in his efforts to bring matters to a consummation.

In company with some of Rochester's most prominent business men, included among whom were Arthur G. Yates, Eugene Satterlee, Hon. James Breck Perkins, George Wilder and Leo Bloch (all of whom have since died), and with Benjamin E. Chase, Herbert Wadsworth, Walter W. Powers, Reuben A. Adams, George F. Roth, E. Frank Brewster, John C. Woodbury, Dr. J. M. Lee, John J. L. Friederich, George W. Aldridge, Charles F. Crandall, Frank S. Upton, George L. Eaton, William J. Naylon and T. H. McInnerney, the organization was formed with a capitalization of Two Million dollars.

The building was planned on the broadest possible lines, to provide every possible convenience and comfort, and is considered one of the finest structures devoted to merchandising in this section of the country. It covers an area of 167 feet on Main street and 212 feet on Fitzhugh street, and is seven stories above ground, with basement.

It is devoted entirely to retailing, though many large contracts are executed, the Company having furnished the Hotel Rochester complete, as well as contributing largely to the furnishing of the Temple Theatre and other new structures.

Its present officers, elected in February 1911, are:

James P. B. Duffy, President.

William H. Campbell, Secretary.

Walter W. Powers, Vice President.

Adrian W. Mather, Treasurer.

Its Board of Directors is constituted as follows:

James P. B. Duffy  
Jeremiah G. Hickey  
Charles F. Crandall  
Harry L. Yates  
John C. Woodbury  
William H. Campbell

Frederick T. Yates  
Walter J. Duffy  
John J. L. Friederich  
William J. Naylon  
Adrian W. Mather  
George W. Aldridge

Walter W. Powers  
Frank S. Upton  
Dr. J. M. Lee  
Herbert Wadsworth  
R. A. Adams.

# MCCURDY & NORWELL CO.

## ROCHESTER, N. Y.



The McCurdy & Norwell Co. was founded in 1901 by Mr. J. C. McCurdy, of Philadelphia, and Mr. W. S. Norwell, of Boston, at the corner of Main and Elm Streets. In 1903 Mr. McCurdy purchased the interest of Mr. Norwell, and the active management of the business has since continued under his jurisdiction.

The business rapidly grew to such proportions that it was found necessary to purchase the Palmer Block, adjoining the original premises, in 1905; a portion of the same being occupied at once. From time to time it was expedient to add other parts of the building until, in the spring of 1910, it became imperative to erect a handsome and commodious annex in the rear of the old Palmer Block.

As the store expanded and grew in floor space, it included more and better departments until now you are able to procure almost anything that is reputable and high class in the way of

**Women's wearing apparel and accessories; silks, dress goods, linens and other fabrics, men's furnishings and boys' clothing; china, rugs, curtains, pictures, upholstery goods, etc., for the home.**

All the new goods are presented to the public in this establishment as quickly as they are determined correct in style and quality. The constant aim of the store is to be first and foremost in matters of reliable merchandise and to give such service as will cause you to become a regular patron of the store.



CHAMBER OF COMMERCE FLOAT—THIRD INDUSTRIAL PARADE



McFARLIN CLOTHING CO.  
Mens' and Boys' Outfitting Establishment  
110 MAIN STREET EAST.



The McFarlin Clothing Co. is conceded to be the leading men's and boys' outfitting establishment in Rochester—and it is interesting to trace the growth of this house.

The secret of the success of the company may be summed up in two words—"SQUARE DEALING." It has always conducted its business in such a manner that its customers could rely absolutely on getting what they expected—the full worth of every dollar spent.

The McFarlin Clothing Co. was founded by Francis M. McFarlin, who died about 5 years ago. The business was first located on State Street, and later moved in the building erected by Frederick Starr in 1844, on the site of the present edifice occupied by the McFarlin Clothing Co.

In 1905 Howard A. Barrows became proprietor of the company, and in a short time the business had grown to such an extent that it was found necessary to increase its store space.

The entire building was acquired, and in 1908 important alterations were made, and the building was given its present handsome exterior and show windows. In 1909 changes were made in the interior which gave all departments more floor space. The entire third floor is converted into a salesroom for automobile clothing.

Mr. Barrows has followed an extremely liberal policy during his regime as President and Treasurer of the company. Improvements needed have been made without regard of cost.

Only absolutely trustworthy, high-grade merchandise is dealt in. Every article is sold under an iron-clad guaranty, which invites the customer to get his money back if there is any cause for dissatisfaction.

The company employs a force of highly competent buyers, and makes a special point of supplying the newest and finest quality of merchandise for men and boys that is produced in this country and abroad.

# SCRANTOM, WETMORE & CO.

"The Store That Has Grown With Rochester"

BOOKS, STATIONERY AND OFFICE SUPPLIES

POWERS BUILDING

ROCHESTER, N. Y.



State Street Entrance.

Rochester has the proud distinction of possessing besides her "large industries", the largest and most thoroughly equipped Book, Stationery and Office Supply store of its kind in the entire country—with one of the largest book departments between New York and Chicago—that of Scrantom, Wetmore & Co.

Established in May, 1868, by Elbert Henry Scrantom and Lansing G. Wetmore the firm made rapid advancement in their line. In 1870 Mr. Albert C. Waller was admitted to membership, and in August, 1905, following the death of Mr. Scrantom, Mr. Joshua T. Gorsline was admitted—the firm name remaining unchanged.

This well known house has enjoyed forty-three years of uninterrupted progress as a result of strict attention to the interests of their customers—and is highly worthy of the confidence reposed in it by Rochesterians and outsiders.

A visit throughout this vast emporium will convince the most discriminating that their line of books, stationery, office supplies, athletic goods, toys, art goods, etc., includes the finest gathered from the leading centers of the New and Old World. They maintain a large and complete shop for the production of engraved cards, invitations and embossed stationery for social and business usages.

A large Wholesale Department has kept pace with the growth of the concern.

The total floor space now occupied by the firm is 25,000 square feet and 100 employees make up the regular force and half as many more are added during the holiday season.



Main Street Entrance.

# ALBERT C. DOBBERTIN

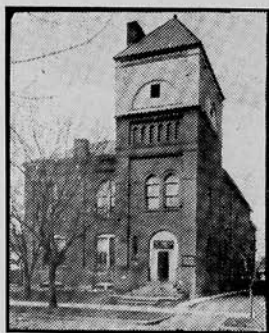
Manufacturer of

## Brooms and Whisk Brushes

Warehouse, Factory and Barn Brooms  
a Specialty

Cor. Averill Ave. and Bond St.

ROCHESTER, N. Y.



Dobbertin's Broom Factory, Rochester, N. Y.

**A**MONG the many leading business enterprises in Rochester that have risen from a very small beginning, may be mentioned the Dobbertin Broom Manufacturing business. In 1876 Mr. Albert C. Dobbertin, a sturdy German youth, undertook, with the association of his brother, Robert, the manufacture of brooms. No help was employed, and the few brooms turned out were made by hand. In 1896 Robert Dobbertin died, and Albert enlarged the business and built a factory at the corner of Henrietta and Nelson Streets. Another structure was erected at Hamilton and Rodenbeck. The growth of the business necessitated larger quarters and in 1904 the old public school building, corner of Averill Avenue and Bond Street, was purchased and remodeled. This structure is located on a lot 125 x 109 feet, and is now undergoing enlargement to cover the entire lot space. In addition there has been erected a warehouse adjoining the present factory which is 35 x 90 feet.

The new factory building will include a new department, viz: for the manufacture of sweepers on a large scale. These sweepers will be of rattan, split, and hickory wood, the kind used in large manufacturing establishment and iron industries, and will be shipped to all parts of the world. The broom corn used in the Dobbertin factory is brought in carload lots from Oklahoma, Illinois, Texas, and some special grades of stock from distant New Mexico.

The output of the Dobbertin factory yields 125 dozen brooms daily and upwards of 35 dozen whisk brooms, the goods being largely disposed of in Rochester and nearby territory.

The factory requires upwards of 40 employes. Mr. Dobbertin started business almost penniless and by thrift and upright dealings has acquired not only a reputation as a manufacturer, but is recognized among Rochester's leading business organizations and financial institutions as a man whose word is equal to a high commercial agency rating.

1888



HIGHLAND PARK—GOODMAN STREET ENTRANCE



## E. J. SCHEER

### "Odd Things Not Found Elsewhere"

#### GOLD AND SILVERSMITH

143 MAIN STREET EAST

ROCHESTER, N. Y.



Mr. E. J. Scheer enjoys a leading position in the ranks of Rochester jewelers and diamond dealers, and established his present business in a small way, with limited yet carefully selected stock at 196 Main Street East in 1900 under the name E. J. Scheer & Co., continuing there until 1905.

Business expansion then forced the firm to secure a larger and more modern home which was found in what is known to-day as E. J. Scheer's magnificent Jewelry store located at 144 E. Main Street. Mr. Scheer acquired control of the entire business in 1910. The store is conceded to be the finest and largest of its kind in New York State—between Buffalo and New York City—and the stock consists of the "very best" in Diamonds, Jewelry, Hall Clocks and Sterling Goods. The most beautiful line of Art Objects are on exhibition rivalling even the display shown in the larger cities in the United States.

The success of this famous establishment is directly due to practical experience of quarter century in the Jewelry business by Mr. Scheer. The "work shop" is a feature of the Scheer store. Employing a corps of the most expert Jewelers—Engravers—Diamond setters—and artists who bring forth designs in Gold and Silver that are uniquely odd, yet so strikingly handsome as to give full value to the statement "Odd Things Not Found Elsewhere."

Much of the Jewelry—both Oriental and Modern—of the most unique design—worn in Rochester, is manufactured in the Scheer establishment. The work shop might be termed a manufacturing plant—but as each piece created is an individual piece, and made by hand, it is really a work shop—in which can be constructed out of either gold or platinum any design of jewelry from the plainest to the most antique.

The Scheer establishment's goods are mainly sold to Rochesterians, yet a large trade is enjoyed throughout adjacent country—besides a considerable mail order business is done.

# ROCHESTER SEWER PIPE COMPANY

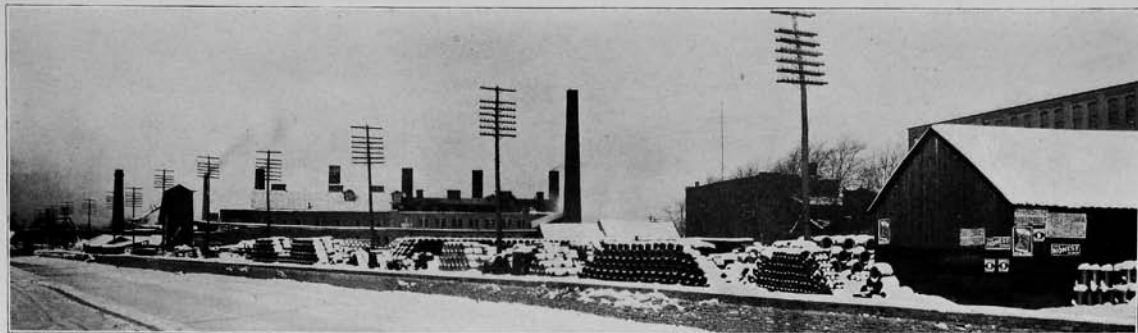
MANUFACTURERS OF

Clay Products, including Vitrified Sewer Pipe, Conduits, Flue Lining, Fire Clay, etc.

Also "Quarry" Floor Tile for Floors and Walls.

545 OAK STREET

ROCHESTER, N. Y.



This business was established in 1875 and is one of the numerous manufacturing enterprises which has made Rochester famous as the "home of large industries." This plant at its inception was on the outskirts of Rochester—but the development and expansion of the city has been such, that the plant with its three (3) acres, is now near the heart of Rochester. A thoroughly equipped plant for the manufacture of clay products, including Vitrified Sewer Pipe, Conduits, Flue Lining, Fire Clay, etc., is maintained. The consumption of coal each year for the operating of this industry is 10 000 tons, and from 10 to 12,000 tons of Fire Clay is brought from New Jersey by canal and used in the manufacture of the above products—besides an amount equal to that brought from New Jersey is dug from local properties near the city. Shipments are confined to New York State, New England, and Eastern Territory. A smaller export trade is handled. In 1907 this company began in an experimental way the manufacture of Quarry Tile—a special line known as "Quarry" Floor Tile. This experiment developed into a success, and today Rochester made "Quarry" Tile, which is a natural unglazed clay tile, is the only Tiling of its kind that has successfully competed with the foreign manufactured Tiles—especially those imported from Wales. This Tiling is specified by the leading architects throughout the United States—shipments being made to points west of the Mississippi River and throughout the South. The incorporation of the company dates to February 18, 1878; the present officers being as follows: President, RALPH H. GORSLINE; Vice-President, RICHARD GORSLINE; Treasurer, GEO. L. SWAN; Secretary and Manager, WM. H. GORSLINE.

# Wright & Alexander Company

## CONTRACTORS

### HEATING, PLUMBING,--AUTOMATIC SPRINKLER SYSTEM

#### POWER PLANT EQUIPMENT. ENGINEERING.

This business was established in 1904 by Robert B. Wright and David A. Alexander, under the name of WRIGHT & ALEXANDER.

The following year Albert N. Wright, became a party to the partnership and the name was changed to WRIGHT & ALEXANDER COMPANY and was Incorporated under this head in 1908 with Officers of the Corporation as follows: Robert B. Wright, President; David A. Alexander, Vice-President; and Albert N. Wright, Sec'y and Treasurer.

While they have been in business but a few years, yet during this comparatively short period of time, they have advanced to a position foremost among their contemporaries in line of trade, and this, we believe, is due principally to the activity and aggressive determination to fulfill confidence placed in them and the ability to execute work in a manner wholly in keeping with present day requirements and expectations.

They are Licensees of the International Sprinkler Co., of Philadelphia, Pa., for the erection of Automatic Sprinkler Systems in this territory. This is a particular class of work and confined principally to the makers of the devices; this class of work before their entering the business field, was done exclusively by out of town parties.

A list of the more important contracts covering installations by this Company, is given below:

Eastman Kodak Company, Office Building, State Street, Heating and Automatic Sprinklers.

Eastman Kodak Company, Kodak Park Works, Heating, Plumbing and Automatic Sprinkler installations in several buildings; this work required 125 Mechanics and helpers for a period of three years, with over 55 car loads of material.

Duffy-McInnerney Company, Automatic Sprinklers.

German-American Button Company, Heating and Automatic Sprinklers.

Blair Camera Company, Heating and Automatic Sprinklers.

Alling & Cory Company, Heating, Plumbing and Automatic Sprinklers.

Brewster, Gordon & Co., Automatic Sprinklers.

M. D. Knowlton Company, Automatic Sprinklers.

L. Adler Bros. Co., New Building, Heating, Automatic Sprinklers, Power Plant Equipment, Vacuum Cleaning System and Refrigeration.

New York State Railways, State St., Buildings, Automatic Sprinklers.

Flower City Specialty Co., Automatic Sprinklers.

Menihan Shoe Co., Automatic Sprinklers.

Rochester Lithographing Co., Automatic Sprinklers.

John G. Elbs, Automatic Sprinklers.

Wood-Mosaic Flooring Co., Automatic Sprinklers.

Hopeman Lumber Co., Heating and Automatic Sprinklers.

T. H. Symington Company, Automatic Sprinklers.

T. J. Northway, Automatic Sprinklers.

Sibley, Lindsay & Curr Co.'s new addition, Heating and Automatic Sprinklers.

Rochester Box and Lumber Company, Plumbing and Automatic Sprinklers.

Rochester Optical Company, Heating and Automatic Sprinklers.



The Home of the Wright & Alexander Company, Rochester, N. Y.  
See Historical Sketch on opposite page.



# Republic Elevator & Machine Co.

FRED. STOFFEL, Pres.

(Local Representative Warsaw Elevator Co.)

Passenger and Freight Installation---General Repair and Machine Work.

189.191 MILL ST.                      Rochester, N. Y.

The Republic Elevator and Machine Company was established in 1903 at 242 State Street by Mr. Fred Stoffel for installation of passenger and freight elevators, and the making of repairs, etc.

This company is the authorized representative in the local field of the Warsaw Elevator Company, and since the inception of the business nearly seven years ago has met with a liberal success, and was incorporated in 1909. The supply and repair department at 191 Mill Street contains 4,000 square feet, and is equipped with every facility, as well as any part of machinery required for the instant adjusting of breakage of either passenger or freight elevators. Sixteen elevator experts are constantly employed. Upwards of 900 elevators in Rochester, both passenger and freight installation, have been made by Mr. Stoffel, among which are the following:

Adler Bros. Co.  
Michaels, Stern & Co.  
Frankel Bros. & Co.  
Sill Stove Works  
Langslow-Fowler & Co.  
Defender Photo Supply Co.  
Pritchard-Strong Co.  
E. Kirstein Sons Co.  
Woodworth & Sons.  
Taylor Bros. Instrument Co.  
The Gleason Works.  
City Hospital (new addition)  
Rochester Folding Box Co.  
Graves Furniture Co.  
"The Fair"  
Chapman's Piano Store  
Boutelle Mfg. Co.  
St. Mary's Orphan Asylum  
St. Patrick's Orphan Asylum

Eastman Kodak Co., total 42 (for the  
Australian branch 3, for the Chicago  
plant 3)  
E. M. Upton Cold Storage Co.  
The Granite Milling Co.  
The Osburn House  
Northway Auto Co.  
Rowerdink's Carriage Co.  
Higgin's Livery Co.  
Werner Machine Works  
Smith Sash, Door and Blind Co.  
Hinds Milling Co.  
Booth Bros. Co.  
J. W. Martin & Bros.  
Weis & Fisher  
H. P. Brewster  
J. W. Gilles Co.  
Weaver Hardware Co.  
Matthews & Boucher

# THOMPSON-CURTIS CO.

## Compressed Air Dustless Method of Cleaning Carpets, Rugs, Etc.

CULVER ROAD AND BAY ST.

Rochester, N. Y.



**F. C. WILCOX, Mgr.**

This Company operates under the protection of the Thurman Patents in using the Compressed Air Method for the cleaning of homes, office and store buildings, and was incorporated with a capital stock of \$15,000 December 20, 1905.

The aim of the promoters of this enterprise was to relieve the patient housewife from the drudgery and its attendant evils resulting from "house-cleaning," as well as to do the work more thoroughly.

The success which has rewarded their efforts may be inferred from the following selected list of well-known Rochesterians and institutions whose work is handled by the Thompson-Curtis Company, viz.:

McCurdy-Norwell Co., M. E. Wolf, Mrs. J. M. Garson, L. E. Kirstein, Samuel Weill, Rev. N. K. Taylor, E. C. Whitbeck, W. B. Hale, L. Green, C. J. Sherman, J. H. Hill, New Fashion Cloak house, Brick Presbyterian Church, Burke, Fitz Simons, Hone & Co., Dr. Phillip Conboy, Teall Catering Co., C. C. Morse, A. Dinkelspiel, C. E. Woodworth, St. Paul's Church, Wm. E. Ellwanger, W. H. Hubbell, W. D. Hayes, L. D. Eldredge, Meng & Shafer, First Presbyterian Church, German Methodist Church, Chas. H. Wiltzie, and hundreds of others whose names are linked with the local, social, commercial and financial world.

# MILLER CABINET COMPANY

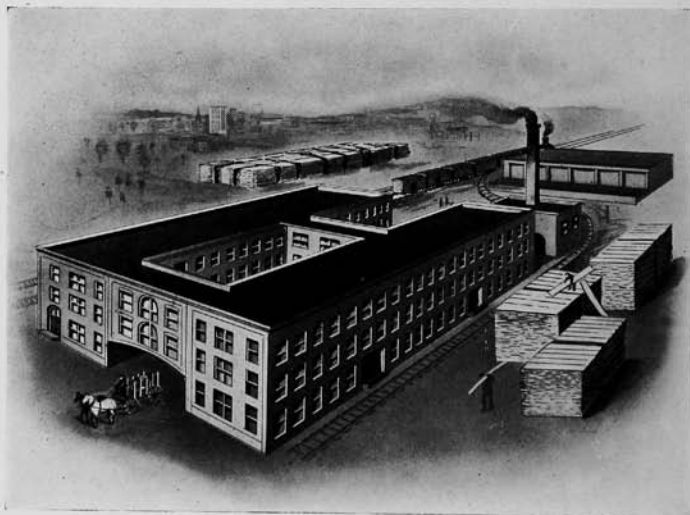
Manufacturers of

Parlor Tables, Hall Seats, Hanging Glasses, Music Cabinets,  
Library Suits, Mission and Fancy Furniture

322 WHITNEY STREET

ROCHESTER, N. Y.

**A**MONG the large manufacturing establishments in Rochester, none has contributed more liberally to make Rochester one of the important furniture markets in this country than has the Miller Cabinet Company, the demand for whose products require shipments into every State and Territory in the United States, besides being exported into the South American and European countries.



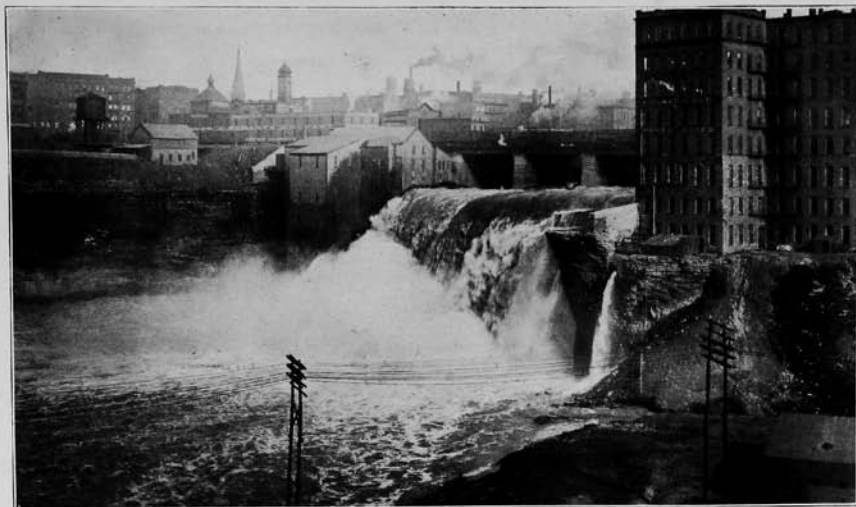
The "Home" of the Miller Cabinet Company

The plant of the Miller Cabinet Company—the illustration of which is exhibited above—contains 60,000 feet of floor space, and is equipped with all modern machinery. A large lumber yard and three dry kilns are also maintained. Upwards of 200 skilled workmen are constantly employed.

The Company leads in the manufacture of Parlor Tables, Library Tables, Hall Seats, Library Suits and Mission and Fancy Furniture, using only Solid Oak and Solid Mahogany woods, and producing only the best of high grade furniture. Twelve traveling salesmen constitute the staff.

The business was originally established in 1875 by Mr. Frank Ritter, and operated on North Water Street, corner of River Street. From 1900 to 1906, the old Stecher lithography plant of St. Paul Street was occupied, and in December, 1906, the present factory was occupied, having been built for the Miller Cabinet Company.

The reorganization and incorporation of the Company dates to January, 1902. The present officers of the Company are: J. Hudson Miller, President and Treasurer; Louis Rabb, Vice-President and E. J. Kuhne, Secretary.



Upper Falls, Genesee River—During High Water



# THE IMPERIAL FLOOR CO.,

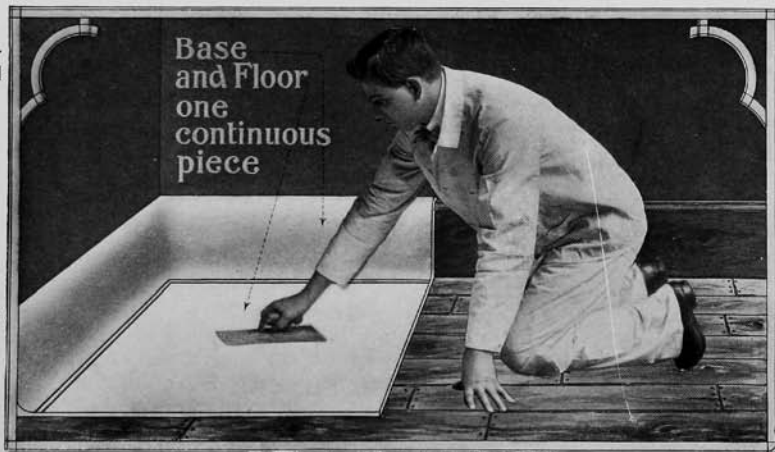
OFFICE AND LABORATORY, MILL AND FURNACE STREETS, ROCHESTER, N. Y.

MANUFACTURERS OF

## Imperial Sanitary Fire-Proof Flooring

IMPERIAL FLOOR-ING is a New Composition Material applied in plastic form over old or new wood floors, iron or concrete. The floor becomes one solid sheet, being laid in a plastic state.

Will outwear floors of the character of tile, marble, terrazzo, etc. No cracking or chipping, nor does it disintegrate. Never loosens from the foundation.



*Illustrating how easily the Imperial Floor is laid*

The Imperial Floor is made of newly-discovered mineral composition, which makes it absolutely germ-proof, fire-proof, water-proof, and practically wear-proof. It can be laid over any old or new floor without expensive preparation, and presents a smooth, warm, non-slipping surface without cracks or crevices to collect the dirt or germs. The ideal flooring for private houses and public buildings. The Imperial Floor Company was incorporated in 1906 and has agencies in Chicago, Ill. and Milwaukee, Wis. for the Western trade and Louisville, Ky. for the Southern trade. The home office and laboratory is at Mill and Furnace Streets in Rochester, N. Y. Goods are sold throughout the United States and Canada. Imperial Sanitary Fire-Proof Flooring is adapted to public buildings, churches, schools, hospitals, banks, private residences, etc. Among the institutions in which Sanitary Flooring is used are the following: New York Central depot, Buffalo, N. Y.; Rockefeller Hall, Rochester, N. Y.; State Industrial School, Industry, N. Y.; Selden Motor Vehicle Co., Rochester, N. Y.; Union News Co., Buffalo, Niagara Falls and Syracuse; Brick Church Institute, Rochester, N. Y.; Pierce-Arrow Motor Car Co., Buffalo, N. Y.; B. R. & P. Railroad stations at Ridgeway, Pa., Rochester, N. Y. and Springville, N. Y.; Central Police Station, Rochester, N. Y. and innumerable private dwellings. Booklet and samples mailed upon request.

### The Imperial Sanitary Kitchen Table

With Composition Top

*The following reasons should appeal:*

- 1 Sanitary.
- 2 Attractive.
- 3 Composition Top resembling Marble.
- 4 Germ Proof
- 5 Kept immaculate with just a damp cloth.
- 6 No replenishing of oil cloth.
- 7 Size of Top, 24x42 and 22x36.
- 8 Will not crack from heat.
- 9 A hot dish will not injure the table.
- 10 Inexpensive.
- 11 Frame of natural maple or white enamel finish.



OUR MAIN EXCHANGE—95 N. Fitzhugh St.

# Progress

We have endeavored to keep pace with Rochester's growth and progress.

We have met with success in all our endeavors and feel that we can meet the telephone requirements of the most exacting.

We are making considerable additions to our plant, our aim being to give to Rochester a telephone system that will be second to none.

---

## NEW YORK TELEPHONE COMPANY

ROCHESTER, N. Y.

---

---

## THE LINEN STORE

JOHN L. MADDEN, Inc.  
WHOLESALE AND RETAIL

**Linens, White Goods, Handkerchiefs, Art Embroideries**



No. 207 Main Street East  
ROCHESTER, N. Y.

---

This business was founded at the beginning of the present year 1910, by Mr. John L. Madden, whose experience in the linen and white goods trade covers upwards of a quarter of a century. The trade is confined to the city and territory contiguous. The Linen Store is stocked with only the best in linens, white goods, handkerchiefs and art embroideries. If it's in the line of Linen, it can be had at the Linen Store.

# THE PEO MANUFACTURING CO.

Manufacturers of

## "AQUAPELLANT"

(Waterproof)

### COLLARS AND CUFFS

Clifton and Epworth Streets, Rochester, N. Y.

The Peo Manufacturing Co. dates back to the year 1898, when Mr. J. F. Peo undertook the manufacture of "waterproof" linen collars and cuffs. This experiment was of a crude nature, and the business was very small—located in the Cox Building.

In 1899 Mr. Avery W. Tuttle—the present "active head" and "President" of the corporation became identified with Mr. Peo—the business being known as the F. Peo Company.

The retirement of Mr. Peo in 1909 resulted in a corporation being formed—the officers at present being: Avery W. Tuttle, President; Horace I. Kendall, Vice-President, and Fred B. Lyddon, Secretary and Treasurer.

The Peo Manufacturing Co. in 1900 occupied two (2) floors 50 x 15 in the building at No. 1 Gibbs Street, but increasing

trade compelled a change to larger quarters, and in 1904 the present factory, 90 x 60, two stories and basement was occupied.

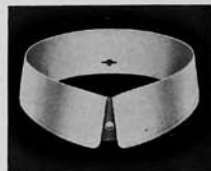
About 50 styles of "Aquapellent," (waterproof) collars and cuffs are manufactured, the styles covering the field of utility from the "Blue Chambray" and "Dull Black" waterproof linen collar worn by conductors, motormen, trainmen and workmen in general, to the more conventional dress collars, among which the "**Rochester**" (see illustration) is "the King." The output of the Peo factory in 1910 was 125,000 dozen collars, besides a large number of shirt fronts, etc. The trade covers the United States and Canada, and in European domain. Three traveling salesmen, in connection with sales agencies in all the principal cities throughout the United States supply the trade. Large jobbing houses in London and Melbourne, Australia supply the European and Australian territory.

The Peo Manufacturing Co. have made rapid strides in perfecting their line of waterproof linen to a point where the collars do not turn yellow—their original immaculateness being permanent, and produce goods "second to none" in quality, style and finish. The company enjoys the distinction of being the only manufac-

turing plant of its kind in Rochester, the city noted on being "the home of great manufacturing industries.



"Rochester"



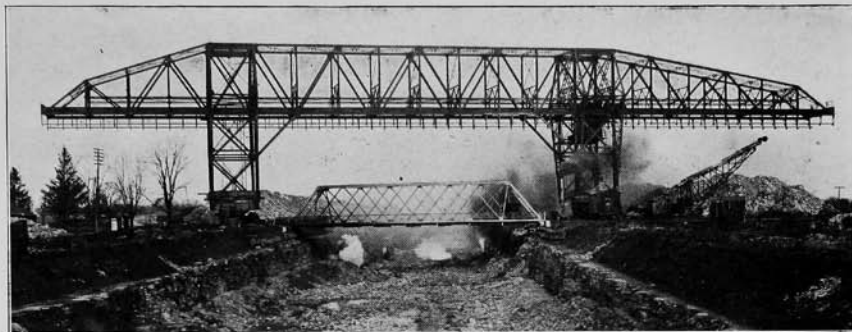
"Nixon"



"Ideal"



"Pride"



Electric crane in operation on Barge Canal, crossing Buffalo Road



# GENESEE LUMBER COMPANY

Office, Mill & Yards, 45 Warehouse Street, Rochester, N. Y.

LUMBER, SASH, DOORS, BLINDS AND INTERIOR TRIM



OFFICE AND MILL, GENESEE LUMBER COMPANY

The Genesee Lumber Company is the successor of the lumber business conducted by Phelps & Rogers in 1896, which later on was changed to Phelps & Rogers Co. In 1904 The Genesee Lumber Company was incorporated, the officers now being: W. H. Rogers, president; W. J. Whipple, vice-president; P. M. Rogers, secretary and treasurer.

The plant, comprising the yards, lumber storage sheds, mill and executive building, covers two acres of ground. The yards are stocked with special and general line of lumber: White and Yellow Pine, North Carolina Pine, Oregon Pine, Cypress, Oak, Hemlock and California Redwood. Also deals extensively in Lath, Pickets, Posts and Shingles. A complete line of Sash, Doors, Windows and Blinds, Porch Columns, Newels, Brackets, Mouldings, etc. Flooring and Interior and Exterior Finish is kept on hand and the building trade is advised that orders for "any size" can be quickly delivered.

The trade is extensive, but mainly local.

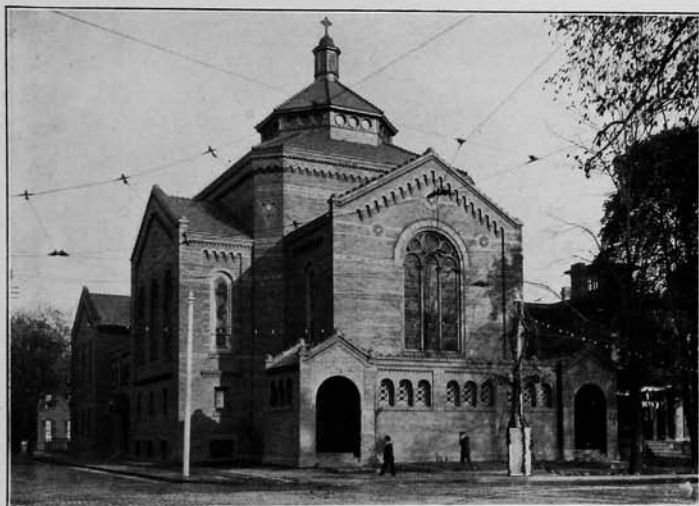
# GORSLINE & SWAN CONSTRUCTION COMPANY

## MASON CONTRACTORS AND BUILDERS

245 POWERS BLOCK

ROCHESTER, N. Y.

The business dates back to 1901—but is virtually a continuation of the contracting and building business founded by the late Wm. H. Gorsline, who, covering a period of nearly half a century, occupied a high position in the building line and erected many of the buildings which are now prominent in the make-up of Rochester.



First Universalist Society Church, Clinton Ave. and Court St.—Erected by Gorsline & Swan Construction Co.

Gorsline & Swan Construction Co. was incorporated in 1906. Among the prominent corporations, individuals and societies for whom this Company has erected buildings, residences or made alterations or additions may be mentioned the following :

N. Y. C. & H. R. R. R. Co.  
(Depot Now in Construction)  
Ritter Dental Mfg. Co  
Mount Hope Cemetery Mortuary Chapel  
St. Mary's Orphan Asylum Society  
Andrews Printing Co.  
American Laundry Machinery Co.  
Stromberg-Carlson Telephone Mfg. Co.  
American Fruit Products Co.  
Taylor Instrument Co.  
Pritchard-Strong Co.  
Curtice Bros.'s Co.  
Kelso Laundry Co.  
Atlantic Stamping Co.  
L. Black Co.  
Michaels, Stern & Co.

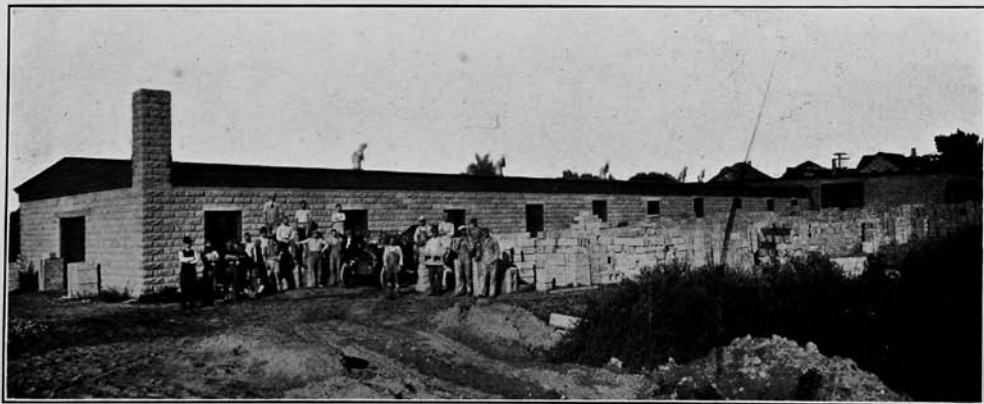
City of Rochester Fire Headquarters Bldg.,  
Central Avenue  
Mechanics Institute  
Powers' Hotel Co.  
Whitcomb Hotel Co.  
Powers' Building Co.  
Rochester Savings Bank  
Fidelity Trust Co.  
Security Trust Co.  
Genesee Valley Trust Co.  
Rochester Country Club  
Cutler Realty Co.  
Rochester Railway and Light Co.  
Mrs. R. R. Fitch  
Mr. J. K. Hunt

The present officers of the above corporation are : Geo. L. Swan, President, and Richard Gorsline, Vice President and Treasurer.

# J. FRANK NORRIS ::

ROCHESTER, N. Y.

MANUFACTURER OF "NORRISTONE"  
ROCHESTER QUALITY BUILDING MATERIAL  
===== THE PERFECT CONCRETE STONE =====



Where "Norrystone" is made. The only plant in Western New York with a capacity for the curing of every stone. Two immense buildings 250 feet long by 45 feet wide. Largest plant of its kind in the United States. Visitors always welcome.

The originator of the method of producing a stone that comes as near being perfect concrete stone as is possible to obtain, is J. Frank Norris—the head of the vast industry—the illustration of the plant which is exhibited above. In 1907, Mr. Norris began the manufacture of imitation concrete stone in a little shed 15 x 20 feet square, employing one man as a helper. At present, 26 men are employed and the plant has twice been enlarged by reason of increasing trade and another enlargement is in course of development. The daily output of the Norristone plant is 1200 blocks daily. "Norristone" has been received with great favor by the leading architects and contractors—both local and throughout the country—by reason of having stood the test of time and fire. Many of the large plants and palatial residences in Rochester have been constructed from this class of material, among them being The Gleason Tool Works; Iroquois Office Building, (next to Temple Theater); warehouse of Geo. K. Higbie Co.; residence of Daniel J. Scholl, Highland and South Clinton Avenues; and many others. Especially noteworthy is the mention of the artistically designed residence of Mr. Norris at 75 Culver Road, the Elks' Home, Geneva, N. Y., and the Riverside Bank Building, Long Island, N. Y.



Canoeing on River at Genesee Valley Park



HOLLISTER LUMBER CO., LIMITED

Dealers in LUMBER of Every Description, Lath  
and Shingles, COAL, Anthracite and Bituminous

OFFICE AND PLANT  
316 N. Goodman Street

Rochester, N. Y.

The name "Hollister" has been identified with the lumber interests in Rochester since the year 1832, when Mr. Geo. A. Hollister founded the business. From 1836 to 1848 the firm was known as Hollister & Churchill, and up to 1858 as Hollister, Bronson & Churchill.

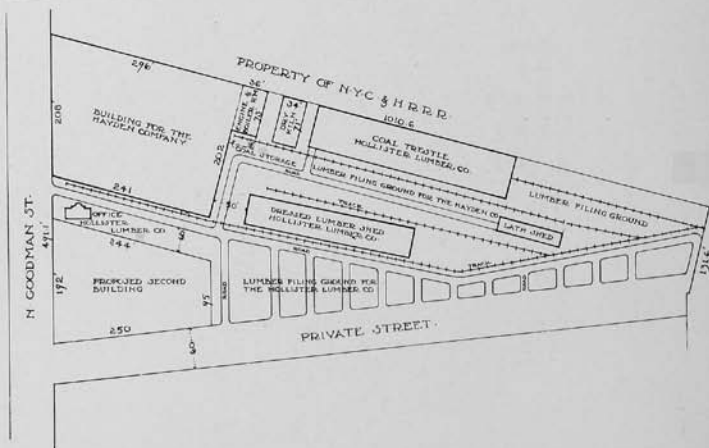


Diagram Showing Buildings, Lumber Yards, Etc., of Hollister Lumber Co., which Covers  $7\frac{1}{2}$  Acres.

Emmett H. Hollister assumed control of his father's interests after the death of his father, Geo. A. Hollister, in 1854—and in 1858 bought out Bronson and Churchill, and until 1877, when he died, the business was operated under the name of Emmett H. Hollister. From 1877 to 1888, Granger A. and George C. Hollister, the sons of the late Emmett H. Hollister, conducted the business under the name of Hollister Bros. In the latter year, the present Hollister Lumber Co., Limited, was formed, with the following officers: Granger A. Hollister, President; Geo. C. Hollister, Vice President; Harrison C. Durand, Treasurer and General Manager. This continued until 1904 when George C. Hollister was elected President; with Frederick S. Gould, Treasurer and General Manager, and B. E. Ostrander, Secretary. Thomas G. Spencer was elected Vice President January 1st, 1911. The name "Hollister" it will be noted, has been handed down—during 80 years—from the grandfather, George A. Hollister to George C. Hollister, the present President of the Hollister Corporation.

The plant of the Hollister Lumber Co. covers 7½ acres, and is the largest of the kind in Rochester—the illustration exhibited above will confirm this statement.

# Chas. J. Hoffman & Sons

## BUILDING CONTRACTORS CARPENTERS and BUILDERS

Office, Plant and Yards, No. 3 Fourth St., Corner Railroad, Nos. 96 to 120  
ROCHESTER, N. Y.

Among the Contractors and Builders in Rochester there are but few whose years of experience date back fifty years. Conspicuous among this class of men, whose brain and enterprise have done much in the line of making Rochester a city of larger manufacturing industries and handsome homes, is Mr. Chas. J. Hoffman, the founder and present head of the well known contracting and building firm of Chas. J. Hoffman and Sons.



Mr. Hoffman served an apprenticeship from 1864 to 1883 and in the latter year engaged in business on his own account. In 1894 Mr. Hoffman occupied small quarters on the site now covered by the large plant and yards which bear his name. This plant covers an area of 120 x 200 feet and is equipped with an uptodate mill, where all sizes of Sash, Doors, Blinds, etc., and Interior Woodwork is manufactured. Opposite this plant is a storage lumber yard covering 85 x 20 feet.

Mr. Hoffman has associated with him in the business his three sons, viz: A. C., Chas. J. Jr., and A. Franklin Hoffman. Among the prominent corporations, individuals and societies for whom Mr. Hoffman has erected buildings, residences or rebuilt, may be mentioned the following:

General Hospital Building  
Sibley, Lindsay & Curr Co's (main building)  
Rochester Theological Seminary  
Granite Building (rebuilt)  
Rochester Gas Works (new buildings on Flats)  
Auditorium, Ontario Beach  
Central Preabyterian Church  
Central Police Station  
Alumni Gymnasium

Geo. Eastman's residence  
Geo. C. Buell's residence  
Chas. Everest's residence  
J. B. Wegman's residence  
Joseph C. Schleyer's residence  
S. Foster's residence  
The Gordon residence  
John J. Schleyer's residence  
and many others

**Traders Box & Lumber Co.,** 1040 Jay Street .. MANUFACTURERS OF WOODEN PACKING CASES, AND DEALERS  
Rochester, N. Y. .. IN SASH, DOORS, BLINDS AND INTERIOR TRIM



**T**HIS business dates back to 1905 when the Kay Box & Lumber Co. operated a plant on Mill Street, foot of Brown Street, with a capital of \$15,000. In July, 1907, the name was changed to Traders Box & Lumber Co., and the present plant, covering 5 acres, was built by this company on ground owned by them. In April, 1910, the capital stock was increased to \$150,000; \$115,000 being paid in. Mr. C. C. Harper, the present President of the Company, was formerly Secretary and Treasurer of the Kay Box & Lumber Co, and has had a long and practical experience in the box manufacturing line. Mr. W. W. Day is Vice-President and Treasurer, and Mr. W. J. Whipple, Secretary. These officers were elected in April, 1910. This Company manufactures all kinds of wooden packing cases, and in addition to a large local business, shipments are made to all parts of the country. In the local building world the "Traders" holds a leading position, carrying a full line of building material, as well as being extensive manufacturers of Sash, Doors, Blinds and Interior Trim, a complete stock of which is always carried on hand. They have a complete up-to-date plant, including a modern trim shed which is equipped with steam heat, thus enabling them to furnish their customers with Hardwood Flooring, Doors and Trim, in absolutely perfect condition.



Chestnut Tree, Highland Park



# A. W. Hopeman & Sons Co.

BUILDING CONTRACTORS

—ALSO THE—

## HOPEMAN BROS. LUMBER & MFG. CO.

DEALERS IN LUMBER, SASH, DOORS, BLINDS AND INTERIOR TRIM

*Office, Yards and Mills, 569 Lyell Ave., Rochester, N. Y.*

Recognized in local building circles as a pioneer builder, is Mr. A. W. Hopeman, founder and president of the A. W. Hopeman & Sons Co. Mr. Hopeman started in business in a humble way in 1869, and today has to his credit the erection of many leading buildings, institutions and residences in Rochester.



The A. W. Hopeman & Sons Co. and Hopeman Bros. Lumber and Mfg. Co. Plants, covering 4 acres, with a total ground floor space of 60,000 square feet.

In 1908 the business was incorporated by Mr. Hopeman, his two sons having an interest, the officers being: A. W. Hopeman, president; Albert A. Hopeman, vice-president; B. C. Hopeman, secretary and treasurer.

Their contracts include the following:

Powers Hotel  
Duffy-McInnerney Co.  
Eastman Kodak Buildings  
Erie Railroad Depot  
Curtice Bros. Co.  
Rochester Savings Bank  
East Side Savings Bank  
West Avenue M. E. Church  
Brick Church  
John C. Moore Corp. Bldg.  
Wm. H. Glenny Building

Sibley, Lindsay & Curr—Addition  
Hahnemann Hospital  
J. C. Barnard Building  
No. 26 School  
No. 11 School  
No. 16 School  
No. 7 School—Addition  
W. S. Kimball, Residence  
L. S. Ward, Residence  
R. A. Sibley, Residence  
W. W. Powers, Residence

Court House, Canandaigua, N. Y. and many hundreds of others.

The Hopeman Bros. Lumber & Mfg. Co's. lumber yards, mills, etc., are an arm of the Hopeman & Sons Co. The yards are stocked with all grades, special and general, of lumber and interior trim, sash, doors, blinds, etc., which are supplied to the trade on short notice.

Incorporated in 1908, the officers are as follows: Bertram C. Hopeman, president; A. W. Hopeman, vice-president; Albert A. Hopeman, secretary and treasurer.

# F. E. REED GLASS CO.

MANUFACTURERS OF

**GLASSWARE FOR DRUGGISTS, BREWERS AND LIQUOR TRADE**

OFFICE AND MAIN PLANT, 860 MAPLE ST.

ALSO FACTORY AT 380 PLYMOUTH AVENUE ROCHESTER, N. Y.



Plant Covers 7 Acres of Ground Space

This vast industry was established in 1886 by Messrs. Eugene P. and F. E. Reed, under the name of Eugene P. Reed & Co. The original place of business was at 380 South Plymouth Avenue, which plant has been continuously operated since that time. In 1894 the title of the firm was changed to F. E. Reed & Co. and continued to 1908 when the business was incorporated under the name F. E. Reed Glass Co., the officers being: F. E. Reed, president; and sons A. F. Reed, vice-president; Fred E. Reed, secretary and treasurer. Upwards of 400 employees are on the pay roll, which statement alone is sufficient to rank the F. E. Reed Glass Co. as one of the large manufacturing concerns for which Rochester is world-famed. The business is confined principally to the States of New York, Pennsylvania and New England in general.





Convention Hall

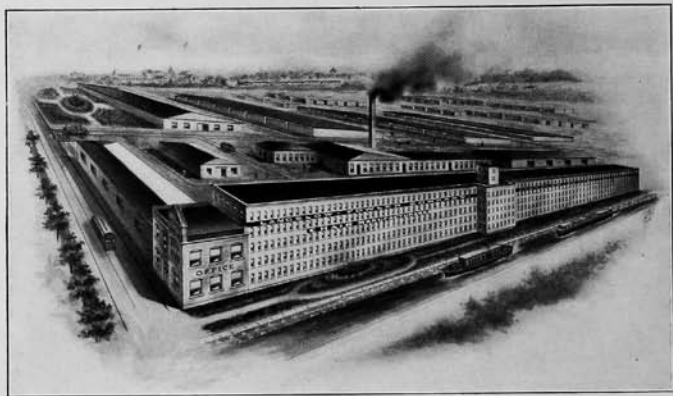


# LANGSLOW, FOWLER CO.

Manufacturers of

Furniture, Davenports, Office Chairs, Rocking Chairs, Dining Room  
Chairs, Bungalow Furniture and Different Mission Effects

ROCHESTER, N. Y.



THE above illustration represents one of the big industries in Rochester—the Langslow, Fowler Co.'s furniture manufacturing plant—the largest in the Flower City, and of National fame, equipped with the latest and most approved machinery and labor-saving appliances. A large lumber yard and dry kilns are connected with the plant.

This business was originally established in 1885 by Messrs. H. A. Langslow, P. A. Fowler and S. C. Langslow, in the same building, No. 65 South Avenue, which to this day is utilized as the Company's shipping and city sales department. The building covers 55,000 square feet and is six stories high.

The main factory, No. 216 Jay Street, five stories high and covering 100,000 feet of floor space, was occupied in 1905, and in this mammoth plant is turned out more than 175,000 pieces of furniture. The total yearly business done by the Langslow-Fowler Co. is upwards of 750,000. Every State and Territory in the United States receives at times goods manufactured by this Company, for twelve traveling salesmen are constantly on the road, and nearly 450 employees are kept busy turning out sufficient stock to meet the demands of the trade. In the Langslow-Fowler Co.'s plant in 1909 over 4,000,000 feet of lumber were cut up and manufactured into the choicest designs of Davenports, Rockers, Office Chairs, Dining Chairs, Bungalow Furniture and unique Mission effects.

The aim of the Langslow-Fowler Co. is to perpetuate the high standing of the firm for honorable dealings and to maintain the superlative quality of the furniture produced.

The present officers are :

S. C. LANGSLOW, President  
P. A. FOWLER, Vice-President  
C. R. WOODWARD, Secretary and Treasurer

# ROCHESTER COOPERAGE CO. Manufacturers of Beer and Ale Barrels

EXECUTIVE DEPARTMENT AND WORKS, 524-540 CHILD ST., ROCHESTER, N. Y. MILLS, LUMBER YARD, ETC., MORLEY, TENNESSEE



Rochester Cooperage Co's Plant, Factory, Warehouse, Power Plant and Heading Dept., Rochester, N. Y.

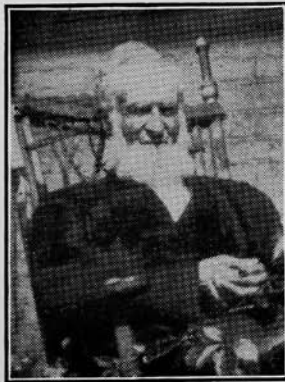
This vast industry was established in 1902 by Lewis T. Lux and Frank N. Hanna, and was incorporated the same year. The Rochester plant at present covers 88,000 square feet yard space and the capacity is one carload daily of any size barrels—beer or ale. Shipments cover the territory from Ohio to New Hampshire and occasionally to points south, reaching even to Baltimore and Harpers Ferry, W. Va. The Rochester Cooperage Co. also manufactures for the trade, the "Rochester Slack Barrel Heading Turner" and "Slack Barrel Stave Joiner", also Slack Barrel Stave, the "Crozer." These goods are sold throughout the United States and Canada. The mills of the company, of which there are two, are located in the heart of the mountain lumber region of Tennessee, at Morley, a section abounding with the choicest poplar, hickory and oak woods, and all wood used in Rochester plant in the manufacture of beer and ale barrels, comes from the mills in Tennessee. Vast improvements have recently been made in the Rochester plant, which is at present able to cope with the rapidly increasing trade. Employment is given to about 150 hands. The officers are: President, Frank N. Hanna; Vice-president, Jas. C. Mullen; Secretary and Treasurer, Jas. H. Hanna.

## R. WHALEN & CO., Inc.

*Tobacco Manufacturers*

194 Mill Street

ROCHESTER, N. Y.



RICHARD WHALEN  
"Founder" and President of Whalen & Co.

IN 1863, Mr. Richard Whalen, who is recognized as the pioneer of the tobacco business in Rochester, founded the business which today is known as R. Whalen & Co., tobacco manufacturers, of which concern he is the "active head" and president, although having reached the eighty-third milestone on the highway of life, being born in 1829. The first location was at Mill and Furnace Streets. The present location, 194 Mill Street, was occupied in 1882, and since that time additional factory buildings have been erected, and now there are two factory buildings; one extends 133 feet deep and 40 feet front, facing on Mill Street and Brown's Race, and the rear building is a five-story structure, 60x60 feet. Improvements are planned for a near date to cover the site of the present office with a large five-story structure to extend back to the main factory buildings, which when completed will make the Whalen tobacco plant a "T" shaped structure, ranking in size with many of the other large manufacturing industries for which Rochester has gained name and fame. The factory employees number upwards of 70, and several traveling salesmen are constantly on the road.

The elder Whalen has stood like a giant against all suggestions of absorption and the Whalen tobacco industry is at present as it was in 1863, under independent control of Mr. Whalen, and is the only industry of its kind in the Flower City.

The principal brands manufactured by Whalen & Co., are: "Billy Boy" Smoking, "Whalen Scrap" and "Blue Bird" Chewing and "Genesee" Long Cut Smoking Tobaccos. "Billy Boy" smoking tobacco is the leader, in fact every jobber in Rochester handles this brand. The trade thoroughly covers the local field and throughout Western New York and Northern Pennsylvania, occasional shipments being made into territory beyond.

In 1902 the business was incorporated with the following officers: Richard Whalen, President, and his sons, Richard F., as Vice-President, and James L., Secretary and Treasurer.



WHALEN'S OFFICES AND FACTORIES



Scene, Japanese Tea Gardens, Exhibit at Convention Hall, Florists' Convention, 1910



# Rochester Brass Bed Co.

"BRASS BED SPECIALISTS"

Manufacturers of

*Brass Beds and Costumers*

*Office and Factory, Platt and State Streets, Rochester, N. Y.*



The Home of "Golden Rod Quality" Brass Beds—Rochester Brass Bed Co.

Conspicuous among the local manufacturing concerns whose products supply the furniture trade throughout the United States, is the Rochester Brass Bed Co., the youngest of the manufacturing industries in the "Flower City," and one which can boast of a trade covering the entire United States, aggregating \$100,000 yearly, though only three years old, having been established in 1907.

From a very small place on Cortland St., Mr. Otto P. Hiller, the founder of the business and present secretary of the corporation, brought the business to a point when at present three entire floors, aggregating 21,000 feet floor space in the large building at Platt and State Streets are utilized in the manufacture of Brass Beds—the "Golden Rod Quality" and Costumers. Upwards of fifty employees are kept busy, and six territory salesmen cover the United States. The output of the plant in 1910 was 7,000 brass beds.

The officers of the incorporation are: Adam G. Freiderich, President and Treasurer; Geo. A. Hiller, Vice-President; Otto P. Hiller, Secretary and Gen'l Manager.

# Alderman-Fairchild Co. *Manufacturers of PAPER BOXES FOR PERFUMERS, CONFECTIONERS & DEPARTMENT STORES A SPECIALTY*

EXCLUSIVE LITHOGRAPHED DESIGNS FOR NECKTIE AND SUSPENDER MANUFACTURERS AND PERFUMERS

*Lithographing and Box Plant, Hill and Elizabeth Streets.  
Office, 29 Elizabeth Street, Rochester, N. Y.*



Knowlton Building—occupied in part by Alderman-Fairchild Co.



Taylor Building—the annex of Alderman-Fairchild Co.

Among the paper box manufacturing enterprises in Rochester is the Alderman-Fairchild Co., which was established in 1900 in a small way at 17 Elm Street. In 1908 the business was removed to the Knowlton building, where an entire floor, 25,000 square feet of floor space is utilized in the manufacture of paper boxes. The increasing trade made necessary the acquisition of the Taylor building, adjoining the Knowlton building, and facing on Hill Street. This gave an additional 15,000 feet of floor space. Both these plants are taxed to the limit, shipments covering the territory east of the Rocky mountains. Employment is given to 150 hands. A new department has recently been added—a complete lithographing plant for the use of their trade only. Special exclusive lithographed designs for the use of perfume, necktie and suspender manufacturers are submitted and the largest orders in this special line are executed promptly.

The Alderman-Fairchild Co. invite correspondence from manufacturers and others regarding their requirements in special designs in lithographed work. The business was incorporated in 1891 the officers being E. E. Fairchild, president and H. O. Alderman, treasurer.

# ROCHESTER ICE CREAM COMPANY

CLIFF STREET, FOOT OF WHITE STREET, ROCHESTER, N. Y.



Exterior Sectional View Rochester Ice Cream Co.'s Plant



The Freezing Room

THE Rochester Ice Cream Company's business exceeds that of any other in Rochester—in fact the company is third in size in New York State. Some idea of the magnitude of the business done can be inferred from the statement that the daily capacity is 6,500 gallons of ice cream. The sixty employees are during the season taxed to the utmost, and the local trade and shipping out of town orders require the constant travel of thirty delivery wagons, besides two express delivery automobiles, the latter having been recently added to the delivery equipment to facilitate shipping and local rush orders.

The equipment of the plant consists of all the most improved modern machinery for manufacturing creams and ices, viz: Two giant mixers, steam cookers, cooling pipes sufficient to cover a distance of two (2) miles, ten (10) German silver-lined freezers with a capacity of yielding 108 gallons every eight minutes. The rooms in the freezing or refrigerating department are lined with cork. This plant contains everything that is necessary for artificial refrigeration. A feature of this plant is the immense storage vault, which has a capacity of 14,000 gallons, yet is at present inadequate to meet trade requirements. The company owns two creameries, besides operating several branches.

The size of the Rochester Ice Cream Company's plant is 12,000 feet floor space—two floors and basement. In 1906, when the company began business, a building 20 x 50 was occupied. Today the building has been increased three-fold and an additional structure for storage is in course of construction.

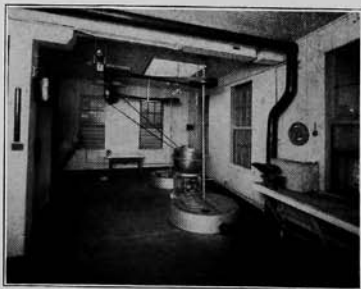
The barn is 50 x 60 and quarters 70 horses.

Shipments of ice cream was made to 151 points in the State of New York during 1910.

The company was incorporated in 1906 with the following officers: S. T. Nivling, President; H. J. Coyle, Treasurer, and W. W. Russell, Gen'l Manager.



Awaiting Loading for Delivery



The Mixing Room



Mirror Pond—Brown Brothers' Nursery



# ROCHESTER TELEPHONE CO.

59 STONE STREET, ROCHESTER, N. Y.



THE ABOVE ILLUSTRATION IS THE HOME OF THE ROCHESTER TELEPHONE CO., AND CONTAINS THE APPARATUS WHICH IS GIVING ROCHESTER POPULAR TELEPHONE SERVICE.

## SENECA CAMERA MFG. CO.

*Largest Independent Camera Makers in the World.*



Manufacturers of

**THE  
SENECA  
CAMERA**  
and General  
Photographic  
Instruments and  
Accessories

Established in  
1895.

Trade covers the  
entire world.

Number of em-  
ployees, 350.

The officers are :  
President,  
Joseph Goddard;  
Sec'y and Treas.,  
Fred. K. Town-  
send.

*Main Factory and General Offices of Seneca Camera Mfg. Co.*

751-761 CLINTON AVENUE SOUTH, ROCHESTER, N. Y.

# Anthony Baking Company

B. E. ANTHONY, Prop.

20-24 CALEDONIA AVE.

Rochester, N. Y.



The "Holsum" Bakery—the Home of "Holsum" Bread

The Anthony Baking Company dates back to the year 1865—to the baking business of Mr. Daniel M. Anthony, father of the present head and "pioneer" of the baking industry in Rochester, whose first product which was known as "Aerated" bread, and which was popular with the older generation of Rochester.

Mr. B. E. Anthony, proprietor of the "Holsum" Bakery, engaged in business on his own account in 1900 with a capital of only \$500 in a small way, but with an experience covering nearly his entire life, having received his training at his father's hands. The first location was at 196 Plymouth Avenue South, and in 1906 the business was removed to the present location. This plant is a model of cleanliness, and is equipped with every labor-saving device and all the latest improved automatic machinery for handling the flour and kneading the bread, so that it may be truthfully said that the bread is made and baked entirely by mechanical process.

The daily output of "Holsum" bread is 18,000 loaves, and forty bakers are kept busy, while ten delivery wagons convey the dainty appetizing bread to innumerable Rochester homes.

Shipments are made to all points within a radius of fifty miles from Rochester.

Housewives are extended a cordial invitation to inspect the "Holsum" bakery and see the wholesome process of bread making.

Bell Phone Genesee 594  
Rochester Phone 2367

Bell Phone Main 1106  
Rochester Phone 1106

# CITY DAIRY CO.

## "The Milk of Quality"

574 WEST AVENUE

239 HUDSON AVE.

ROCHESTER, N. Y.



Hayden Brothers Milk Company was established in a very small way in 1890 by E. Reynolds Hayden. In fact the yield of milk from one cow began a business which at the present time is putting out daily seven hundred gallons of milk, and operating nine delivery wagons, but has been recently merged with the Elliott Creamery, and Mr. P. Langwill, who for five years was manager of the Brighton Place Dairy Co., the new concern having been incorporated under the name City Dairy Company.

Their new home, a commodious, modern, sanitary dairy plant, is in course of construction on Hudson Ave., cor. Woodbury St., which will be equipped with all the latest sanitary machinery and labor-saving devices, calculated to insure perfect sanitation in the handling of milk and cream.

In addition to vending the purest of milk and cream, the City Dairy Co. will manufacture fancy **Ices** and **Ice Cream**, and will deal largely in **Sweet, Unsalted Butter**.



Schiller Monument, East Main Street and University Avenue



# CHARLES E. & H. L. KOHLMETZ

## Architectural Wrought Iron Works

178-180 NORTH WATER STREET, ROCHESTER, N. Y.



This vast enterprise was founded in 1878 by the late Mr. Henry Kohlmetz, the father of the present members of the firm. The business was originally conducted nearly opposite the home of the concern, which has been since 1898 at 178-180 North Water Street. Following the death of Mr. Henry Kohlmetz, the business was conducted by his son, Charles E. and shortly afterward H. L. Kohlmetz became identified with the enterprise. This firm has filled contracts in their line in nearly every large office building, manufacturing plant or private residence in the city of Rochester and the forty-five skilled mechanics employed are kept busy executing orders.

---

## Rochester Electric Contracting Co.

ALL KINDS OF ELECTRIC WORK AND SUPPLIES

44-46 North Water Street, Rochester, N. Y.

---

The Rochester Electric Contracting Co. was established in 1907, and incorporated the same year by the following persons who are the present officers of the company, viz: J. W. Cook, President; J. J. Finucane, Treasurer and H. B. Sickles, Vice-President and Secretary. Messrs. Cook and Finucane have had a long experience as practical electricians prior to the formation of the company, Mr. Cook having been identified with the Standard Electric Contracting Co., and Mr. Finucane with the Stromberg-Carlson Co. Mr. Sickles is the active head of the well-known contracting house of H. B. Sickles & Co. The original place of business is the present home of the company, 44-46 North Water St.

This company, though young in years, may be classed among the rising enterprises in the local electrical field and have made many important installations, being equipped to do electrical construction work of every description and employing every essential facility to the line, including the maintenance of its own machine shop. The motto of this business is "good work done by good mechanics at the lowest prices consistent with that kind of work."

Among some of their important installations may be mentioned: Solomon Bros. & Lempert, National Clothing House, Iroquois Building, Lyceum Theater, Hippodrome Theater, Knickerbocker Theater, Dudley, Given & Wamsley Co., Residence, Dr. Mulligan, City Hospital, Rochester Savings Bank, Blair Camera Co., A. J. Bolton Co., Whitcomb House, Eggleston Hotel, Osborne House, Fee Bros.

# JOHN M. FORSTER CO.

## MILL SUPPLIES

POWER TRANSMITTING MACHINERY ERECTED

Manufacturers of

Oak Leather Belting and Wood Split Pulleys, Cotton, Canvas and Rubber Beltings, and Lace Leathers. Dealers in Hangers, Shaftings, Couplings, etc., Sprockets, Wheels and Chains.

42 ANDREWS STREET,

ROCHESTER, N. Y.

In 1890 Mr. John M. Forster, the father of the present heads of the Forster Co., began the business of millwright and continued same for a number of years. The present business was established in 1904 by the elder Forster at the present location 42 Andrews street. Mr. Forster died in 1907—since which time the sons, Fred J. and M. Homer, who had been identified with their father—have been operating the enterprise.

The company began the manufacture of wood split pulleys in 1906—the plant being at 18 Commercial street—and the department for the creation of leather belting was established at 48 Andrews street in 1909.

The trade is mainly local, business being done within a radius of 100 miles around Rochester.

---

## GEO. F. HOFFMAN

337 Powers Bldg. CONTRACTOR & BUILDER Rochester, N. Y.

In 1906 Mr. George F. Hoffman founded the business, taking into partnership his brother, O. W. Hoffman, the firm name being G. F. & O. W. Hoffman. They occupied offices in the Rochester German Insurance Building. The partnership continued until 1908 when Mr. George F. Hoffman assumed entire control and in 1909 located in the Powers Building.



German Home for the Aged, Rochester, N. Y.

Mr. Hoffman has had a life-long experience in Contracting and Building work, having gained a very thorough knowledge of the Contracting and Building business in all its branches through his supervision of the construction of many of the leading buildings for his father—the well-known contractor.

Among the large contracts executed by Mr. Hoffman while in business on his own account, may be mentioned: German Home, Defender Photo Supply Co., Whittle Bldg., Aqueduct Bldg., Rochester Railway Store House, Upton Co. Cold Storage, Store House at Charlotte, and others. Repairing and remodeling of dwellings and large structures is Mr. Hoffman's specialty.

# ALLIANCE BANK

183 MAIN ST. EAST

Rochester, N. Y.



This financial institution was originally established in 1893 and located on the corner opposite the present home. Ten years ago (1900) the bank occupied its present quarters.

Since its organization the Alliance Bank has aimed to render every practical assistance to the mercantile interests of Rochester, and for this reason has been a potent financial factor in the growth and development of the city's commercial prosperity. A condensed statement showing the condition of business August 21, 1910, is set forth below:

## RESOURCES

Loans and Discounts .....	\$4,444,102.01
Real Estate .....	173,000.00
R. R. Bonds, Municipal Bonds and Equipment Notes .....	798,730.20
Bonds and Mortgages .....	21,158.63
Stocks .....	31,996.63
Safe Deposit Vault and Fixtures .....	36,250.00
Cash on Hand .....	380,633.56
Cash in Banks .....	1,992,805.72
	<hr/>
	\$7,878,676.75

## LIABILITIES

Capital .....	\$ 275,000.00
Surplus .....	275,000.00
Undivided Profits .....	53,044.86
Deposits .....	7,245,631.89
Accrued Interest .....	30,000.00
	<hr/>
	\$7,878,676.75

## THE OFFICERS ARE AS FOLLOWS :

———, President

Jas. G. Cutler, Vice-President

Alexander M. Lindsay, Vice-President

Thomas E. Lannin, Cashier

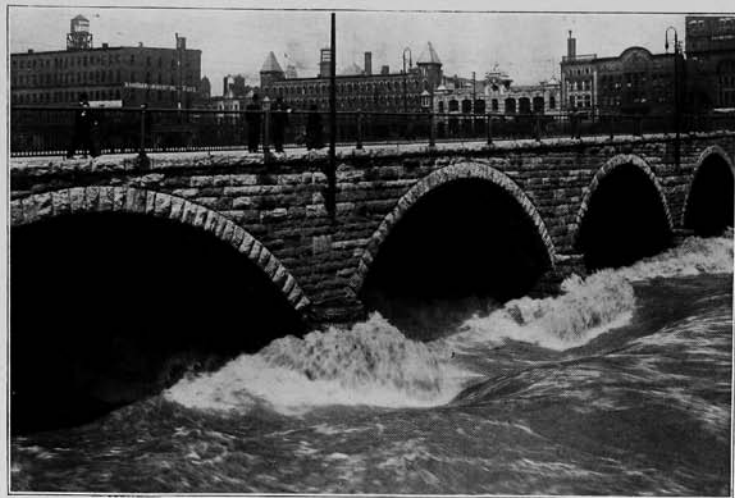
William J. Simpson, Asst. Cashier

Frank S. Thomas, Asst. Cashier

## DIRECTORS

James G. Cutler  
Hiram W. Sibley  
George Eastman  
Charles E. Angle  
Abram J. Katz  
James S. Watson  
Walter S. Hubbell

Henry A. Strong  
A. M. Lindsay  
A. B. Eastwood  
Ernest R. Willard  
Edward G. Miner  
Thos. E. Lannin



High Water—Court Street Bridge over Genesee River



# The Gillis-Baird Motor Co.

## *Automobiles*

96 Clinton Avenue South

ROCHESTER, N. Y.



Home of The Gillis-Baird Motor Co.

This enterprising Company, whose magnificent home is a credit to Rochester's business enterprise, was established in 1909, at 96 Clinton Avenue South, for conducting a general automobile business.

This Company is agent for Locomobiles, Chalmers, Hudson and Stevens-Duryea Motor Cars, and enjoy a large clientele, not only in Rochester, but in the territory embracing Monroe, Ontario, Yates, Seneca, Wayne, Steuben and Livingston Counties.

The working force consists of eight skilled mechanics and three salesmen.

The interests of this growing concern are carefully considered by the officers, of which J. W. Gillis is President and Treasurer, C. A. Baird, Vice-President and Secretary, and the Board of Directors is composed of Messrs. William F. Balkam, J. W. Gillis and C. A. Baird.

# ARTHUR McNALL

## The "Peerless" Gasoline Cars and Rauch & Lang Electric

SHOW ROOM AND GARAGE

East Avenue, South Union and Court Streets, Rochester, N. Y.

Mr. McNall began the business of "Automobile dealer" in 1903 in State Street—in 1904 the business was located on South Avenue—and in 1905 he occupied the present magnificent home—which he especially constructed to meet all requirements as a "garage" and "show" room for Automobiles. The garage is a cement block structure 45 x 130 feet, of two stories.



### RAUCH & LANG ELECTRIC

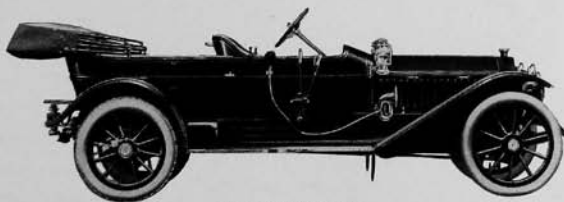
These machines are the development of many years of practical experience in highest grade carriage work—as well as the product of an electric motor plant of world wide reputation.

increasing popularity the world over of these Cleveland products. My aim has been to sell only the best in their class, or as good as the market affords at the price. My judgment did not err in their selection and to this fact, in connection with my one aim—to have satisfied patrons—can be attributed the large number of these cars on the streets of Rochester."

Among the numerous auto agencies in Rochester—there is probably none enjoying a larger circle of pleased patrons and friends than that of Mr. McNall—due to his policy and thorough knowledge of the machines which he is placing on the market.

Mr. McNall's views regarding his experience and aims in the auto field are embodied in the following :

"Each of the above cars—"Peerless" and "Rausch & Lang" Electric, fill a large volume of Automobile history. I find it interesting to look back to the time when I first began to sell these cars—and note the



THE "PEERLESS"

These cars embody principles of construction that have proved their superiority, viz:  
*Silence and Comfort.*

# JOHN LEADER & SON COMPANY

## LIVERY AND GARAGE

Rochester Distributors  
of The Famous

**WOODS ELECTRIC CAR**

Ample Garage Facilities for the Care of Customers' Cars.

23 Arlington Street, Rochester, N. Y.

The name "Leader" in connection with "livery" has received the patronage of the people of Rochester for more than a quarter of a century—the business having been established in 1885, by Mr. John Leader—father of Mr. George Leader, the present active head, President and Treasurer of the John Leader & Son Co., Inc.



The "Leader" livery stables are thoroughly modern in every detail. Almost fifty head of horses can be properly cared for. The building is a three story structure, 75 x 100 feet and is also the home of the luxurious

Woods Electric Car. Mr. George Leader has recently taken on the agency of the Woods Electric Car—considered to be the finest pleasure "electric" in the world.

Woods Electrics are used by the *First Families* of the great cities of the country and they are definite exponents of the Solid Rubber Tire and Platform Spring Principle which wholly preserve the purposes for which Electric Cars are built. The spring suspension of the Woods Electric, entirely eliminates shock, which might arise from use of solid rubber tires and makes easier riding than with pneumatic tires.

The "Woods" car is not unknown in the Flower City."

Mr. Leader will be pleased to demonstrate the merits and superiority of this machine.



N. B.—The Leader & Son Company have ample garage facilities for the care of the cars of their customers. ∴ ∴ ∴ ∴ ∴



Oxford Street Looking East—Magnolias in bloom



# BABCOCK ELECTRIC CARRIAGE COMPANY

Cambridge Street, Near Park Avenue, Rochester, N. Y.

Babcock horse drawn vehicles were first built in Amesbury, Mass., in 1879—and the business grew until the largest carriage building plant in the United States was the result. There was a reason for this growth: First, the quality of the materials and the quality of the mechanics who designed and build were the best money could procure, and for 32 years they built and sold more vehicles than all their competitors combined.

This proves we know how to build a good wagon to-day, and for the past twelve years, the Babcock Plant has been devoted to the manufacture of Electric Pleasure Vehicles. Its fair to assume that with 32 years experience as a starter, we are able



BABCOCK ELECTRIC

to build the most substantial ELECTRIC on the market to-day.

The best people to ask about our Electrics are, first—our competitors; second—the ladies and gentlemen who own and operate BABCOCKS.

**A FEW POINTS TO CONSIDER:** Factory located at Buffalo, N. Y.—Two hours ride by train. This means you are close to your base of supplies, and repairs are obtained so quickly that your car is never tied up for repairs.

The Rochester Branch is under the direct supervision of Mr. S. C. Babcock, a member of the firm. He is interested in your car—fully as much after your car is purchased, as he is interested in having you buy a BABCOCK Electric. It is to his interest to give you efficiency; to keep your cost of maintenance down to the lowest possible point, and your car looking its best. That is simply good business, for our users are our references.

FIRST SUCCESSFUL  
SHAFT DRIVE ELECTRIC

## THE OHIO

ELIMINATING THE  
UNIVERSAL JOINTS

First Electric Coupe in Rochester to be equipped with "Edison Batteries"

Full Floating Rear Axle  
I-Beam Front Axle  
Four Brakes on Rear Wheels  
None on Motor  
Foot Accelerator  
Hess Bright Bearings on Wheels  
Fixed Tube Around Steering  
Column---  
Permitting Lubrication  
Low Steps



We are the only concern  
in the city with Facilities  
for Building AUTO TOPS  
without the use of your car

We also do PAINTING

SLIP COVERS  
TRIMMING  
MOTOR WORK  
WOOD WORK  
MACHINE WORK  
BATTERY WORK  
IRON WORK

### MAGNETIC CONTROLLER

The greatest improvement since First Electric Car was built.

This business was established in 1909, by A. H. Gabel and J. Lawrence Hill—The Gabel-Hill Co.'s plant at present comprises 3 buildings of two stories each—38x92, 38x40 and 20x18 feet—the latter being a warehouse for the storing of Automobile bodies. Trade is mainly local. "Burbank Cloth," the greatest Auto top cloth—that will not leak, crack or wear out is handled by

## THE GABEL-HILL CO.,

Agents for the Famous "OHIO ELECTRIC"

ALEXANDER ST. and ERIE CANAL

ROCHESTER, N. Y.

# PECK & ARNOLD

Successors to FRANK W. PECK

## AUTOMOBILES & AUTO ACCESSORIES

Garage and Show Rooms, 228-230 William Street

ROCHESTER, N. Y.



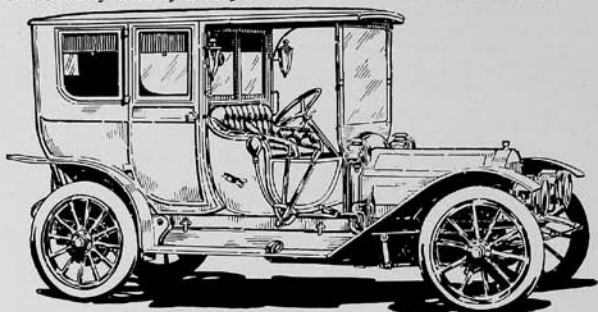
Peck & Arnold's Garage and Show Room

The firm of Peck & Arnold have absorbed the Automobile and Auto Supply business established by Mr. F. W. Peck in 1907. The present home of the concern is the original one, and is as the accompanying illustration shows, a very pleasing building, two stories high and 108x50 feet.

Peck & Arnold handle the cars of the E-M-F Automobiles Co., and make the selling and care-taking of these cars a specialty. They have been the representatives of this company in Rochester and Monroe and adjacent counties, ever since this make of cars was introduced to the public and have yet to hear the first complaint regarding the E-M-F "30" but have heard many expressions of pleasure and satisfaction regarding the reliability and economical operation of the car. To show their faith in the car they guarantee purchasers to replace any defective part and care for the car during a period of six months after purchase.

If you will give them a call they will certainly interest you in their car proposition. Peck & Arnold are prepared to accommodate cars for storage and overhauling, and assure quick service on emergency repair jobs at prices as low as consistent with first-class workmanship.

**ROBERT THOMSON,** Dealer in **"Pierce Arrow" Motor Cars**  
"The Car Used by Society Everywhere" 254 Court St., Rochester N. Y.



*"The machine for personal comfort"*

**M**R. THOMSON entered the automobile field in 1884 at 92 St. Paul Street, and in 1905 removed to the present location. Mr. Thomson handles the "Pierce Arrow" Motor Cars, and his trade in Rochester City, Monroe County and adjoining territory readily absorbs the quota of cars allotted to him by the Pierce Arrow factory. This demand is due to the unexcelled features of this celebrated make, which are many, viz: **Lack of vibration, invalids can ride continuously without fatigue**, beautiful lines, perfect comfort, faultless engines. Besides, the "Pierce Arrow" is the only car that is "over tired," which insures the life of the tire and makes the car the finest and most durable tired car on the market today. Mr. Thomson will be glad to mail descriptive catalogue anent the Pierce car to prospective purchasers and give a demonstration of the Pierce Arrow car, which he handles.

Rochester, 7505

Phones

Bell, Chase 1140

**Grant G. Wheat**  
**ELECTRIC AUTO STATION**

Exclusive Local Agency for the luxurious "BROC" Electric. Also Boarding and Repairing.

855 Main St. E., cor. Prince, ROCHESTER, N. Y.

**STYLE**

**COMFORT**

**QUIETNESS**

**CLEANLINESS**

combined with

**SPEED and MILEAGE**

are all obtainable with



The  
LUXURIOUS  
**BROC**  
ELECTRIC

The firm was established December, 1909, at the present location. Mr. Wheat is the only agent in Rochester for the luxurious "Broc" Electric Auto, and has had eight years experience as electric auto repair man in several large garages, as well as motor factory experience.

INCORPORATED 1902

# DOYLE & GALLERY COAL CO. *BLACK DIAMONDS*

COAL ————— ANTHRACITE ————— COAL

27-37-41 Warehouse Street,      Rochester, N. Y.

Nearly sixty years ago (1852) when the late Henry D. Doyle, who died in 1905—laid the foundation of the present coal business what is known to the Rochester purchasing coal public as the Doyle & Gallery Coal Company—the firm's name then was "Watters & Doyle." The original place of business was, 37 Warehouse street, a few doors north of the present location which has been the firm's "home" since August 1st of the present year.



Home of the "Black Diamonds"—Doyle & Gallery Coal Company

In 1860 the firm's name was changed to Doyle & Gallery—by the admission to membership of Jas. F. Gallery, and the retirement of the Watters' interests. Mr. Gallery retired from the firm in 1901, and the business was incorporated the next year, 1902—the title being changed to the Doyle & Gallery Coal Company—with the following officers: A. A. Doyle, President and Treasurer; F. H. Doyle, Secretary; and James P. Hanna, Vice-President. Mr. A. A. Doyle, the present President and guiding influencer of the corporation, had a wide experience in the coal business under the direction of his father—the founder of the concern—the brother, Frank H., also having been identified with the firm of Doyle & Gallery. This business is even to this day conducted according to the plans mapped out by the senior Doyle, being recognized in the local field for honest methods—and satisfactory results.

The office hours of the company are from 7 a.m. to 5 p.m. Appointments can be made or interviews by 'phone regarding coal troubles. Remember the 'phone number is "158" both 'phones.



# D. L. McGUIRE & BROS.

## The "Winton Six"

26 Cortland Street

ROCHESTER, N. Y.

The McGuire Bros. established themselves in the Automobile selling business during the month of December, 1908, at Conneaut Lake, Pennsylvania.

During 1910 a branch was opened in Rochester, N. Y., and the present location occupied. McGuire & Bros. are selling agents for the "self-cranking"



"Winton Six," their sales territory including the counties of Crawford, Mercer and Venango in Pennsylvania, and Monroe, Wayne and Livingston counties in New York.

The members of the firm are : Messrs. D. L., C. V. and T. P. McGuire.

---

## WOODCOCK - HOWELL ELECTRIC CO.

---

### ELECTRICAL CONTRACTORS

---



167 East Avenue

Rochester, N. Y.

This enterprise was originally established in July, 1910, by W. G. Woodcock and W. A. Howell, to do a general electrical contracting business, at the present location, 167 East Ave. Early in the present year, 1911, the business was incorporated. The Woodcock-Howell Electric Company are extensive dealers in

### ELECTRICAL SUPPLIES, GAS, ELECTRIC or

### COMBINATION FIXTURES

### AND VACUUM CLEANING MACHINES

Eight skilled workmen and two salesmen constitute the working force. The business is mainly confined to Rochester city and throughout Monroe County. Both Messrs. Woodcock and Howell have had a wide experience—covering many years of active service in their line of business, having been previously identified with one of the leading Electrical Contracting houses in Rochester.

# Howe & Rogers Company

WHOLESALE AND RETAILERS IN

## Carpets, Mattings, Rugs and Linoleum

80, 82, 84 STATE ST.. opp. Church St.

Rochester, N. Y.

In 1857 John H. Howe and Clinton Rogers came to Rochester from New England where they had been employed in a dry goods store, and engaged in the carpet business over No. 39 State Street in the old Ellwanger & Barry Building on the site now occupied by the new Ellwanger & Barry Building.

The Howe & Rogers Company was incorporated in 1892 and the officers at present are Pres., Clinton Rogers, Vice-Pres., John B. Howe, and John Connors, Sec'y and Treas.

The company are wholesale and retail dealers in Rugs, Linoleums, Mattings, Drapery, Upholstering, Shades, and now occupy Nos. 80-82-84 State Street and also 55 and 57 Mill Street. The main store space covers nearly two acres—besides three warehouses are required for surplus stock.

The concern employs a force of over 60 people.

---

## BINGEMAN & BAXTER, 20 Court St., Rochester, N. Y.

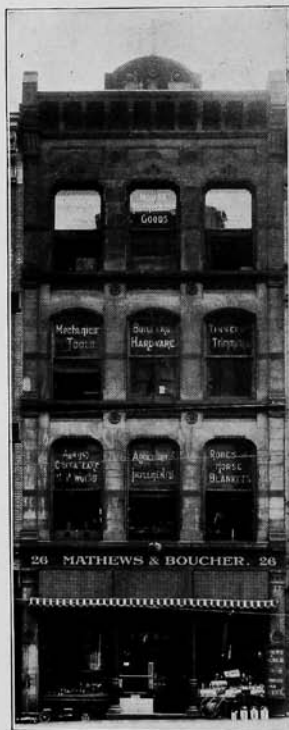
BUTTON SPECIALISTS



**DISTRIBUTORS OF BUTTONS THAT ARE "PROPER FOR ALL OCCASIONS"**

Mr. John S. Bingeman, who with Major R. Baxter, comprise the above firm is recognized as being a pioneer in the button business, having in connection with Mr. Moses B. Shantz, founded the old house of M. B. Shantz Co. Major Baxter was also identified with this concern. The button-jobbing house of Bingeman & Baxter dates back to the year 1894, and is noted for the high-grade merchant-tailoring buttons, principally foreign importations, which have made the name of Bingeman & Baxter famous throughout the United States, the entire country being covered by their representatives. Anyone desiring something startling, unique, positively novel and unrivalled in the way of a button, just remember Bingeman & Baxter's motto—"ask us, we have it."

MATHEWS & BOUCHER  
Hardware, Cutlery & House Furnishing Goods  
26 EXCHANGE ST.      Rochester, N. Y.



The firm of Mathews & Boucher began business in 1866—under the title of Love & Hamilton, retail dealers in hardware. In 1868 it was changed to a wholesale and retail business, under the firm name of Hamilton Bros. & Co., consisting of Henry G. Hamilton, Arthur S. Hamilton and Robert Mathews. On the retirement of Henry G. Hamilton it was again altered to Hamilton & Mathews, and on the retirement of Arthur S. Hamilton it became Mathews & Boucher. Mr. James H. Boucher had been a member of the firm for several years.

It was originally located in Wilder's Arcade, corner of Main and Aqueduct Streets, and moved to its own building, No. 26 Exchange Street, in 1877.

It employs 55 clerks, five of them being traveling salesmen, covering New York State and Northern Pennsylvania.

It deals in Hardware, Cutlery, House Furnishing Goods and kindred articles, and is the authorized representative of a number of large manufacturers.



Infants' Summer Hospital, Charlotte



# HUBBARD, ELDREDGE & MILLER

Manufacturers of

## Fancy Rockers for the Trade

Dewey and Lyell Avenues

Rochester, N. Y.

---

The present business of Hubbard, Eldredge & Miller may be said to date back to the year 1870 to the I. H. Dewey Furniture Co., manufacturers of furniture, chairs, etc. In 1890 the name Dewey Furniture Co. was changed to Hubbard, Huddleston & Eldredge, and in 1906 changed to the present firm name of Hubbard, Eldredge & Miller.

The business was originally located on Hill Street, a small plant of 15,000 square feet, but in 1888 the present factory building was occupied, which is five stories high and covers 100,000 square feet. The business is national in scope—ten traveling salesmen are constantly before the trade. The output of the plant annually is about 125,000 fancy rockers, and the volume of business done reaches to the "three-quarter" million dollar mark. The number of employees is 375. No better goods of this class are made in this territory.

---

# THE MAURER-HAAP COMPANY

## *Wholesale and Retail Grocers*

DEALERS IN

Field and Garden Seeds; Nurseryman, Farmers' and Hop Growers' Supplies; Twine and Cordage.

Steamship Agent for all Continental Lines.

149 Main Street East, ROCHESTER, N. Y.

Seventy-seven years ago—when Rochester was in swaddling clothes, Mr. John G. Parker operated a small grocery store on the site now occupied by the Granite building, which at that time was called the "Blossom Block," and from that humble start developed the present wholesale and retail grocery business of the Maurer-Haap Company, 146 East Main Street. In 1848 the title of the business was changed to Kennedy & Maurer. Several years later, Mr. Geo. C. Maurer assumed control. The business was wiped out by fire in 1854—and a structure on the side of the present location was occupied. Again a fire destroyed the business in 1858—on the site now occupied. The store of the Maurer-Haap Company is not unknown to Rochesterans—enjoying a very extensive patronage from the masses and the classes. Employment is given to fifteen clerks.

A feature of the Maurer-Haap Company's business is a fully equipped passenger ticket agency for all steamship lines to Europe. This branch of the business dates back to 1860.

Mr. John G. Haap, the present active head and president and treasurer of the now Maurer-Haap Company, entered the concern about 1867.

The business was incorporated 1907, the officers being: JOHN G. HAAP, President and Treasurer; THEODORE MAURER, Vice-President and Secretary.

AXXXI

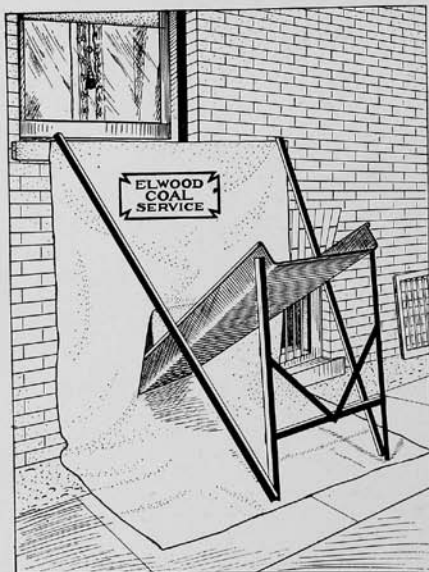


Gate House, Highland Park



The Elwood Coal Service, 204 Powers Building is the outgrowth of a business founded over 14 years ago. The prosperous condition of the business is due largely to the element of SERVICE that characterizes its dealings with its patrons.

Realizing that each individual heating plant whether it be in the home, the office building, or the factory, presents a different fuel problem and that a coal that gives the best results for one will be of little value for another. The



#### THE ELWOOD COAL SHIELD

Your house outside and inside is protected by this shield as well as the grass around the coal window. We employ careful men on regular weekly salary. We own our own teams and wagons and give PERSONAL attention to the delivery of all orders.

## Elwood Coal Service

uses its best efforts to give

## The Most Useful Coal

## A Full Ton of Coal

## Careful Delivery of Coal

## When You Want Coal

On this basis every patron secures the greatest value for the money expended—what everyone wants.

We give you any kind of coal you ask for—or, if you leave the selection to us, the kind that will burn best in YOUR heater.

# ELWOOD COAL SERVICE

204 POWERS BUILDING



May Pole Dance at Seneca Park



# GEORGE T. FOSTER COAL CO.

ARTHUR G. CORRIS,  
Proprietor

RETAIL DEALER IN

## ANTHRACITE AND BITUMINOUS COAL

OFFICE, 392 Clinton Avenue South, Corner Griffith Street

ROCHESTER, N. Y.



1899

Since 1896 the name "Foster" has been a household word in connection with coal. In that year Mr. Geo. T. Foster established the business at the present location and continued it to his death, in 1906. The business interests then reverted to his son-in-law, Mr. Arthur G. Corris—and the name was changed to the George T. Foster Coal Company. Only local trade is supplied—which however is large—due to the honest methods employed, methods inaugurated by the founder of the business, and rigidly adhered to by the present management. Both phones are "764"—kindly bear this in mind.

# HOME LAUNDRY

*J. F. Hafner, Prop.*

537-543 Clinton Avenue North

ROCHESTER, N. Y.



Mr. Hafner began the laundry business in 1897. He started in a small way in an old building in the rear of the Old House of Industry building on East Main street. In 1899 the business was moved to 612 Clinton Avenue North.

The handsome three story concrete structure of 13,000 feet floor space, which is known to Rochesterians as the Home Laundry, was built by Mr. Hafner in 1904 and since that time occupied for laundry purposes. Sixty-seven employees constitute the working force and seven wagons are constantly on the move. A general laundry business is conducted.

# Charles C. West

SUCCESSOR TO HEACOCK & WEST

Dealer in

Anthracite

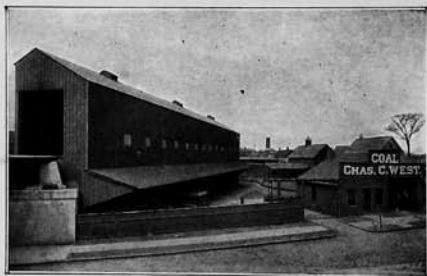
**COAL**

Bituminous

Telephone, 999

281 N. Union St. North of N. Y. C. & H. R. R. R. Rochester, N. Y.  
Branch Yard, 205 Troup Street

Among the local retail coal interests there is no house enjoying a higher standing with the people, or name more respected, than that of "West." This refers to the well known coal business of Charles C. West, Union Street and Troup Street, which was conducted since 1898 by him to the date of his death, January 27, 1911.



THE "WEST" COAL OFFICE AND PLANT

Mr. West entered the coal business in 1890 with his uncle, Jesse Heacock, and after the latter's death formed a partnership with the son, Edward L. Heacock, the firm name being Heacock & West. After the death of Mr. Heacock, Mr. West conducted the business alone. Improvements and additions to the plant, grade crossing, large trestle, carrying and storage plant where 2000 tons of coal can be stored were made by Mr. West and at present the facilities and equipments of the "West Plant" are equal to those of any in Rochester.

The business will be continued by Mr. West's widow, Grace D., and the interests of the coal purchasing public as zealously catered to as was done during the past.

The late Charles C. West enjoyed a wide circle of friends, business and social, and was an active member of Rochester Lodge A. F. & A. Masons.



Entrance to Arnold Park



# C. M. LENHARD

MANUFACTURER — WHOLESALER  
AND RETAILER OF ALL KINDS OF

WILLOW FURNITURE, BASKETS, ETC.

Salesroom and Factory  
21-29 Weicher Street

Rochester, N. Y.



The foundation of this vast industry was laid by Mr. Lenhard at the age of 25 years, in 1892, by gathering willow growing along the stream in the vicinity of Coldwater Station, N. Y. C. R. R. about 9 miles from Rochester city, and manufacturing the willow into baskets, the business of manufacturing and delivering the product to the Rochester market being done by Mr. Lenhard himself.

In contrast to the above is the fact, that, in 1910, in order to meet the trade demands, the entire crop of Mr. Lenhard's 16-acre willow farm was harvested and manufactured into willow chairs, tables, davenports, seaport chairs, baskets, plain, lunch, automobile and wine hampers, in addition to the large purchases of willow from nearby sections.

Mr. Lenhard is a firm believer that the willow raised in the United States is more durable and gives better satisfaction than the imported article.

The business requires nine employees in the Rochester factory which is a three-story structure 26x80 feet, shipments being made into all parts of the United States, a large percentage going into the states of Ohio and Pennsylvania. A branch is maintained at Coldwater, N. Y., the illustration appearing in this article being the office and factory, 21-29 Weicher St., Rochester, N. Y., south of Otis station.

This plant is equipped with steam nursery plant, in which willows that are cut when perfectly dried, are placed, and caused to sap and blossom as result of heat—the willow then being converted into the manufactured article. This is a novel feature of the Lenhard plant and not found elsewhere in the United States.

# Williamson Law Book Company

"THE BUSINESS MAN'S STORE"

For Complete Office Equipments, Desks, Wall Safes, Filing Cabinets (Wood or Steel,) Labor Saving Devices, Office Supplies of Every Description

Office Outfitting Department  
41 State St., Rochester, N. Y.

Law Publishing Department  
75 State St., Rochester, N. Y.



Williamson's Office Supply Store

This business so well and favorably known to Rochesterians, dates back to 1870, when Mr. W. A. Williamson founded the business in a small way in the hall of the Powers Building, under the name of Wadsworth & Williamson. For nearly a quarter of a century the business was known as Williamson & Higbie. The present home on State Street, adjoining the entrance of the Ellwanger & Barry Building, was opened in 1896 and is recognized by Commercial Rochester as being the "one" store where every requisite to complete an office or library, from a stub pen to an office desk can be had. The business in the office outfitting department covers a radius of within fifty miles of Rochester.

The incorporation dates to 1889, with Harry A. Williamson, president; W. H. Williamson, vice-president; Robert S. Williamson, treasurer.

The business of the Law Publishing department of the Williamson Co. extends throughout the entire world. The department is equipped with books of reference required by the law practitioners, upwards of 100,000 volumes being carried in stock, besides being in use throughout the entire world and also on file in the leading law libraries in the United States. The Williamson Law Book Company buy and sell second-hand libraries; trade in this line extending throughout the United States, Philippine Islands, Cuba and into foreign countries. An illustration of the world-wide prominence enjoyed by the company may be cited in the statement that in the recent San Francisco calamity, when that city was destroyed, a 37-page telegram was received, in Rochester, by the Williamson people from a prominent San Francisco attorney, ordering an entire up-to-date Law Library and equipment. This order was filled and shipped to the Golden Gate city within a very short time afterward.

# Gray Carpet Cleaning Works

Carpets Cleaned by Compressed Air. Feathers and  
Mattresses Renovated by Steam

17-29 MT. HOPE AVENUE

ROCHESTER, N. Y.



The Gray Carpet Cleaning Works at above address was established in 1902 by Mr. W. C. Gray, the originator of the Gray Carpet Cleaning Works at Utica, N. Y. In 1904 the local business passed into the hands of Mr. Alfred Carlstran, the present owner. Since the inception of this plant the business has shown a marked increase, Mr. Carlstran having kept abreast with the requirements of the trade. In addition to the cleaning of carpets and rugs, bedding, mattresses and pillows are also thoroughly renovated. The compressed air system is used.

Some idea of the magnitude of the business can be inferred from the following partial list of patrons, to whose interest the Gray Carpet Cleaning Company has catered, viz.:

Mrs. Abram Adler  
Mr. Max Adler  
Mrs. Louis Adler  
Alpha Delta Phi Chapter House  
Mr. Duane Armstrong  
B. J. Bennett  
Bickford Bros.  
Brick Church Institute  
Mrs. Marcus David  
Mrs. Edward Ellwanger  
C. F. Garfield  
Genesee Valley Club  
Rochester Fire Department  
Dr. A. W. Henschell  
Kirstein Sons Co.

Industrial School (Exchange St.)  
Lipman Holz  
Henry E. Kondolf  
State Hospital Insane  
Monroe County Almshouse  
McCabe, Quinn & Co.  
John McBride  
Eggleston House  
Whitcomb House  
E. D. Chapin (Traders National Bank)  
Burke Fitz Simons, Hone & Co.  
Mrs. H. B. Gullford  
J. G. McClintock

And many others who to-day are "pleased customers."



East High School



# Rochester Window Cleaning Co.

Private House Cleaning, General Cleaning, Windows,  
Floors and Wood Work in New and Old Buildings

66 CLINTON AVENUE NORTH

ROCHESTER, N. Y.

Beginning the window cleaning business in 1906 with no other equipment than a small pail in which to carry water, and without any help, and having a working force of 50 employees besides enjoying a patronage from the best in Rochester's commercial and social circles, at the close of the year 1910, is the proud and distinctive business record of Mr. George J. Wagner, proprietor of the Rochester Window Cleaning Co., whose fac simile appears below.



The first six months of Mr. Wagner's business venture was a continuous performance of hardships, and the income from the business yielded about \$6.00 per week. At present the business has grown to such proportions that the enrolled patronage shows upwards of 3000 institutions and private families.

Some idea can be inferred of the magnitude of a business which embraces the cleaning of windows in both newly completed and old buildings, the washing and scrubbing of wood work, floors and general cleaning, from a partial selected list of patrons of the Rochester Window Cleaning Co., which is herewith submitted as follows:

Traders National Bank Building  
Yawman & Erbe Mfg. Co.  
The Cutler Building  
C. T. Ham Mfg. Co.  
M. B. Shantz Co.  
Utz & Dunn Co.  
E. P. Reid Shoe Co.  
Stecher Lithographing Co.  
Schlegel Mfg. Co.  
John Kelly Co.  
Ritter Dental Co.  
Hubbard, Eldredge & Miller  
Hotel Rochester  
Rochester Box and Lumber Co.  
Morgan Machine Co.  
Menihan Shoe Co.  
A. J. Wright & Co.  
Seneca Hotel  
Kirstein & Co.

Mrs. Henry Strong, Residence  
Mrs. B. Boynton Kalbfleisch, Residence  
Mrs. Charles Schlegel, Residence  
Mrs. C. P. Ford, Residence  
Miss A. M. Bristol, Residence  
Mrs. C. S. Hastings, Residence  
Mrs. B. M. Hyde, Residence  
Mrs. Raymond Kelly, Residence  
Mrs. H. F. Marks, Residence  
Mr. G. W. Todd, Residence  
Mr. W. D. Ellwanger, Residence  
Adler Bros. Co.  
Michael, Stern & Co.  
Mr. David M. Garson, Residence  
Mr. W. J. Naylon, Residence  
Mr. C. C. Davy, Residence  
Mrs. E. Harris, Jr., Residence  
Wm. Eastwood & Sons Co.  
The Woodworth Co.

---

## THE YATES COAL CO.

---

### ANTHRACITE AND BITUMINOUS COAL

---

Main Office, 1 Elwood Building, :: Rochester, N. Y.

This business was founded in 1865 by Mr. Arthur G. Yates, father of the present President of the company. The elder Mr. Yates died in 1909. The Yates Coal Co. was incorporated in 1893 and is among the leading retail coal distributors—both anthracite and bituminous in Rochester. The yards are located at King, Canal and Hill Streets. The business is entirely local. The officers of the corporation are as follows: Fred W. Yates, President; Frederick H. Gordon, Vice-President and Treasurer; Walter J. Howard, Secretary.

---

## CLARENCE AIKENHEAD

### CONTRACTOR FOR STREET PAVING

### CEMENT WALKS and BRIDGE WORK

331 Powers Building

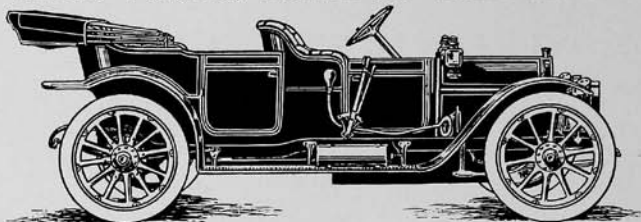
Rochester, N. Y.

Mr. Aikenhead established this business in 1906—and since that time has played a very important part in the paving of the streets and roads—both for the city of Rochester and State of New York.

Among the numerous contracts executed by Mr. Aikenhead may be mentioned: Edward Street Pavement, Gilmore Street Pavement, Bridge Square Pavement, General Improvements in South Park, Constructing of 100 Miles of Conduit Work for Bell Telephone Company (all the above work being done in Rochester City) and 5 Miles of Water Works in Rochester City, State Road, Canandaigua, N. Y.; 4 Miles State Road, Naples, N. Y.; 5 Miles State Road, Gorham, N. Y.; 2 Miles State Road, Hilton, N. Y.; 3 Bridges (concrete) at Canandaigua, N. Y., and many other contracts. In 1910 Mr. Aikenhead did the contracting mason work on 185 houses for the M. S. Strome Co.

# BALL-WASHBURNE MOTOR CO.

*Distributors BERGDOLL "30" MOTOR CARS and  
ATLAS---Pleasures, Taxicabs and Commercial Cars*



12-14 Euclid Street, Rear of 27 East Avenue

Rochester, New York



Salesroom Bergdoll "30" and "Atlas" Car

Great as the trade in the Automobile line in Rochester now is, it continues to increase in volume, and new firms are springing up to join the older houses engaged in this business. Enterprising and forging ahead, even though the "youngest Richmond" in the local Automobile field, is the Ball-Washburne Motor Co., whose business career dates only to Feb. 1st, 1911. Mr. J. W. Ball, a prominent business man and publisher, is President and Treasurer of the Company, and Mr. Chas. H. Washburne, a thoroughly efficient Automobile salesman, formerly identified with the Gillis-Baird Motor Co., is Vice-President and General Manager.

The concern handles the famous Bergdoll "30" Motor Car—nine different types of bodies. Regarding this make it can be truthfully said that every feature of the "Bergdoll" can be found in some car costing \$3,000 or more, but in no car will their entire make-up comprise so many thoroughly tried out and high-class features—besides every part of the car is guaranteed by the makers for one year from date of purchase.

The Ball-Washburne Motor Co. offer a Five Passenger Touring Car, fully equipped, including Top, Wind Shield, Prest-o-Lite Gas Tank, Gas Lamp, Speedometer, Slip Covers, Demountable and 1 Extra Rim, Bosh High-Tension Magneto, Atwater-Kent unis-parker, double ignition. Price \$1,750.

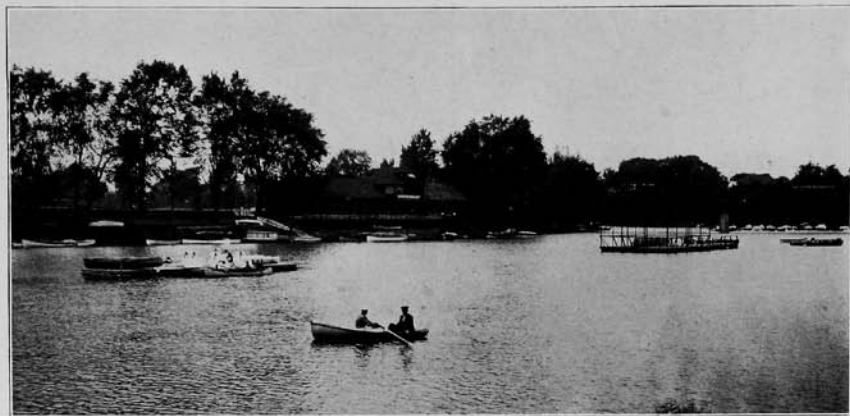
Same equipped, Roadster, \$1,700.

Fore-Door Touring Car, Toy-Tonneau, \$1,825.

In addition they are also distributors for the "Atlas" pleasure, taxicab and commercial cars. The new 1911 Atlas engine is a model of simplicity, yet retaining its efficiency. There are but five moving parts to an Atlas Engine and no places to oil—the lubricating oil is put in the tank with gasoline and there is but one adjustment to the entire engine—that is right on the dash within reach of the driver. The "Atlas" is the only indistructible Automobile engine built.

The "Atlas" Roadster is admirably adapted for Doctor's use.

A fully equipped Garage is maintained—Burger & Cox, formerly of the "Monroe Ave. Garage," are in charge. These men need no introduction to Automobilists.



Genesee River with Genesee Valley Park, showing Boat House, Band Stand and Elmwood Avenue Bridge



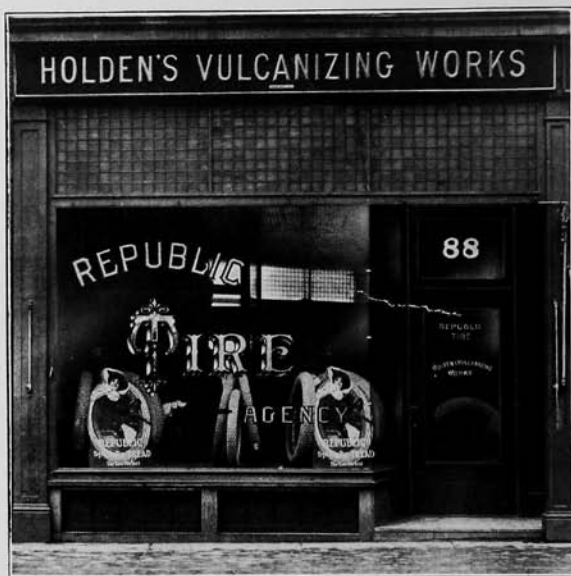
# Holden's Vulcanizing Works

## Republic Tire Agency

88 Clinton Avenue North

Rochester, N. Y.

Branches: Toronto, Ontario, and Winnipeg, Manitoba



**T**HIS business was established in Rochester in 1894 by Mr. J. P. Holden. The first location was at 456 State Street, and in 1910 the present home (see illustration) was occupied. The Holden Vulcanizing Works is the largest and most up-to-date plant of its kind in the City of Rochester, being equipped with every kind of special machinery and enjoying every facility for prompt and efficient service in the work of repairing, adjusting and giving "new life" to old worn out auto tires.

The Republic Auto Tire is handled by the Holden management, and this tire, by reason of durability and satisfaction, has earned for itself a position at the lead of all auto tires as the "best on the market"—one of the special features of this tire being that **it contains one more ply of fabric than any other tire made**, size for size. The Republic Tire Agency for the counties of Monroe, Ontario and Wayne is held by Holden Vulcanizing Works.

N. B.—The auto trade and auto using public are advised that the Holden Vulcanizing Works is under the direct management of Mr. G. R. Holden, son of the founder and owner Mr. J. P. Holden, assisted by Mr. A. G. McDonald, both gentlemen having had a wide experience in this special line of business.

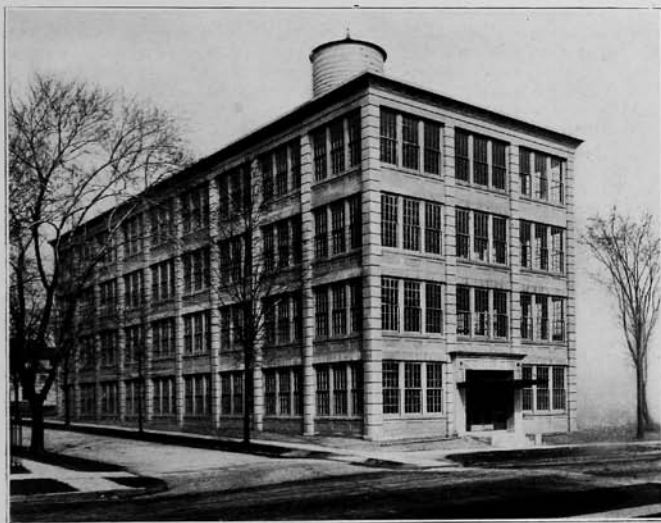
# THE SCHLEGEL MFG. CO.

Manufacturers of

## Automobile, Carriage and Textile Trimmings

Office and Plant  
277 North Goodman St., corner College Ave.

ROCHESTER, N. Y.



HOME OF THE SCHLEGEL MFG. CO., ROCHESTER, N. Y.

ROCHESTER, the Flower City, enjoys the proud distinction of being "the home" of a greater number of large manufacturing enterprises than any other city of its size extant, the manufactured product of their plants being shipped into all parts of the United States, Canada—in fact, throughout the entire world. Among this class may be listed the Schlegel Mfg. Co., being extensive manufacturers of Automobile, Carriage, Casket and Textile Trimmings, with a trade extending throughout the United States and Canada.

The foundation of this business was laid in 1883, and in 1900 the company incorporated. The present officers are: Charles P. Schlegel, President, and George C. Schlegel, Treasurer.

The Schlegel plant was erected in 1909, and is a magnificent four-story, re-enforced, cemented, fire proof building, with a total of 35,000 feet floor space. This structure was designed to typify the highest ideals as to perfect sanitation and minimize danger by fire, thus insuring to the 175 employees "fresh air," and an absolute lack of fear of a conflagration. The air currents in the building change every 6 minutes. The air is brought into the building and thoroughly "washed"; the foul atmosphere is discharged and pure air at a temperature of 70 degrees in winter season, and from 10 to 15 degrees below the heat on the outside in summer, is maintained.

# McGreal Brothers Company

*Wholesale and Retail Liquors*

*457 Main Street East and 25 North Street*

*ROCHESTER, N. Y.*

THE foundation of the McGreal Brothers Company's business may be said to date back to the year 1883, when Messrs. McGreal conducted a grocery store, corner of St. Paul and Gorham Streets. In 1887 they opened the business at 25 North Street, known as McGreal's Family Liquor Store, and in 1905 the wholesale store at 457 Main Street East was added. The stock consists of the choicest wines, domestic as well as foreign importations from France, Germany, Italy—famous old Sherry from the leading wine producing centers of Spain, and Oporto wines from Portugal. Also Irish and Scotch whiskies, as well as all the leading domestic brands, including the "Gibson Brand." Messrs. McGreal take pride in announcing that they import the celebrated "Carmel Cognac" from Palestine. This highly prized liquor is direct from the wine vaults of the Connoisseur Baron Edmond de Rothschild, whose name ranks among the nobility of the Old World.

The McGreal Brothers Company has always maintained a high position in the estimation of Rochesterians by reason of the excellent quality of the goods handled, and besides enjoy a large trade throughout Western and Northern New York.

The business was incorporated in 1905 with the following officers: Lawrence McGreal, president and treasurer; J. J. McGreal, vice-president and A. H. McGreal, secretary.

## ALMY AUTO COMPANY, OILS, GREASES, GASOLINE and SUPPLIES. Expert Repairing *Agents for The "EVERITT 30" Car*



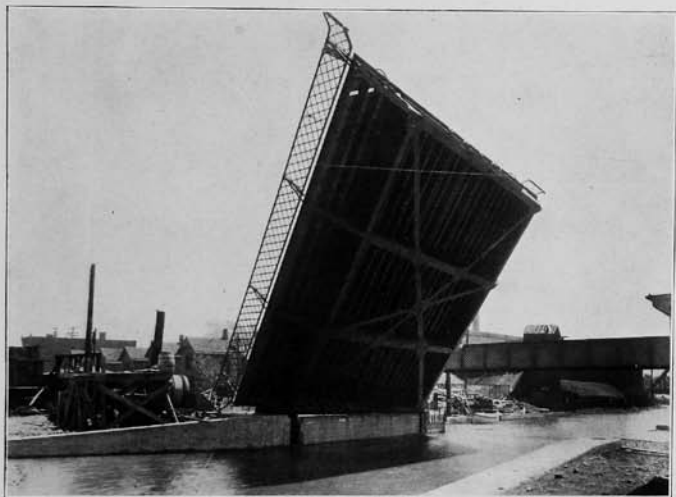
ALMY AUTO CO.'S GARAGE

THIS company was established in 1910 for the purpose of dealing in Automobiles and "Auto" accessories, and before the close of the above year had erected the magnificent two-story, concrete block, plaster "garage," 36 x 100 feet, steam heat and electric lights. The garage is equipped with every facility for boarding and repairing cars.

740 East Avenue

Rochester Phone 2430

Rochester, N. Y.



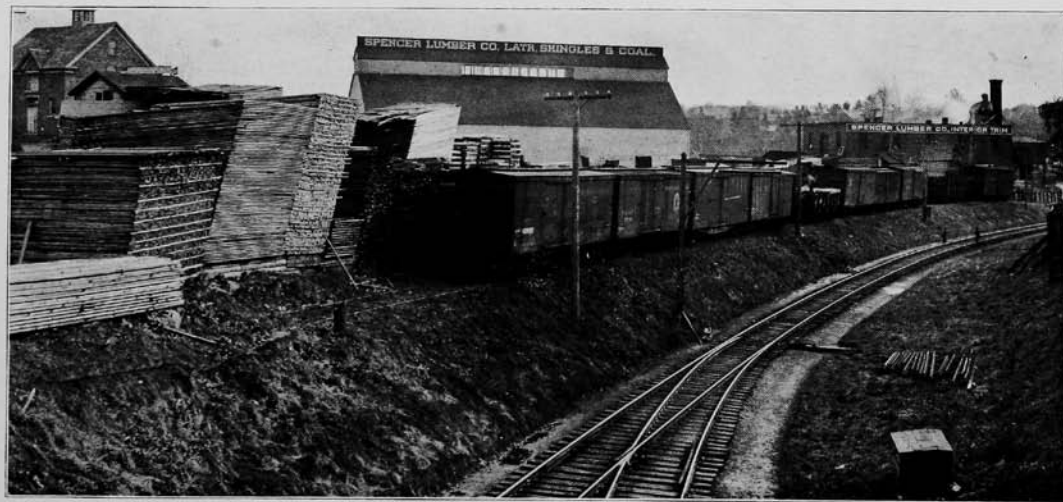
Jack-Knife Bridge, over Erie Canal at Lyell Avenue



# THE SPENCER LUMBER CO.

DEALERS IN

SASH, DOORS, BLINDS AND INTERIOR TRIM



Was established in July, 1909, being a co-partnership. The Company located on its present site, 691 Exchange Street, succeeding the retail lumber business of Mr. John Miller. Besides dealing extensively retail in all kinds of Lumber and Interior Trim, they have a large trade in Amatite Roofing and Building Papers, and are also handlers as well of Coal, both hard and soft, in which the Spencer Lumber Company, have a large local trade.

Mr. S. B. Spencer is the active head of the Company and to his wide-awake business methods can be credited the rapidly increasing business.

# EMPIRE ART GALLERIES

FRANK G. NEWELL, President and Manager



Art Exhibitory in the Empire Art Galleries, Rochester, N. Y.

60 EAST AVENUE, opposite Chestnut Street, ROCHESTER, N. Y.

---

## MARKS & FULLER

KODAKS AND PHOTO SUPPLIES

28 State Street, Rochester, N. Y.

HIGH GRADE DEVELOPING, PRINTING and ENLARGING

PROMPT ATTENTION TO OUT-OF-TOWN ORDERS

The fiftieth anniversary of the business founded by Henry D. Marks and now conducted under the name of Marks & Fuller, was celebrated on September 1st, 1910, at No. 28 State St., where the three upper floors are occupied by the firm's store and developing, printing and enlarging departments. Previous locations were at 12 State Street and 90 State St. William J. Fuller, who entered the employ of Mr. Marks in 1879, was admitted as partner in 1903. Gradually the facilities of the firm have been increased until now it possesses one of the finest plants in the country and its experts are employed the year around.

Established 1830

*Oldest Mantel, Grate and Tiling House in Rochester*

## NELL BROTHERS & KERN

Marble and Granite Work, Mantels, Grates and Tiling



Interior Monroe County Court House, Rochester, N. Y., executed by Nell Brothers & Kern

240 STATE STREET

ROCHESTER, N. Y.

## Wm. Summerhays & Sons :: Contractors

*Special attention given to Steam Boiler Setting, Engine and Machine  
Foundations, Bakers' Ovens, Brick Smokestacks*

**T**HIS business was founded in 1850 by Mr. William Summerhays, Father of Messrs. W. W. and J. E. Summerhays, who conduct business under the name of Wm. Summerhays & Sons. This firm has erected smokestacks (brick) on many of the leading manufacturing plants throughout the country, among which may be mentioned the 225 foot stack, with 10½ foot flue, of the International Salt Co., at Watkins, N. Y., Bartholomay Brewing Co. and Rochester Railway & Light Co., Rochester, N. Y., the large stack for the Berger & Engel Brewing Plant at Philadelphia, Pa., Mohawk Condensed Milk Co., Mohawk, N. Y., and many others. Both the Messrs. Summerhays are members of the Rochester Builders' Exchange.

# CHAS. E. SAGER'S ELECTRIC GARAGE

HOME OF

*THE*  
*Detroit*  
ELECTRIC  
*Chainless*

IN ROCHESTER

30 CARLETON STREET (Near University Ave.)

ROCHESTER, N. Y.



Mr. Sager entered the "Auto" sale and repair field in 1896, and January 1st, 1910, occupied the "present home" (see illustration) which he purchased to meet all the requirements of a modern garage—sales and exhibit room—for the world-famed "Detroit Electric" Automobiles.



The "Detroit Electric" Auto means "satisfaction at all times," and is consistent in durability and efficiency, and is not an assembled car. These cars are built—all parts—including motors, by the Anderson Car Co., of Detroit, Mich. Features of the "Detroit Electric" are the shaft drive, which does away with the many chain troubles; the new battery compartment, which is so constructed to admit the new Edison Battery, which is an improvement over the lead battery, being 200 lbs. lighter—an excess capacity of 100 amperes. The low cost of its operation and maintenance, with the gain in health and pleasure, makes this car a practical utility, as well as an attractive luxury. The new controlling device assures the driver of perfect control of the machine at all times.

Sager's Electric Garage building is two (2) story fire-proof brick, 100 feet deep and 40 feet wide, and is equipped with one of the most up-to-date repair shops in Rochester, where electrical and any other repair work, including painting, batteries, machine work, etc., are done. The Automobile public are invited to call and inspect the "Detroit Electric" and become acquainted with the facilities of the Sager Electric Garage.



# Vogt Mfg. & Coach Lace Co.

*Extensive Manufacturers of*

*Elastic and Non-Elastic Belting and Suspendering  
Casket, Carriage and Automobile Trimmings.*

EXECUTIVE DEPARTMENT & PLANT, 332-334 ST. PAUL STREET  
ROCHESTER, N. Y.



Vogt. Mfg. and Coach Lace Co.

THE name "Vogt" has been identified and known throughout the United States and Canada since 1873, in connection with the manufacture of Trimmings for Caskets, Carriages and Automobiles. That year Mr. Albrecht Vogt began the business in a small way at 44 Exchange Street. His sole asset was pluck and enterprise, an inheritance received by reason of being a sturdy ambitious German. The business increased from the start. In 1879 a factory building on the site of the now magnificent home structure, 130 x 45 feet, was erected. Additions to the plant were made from time to time, the factory now being 52 x 260 feet, a four-story structure with basement, having a floor space of 57,800 feet.

Five traveling salesmen reach the trade which extends throughout the United States and Canada. In 1905 the department of manufacturing Elastic and Non-Elastic Belting, Suspendering, Garters, etc., was added. This special line now represents the major part of the volume of the business, an extensive trade being done with Suspender, Belt and Garter dealers throughout the country.

The Vogt Manufacturing and Coach Lace Co. was incorporated in 1902, Mr. Albrecht Vogt, the founder, being president and treasurer, and his son, Albert E. Vogt, secretary.

Mr. Vogt, Sr., occupies a prominent position in local, commercial and social circles, being president of the German Insurance Company of Rochester, on the directorate of the Rochester Telephone Company and other interests, also identified with many societies, German and otherwise.

# HOOKER, WYMAN & CO.

*The "Rochester Fruit Farm and Nurseries"*

Propagators of

**Choice Fruits, Ornamental Nursery Stock, Roses, Shrubs, Vines, &c.**

**55-57 Trust Bldg., 25 Exchange St., Rochester, N. Y.**

**AGENTS WANTED EVERYWHERE**

**I**N 1856 the nursery and fruit growing business, now known as Hooker, Wyman & Co., was founded by Mr. C. M. Hooker, who although having reached a mature age of 78 years, is yet actively engaged in conducting the affairs of this concern. The business was first known as Hooker & Farley, and later changed to H. E. Hooker & Brothers, and now controlled by the founder, C. M. Hooker, and his sons, Horace and Charles G., and Walter W. Wyman, the latter having entered the company in 1898.



The Rochester Fruit Farm and Nurseries embrace a total of over 175 acres located at Clover Street, Brighton, N. Y., with a packing yard at Brighton station accessible to railroad trackage for prompt shipment of nursery stock and fruits.

All kinds of nursery stock is grown. One of the special features is the "Perfection Currants," originated by Mr. C. G. Hooker, a member of the firm.

The trade in nursery stock extends throughout the United States east of the Mississippi River, and is handled by 800 agencies.

The "fruit farm" covers 130 acres and is one of the leading fruit producing farms in New York State. The choice qualities of Baldwin Apples, Pears, Cherries, Plums, Quinces and Currants are cropped and shipped to various markets in the United States, and even into Europe.

Some idea of the producing character of this farm can be inferred from the statistics presented herewith regarding the yield in 1910, which was, viz: 3,500 bbls. Baldwin Apples, 25 tons Cherries, 20 tons Currants, 10 carloads, 2,000 baskets each, of Plums, 10 carloads Pears, and 2 carloads Quinces.

The illustration exhibited above depicts a scene on the Rochester Fruit Farm in the apple picking season.

# HOUSEHOLD ART ROOMS

---

J. W. KENNEDY, Proprietor

---

High Grade Decorations and Furnishings,  
Wall Paper, Draperies, Rugs  
and Upholstering

No. 43 East Avenue

Rochester, N. Y.

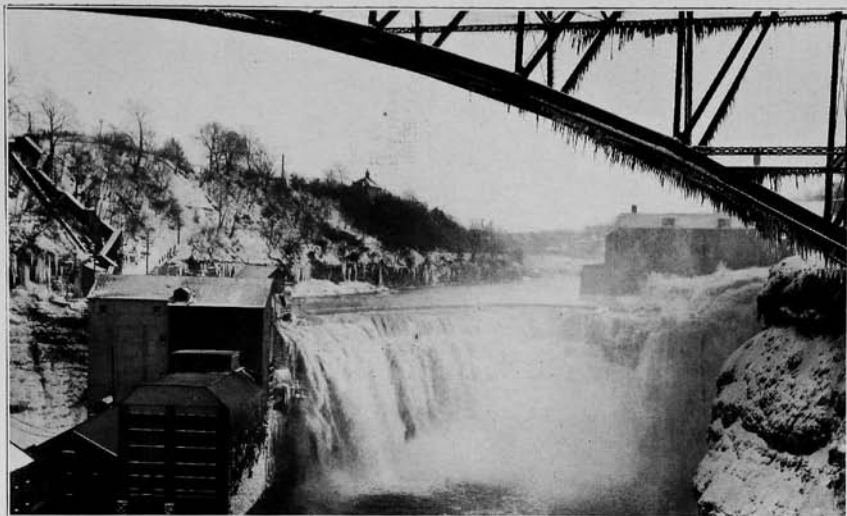


THE famous Interior Decoration and Special Art Furniture House was founded in 1897 on East Avenue, moving to the present quarters in 1900.

The genius which presided at the birth of this business is still its guiding factor and Mr. Kennedy and his associates stand credited with having made artistically possible scores of the most palatial homes in Rochester and throughout the State of New York.

Interior decorations, including Wall Papering, Relief and Surface Ornamentation, Tapestries, Draperies, Furniture Coverings

of the richest and most exclusive designs from the old and new world, matchless line of Special Art Furniture, quaint in design and rich in wood quality, Lamps, Shades and all manner of odd bits of home furnishings. The Rugs shown include gems from all corners of the globe and like the matchless Tapestries and Wall Papers, have won for the Household Art Rooms, a warm spot in the hearts of art connoisseurs and lovers of "the home beautiful."



Driving Park Avenue Bridge—Lower Falls—Rochester, N. Y.



# C. W. TROTTER & SONS

## Furnaces and Ranges

Manufacturers of the "Trotter" Modern Sanitary Refrigerator,  
Hotel Supplies and Kitchen Outfits

7 EAST AVENUE

ROCHESTER, N. Y.

**T**HIS business, so deeply entrenched in Rochesterian favor, was founded in 1872 by the late Charles W. Trotter, father of Messrs. Harry and Frank C. Trotter, who constitute the present firm of C. W. Trotter & Sons. The first place of business was on Exchange Street, the firm being Trotter & Stone.

Mr. Trotter was a true son of Erin, being born in Belfast, Ireland, in 1838, and came to Rochester at the age of 16 years. He died November, 1909.

In 1882 Mr. Trotter assumed entire control of the business of Trotter & Stone, and afterwards admitted his two sons. This firm does an extensive local business in furnace and range installations, and make a specialty of "Kitchen Outfits." In this line may be mentioned outfitting the "kitchens" in many of Rochester's leading manufacturing establishments, among which are the following: Bausch & Lomb Optical Co., Adler Bros. Co., Stein-Bloch Co., Eastman Kodak Co., German-American Button Co., Sherwood Shoe Co., Duffy-McInnerney Co., Hotel Rochester, and others.

The "Kelsey" Warm Air Generator, and the Richardson & Boynton Co.'s Perfect Hot Air Furnaces and Ranges are largely handled by Trotter & Sons. Also the most up-to-date Coal, Gas and Combination Ranges, and Laundry Stoves and Water Heaters.

The Trotter "Dry Air" refrigerator is built and installed by this firm, being the pioneer refrigerator manufacturers in Rochester, the elder Mr.



Trotter having built refrigerators as early as 1872. The "Trotter" refrigerator is thoroughly modern and sanitary, and is adapted to meet every requirement, and are made to order any size, being largely used in the leading institutions, hotels, clubs and palatial residences throughout the United States from Tampa, Florida, to Seattle, Washington.

Among the patrons of the Trotter "Dry Air" Refrigerators may be noted:

Hotel Seneca  
St. Patrick's Rectory  
St. Mary's Rectory  
St. Joseph's Rectory

Hahnemann Hospital  
Homeopathic Hospital  
City Hospital  
St. Mary's Hospital

Hotel Eggleston  
Whitcomb House  
Cornell University, Ithaca, N. Y.  
City Hospital, Hudson, N. Y., Etc.

*Trotter Refrigerators are Sanitary, Economical, Durable and Guaranteed to give Lasting Satisfaction*

---

ROCHESTER'S LARGEST OYSTER AND SEA FOOD HOUSE

## WM. A. SABIN

SEA FOOD AND SHELL OYSTER PARLORS

"FRESH FROM THE BEDS"

31 Clinton Avenue, South

ROCHESTER, N. Y.

The business which to-day is so well and favorably known as Sabin's Oyster House, was established about 25 years ago by Mr. Wm. Boston on South Avenue, near Main. In 1907 Mr. Sabin acquired control of the business.

The name "Sabin" in connection with Oysters and Sea Food is a guarantee of superior, richness and flavor—and to that can be attributed the constant crowds which flock into "Sabins" and the large family trade.

# FISH & HORTON COMPANY

## ELECTRICAL ENGINEERS AND CONTRACTORS

Electric Lighting, Heating, Power, Telephones and Repairs

123 Mill Street

Rochester, N. Y.

The Fish & Horton Company had its inception in the retirement from business of the old electrical contracting firm of J. E. Putnam Co. in 1899, both Messrs. Frederick Fish and M. S. Horton, having been identified with that business. The original location of the Fish & Horton Company was in the same building as at present, 123 Mill Street. Any kind of Electrical work is successfully executed, much of their work being large contracts, a partial list of which is submitted herewith. They are local selling agents for the following firms: The Fostoria Incandescent Arc Lamp Co., Fostoria, Ohio; Sprague Electric Co., Generators and Motors, and Bishop Gutta Percha Co., Rubber Wire, both of New York.

### REPRESENTATIVE WORK

Rochester Trust & Safe Deposit Co.  
Aqueduct Building  
Empire Last Company  
Hubbard, Eldredge & Miller  
J. Hungerford Smith Co.  
Rochester State Hospital Power Plant  
L. Black & Company  
Brick Church  
John C. Moore Corporation  
W. N. Clark & Co.  
Corinthian Theatre  
Residence, W. G. Moore  
Residence, A. M. Lindsay  
Residence, Mortimer Adler

Traders National Bank  
Mechanics' Savings Bank  
Henry Wray & Son  
Morgan Machine Co.  
Ailing & Cory Co.  
Duffy, McInnerney Co. Power Plant  
Ellwanger & Barry Bldg.  
Brick Church Institute  
Star Palace Laundry  
Residence, V. F. Whitmore  
Residence, H. W. Morgan  
Residence, Messrs. Friedrich  
Residence, Dr. E. J. Bissell  
Residence, John S. Bronk

Monroe County Power Plant

## Ryede Specialty Works, Inc.

MANUFACTURERS OF

*High Grade Vending Machines, Metal Specialties,  
Mechanical Novelties, Etc.*

OFFICE AND FACTORY,

177 MAIN STREET W., ROCHESTER, N. Y.

The business was established in 1904 by Mr. Adolph Rydquist, and incorporated in 1905. A number of specialties and mechanical novelties are manufactured, among which are Pencil Sharpeners, Puzzles, Toy Tops, Bottle Openers, Cork Pullers, Adjustable Incandescent Light Holders—used by physicians, surgeons and dentists; also "Little Giant" Clothes Line Fasteners and Ribbon Leaders. The Ideal "Crown" Opener is largely used throughout the country—as it saves the neck of the bottle from being broken—destroys the crown that it can never be used again—besides being a combination crown opener, a cork screw and stopper combined.

The Ryede Vending Machine delivers the goods or returns the money, and is the highest ideal ever attained in the perfecting of a device for automatic selling. These machines are sold throughout the United States. Nineteen traveling salesmen canvas the United States in the interest of the Ryede Specialty Works.

The Ryede Specialty Works is a Rochester institution which stands alone by reason of the distinctive character of the goods manufactured—and though young in years, has carried the name of Rochester—throughout the world—through the shipment of its various products.

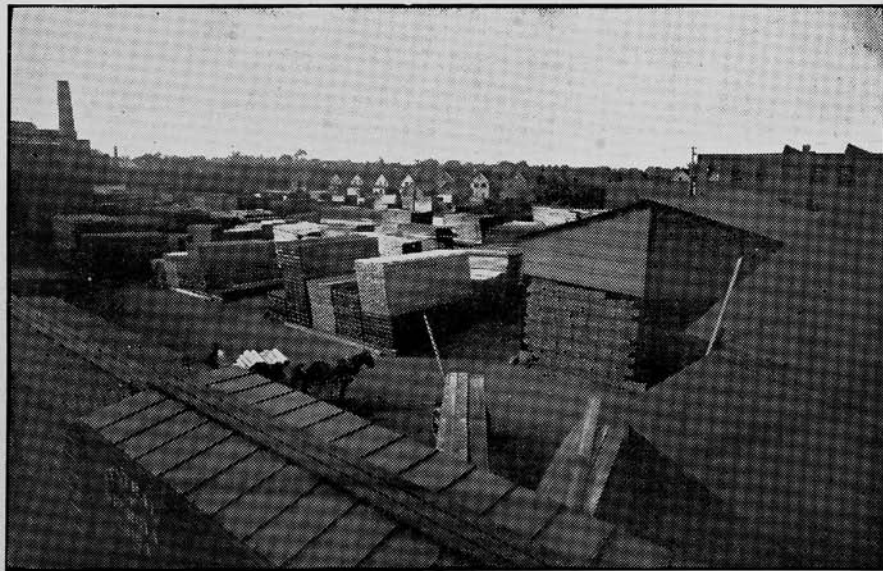


Ryede Automatic High Grade Vending Machines

# E. A. COMSTOCK, *Lumber Exclusively*

1030 Main Street East

Rochester, N. Y.



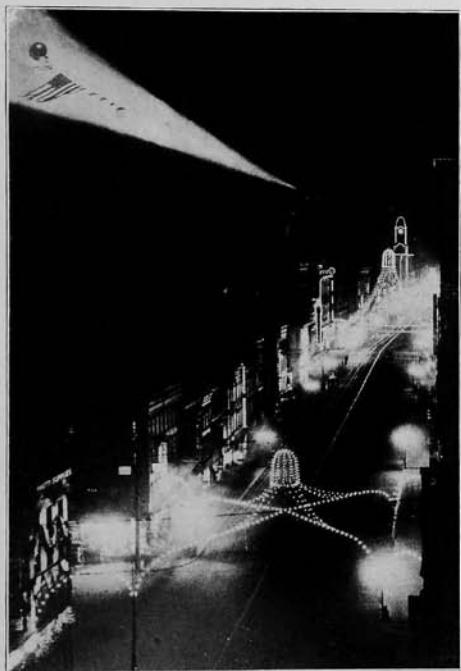
LUMBER YARD OF E. A. COMSTOCK

---

THE only house dealing "exclusively in lumber" is that of E. A. Comstock. This business was established by Mr. Comstock and Geo. A. Babcock in 1900, and since 1907 has been conducted by the former. Lumber—strictly lumber—both wholesale and retail, is dealt both for local and out of town trade.

Mr. Comstock has built up a strong position in the business community through the strict integrity of his method of transacting business.

---



Main Street at Night During Exposition, Looking East



# ORRIN E. GOODENOUGH

CONTRACTOR FOR

## Steam and Hot Water Heating, Plumbing and Gas Fitting

280 State Street, Rochester, N. Y.

In 1899 Mr. Goodenough established his business in the present home, 280 State street. During the life of the concern—11 years—Mr. Goodenough has executed a number of the largest contracts for Steam and Hot Water Heating in Rochester, as well as throughout the United States. Among the local work may be mentioned :

Utz & Dunn Factory  
Sherwood Shoe Mfg. Co.  
Northway's Garage  
Residence, Dr. G. C. Driscoll  
Residence, Joseph Bailey  
Residence, Miss Frances Baker

Station 35 Rochester R. & L. Co.  
Colonial Theatre  
Peoples' Rescue Mission  
Residence, John Long  
Residence, Fred. Mason  
Monica Apartments

Also Westfield Memorial Library, Westfield, N. Y., and the "Whitcomb Building" in the following cities, viz. :—Baltimore, Boston, St. Paul, Minneapolis, Denver, Kansas City, Newark, N. J., New York City, Philadelphia, Wheeling, W. Va. and Pittsburg, Pa., and hundreds of other jobs both in Rochester and elsewhere.

---

## F. C. LAUER & SONS CO.

### CUT STONE AND GRANITE

*Street and Sewer Contractors, Cement Walls, Floors, Paving Driveways, etc.*  
**458 Clinton Avenue South Rochester, N. Y.**

This well-known business was founded in 1874 by F. C. Lauer, F. C. Lauer, Jr., and E. C. Lauer, grandfather, father and uncle. Walter F. Lauer and Geo. W. Lauer, who since the recent death of their father have been managing the business. Geo. W. Lauer is acting as president in connection with his duties as treasurer of the corporation which was formed in 1907. The other officers are A. H. Middah, vice-president and R. W. Powell, secretary.

The senior Lauer was the first to install a stone saw-mill in Rochester and did much to develop the work of securing stone material for buildings, roads, etc. Among the leading contracts executed by F. C. Lauer & Sons Co., paving, grading and stone work on streets, the following may be mentioned:

Hawley Street, North St. Paul Street, Caledonia Avenue, Maria Street, Central Avenue, Rutgers Street, N. Water Street, Driving Park Avenue, Mt. Vernon Avenue, Siebert Place, Franklin Street.

---

## ROCHESTER LIME CO.

MANUFACTURERS OF

### "SNOW FLAKE" LIME AND CEMENT BLOCKS

*and Wholesale Dealers in Masons' Materials, Alpha Portland Cement, Pressed Face Brick, Blasting Material*

**OFFICE, 209-211 MAIN STREET WEST, ROCHESTER, N. Y.**

Established in 1874 by F. C. Lauer, the father of F. C. Lauer, Jr., who was president of the company at the time of his death early in 1910, since which the interests of the corporation are being looked after by G. W. Lauer, the son, who is acting president and treasurer; W. F. Lauer, vice-president and Geo. E. Watson, secretary. The business is divided between the local field and throughout Western New York.



Willow Pond, East Avenue, Rochester, N. Y.

# THE GEO. L. MINER COMPANY

DEALERS IN

## Motor Cycles, Bicycles, Supplies

138-140 Clinton Avenue South and  
248-250-252 Court Street

Rochester, N. Y.

THE name "Miner," in connection with Motorcycles, Bicycles and Supplies, has been recognized by Rochesterians as the "trade mark" of satisfactory goods since 1894, when Mr. Miner began the bicycle business in a very modest way on East Main Street on the site now occupied by McCurdy & Norwell stores, moving later to the Cutler Building.

In 1900 the building, corner South Clinton and Court Streets, which is now the main show and salesroom and repair department, was established. Early in the present year (1911), the adjoining building on Clinton Avenue was annexed.

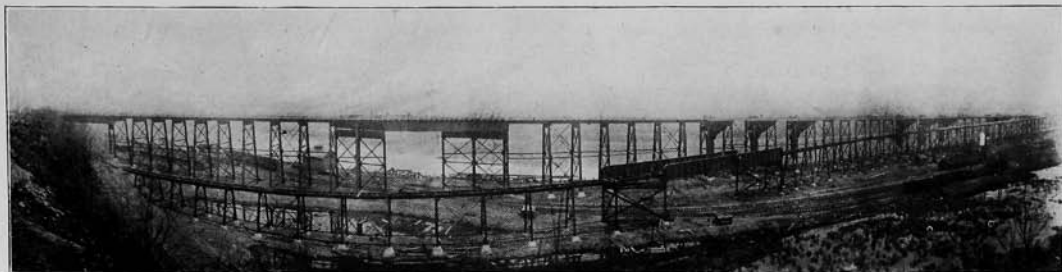


Mr. Miner carries in stock all the leading makes of Motorcycles, such world-famed makes as the "Excelsior" and "Indian." In the line of Bicycles, may be noted the Columbia, Rambler, Cleveland, Pierce, Racycles and the Lenox, the trade mark of which is controlled by Mr. Miner. These machines being recognized as "leaders."

A feature of the Miner establishment is the repair department, which is conceded to be the largest and most thoroughly equipped shop in the State of New York. Each or any part of a motorcycle or bicycle can be quickly replaced, so extensively and widely equipped is the stock room.

Adjustments and corrections are made by mechanical experts skilled in their special lines—so that it can be truthfully said the Miner establishment regulates motor cycle and bicycle inaccuracies, with the uniform precision of clock work.

During the seventeen years existence of the Miner store, the business has steadily increased as result of Mr. Miner's conscientious dealings with the public, so that Mr. Miner operates virtually 4 stores—two on Clinton Avenue and two on Court street, and gives steady employment to a large number of men.



Automatic coal chute track, 1000 feet long, of the Buffalo, Rochester & Pittsburg R. R. between Rochester and Charlotte, N.Y., from which lake coal barges are loaded. Also showing the gravity track by which the empty cars return for reloading



# A. M. BERINSTEIN

Artistic Designer of

## *Ladies' Fine Tailor-Made Garments*

Suites 317-324 Mercantile Building  
Main, cor. North St.

ROCHESTER, N. Y.



A. M. BERINSTEIN

THE original of the illustration shown above is well and favorably known to the ladies of the social set in Rochester as a designer and modeller of "smart garments." Mr. Berinstein came to this country at the age of 16 years from Russia, where he was born and educated.

Starting in the "Ladies' Tailoring" business on East Main Street in 1891, Mr. Berinstein during the next seven years built up such a large clientele that a more suitable location was necessary, and the recently vacated home at 119 East Avenue was occupied in 1898.

Mr. Berinstein has recently removed to suites 317 to 324 Mercantile Building where every facility and convenience is afforded his patrons, both in the way of amply lighted reception and exhibit rooms and work rooms where the choicest creations of ladies' garments are designed. Twenty-five expert tailors and designers are employed all the year around.

Mr. Berinstein and wife, who was Miss Augusta Nusbaum, and son William A., are members of Berith Kodish congregation.

Established 1905

## The Randall Decorative Shops

Specialists in Window, Door and Wall Decorations, Lace Curtains, Portiere Fabrics, Muslin Curtains, Foreign and Domestic Cretonnes, Upholstering Materials, Electric Lamps, Reproductions of Antique Mirrors and Old Masters, Embroideries, Oriental Rugs and Indian Basketry

156 EAST MAIN ST.  
ROCHESTER, N. Y.



# HOTEL ROCHESTER



This magnificent hotel building, a credit to the city of Rochester, was planned and erected in 1898 by the late Walter B. Duffy. But is now owned and operated by the National Hotel Company. Mr. George W. Sweeney, of New York, is President; Mr. William D. Horstmann is the Resident Manager. Mr. Sweeney is also President of Hotels Victoria and Marlborough of New York and of LaFayette Hotel of Buffalo, N. Y.

The Hotel Rochester is centrally located two blocks west of the center of the city, "The Four Corners," has a frontage of 84 feet on Main Street West and 184 feet on Plymouth Avenue. The exterior is of granite base, two stories, with a seven-story superstructure of red brick and terra-cotta. The construction throughout is absolutely fire-proof.

Conducted on the European Plan  
Rooms Single and En Suite

**250 ROOMS WITH BATH**

Cuisine is unsurpassed and is a model of Epicurean Achievement.

The Hotel Rochester has a ventilating system which is second to none in the world, changes the air in the building every three minutes.

GEORGE W. SWEENEY,  
President.

WILLIAM D. HORSTMANN,  
Manager.



New York State Armory, Rochester, N. Y.



# Weaver Hardware Company

JOBBERS AND RETAILERS OF  
GENERAL HARDWARE

31-33-35 MAIN STREET EAST

ROCHESTER, NEW YORK



This store known for many years to Rochester and Monroe county as "The Old Hardware Corner" has been used continuously as a hardware store for the past seventy years.

Mr. C. F. Weaver associated with Mr. J. B. Pollock in January of the year 1867 arranged to continue a general hardware business at this store and every since that time the name Weaver has been identified with this store.

The Weaver Hardware Company was incorporated in December, 1907. The officers are B. P. Weaver, President; S. J. Weaver, Vice President, and F. A. Culley, Secretary and Treasurer.

The company has a steadily increasing volume of wholesale trade and the retail departments are noted for the extensive assortments offered in each line—usually not found outside the larger cities.

The lines carried include Builders' Hardware, General Hardware, Cutlery, Silverware, House Furnishing Goods, Tools, and a separate building for Agricultural Implements and General Farm Tools.

## THE WHITE WIRE WORKS COMPANY

*Manufacturers of All Kinds of Grille and Wire Work*

DEALERS IN WIRE CLOTH, BRASS WIRE, RODS, SHEET, TUBING, ETC.

47 EXCHANGE STREET

ROCHESTER, N. Y.



This business was established in 1885 by Mr. R. C. White, a brother of the present President, Mr. S. E. White. The first location was at 121 State Street.

In 1902 the present name of the company was taken and the business incorporated with the following officers: S. E. White, President, J. O. Callaghan, Secretary and Treasurer, and Arthur Warren, Vice-President.

Both the President and Secretary and Treasurer have had years of experience in the wire goods field. A special feature of the work done by the White Wire Works Company, is in the bank and office fittings. Among the local institutions may be mentioned: Rochester Distillery Works, Bausch & Lomb Optical Co., Post Express Publishing Co., and the National Bank of Commerce.

The employees number about 20, and traveling salesmen extend the business of the company throughout New York State and Northern Pennsylvania.

# NEW YORK AUTO TIRE & SUPPLY CO.

J. N. RODGER, Manager

## REPAIRING AND VULCANIZING AUTO TIRES A SPECIALTY

All Standard Makes of Tires Carried in Stock  
Solid Tires Applied on Trucks and Buggies  
Distributers of the "Shawmut" Tires.

20 Spring Street

Rochester, N. Y.



"HOME" OF THE NEW YORK AUTO TIRE SUPPLY CO.

This business, which plays a highly important part in Automobile circles in Rochester City, and throughout Southern and Western New York, was established in 1907 by Messrs. J. N. Rodger and W. J. Blickensderfer, of Stamford, Conn.—the latter individual being the President of the Blickensderfer Typewriter Co. Mr. Rodger, who is the active head of the New York Auto Tire & Supply Co., located the business in the present home, the illustration which is hereby exhibited, covering about 4,000 feet of floor space.

This concern handles all makes of tires: "Goodrich," "Diamond," "Morgan & Wright" and "Hartford," distributors for the "Shawmut" Tire, and besides make a specialty of repairing and vulcanizing, and are manufacturers of the "blow-out patch," innerlinings and cement.

The Repair department is in charge of an expert mechanic, Leon Lewis, who for eight years was with the B. F. Goodrich Co., of Akron, Ohio.

# ROCHESTER COMPOSITE BRICK CO.

Manufacturers of

Composite Brick, Hydraulic Stone Blocks, Concrete Ornamental Work; also  
dealers in Face Brick, Shingle Tile, Hollow Fireproofing, Metal Sash,  
Cement, Mortar Color and Masons' Supplies

Office and Exhibit Rooms  
62 Clinton Ave. North, ROCHESTER, N. Y.

Works and Yards  
BRIGHTON, N. Y.

**T**HIS business was established 1905, by Homer Knapp, R. W. Holden, A. L. McKittrick, J. T. Caley, E. L. Yeomans, Ednor A. Marsh and H. E. Wilson. The plant is located at Brighton, N. Y., and covers five (5) acres, and is equipped with every facility for the manufacture of Composite Brick for building purposes, the yearly output being 12,000,000 brick. A department for the manufacturing of Concrete Building Blocks is also maintained, the daily output being 800 blocks.

The Rochester Composite Brick Co., since its reorganization, has made rapid strides in all directions as result of the business experience of the "directorates," the members being Rochester business men of high standing and keen business ability, the list including such well known factors as Homer Knapp, the well known contractor; Freeman Bettys, Dr. A. S. Pike, Ednor A. Marsh, etc.

The products of the Rochester Composite Brick Co.'s plant are shipped to all points throughout the North and the New England States, and are being used in the construction of leading buildings and institutions, not only in Rochester, but elsewhere, large shipments of brick having been made to West Point, N. Y., for use in U. S. Government buildings.

The officers of the Company are: President, Homer Knapp; Vice-President, Hiram Wilson; Secretary and Treasurer, R. W. Holden, with William M. Burchfield, Sales Manager.

A partial list of buildings and institutions in which Rochester Composite Brick and Blocks have been used is herewith submitted.

L. Adler Bros. & Co., Adler Place & Hart St.  
Ritter Dental Co., West Ave.  
Bausch & Lomb Optical Co., St. Paul St.  
Bevier Memorial for Mechanics' Institute,  
Spring St.

St. Boniface School, Gregory St.  
Soble house, East Ave.  
Egan residence, Lake Ave. Boulevard  
Dr. Bissell residence, East Boulevard  
Joseph Schreier residence, Augustine St.  
Porchard residence, Augustine St.  
Dr. Percy residence, East Ave.  
Miller residence, Barton St.  
Lincoln Apartment, North Ave.  
Daly residence, Westminster Road  
Venor & Montgomery, Jay St.  
Hunting Co., Railroad St.  
Cunningham & Son Co., Litchfield St.  
Geo. C. Hollister factory, Anderson St.  
Merchant Apartment House, Park Ave.  
Iroquois Building, Clinton Ave. South  
St. Casimir Church, Ernest Place  
Schlegel Mfg. Co., N. Goodman & College Ave.  
Factory Building, Frost & Olean  
Factory Building, Circle St.  
Stalker Apartment House, Greig & Clarrissa  
W. N. Clark Co. factory, Norton Road.  
Gillis-Baird Motor Co., Clinton Ave. South  
Ellison residence, East Ave.

Eastman Kodak Co., Kodak Park  
Van Cott Building, Lyell Ave.  
Kee Lox Co., Kee Lox Place, Rochester  
Bartholomay Brewing Co. stables, Rochester  
Rochester Ry. & Light car barns, Rochester  
Am. Woodworking Machiney Co., Lyell Ave.  
Haloid Co., Roberts St.  
Rochester Turkish Baths, Fitzhugh St.  
Genesee Packing Co., Mt. Hope Ave.  
Garage, Cambridge St.  
American Fruit Products Co., Lincoln Park  
C. H. Rugg Co. factory, Union & N. Y. C. R. R.  
Bolton Shoe Co., Whitney St.  
Flower City Tissue Mills, Driving Park Ave.  
Genesee Furnace Co., Charlotte, N. Y.  
Genesee Pure Food Co., LeRoy, N. Y.  
Mora Motor Co., Newark, N. Y.  
Genesee Wesleyan Seminary (gymnasium),  
Lima, N. Y.

Town Hall, Lima, N. Y.  
Jos. Ingham, Hilton, N. Y.  
Edison Office Building, Boston, Mass.  
Apartment house, Indianapolis, Ind.  
Bank Building & Masonic Temple, Sodus, N. Y.  
D. J. Cotton Building, Savannah, N. Y.  
Riding Hall, Military Academy,  
West Point, N. Y.  
First Baptist Church, Oswego, N. Y.  
Homeopathic Hospital, Syracuse, N. Y.



"Buster Brown" Bread, baked at the Denniston Bakery

## THE DENNISTON BAKERY

Scientific and Sanitary "BREAD BAKERS" for the Trade Only

191-197 LYELL AVENUE, ROCHESTER, N. Y.

Mr. Frank J. Denniston, who formed and incorporated the Denniston Bakery, November, 1910, holds the office of president and treasurer, with Edw. Rigney as vice-president and William H. Denniston, secretary. The business was begun in an old established bakery plant at 191-197 Lyell Avenue, and supplies "bread" to the trade only. The ground floors of three buildings are utilized in the baking business. The Denniston Bakery ranks among the leading bakeries in New York State in point of the employment of scientific methods and sanitary precautions. So rigidly is the latter enforced, that the 25 bakers employed, each day appear in a change of immaculate linen. In equipment the bakery produces bread solely by machinery, and never handled by hands except when placed in pans. Only "loaves of quality," delicious and full weight, are served—and to this fact alone is attributed the more than 50% increase in business in the first seven (7) months of the life of the concern. The leading bakes are "Buster Brown" and "Peerless"—retailing for 5 and 10 cents respectively. About 9,000 loaves are baked daily—the bakery having yielding facilities of 14,000 loaves. The trade while mainly local, extends through New York State and Northern Pennsylvania—shipments being made daily through that territory. Eight local delivery wagons are employed. No goods are retailed.

President Denniston is indefatigable in his aim to give to Rochesterians the "best bread" baked—made from pure ingredients only—and the rapidly increasing business is accepted as reward for his close application and hard work in perfecting pure, home-like bread—"bread of quality."

N. B.—Your grocer will verify the "goodness" of "Denniston's made bread"—ask him.



## POWERS HOTEL

MESSNER & SWENSON, Props.

Largest Hotel in  
Rochester  
European Plan  
Absolutely Fire-Proof

Built in 1883. Located in the center of the beautiful City of Rochester—opposite City Hall and Court House—Convenient to all railroad stations, theatres, Convention Hall and principal business establishments.

350 beautifully furnished and decorated guest rooms—nearly all with tub or shower bath. 48 Sample Rooms. The Powers Hotel is a rendezvous for tourists, commercial travelers and city business men.

The Restaurant, Rathskeller, Arbor and Hunt Rooms are unique and attractive. Largest Banquet Hall in Western New York. Seating capacity: 700 diners and more than 1,200 for other functions. Rates—\$1.50 to \$3.00 with or without shower—\$2.00 to \$4.00 with tub bath.



## Whitmore, Rauber & Vicinus

Contractors in Cut Stone, Granite and Interior Marble Work,  
Asphalt Pavements, Cement Walks and Floors

Office and Yard, 279 South Ave.

Rochester, N. Y.

Among the big industries in Rochester is Whitmore, Rauber & Vicinus, dealers in Cut Stone, Granite, and Interior Marble Work, as well as builders of asphalt pavements, cement walks and floors. This business was established in 1874 by Messrs. V. F. Whitmore, John Rauber and William Vicinus on the present site of the plant. After the demise of Messrs. Rauber and Vicinus the surviving partner, Mr. V. F. Whitmore, conducted the business in co-operation with the sons of his dead partners and his own.

In 1904 the business was incorporated with the following officers: V. F. Whitmore, President, (Mr. Whitmore is the only surviving member of the original firm); John N. Rauber, Vice-President; L. S. Whitmore, Treasurer, and Wm. H. Vicinus, Secretary.

Whitmore, Rauber & Vicinus have by their expert knowledge regarding the beautifying of streets and the building of pavements done much toward spreading the fame of Rochester for its superior and smooth streets and avenues. Among the contracts executed for the City of Rochester are the following: Hemlock water conduits; improvements on State Street, Main Street, North Clinton Street, University, East, Park and Monroe Avenues.

The following is a partial list of churches, buildings, etc., in which "Whitmore, Rauber & Vicinus" cut stone has been used:

Berith Kodesh Temple  
St. Patrick's Cathedral (repair)  
St. Patrick's Chapel  
St. Michael's Church  
St. Paul's Episcopal Church  
Second Baptist Church  
Asbury Baptist Church  
Chalmer's Episcopal Church

Eastman Kodak Building  
Bausch & Lomb Optical Co.  
Sibley, Lindsay & Curr  
Mortuary Chapel (Mt. Hope)  
University of Rochester  
Eureka Club House  
Rochester German Ins. Co. Bldg.

---

## HOMER KNAPP

CONTRACTOR AND BUILDER

446-447 Cutler Building

Rochester, N. Y.

Mr. Knapp entered the building and contracting field in Corning, N. Y., in 1880 and located in Rochester in 1888. Mr. Knapp has to his credit some of the leading work not only in Rochester—but throughout the state of New York. Among the notable contracts fulfilled by Mr. Knapp may be mentioned the following:

Masonic Temple, Am. Fruit Product Bldg., Strong Bldg., Brick Church, H. E. Corry, Residence, Dr. N. Collins, Residence, Chas. H. Wanzer, Residence, Chas. P. Schlegel, Residence, Brick Church Institute, Parsells Baptist Church, Fred W. Zoller, Residence, Dr. E. J. Bissell, Residence, Wm. G. Stuber, Residence, Prof. T. F. Adkins, Residence, Colton Lauer, Corning, N. Y., S. G. Curtiss, furnished wood work Seneca Hotel, Third Church Parish House, East Side Presbyterian Church, Oak Hill Country Club and hundreds of others.

AGENTS FOR THE LARGEST WALL PAPER AND PAINT FACTORY IN THE WORLD

# J. L. PHELPS

## SAMPLE WALL PAPER BOOK HOUSE

AND WHOLESALE DEALER IN

Wall Paper, Paints, Varnishes, Glass,  
Oils and Mouldings

149-153 STATE STREET

ROCHESTER, N. Y.



Mr. J. L. Phelps, the founder and owner of the business known to Rochesterians and others as "Phelp's Wall Paper and Paint Store," secured his first employment at the age of 21 years, in 1875, in the picture frame establishment of C. W. Woodward on the third story of the same building which since 1906 has been utilized by Mr. Phelps in the wall paper and paint business. In 1883 Mr. Phelps operated a small picture frame place at 170 State and in 1889 branched out into the wall paper business. The business was at first conducted along narrow lines, but steadily increased and in 1906 Mr. Phelps purchased and immediately began remodelling the "present home" building to meet trade requirements. At present the Phelps' building, a four story structure of 40 x 165 feet, contains the largest stock of wall paper and paints to be found in Rochester. Mr. Phelps has agents for the wall paper and paints which he sells, in all the various towns and cities throughout the territory within a radius of 100 miles around Rochester.

Besides handling wall papers, Mr. Phelps is Western New York agent for the celebrated Bridgeport Standard Paint "the paint that lasts" and for the varnishes of the Standard Varnishing Co. of New York.

Mr. Phelps is a thirty-second degree Mason, being identified with Monroe Commandery No. 12, A. F. and A. M. and a "Shriner" of Damascus Temple.

# The Art Leather Company

HYMAN BROS.,  
Proprietors

Manufacturers of  
Infants' Shoes

84 North Ave., Rochester, N. Y.



A name well known to the merchants in Rochester and throughout the United States is "Hyman Brothers," Maurice C. and Samuel A., by reason of the manufacture of "high grade fancy leather specialties," as well as manufacturers of Infants shoes in which line Hyman Bros., here engaged since 1899.

The Art Leather Company was established by them in 1910, for supplying wholesale to art departments, furniture stores, etc., fancy leather goods suitable for home, den or library decoration.

Hyman Bros. are located in the Rowerdink factory building, occupying 11,000 square feet of floor space and employing sixty persons, in addition to three traveling salesmen. The trade covers the United States.

Mr. Maurice Hyman, the active head of the concern is a thirty-second degree Mason, a member of Damascus Temple, Mystic Shrine, and is well known not only locally, but throughout the country.

## Rochester Trust and Safe Deposit Company

ROCHESTER, N. Y.

This well known financial institution was originally established in 1868 as a safe deposit company in the old Monroe County Savings Bank Building on State Street with Mr. J. Moreau Smith as president.

In 1888 the title of the institution was changed to Rochester Trust & Safe Deposit Co., and business was begun early in April of that year, at 25 Exchange Street. The affairs of the bank were presided over by the President, Mr. J. Moreau Smith, the father of the present President, Mr. V. Moreau Smith, till his death in 1908 after which his son succeeded him.

In April, 1906, the banking institution was moved into the new home, southwest corner Exchange and Main Streets—their present home—which is conceded to be one of the handsomest bank buildings in Rochester.

A condensed statement showing condition of the business June 30, 1910, is set forth below:

<i>Resources.</i>		<i>Liabilities</i>	
Real Estate .....	\$ 465,000.00	Capital Stock Paid in .....	\$ 500,000.00
Bonds and Mortgages .....	4,364,253.47	Surplus (earned) .....	1,058,072.41
U. S., State, County, City, and Other Bonds .....	7,956,615.11	Deposits .....	18,934,698.40
Time Loans .....	.00		
Demand Loans .....	5,668,911.62		
Cash in Banks .....	1,084,448.68		
Cash on Hand .....	953,541.93		
<b>Total .....</b>	<b>\$20,492,770.81</b>	<b>Total .....</b>	<b>\$20,492,770.81</b>

### THE OFFICERS ARE AS FOLLOWS

V. MOREAU SMITH, President  
WILLIAM C. BARRY, Vice-President  
E. FRANK BREWSTER, Vice-President  
ROBERT C. WATSON, Secretary  
TAYLOR D. BIDWELL, First Asst. Secretary

FRANK T. SAGE, Second Assistant Secretary  
AUSTIN H. COLE, Superintendent of Vaults

### DIRECTORS

Thomas J. Devine  
Robert M. Myers  
William N. Cogswell  
Frank A. Ward  
E. Frank Brewster  
William C. Barry

Josiah Anstie  
V. Moreau Smith  
William D. Ellwanger  
Benj. E. Chase  
Robert C. Watson  
Thomas H. Chew

George W. Thayer  
George C. Gordon  
Walter B. Duffy  
Edward G. Miner  
R. Andrew Hamilton  
John E. Durand



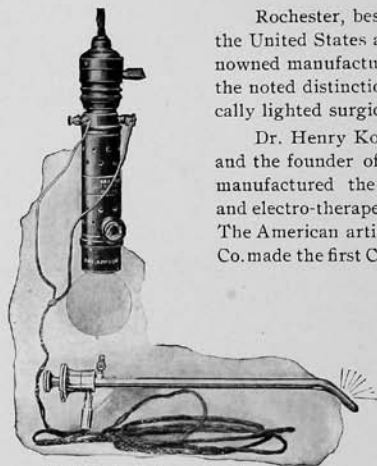
# ELECTRO SURGICAL INSTRUMENT CO.

MANUFACTURERS OF

## Electrically Lighted Surgical Instruments and Electro-Therapeutic Apparatus

Cystoscopes, Bronchoscopes, Aurescopes, Urethoscopes, Proctoscopes  
Wall Plates, Transformers, Socket Current Controllers

FACTORY AND EXECUTIVE OFFICE - - - ROCHESTER, NEW YORK



E. S. I. Co. Socket Current Controller and Cystoscope

Rochester, besides being actually known throughout the United States as the "home" of more nationally renowned manufacturing plants than any other city, has the noted distinction of being the city in which electrically lighted surgical instruments were originated.

Dr. Henry Koch, a well known Rochester physician, and the founder of the Electro Surgical Instrument Co., manufactured the first electrically lighted instruments and electro-therapeutic apparatus. This was in 1899. The American artisans of the Electro Surgical Instrument Co. made the first Cystoscope, after the design of American surgeons, and their instruments still hold the foremost place in the manufacture of this class of instruments. The Electro Surgical Instrument Co. is not only the pioneer in the manufacture and introduction of electrically lighted instruments, used for the purpose of diagnosis and treatment, being found in all the leading hospitals, sanitariums

and in the private practice of the physicians in not only the United States, but throughout the entire world, but are the originators of many basic devices which render the use of such instruments not only possible but thoroughly practicable for the every day work of the busy practitioner.

The home of the Electro Surgical Instrument Co. since 1909 has been in the large factory building 21 to 29 N. Water Street. The former magnificent home of this concern, at Gibbs and Main Street (East) having been completely destroyed by fire in 1909.

Mr. Thorvald Majjgren is the guiding head of this important industry, being the President and General Manager, and during his management of the company's affairs (since 1903) the volume of business has been quadrupled. Agencies have been established in the various leading foreign countries, besides a large force of salesmen.

Every instrument manufactured by the Electro Surgical Instrument Co. is marked, "E. S. I. Co." Origination begets imitation; be sure of the exact name.



Rhododendron Path, Highland Park

# Rochester Photo Supply Co.

---

THE rapid increase in the business of Marks & Fuller, 28 State Street, logically led to their absorption of another concern in their own line.

In May, 1911, they took over the business of the Rochester Photo Supply Co., corner of East Main and Front Streets, and now maintain two establishments, which, however, are one in that both are governed by the well known Marks & Fuller policy of "the best work, a square deal, and orders filled when promised."

In this connection it is appropriate to refer to the association of Mr. F. W. Brehm with the Marks & Fuller business. Mr. Brehm is widely known for his very artistic work in the photographic field. As superintendent of Marks & Fuller's department of developing, printing and enlarging, he is providing the firm's customer's with a class of prints that is nowhere excelled and but rarely equalled.

---

Cor. East Main and Front Sts.

Rochester, N. Y.

---



Roger Q. Mills, D. D. S.

DENTAL SURGEON



104 Main Street East Cor. Water St.

- - -

Rochester, N. Y.

---

Dr. Roger Q. Mills began the practice of dentistry in 1891, after his graduation from the Vanderbilt University, at Nashville, Tennessee. Since that time the doctor has practiced in a number of the larger cities in the United States, also in London and Paris. Since the year 1901, Dr. Mills has been a resident of the "Flower City" and has built up a large business—numbering among his clients, all classes and creeds. The doctor is a skilled operator, and specializes in "gold fillings," "crowns" and "bridge" work.

Among the many improvements which Dr. Mills has perfected for the comfort and welfare of his patients, may be mentioned, a local anesthetic, which he has been using continuously, since 1901. This anesthetic is claimed by former patients, to be far superior to any other.



TEETH  
WITHOUT PLATES  
A SPECIALTY

improvements which Dr. Mills has perfected for the comfort and welfare of his patients, may be mentioned, a local anesthetic, which he has been using continuously, since 1901. This anesthetic is claimed by former patients, to be far superior to any other.

Dr. Mills prices are exceedingly low, considering the efficient service which he renders.



For tooth troubles consult the doctor—  
Appointments can be made by phone.

Remember the number. "J-6163"



# A. Friederich & Sons Co.

## Mason Contractors and Reinforced Concrete Construction Work.

106 MILL ST. Cor. Andrews.

Rochester, N. Y.

This well-known business was founded in 1870 by Mr. Adam Friederich in an unpretentious way on Baden Street in Rochester. Mr. Friederich engaged alone in business until 1884 when he admitted his two sons, John J. L. and William M., and the title of the business was changed to A. Friederich Sons. This title continued to 1893 when his other three sons—Adam G. Lewis J. and Max M., joined with their brothers in the management of the business, the father retiring to private life. Mr. Friederich, the founder, was a sturdy German, having been born in Germany, and his initial start in business was mostly on small jobs, but the character of his work soon became known, with the result that some large contracts in the earlier history of Rochester were executed by him. He built the "Spahr Block" on St. Paul and Andrew Streets, as well as the Corchran Block on State Street, and also the Dansville Sanitarium, Dansville, N. Y., and much other work.

The A. Friederich & Sons Co. was incorporated in 1900 by the Messrs. Friederich the officers being as follows: Pres., John J. L.; Vice-Pres., Lewis J.; Secretary, Adam G.; Treasurer, William M. and Assistant Treasurer, Max M. These sons have achieved much success in the line of heavy weight contract work in reinforced concrete construction, numbering among their records contracts for the following buildings:

(Fire Proof)  
Monroe Co. Court House,  
Ellwanger & Barry Bldg.,  
Masonic Temple,  
American Brew. Co. Bldg. & Stable,  
Temple Theatre,  
Mechanics Institute,  
Geo. Eastman House,  
Rochester Hotel,  
Duffy-McInerney Co. Bldg.,  
Rochester German Insurance Co. Bldg.,  
Bausch & Lomb Co. Bldg.,  
Syracuse University Bldg.,  
Rochester Trust & Safe Deposit Co. Bldg.,  
Security Trust Co. Bldg.,  
Convention Hall,  
J. K. Hunt Bldg.,  
Berith Kodesh Temple,  
Eastman Kodak Co. Reinforced Concrete Bldgs.,

L. Stern House,  
C. Crandall House,  
L. Ettenheimer House,  
W. G. Stuber House,  
W. Hubbell House,  
C. Lomb House,  
E. Bausch House,  
L. P. Ross Bldg.,  
Rochester Button Co. Bldg.,  
Yawman & Erbe Mfg. Co. Bldgs.,  
Symington Co. Bldgs.,  
Steecher Lithographic Co. Bldg.,  
Rochester State Hospital Bldg.,  
University Bldgs.,  
Eureka Club House,  
Eastman Kodak Co. Bldgs.,  
St. Pauls Church Bldg.,  
Church of Reformation Bldg.,



## American Oil & Lubricant Works

Illuminating Oils and Gasoline, Fine  
Cylinder, Engine Oils and Greases, Star  
Floor Oil and Oilers. Original Brown's  
Boiler Compound.

OFFICE AND WAREROOMS, 233-241 ALLEN ST.  
ROCHESTER, N. Y.

This business may be said to have been established more than 30 years ago. Mr. A. F. Mason, the present president and treasurer of the corporation having conducted the business in 1890 under the name of American Oil Works, and continued trading under that name until June 1, 1910, when the business was incorporated with the title, American Oil and Lubricant Works. The business is confined to within a territory of 100 miles of Rochester and is covered by three traveling salesmen. President Mason's experience in the selection of oils has won for him a large circle of patronage. Mr. J. W. Beech is secretary of the company.



# HENRY P. NEUN

Manufacturer of Fine Paper Boxes

Folding Boxes, Shoe Boxes, Shelf Boxes for Dry Goods Dealers  
Fibre Corrugated Shipping Containers

Cloth Samples Mounted on Card and in Books for Clothiers,  
Woolen Mills and Textile Industries

131-141 N. WATER ST., ROCHESTER, N. Y.

THE paper box manufacturing business of Henry P. Neun, which is the recognized leader in this line in Rochester, was founded in 1880 by Mr. John Neun, the father of the present head of this enterprise. The first location was at North Water and Main Streets, and later on occupied two floors, 77-79 East Main Street. In 1888, his son, H. P., was admitted to membership, the name being changed to John Neun & Son. The present home, 131 North Water Street, was occupied in 1893; and since the business passed into control of Mr. H. P. Neun in 1896, additional factory space was secured, and at present the plant extends from 131 to 141 N. Water Street—three buildings, five stories each, with a total floor space of over 80,000 square feet.



The plant is equipped with all kinds of special machinery and facilities for the manufacture of boxes for the Neck-tie, Suspender, Hosiery and Knit Goods trade. A special line of Perfumery, Confectionery and Counter Display Goods Boxes are created. Mr. Neun stands foremost in the local field as a manufacturer of Folding Boxes of all kinds—Folding Cartons, large and small, plain and lithographed; Folding Cloak and Suit Cases, Laundry Boxes, Apple Cartons, etc. The "Neun" Fibre Shipping Case Boxes are taking the place of wooden cases, also manufactures "Corrugated Containers" for shipping or express purposes, as well as Corrugated Paper and Double-face Corrugated Board.

Mr. Neun has always been known as a "style originator," especially in the line of display boxes, his aim being to provide a style so artistically striking and exclusive that goods exhibited in display boxes of such character receive a quick sale preference. This is especially applicable to boxes used for silverware. Much of this line of boxes exhibited and used by leading retailers throughout the United States was "styled" and manufactured in the Neun establishment in Rochester.

In addition to a modern, "up-to-date" box manufacturing plant, Mr. Neun operates a high-class printing establishment—executing embossed steel stamping and copper plate work—and also manufactures the Milton H. Smith copper embossed Society Cards which are used by nearly all printers in the United States, Canada and Mexico.

The total number of employees in the Neun establishment is upwards of 400, and 4 traveling salesmen cover the trade territory—which is the United States.



The magnificent growth of the Star Palace Laundry is told in the statement that in 1874 the business was operated at No. 9 North Clinton Ave., and the equipment was one wagon and a push cart—today the large plant of the Company at 55 and 59 North Street requires the constant travel of 21 delivery wagons and the 275 employees are as a rule hard pressed to meet the trade requirements.

The business was founded in 1835 by A. T. Hagen and Peter Myers. In 1908 the firm changed. At present the officers are, Pres., A. T. Hagen, Vice Pres., G. B. Caudle, Secy and Treas., H. S. Brown.

The Star Palace Laundry Co. is the largest and most modern and up-to-date equipped laundry in the State—sanitary conditions are ideal. A general laundry business is conducted, such as Home, Hotel and Restaurant trade. Towel, Linen, Coat and Apron Supply Departments. There are 26 agencies in the city and 32 out of town.

---

## Rochester Swiss Laundry Co.

The "EXPERT LAUNDRY ON FINE GOODS."

93 EXCHANGE STREET. ROCHESTER, N. Y.

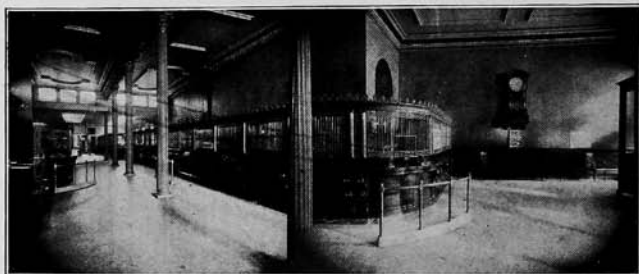
The Swiss Laundry was established by Messrs. Charles H. and Fred K. Mason in 1893 at No. 94 Exchange Street, the style of the firm being "Mason Bros." The growth of the business was so rapid that in 1903 the present home of the laundry was erected and occupied. Since that time the business has shown a steady increase, the working force numbering 110 employees. The wagon service of the Swiss Laundry is efficient, calls and deliveries being made promptly. Besides doing a general laundry business, "the Swiss" is noted for "expert work on fine goods." In 1909 Messrs. Mason Bros. incorporated the business under the title of Rochester Swiss Laundry Co. Mr. John W. Clements is President and Mr. Charles H. Mason, Treasurer.

# Monroe County Savings Bank

INCORPORATED 1850

33 and 35 STATE STREET.

ROCHESTER, N. Y.



This institution at present has resources of \$21,115,951.38, with \$1,384,141.47 surplus, and has enjoyed an unbroken record of sixty years of integrity, being incorporated April, 1850. In June of that year business was begun in the office of the Rochester Bank, on Exchange Street. Evered Peck was the first president and Freeman Clarke the treasurer.

The honored names comprising the Board of Trustees down to the present board are ample guarantee of the substantial character whose sound business judgment has produced the magnificent sum of one and a half millions dollars during the past sixty years, yet the depositors were paid the highest prevailing rate of interest.

The Monroe County Savings Bank was at one time located in the old "City Hall" Building, and in 1858 in what was then known as the "Masonic Hall Block." In 1862 the present site, No. 35 State Street, was purchased and the substantial home of today erected and occupied.

The bank is thoroughly modern, the interior is perfect as to detail, and the facilities for doing business in every way "up-to-date," having kept apace with the progressive spirit of the directorate, which has made and marked the proud history of this time honored institution.

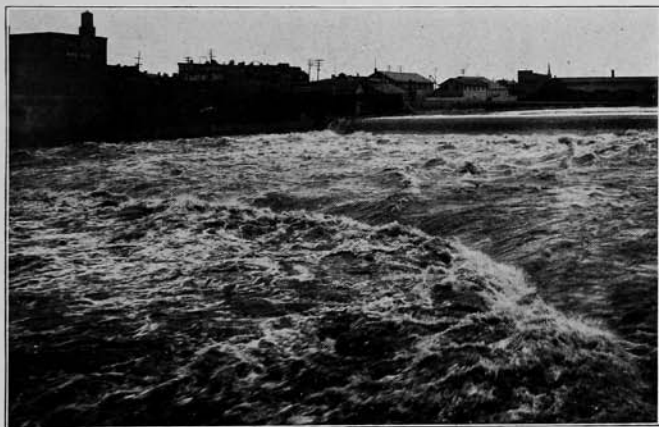
The following comprise the Officers and Trustees:

## Officers.

James E. Booth.....	President
Rufus K. Dryer.....	Vice-President
Alexander M. Lindsay.....	Vice-President
David Hoyt.....	Secretary and Treasurer
William B. Lee.....	Attorney

## Trustees.

Cyrus F. Paine  
James E. Booth  
Alexander M. Lindsay  
Rufus K. Dryer  
Henry A. Strong  
William Hamilton  
Thomas J. Devine  
William B. Lee  
Edward Peck  
Pharcellus Crittenden  
Edward Bausch  
Joseph Michaels  
William Carson  
William Crawford Barry  
David Hoyt



High Water at Court Street Dam, Genesee River, Rochester, N. Y.





**"NORMAN" STOVES**  
MAKE  
**HAPPY HOMES**

**"NORMAN" STOVES** have been manufactured at 167 Court Street since 1853. This business was established by N. H. Galusha, and just before he died, in 1895, a corporation, The Galusha Stove Company, was formed.

The "Norman" line consists of cooking ranges of all kinds, heating stoves and the celebrated "Norman" Hot Air Furnaces.

"Norman" stoves and furnaces are being used extensively by the Jewish people, not only in Rochester, but throughout the eastern part of the United States. They are being used extensively, because they are the best and highest grade that can be produced.

**GALUSHA STOVE CO.,**  
ROCHESTER, N. Y., U. S. A.

## SIDNEY B. ROBY COMPANY

Wholesale and Retail Dealers in

Heavy Hardware, Iron and Steel — Automobile Accessories, Etc.

208-214 SOUTH AVENUE.

ROCHESTER, N. Y.

This extensive local business industry had its inception in the business established in 1857 by the late Sidney B. Roby at State and Mill Streets. The company deals largely in heavy hardware, iron and steel mill supplies, auto and bicycle supplies and operates throughout Western New York and Northern Pennsylvania, and are distributors for the New York Leather Belting Co., "Phoenix" Leather Belting, "Victor" Balata Belting, Round Leather Belting, Nova & Nova Superior High Speed Steel, Sanderson Tool and Steel, Shelby Seamless Steel Tubes, "Abrasive" Emery Wheels and Union Drawn Steel, etc. The present officers of the incorporation which dates from 1897 are the following: S. B. Roby, Pres. and Treas., W. S. Roby, Vice-Pres., C. W. Griswold, Secretary. Mr. Griswold is the successor of Jas. H. Carey, who retired in 1900, and is a man of wide business experience, having been associated with the nationally known Corbin Screw Corporation of New Britain, Conn.

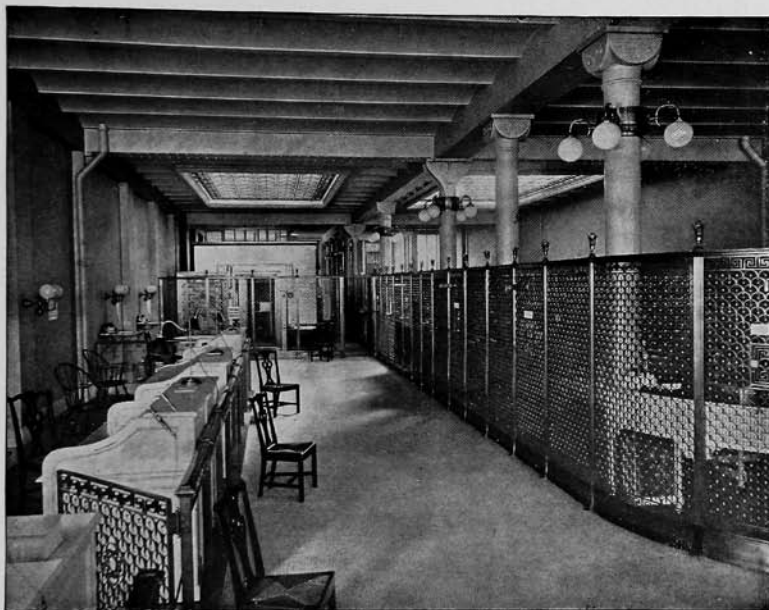
ADJACENT TO THE STATE BANK MARCH 27, 1852.  
Reorganized as a National Bank March 27, 1865

Charter Extended for twenty years March 22, 1885  
Charter Re-Ext'd twenty years March 22, 1905

# TRADERS NATIONAL BANK

43 and 45 STATE STREET

ROCHESTER, N. Y.



This well-known financial institution dates back to the year 1852, and the bank of to-day represents the absorption of the old Eagle Bank of Rochester, which in 1852 was located at the southeast corner of Main and Water streets. Also the Manufacturers Bank which in 1856 was located in the Walmsley Block, near North St. Paul street. In 1859 the above banks connected under the name of the Traders Bank, but in 1865 the Traders Bank was converted into a National bank, under the title of Traders National Bank of Rochester.

This bank has been a potent factor in the up-building of Rochester, and has always been recognized as the training school for the teaching of sound banking principles.

Few banking institutions in the United States can boast of never in forty years having declared a dividend less than 5 per cent. semi-annually—and the average dividends have been 12 per cent. annually. But the remarkable feature has been the declaring of this large dividend every six months for forty years without exception.

Resources are .....	\$500,000
Surplus .....	500,000

## Officers.

Henry C. Brewster .....	President
Henry F. Marks .....	Vice-President
Charles H. Chapman .....	Vice-President
William J. Trimble .....	Cashier
Alexander T. Simpson .....	Asst. Cashier

## Directors.

John F. Alden  
Henry C. Brewster  
George C. Buell  
Charles H. Chapman  
James C. Dryer  
Rufus K. Dryer  
James P. B. Duffy

Charles P. Ford  
Frederick C. Loeb  
Henry F. Marks  
Clinton Rogers  
Darrell D. Sully  
William J. Trimble  
Willis E. Woodbury

## *Wards* "QUALITY" DRESS GOODS AND SILK STORE

"THOROUGHNESS CHARACTERIZES THIS BUSINESS"



Established in January, 1906, by Mr. J. A. Ward, who was formerly a member of the old firm of Ward & Meyer at 9 North Clinton Street, "WARDS" is recognized by the people of Rochester as the "exclusive store"—where "highest quality" and "exclusiveness of style" go hand in hand.

Mr. Ward is an expert in dress goods and silks—buys direct from the largest mills in Europe and America—hence the stock is the best that can be had in DRESS GOODS, SILKS, LININGS and DRESSMAKERS' FINDINGS. BUTTONS of every description are made according to design—also Pleatings. The well-known "Peerless Patterns," so highly appreciated by ladies are on sale here.

302-304 Cornwall Bldg.  
over 5 & 10c Stores

*Wards*

156 EAST  
MAIN STREET

## HUMBURCH BROS. Jewelers and Silversmiths

182 MAIN STREET EAST,

ROCHESTER, N. Y.

The present magnificent jewelry establishment and extensive business dates back to a little store and limited business on State street in 1875 conducted by McAllester, Humburch & Burke.

In 1890 the firm name was changed to Humburch Bros., now located at 182 Main Street (East). The Humburch Bros. store needs no introduction to Rochestrians who love the classic in Jewelry as well as the best in Watches, Diamonds, Clocks, Silverware, Cut Glass, etc. The store is of an artistic appearance, and courteous treatment is given to all by the 9 salesmen employed. The number of employees in the manufacturing department is 6. Humburch Bros. are extensive importers—thereby insuring to their customers designs known only to Humburch.

# G. W. TODD & CO.

*Sole Makers the Protectograph*

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



Woodshed of House on Gregory Street where first Protectograph was built in 1899.

Twelve years ago, in the little woodshed—the illustration of which appears on the left of the page, Mr. L. M. Todd began to work out the Todd idea of a device to protect checks. The device was christened the **Protectograph**. At that time the entire equipment of the enterprise consisted of a few rude tools and an idea. Today the **Protectograph** occupies the entire building shown in the lower picture. It is admittedly the model factory of Rochester—a city world famed for model industrial plants. The G. W. Todd Co., is a thoroughly trained **Protectograph** organization—doing nothing but just making **Protectographs**.

Over \$50,000 has been spent for the special tools, machinery, equipment and experimental work that enables them to build **Protectographs** that cost only \$30.

Over 150 people do nothing but build and sell **Protectographs**. Over 100 traveling salesmen are employed. 100,000 **Protectograph** machines are in use all over the world. Over 20,000 **Protectographs** are sold every year—one every six (6) minutes of *every working day*.

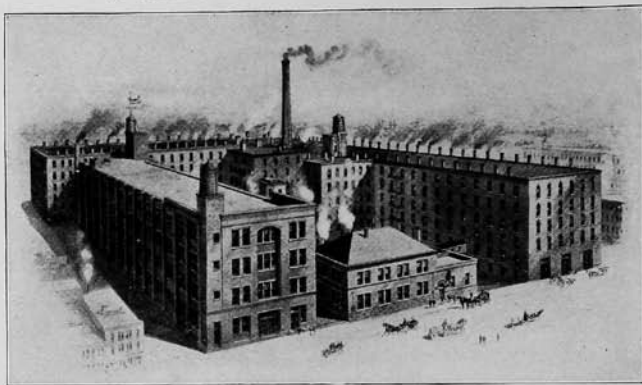
The Treasury Department, Washington, D. C., and over nine-tenths of all the Commercial Banks in the United States, as well as the leading business enterprises, use the **Protectograph**—and the **Protectograph** is known in every land where checks are written.



Present Factory of G. W. Todd & Co., Built 1909



**James Cunningham,**  
**MAKERS OF AUTOMOBILES AND CARRIAGES**  
13 CANAL STREET. ROCHESTER, N. Y.



This vast enterprise was started in 1838 by the late James Cunningham on the site now covered by the present mammoth establishment. The Company employs 600 people in their plant and 15 Salesmen are on the road constantly, and goods are shipped to all parts of the United States and Europe. Cunningham Son & Co. have repositories in Chicago, Ill., Boston, Mass., and St. Louis, Mo.

## The Gundlach-Manhattan Optical Company

751-755 Clinton Ave. S.



Rochester, N. Y., U. S. A.

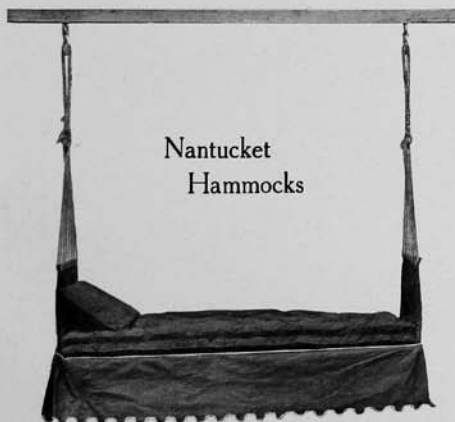
The Gundlach-Manhattan Optical Company, originally the Gundlach Optical Company, was established in 1884, and is one of the oldest and most eminent optical concerns in the country confining its business strictly to making high-grade photographic and optical apparatus. Its trade mark "It's ALL IN THE LENS" is one of the best known advertising slogans. Their location is a fine modern factory at 751-755 Clinton Avenue South, enclosing many thousand feet of floor space. The original members of the firm still conduct the business which has a world-wide market. President, Henry H. Turner; treasurer, John C. Reich.



**PRODUCTS** KORONA CAMERAS, TURNER-REICH ANASTIGMAT LENSES  
PRISM BINOCULARS, MICROSCOPES & OTHER OPTICAL GOODS



**J. K. HUNT, PAPER BOXES**  
190 MILL STREET, ROCHESTER, N. Y.



**Nantucket  
Hammocks**

**Flower City Awning  
and Tent Works**

**FRED. F. SABEY, Prop**  
170 SOUTH AVE,  
Rochester, N. Y.

**Awnings, Tents,  
Flags, Decorations,  
Canopies, Crash, etc.  
for Weddings and  
Receptions.**

This business was acquired by Mr. Sabey in 1903.

In addition to the manufacture of awnings, tents, flags, etc., a specialty is made in canopy work—especially for weddings—the territory in which their work is placed—in addition to the local field covers the principal towns in Western New York.

A feature of the Sabey establishment is the manufacturing for the trade of Nantucket Hammocks—a combination hammock or couch. This line is sold to dealers and others throughout the entire United States.

Home Phone 5336

Bell Phone 1693 Main

# C. E. BOOTH

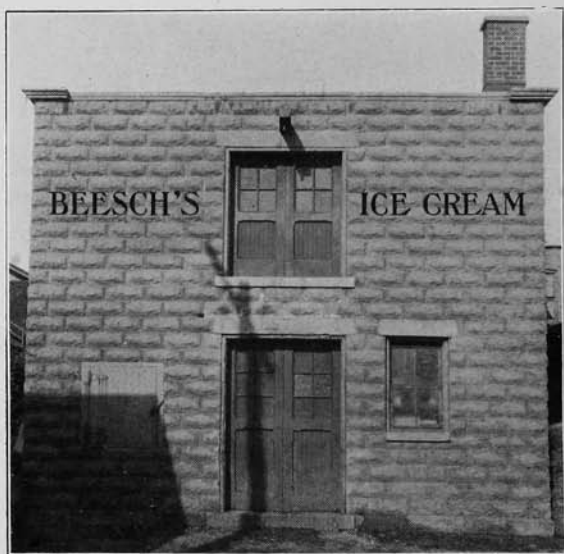
Manufacturer of

## BEESCH'S ICE CREAM

THE CREAM OF QUALITY      MADE OF PURE CREAM

641-643 Clinton Avenue North, Rochester, N. Y.

The celebrated Beesch's Ice Cream dates back to the year 1897 when Mr. F. W. Beesch established the business, and was continued by him to the date of his death in 1903. His widow then continued the business till 1907 when Mr. C. E. Booth assumed entire control of the ice cream making interest. The name "Beesch" in connection with ice cream is as the word "sterling" in relation to silver—the stamp of purity and excellence.



The Booth ice cream plant—the illustration of which appears above—is yielding daily about 1000 gallons of all kinds of plain and fancy creams, sherbets, ices, etc. Orders are filled upon short notice and no order is either too large or too small to fill—desserts for the family dinner are given the same careful consideration as the large cream and fancy ice order for receptions and banquets.

The delivery service is ample, nine wagons are constantly covering the city, delivering and receiving orders.

Mr. Booth is a member of Valley Lodge, F. & A. M., thirty-second degree, and a Shriner, Damascus Temple.

## WHY "THE OLD HOUSE" LEADS

### In the Sale of PIANOS and PLAYER PIANOS



#### ITS REMARKABLE GROWTH :

The evolution of a great business, its growth from small beginnings to a pre-eminence that overshadows its competitors is as interesting to the business man as is the evolution of the caterpillar into the butterfly to the scientific man. Both are the result of well defined, established laws. Neither is the result of an accident.

Fifty years ago—a full half century, John W. Martin laid the foundations of what is now "The Old House." It was the day of small things and he began in a small way. A few pianos represented his entire stock, a single floor gave ample room for all the business done. From the very first the motto of the house was "Only the Very Best," and for half a century there has been no deviation from that rule, 'till to-day the very name of "The Old House" is synonymous with quality.

The business grew steadily. Since 1896 its growth has been phenomenal. It rapidly outgrew its old store and an enlargement was necessary. To-day it occupies the four floors and basement of the Martin Block, in a beautiful building especially designed for the purpose.

The first floor is devoted to Grand pianos, Player pianos and Victor and Victrola Talking Machines. The second floor is divided into piano parlors. Here the purchaser may hear his piano played under the same conditions as in his own home. The basement, third and fourth floors are filled with pianos and talking machines carried in stock.

Carrying, as we do, the largest stock of exclusive high-grade pianos of any house in Western New York, affords a discriminating purchaser an opportunity to secure A STEINWAY OR KNABE PIANO, Ivers & Pond, Bush & Gerts, Sterling, Smith & Barnes, Willard, Huntington, Estey, Winter & Co., Rudolf and many other reliable makes. Slightly used and second-hand pianos purchased from us will be taken in exchange for better pianos and the purchase price originally paid allowed on the new piano. Easy terms and full value always given by "The Old House."

We are showing the largest and most exclusive line, as the following list shows, of Player Pianos, of any house in Western New York ; including the Steinway Pianola, Knabe Angelus, Emerson Angelus, Angelus Piano, Krell Auto Grand, Winter Master Player, Sterling Player, Rudolf Player Piano, Huntington Player Piano, Mendelssohn Player Piano, Estey Player Piano, Pianora, Pian-auto and THE ELECTRELLE.

You are cordially invited to call. Straightforward, conscientious treatment accorded everybody favoring us with their patronage.

## J. W. MARTIN & BRO.,

"THE OLD HOUSE"

73 State Street,

G. CLAY COX, Manager.

Rochester, N. Y.



# Frank H. Falls

## Heating, Plumbing and Ventilating Contractor

336-338 State Street.      9-11 Factory Street

ROCHESTER, N. Y.



Office and Display Rooms of Frank H. Falls

This business was founded in 1890, at 270 State Street, and in 1906 removed to the present location. A large exclusive heating and plumbing business has been established by Mr. Falls. Experienced mechanics are employed, all of whom have made a careful study of the many intricacies surrounding the successful installation of a heating and plumbing plant; hence many of the largest local manufacturing establishments—office buildings, as well as private residences—have been steam and plumbing equipped by Mr. Falls. Many contracts have been executed throughout the State. Mr. Falls is an extensive jobber in steam, heating and plumbing supplies, and is exclusive agent for the Marsh Steam Pump, having on hand a complete stock.

The "Falls Establishment" has the largest work shop and stock room of its kind in Rochester, the ground floor space extending 202 feet in depth from State Street running back to Mill Street.



Spanish Trophy, Highland Park

# FRANK J. SAUER

## CONTRACTOR AND BUILDER

OFFICE, 31 S. WATER ST.  
ROCHESTER, N. Y.

---

Mr. Sauer began business on his own account about twenty-five years ago. The first location was at 100 N. Pearl Street—and removed to the present site in 1903. Mr. Sauer is one of the most widely known builders in Rochester and has been identified with the construction of many important buildings in this section among which may be mentioned the following:

Michael Stern Bldg., Selden Motor Car Vehicle Co., W. B. Morse, Planing Mill and Office, John Hopeman Co., Rochester Lithographing Co., Church Home Chapel, Nurses Home, Homeopathic Hospital, Nurses Home, City Hospital, Pullman Bldg., Residence, Wm. Stehler, Residence, Adam Frederich, Cox Memorial Bldg., Geneva, N. Y., Gould Mfg. Co., Seneca Falls, N. Y., Robeson Cutlery Mfg. Co., Perry, N. Y., Menihan Co., Rochester, Star Egg Carrier Co., Curtice Bros. (addition), Rochester Germicide Co., Rochester Carting Co. (stables).

---

# JULIUS FRIEDRICH CO.

*General Contractors*

**Manufacturers of Cement Blocks**

312 EXCHANGE PLACE BUILDING, ROCHESTER, N. Y.

---

THE business was established in 1845 by Mr. Julius Friedrich, grandfather of the present head of the company. From grandfather to grandson the business has been transferred when each arrived at the twenty-first birthday. The present Mr. Julius Friedrich began contracting at the age of 21 years. Among the work executed by the Julius Friedrich Co. was the Rochester Railway at Summerville, known as the Bloom track, Old Ball Grounds, North St. Paul Street, also laid out the site for East Rochester, formerly Despatch, N. Y., the old Culver Field Ball Grounds, six (6) miles of Lockport R. R. from Lockport to New Fame, two (2) miles of Shore R. R., heavy cuts and "fill-ins" in the Indian Reservation at Alabama, N. Y., also Friedrich Park and numerous other jobs.

Julius Friedrich Co. was formed, the firm being Julius Friedrich and Joseph F. Ribstein, their work consisted of Evergreen Street and other paving jobs. Then John H. Friedrich and E. K. Ribstein were admitted, a corporation being formed in 1909, the officers being

JULIUS FRIEDRICH, PRESIDENT  
JOHN H. FRIEDRICH, VICE-PRESIDENT  
JOSEPH F. RIBSTEIN, TREASURER  
E. K. RIBSTEIN, SECRETARY

# TROTT BROTHERS

Builders of Monuments and Memorials in Granite, Marble and Bronze.

1120 MT. HOPE AVENUE.

ROCHESTER, N. Y.

SECOND ENTRANCE.



Chas. Stern's Mausoleum, Mt. Hope Cemetery, erected by Trott Bros.

This business was established in 1883 originally under the firm name of Trott & Weigand—and was located opposite the present entrance to Mt. Hope Cemetery. In 1894 the business changed to Trott Bros. and the following year the firm occupied their present home.

The business is devoted exclusively to monument and cemetery work of the most artistic order in marble and granite. Ten expert designers and workmen are at all times under the supervision of Mr. Jos. H. Trott which accounts for the uniform and consistent high character of the "Trott Brothers Productions."

The plant of Trott Brothers is the largest in Rochester—yet additional improvements are being made to meet the constantly increasing trade requirements as the business extends throughout the United States. Mr. Jos. H. Trott, the head of the concern, is President of the New York State Marble and Granite Dealers' Association—and enjoys a vast acquaintance throughout the country.

Trott Brothers have always enjoyed a large Jewish patronage and some of their finest work is listed in Jewish patronage, among which may be mentioned the following:

Chas. Stern  
Max Rosenthal  
Jos. W. Rosenthal  
Max Mock  
E. Fridlich  
Chas. Garson  
L. T. Levi  
A. Mock  
Ettenheimer Est.  
William Miller  
F. Rosenberg  
A. Krause  
Mrs. R. Simon  
M. Myers  
F. Mock  
J. J. Steifel

S. Goldsmith  
H. A. Hayes  
D. Hayes  
C. Mayer  
S. Levi  
J. E. Rosenberg  
Jacob Ables Est.  
Marcus David  
M. Hayes  
G. L. Straus  
G. H. Savage  
A. Dinkelspiel  
L. Greishimer  
A. J. Katz  
L. S. Levi  
J. H. Lempert

Strause Bros.  
Jos. Simon  
Mrs. M. Dinkelspiel  
J. Jacobson  
F. L. Bloom  
F. L. Myers  
H. Levy  
J. D. Stiefl  
M. Straus  
S. M. Myers  
A. Michaels  
H. Worms  
M. David  
E. Lowenthal  
T. Mock  
T. Cohn



## AMERICAN UNION LAUNDRY



This well known laundry was established in 1903 by H. I. Davis in the present home. Mr. Davis had acquired a wide general knowledge of the laundry business while employed by his father—the late Irwin T. Davis—who is well remembered to Rochesterians in connection with the old Davis Laundry Co. The American Union Laundry employs about 60 people and has 6 delivery wagons.

F. E. Rogers, Pres.

A. R. Helmer, Sec'y & Treas.

## SNOW WIRE WORKS CO.



Elevator Cars and Enclosures,  
Wire and Artistic Metal Work.

76 to 86 EXCHANGE ST. Rochester, N. Y.

The Snow Wire Works was organized in 1834 by Mr. John Snow, whose death occurred in 1893. The first location was nearly on the site of the present home of the company, which has been occupied since the early '70s. Incorporation papers date since 1901.

This company has met with a marked success, shipments being made to China and Japan as well as to all points in North and South America. The factory is equipped with every facility for the prompt filling of orders. About 40 persons are employed.

## ABNER ADAMS COMPANY

### Fine Hardwood Floors

58 EAST AVENUE

ROCHESTER, N. Y.

The Abner Adams Company had its inception in the business established by the late Abner Adams in 1888 in the East Side Savings Bank Building on East Main Street. Mr. Adams was the pioneer of the hardwood floor business in this city and met with remarkable success. He died in 1908.

In 1898 the present President of the Company, Edward P. Adams, became identified with the business of which he is now the guiding spirit. The reputation of the Adams Company has been built up by honest work at moderate prices, and the excellent character of the work done may be inferred from the following selected lists of well known individuals and institutions:

Rev. M. Landsberg  
Isaac Adler  
I. A. Baum  
H. C. Cohn  
Louis Griesheimer  
A. J. Katz  
Lipman Holtz  
Chas. Stern  
J. D. Steefel  
Leon Stern  
Louis Black  
D. M. Garson  
Sol Wile  
Morley A. Stern  
Phillip Present  
Marcus Kochenthal  
Henry E. Kirstein

Rochester Trust & Safe Deposit Co.  
Carl F. Lomb  
Wilmot Castle  
H. B. Graves  
William Bausch  
W. D. Ellwanger  
Geo. W. Todd  
W. G. Stuber  
A. J. Townson  
Erickson Perkins  
Chas. H. Wiltzie  
Frank Ritter  
Geo. D. Hale  
Wm. E. Sloan  
W. A. Hubbard, Jr.  
William Eastwood  
Genesee Valley Club

and others. The Abner Adams Company is selling agent for the Wood-Mosaic Co.'s products, and maintains branches in Syracuse and Auburn, N. Y.

---

## BICKFORD BROS. COMPANY

### Furniture, Upholstery, Sanitary Bedding Manufacturers of "Nantucket" Hammocks

81 EAST AVENUE

ROCHESTER, N. Y.

**T**HIS famous decorating establishment was founded in 1879 by A. E. Bickford and F. W. Bickford. In 1902 F. W. Bickford retired and Walter W. Bickford was admitted and in 1911 the present magnificent home was occupied. Here is shown one of the most artistic displays of Art Furniture and Furnishings in Rochester city, including many beautiful examples of period furniture, and reproductions of famous pieces originally designed by Chipendale, Sheraton, Hepplewhite, Adams and other famous masters. Also a few rare antique rugs and pieces of furniture.

The Drapery Department is replete with a most comprehensive line of imported fabrics, laces, net curtains, etc., appropriate for any scheme of decoration which is carefully carried out by the corps of skilled artists and workmen under the supervision of the officers of the company—it being their aim to decorate and furnish the homes of their clients in such a manner that there is perfect harmony in the scheme.

The officers of the corporation of Bickford Bros. Company are: A. E. Bickford, President; Robert F. Bickford, Vice-President, and W. W. Bickford, Secretary and Treasurer.

# L. J. BARTH

Wholesale and Retail

## Tire Vulcanizing

*Dealer in All Makes of Auto Tires*

75 Monroe Avenue

Rochester, N. Y.

**B**EGINNING the vulcanizing business in a small shop 201 W. Main Street in 1899, with an extremely limited patronage, and within twelve years having built the block as shown in illustration herewith, is the story of the enterprise and pluck of L. J. Barth, who is well and favorably known to the local automobile world.



The Home of the Barth Vulcanizing Works

In addition to vulcanizing and general repairs, Mr. Barth is local distributing agent of the celebrated "Continental Auto Tires," besides having on hand a complete stock of Tires including Diamond, Goodrich and Hartford; also Casings and Tubes and Auto Accessories. In the mechanical department every appliance and facility for prompt and efficient service is found, the workmen are skilled mechanics, equipped with years of experience in this special department. The trade extends throughout the State of New York, in addition to a large and growing patronage from Rochester's leading autoists.

# Krausneck, Yauchzi & Co.

## Sanitary Engineers

CONTRACTORS FOR HEATING SYSTEMS OF ALL KINDS

*Agency for "The Sterling" and Celebrated "Perfect" Ranges and Furnaces.*

**773 LAKE AVE., Cor. LEXINGTON AVE.**

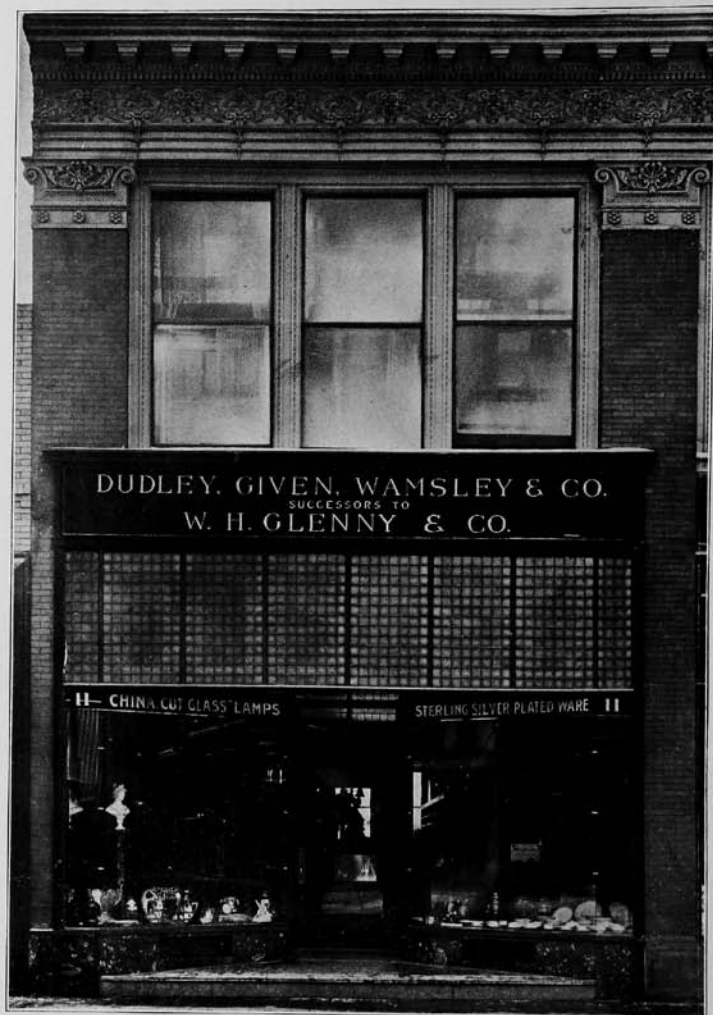


KRAUSNECK, YAUCHZI & CO.'S "HOME"—773 LAKE AVE., COR. LEXINGTON AVE.

This business was established in 1898 by Julius M. Krausneck and Louis J. Yauchzi—trading as Krausneck & Yauchzi—and for the purpose of conducting the Heating and Plumbing business. In 1905 the firm name was changed through incorporation—the business being known as Krausneck, Yauchzi & Co.—the officers being Louis J. Yauchzi, Pres. ; Joe Hobson, Vice-Pres. and George Yauchzi, Jr., Secretary.

This company has been highly successful—among the contracts executed might be mentioned the fitting up—both sanitary heating and plumbing—of many of the finest residences, as well as large buildings and plants in Rochester. A large trade in "Sterling" and "Perfect" ranges and furnaces is also enjoyed.





**FIRM MEMBERS**

RICHARD C. DUDLEY  
JAMES B. GIVEN  
WILLIAM H. WAMSLEY  
JOSEPH T. SIMPSON  
JOHN H. NEVIN

*English, French and American China, Cut, Engraved and Plain  
Glassware, Pottery, Clocks, Silverware, Jewellery, Artistic Brass  
Articles, Lamps, Bronzes, Marbles, Bric-a-Brac and Gift Goods*

CALL AND INSPECT THE NEW STORE

11 EAST AVENUE

ROCHESTER, N. Y.



ESTABLISHED 1911

NOS. 3 AND 5 EAST AVENUE

PHONE US

'Round the Corner from Main Street—On the *Old* Drug Store Site  
ROCHESTER, NEW YORK

ESTABLISHED 1872

INCORPORATED 1908

# SCHWALB COAL CO.

DEALERS IN

WHOLESALE Anthracite Coal and Bituminous RETAIL.

Office and Yards - 92 Portland Avenue - Rochester, N. Y.



For nearly forty years the name "Schwalb," in connection with coal, has been a recognized household word in Rochester.

In 1849 a sturdy, plucky young German came to Rochester, and became associated with the firm of Hahn & Weiss, who then had the contract for sawing all the wood which was used as fuel in the engines hauling passenger and freight trains over the New York Central Railroad. Wood at that time being exclusively used.

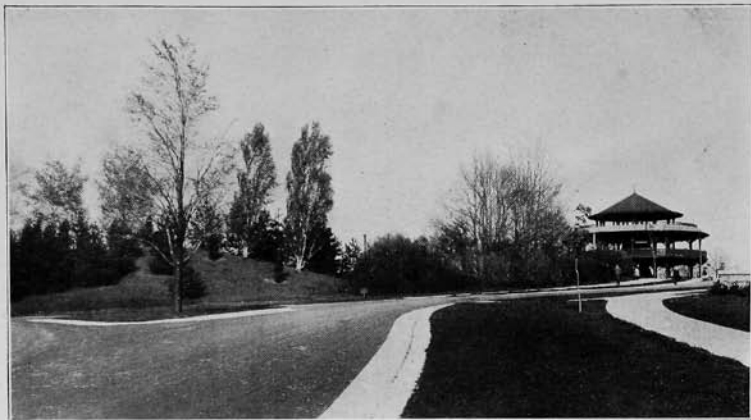
Twenty-three years later (1872) that man, who was Nicholas Schwalb, the father of the present president and active head of the Schwalb Coal Co.—Frank J. Schwalb (or "Col." Schwalb as he is familiarly known to the people of Rochester)—began the coal business in a small way—admitting the son into the business in 1886—the title was then changed to Schwalb & Son. After the death of the elder Schwalb in 1888 Frank J., continued the business on his own account and by persistent application to the business, increased the trade to a point where the Schwalb Coal Co. now ranks as one of the largest in the local Anthracite Coal market.

In 1908 Mr. Schwalb formed a corporation—the officers being : F. J. Schwalb, Pres. ; Peter A. Sieler, Vice-Pres. and Frank Koch, Secy. and Treas.

The Schwalb Coal Co. have unexcelled yard facilities for receiving and forwarding of coal—having built a coal trestle—(note illustration) 85 feet high, 75 feet long and 50 feet wide—with a capacity of 2000 tons of hard coal.

"Col." Schwalb began his business career with his father at the age of 12 years, digging and shoveling coal, and through assiduity to business and conscientious regard for the rights of his fellowmen, is recognized as one of Rochester's leading citizens.

In addition to holding the present office of "City Assessor," he is also prominently identified with many leading Catholic fraternal and benevolent organizations, viz : C. M. B. A., Knights of Columbus and Father Mathew Society, and is also "Colonel" commanding the First New York Regiment Knights of St. John, which ranks as one of largest Catholic fraternal organizations in the country. Col. Schwalb is also Treasurer of the Flower City Tissue Mills Co. located on the outskirts of the city of Rochester, which is conceded to be one of the finest equipped plants in the United States.



Highland Park Pavilion, Rochester, N. Y.



# J. G. WAGNER

## Building Contractor

Shop and Yards, 20 Leopold Street, ROCHESTER, N. Y.  
Residence, 516 Culver Road

Equipped with a thorough training in the business of "building and contracting," which he received from his father, Mr. M. J. Wagner, started business on his own account in a modest way in 1890.

During the past twenty years Mr. Wagner has constructed many large factory buildings and plants in Rochester, as well as numerous palatial residences, among which are the following :

### FACTORIES AND PLANTS

Stein-Block Factory  
American Wood Working Machinery Plant  
Rochester Power Plant  
Karle Lithographing Plant  
Reed Glass Works, Meldola Shoe Works and Utz & Dunn Factory and Plant.

### RESIDENCES

H. H. Cohn  
McAllister, Strathallan Park  
L. Stone, Goodman Street  
C. Richards, Goodman Street  
C. Merlan, Dartmouth Street

## THE ROCHESTER AUTOMATIC ELEVATOR DOOR COMPANY

L. F. WILDER, Proprietor

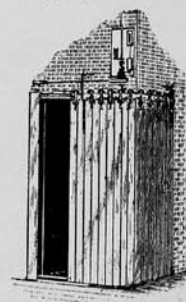
### MANUFACTURERS OF PLAIN AND FIRE-PROOF AUTOMATIC ELEVATOR DOORS AND ENCLOSURES

No. 291 Mill Street

Rochester, N. Y.

This concern is the only one in Rochester engaging in the manufacture of Automatic Elevator Doors and Enclosures, and was founded by Mr. L. F. Wilder in 1905.

Since that time nearly all the large manufacturing plants, institutions, etc., have been equipped by Mr. Wilder. Among which may be mentioned :



Stein-Bloch Company (14 Doors)  
L. Adler Bros. Co.  
Michaels, Stern & Co. (24 Doors)  
L. Black Company  
Yawman & Erbe Mfg. Co.  
Utz & Dunn  
Van Berg Silver Plate Co.  
Barnard & Simonds  
James Cunningham & Son Co.  
Commercial Paper Box Co.  
Empire Last Works  
Woodworth Building  
Barnard, Porter & Viall  
Star Palace Laundry  
Home Laundry  
Kelso Laundry  
Michaelson & Co.  
M. A. Levi & Bros.  
Mack & Co.  
Taylor Instrument Co.  
National Casket Co.  
Stecher Lithograph Co.  
A. J. Bolton Co.  
E. P. Reed Shoe Co.  
J. Hungerford Smith Co.  
Menahan Shoe Co.  
Meldola & Coon  
C. B. Woodworth & Son Co.  
M. D. Knowlton Co.  
Rochester Stamping Co.  
Rochester Machine Screw Co.  
Rochester Power & Light Co.  
R. T. French Co.  
Gilbert Knitting Co., Little Falls, N.Y.  
Stacy Cheese Works, Little Falls, N.Y.  
Victor Box Co., Little Falls, N.Y.  
Gem Knitting Mills, Herkimer, N.Y.  
Humphrey's Printing Co., Geneva, N.Y.  
Also in Yale Laundry Plants at Baltimore Md., and Wash'n, D. C.

# STROMBERG-CARLSON TELEPHONE MFG. CO.

ROCHESTER, NEW YORK, U. S. A.



MAIN OFFICES

FROM SKY PHOTO

FACTORIES

## MANUFACTURERS OF TELEPHONE APPARATUS AERIAL AND UNDERGROUND CABLE

A partnership formed in 1894 between Alfred Stromberg and Androv Carlson in Chicago, Illinois, was the beginning of this company. In 1902 a new corporation was formed in the State of New York and the plant finally moved to the enlarged quarters in Rochester. There are four factory buildings, offices, foundry and power plant, covering a ten acre tract near the N. Y. C. R. R. Special machinery and the most modern equipment for the purpose of making Independent telephone apparatus is installed. We make *telephones for any kind of service and switchboards for any size system.* There are over 1,500,000 Stromberg-Carlson telephones and more than 7,500 switchboard exchanges in the U. S. A. We make the highest grade telephone equipment in the world with no exceptions. Board of Directors: Albrecht Vogt, Edward W. Peck, Abram J. Katz, W. Roy McCanne, Frank N. Kondolf, George W. Todd, Fred C. Goodwin, Jacob Gerling, Sr., J. Foster Warner. Officers: Frank N. Kondolf, president; Edward W. Peck, vice-president; W. Roy McCanne, secretary and treasurer; Wesley M. Angle, assistant secretary and assistant treasurer; J. Edmund Cooper, auditor.

# THE HOME BAKING COMPANY

MAKERS AND DISTRIBUTORS OF  
SUPERIOR BAKING GOODS

*"Our Goods are Sold to Consumers only"*

12-14 ELY STREET

ROCHESTER, N. Y.



This business was begun in September, 1910, and The Home Bakery is therefore the youngest, but by no means the smallest, bakery in Rochester.

To develop a home trade within eight months which requires the constant travel of thirty-five delivery wagons besides two "special delivery" automobiles, not only shows the enterprise of The Home Baking Co., but is evidence, indisputable, of the excellent quality of the products made at this bakery, and likewise of the rapidly increasing demand for same.

## *"A Bakery for Individual Orders"*

is a clear interpretation of the policy of the promoters of The Home Baking Co., a place where home order baking is executed and all makes of Bread, Cookies, Cakes, etc., are made according to expressed desire.

Orders can be placed by phone, or given to salesmen on the "yellow wagons" of The Home Baking Co., and same will be delivered at time designated, whether for home luncheon, dinner, or reception.

M. G. SAALWACHTER

Bell Phone 2838 Chase

C. J. STALLER

# Mt. Hope Ave. Auto & Carriage Co.

MANUFACTURERS OF

## Auto Tops, Slip Covers and Dust Hoods

ALSO TRIMMING, PAINTING AND REPAIRING

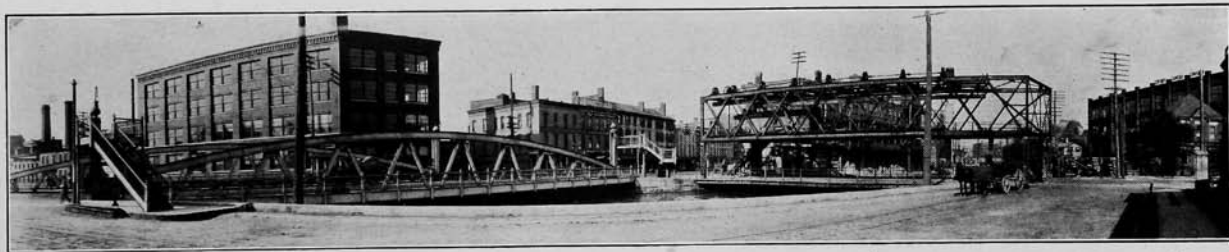
Auto tops of every description made to order on short notice. We also make a specialty of painting—refinishing and doing a general automobile repair business. Our Automobile department has been equipped with all the latest appliances and improved machinery necessary for doing a strictly high class business—and we have connected with us, Mr. C. J. Staller—an experienced automobile man who has charge of this department. Mr. Staller has been connected for twenty-five (25) years with one of the largest Automobile and Carriage Manufactories in the city of Rochester.

In connection with the above we also BUILD and REPAIR WAGONS OF EVERY DESCRIPTION—and do a general wood working and painting business. Set RUBBER TREES of all sizes, new and second hand. Also horseshoeing and general blacksmithing business. In this latter line Mr. M. G. Saalwachter founded the business in 1909 with one helper. At present the business requires seven employees.

The factory site of the Mt. Hope Avenue Auto & Carriage Co., is undergoing a general remodeling—new building has been added—a handsome office included and every convenience offered for the comfort of automobile patrons.

This Space  
Reserved for  
F. C. Schutt  
Automobiles  
2 George St.  
Rochester, N. Y.





Factory of Van Bergh Silver Plate Co. (looking West on Main Street)

"Bridge Square," Rochester, N. Y.

Plymouth Avenue Bridge (from Main Street, South)

# VAN BERGH SILVER PLATE CO.

MANUFACTURERS  
OF

SILVER PLATED HOLLOW WARE  
FANCY AND TOILET ARTICLES

224 WEST MAIN STREET AND ERIE CANAL :: ROCHESTER, N. Y.

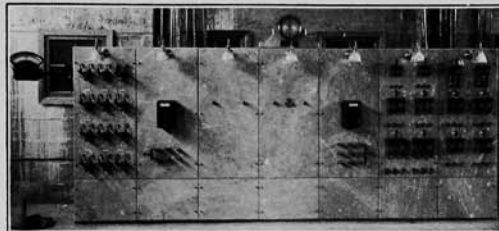
The business was established in 1892 by F. W. Van Bergh, the present President of the company. The first location was in the Aqueduct Building, foot of Graves Street. Afterward the business was removed to the site now occupied, but the plant was entirely destroyed soon after. The factory, the present home of the concern (note illustration), was entirely rebuilt. The factory building is five stories high and contains 60,000 square feet of floor space. 150 persons are employed and six traveling salesmen are on the road. Goods are shipped to all parts of the United States and to European and South American countries. The output is entirely to Jewelers and Jobbers.

# The Almstead Manufacturing Co.,

Manufacturers of ELECTRICAL SWITCHES AND SWITCH  
BOARDS—PANELS AND DISTRIBUTING BOARDS

29 NORTH WATER STREET :: ROCHESTER, N. Y.

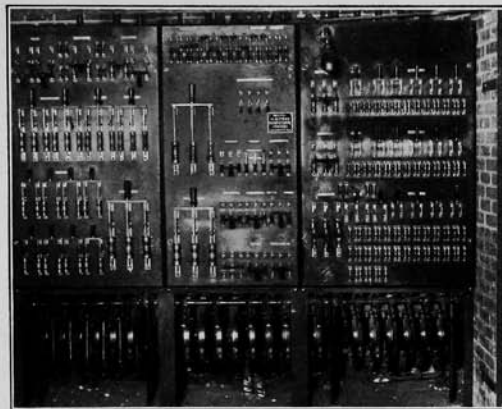
**B**USINESS established and incorporated 1907, by M. J. Almstead, whose experience as an electrician dates from 1885. The officers at present are: M. J. Almstead, president; Geo. S. McMillan, vice-president, and Chester T. Macdonald, secretary and treasurer. Electrical Switch Boards and Distributing Boards have been built in the Rochester plant by the Almstead Manufacturing Co. and placed into thousands of leading institutions, factories and buildings throughout the United States.



Switch Board in City Hospital  
Rochester, N. Y.

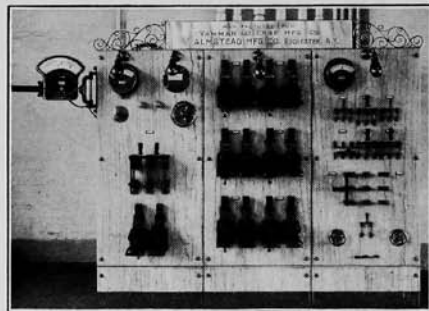
Among the work executed in the City of Rochester, in addition to that done of which the illustrations are exhibited on this page, may be mentioned :

L. Adler Bros. Co.'s plant  
L. Black & Co.  
John Hoffman Co.'s plant  
Ritter Dental Mfg. Co.'s plant  
Bolton Shoe Co.'s plant  
Langslow-Fowler Co.'s plant  
German-American Button Co.'s plant  
Schlegel Mfg. Co.'s plant  
Flower City Specialty Co.



Switch Board in Temple Theater, Rochester, N. Y.

Selden Motor Car Co.'s plant  
St. Bernard's Seminary (R. C.)  
Hotel Rochester  
Berith Kodesh Temple  
Duffy-McInerney Co.  
Sibley, Lindsay & Curr Co.  
German Insurance Building  
Cox Building  
Glenny Building  
Homeopathic Hospital  
Hahnemann Hospital  
Third Presbyterian Church  
St. Stanislaus Church (R. C.)  
Moerbach Brewing Co.  
Bartholomay Brewing Co.  
Genesee Amusement Co.



Switch Board in the Yawman & Erbe Mfg. Co. Plant  
Rochester, N. Y.

Mr. M. J. Almstead is a Mason, being a member of Corinthian Temple, No. 805, F. & A. M.

# Fred W. Bickford Storage Co.

“Largest and Only First Class  
Storage Warehouse in Rochester”

R. W. FOOTE, Manager

359-373 State Street and 12-18 Frankfort Street, Rochester, N. Y



Bickford's Storage Warehouse was established in 1906 by Mr. Frederick W. Bickford at the present location, and continued by him until his death, early in 1908. Since that time the business has been operated by his widow, Mary E. Bickford—Mr. R. W. Foote, the general manager, guiding the affairs. The building occupied was originally built for storage of household effects, and is admirably located, and is the largest storage warehouse in Rochester—about 50,000 square feet of floor space being available—which is divided into 800 rooms for the separate storage of furniture and household goods.

The Bickford Storage Company has three large padded vans, the finest in the city, for the transferring of furniture and effects to and from the warehouse and for general moving from house to house. Goods are packed for shipment to any part of the world.

The local packing of goods for shipment is under the supervision of Supt. John A. Hanss, who is so well and favorably known to Rochesterians as to require no further comment.

## SALTER BROTHERS FLORISTS

*East Side Store:* 320 MAIN ST. EAST

*West Side Store:* 38 MAIN ST. WEST

ROCHESTER, N. Y.

The florist establishment known to Rochesterians as Salter Bros. "East Side Store" and "West Side Store," may be said to have come into existence in 1881, when Richard G. Salter opened a small florist store at 52 State Street.

In 1882 Albion H. Salter became a partner. In 1885 Salter Bros. moved to the Powers Hotel Building, and in 1887 a branch store was opened on East Main Street with A. H. Salter in charge. And the present large store in the Sibley Building is the outgrowth of the undertaking.

Salter Bros. have 28 greenhouses—some on Park Avenue and others at Fairport.

---

## J. B. KELLER SONS Florists

STORE

25 CLINTON AVENUE NORTH

GREENHOUSES

1023 SOUTH AVENUE.

ROCHESTER, N. Y.

The high reputation of this old established floral house, whose name is so favorably associated with "flowers," extends back to the year 1875, when Mr. J. B. Keller began the "florist business" in a small green house fifty feet in length and twelve feet in width. This green house was located at 1023 South Avenue on the site of the present greenhouses of J. B. Keller Sons, which cover 100,000 square feet of floor space.

From 1875 to 1887 Mr. Keller's business expanded to such an extent that constant additions to the green house was required, and also necessitated the establishing of a display and show-room, nearer the heart of the retail section of Rochester, which resulted in the opening of a small store at 25 Clinton Ave. N. About the same time, in 1887, Mr. Keller identified his son, F. J. Keller, with the business. Upon the retirement of the senior Mr. Keller, in 1900, the business was continued under the guidance of his sons, F. J., J. M. and W. L. Keller, and was incorporated in the present year, 1910—the three sons acting as officers of the corporation, viz.: F. J. Keller, President and Treasurer; J. M. Keller, Vice-President and W. L. Keller, Secretary.

Their attractive floral store at 25 Clinton Ave. N. has undergone many changes, and recently has been remodeled and enlarged.

The trade of J. B. Keller Sons has been maintained by never deviating from the high principle which marked the inception of the business in 1875 and to-day includes many of Rochester's representative people.



# M. B. SHANTZ

## BUTTON MANUFACTURER

MONROE AVENUE COR. RUTGER

ROCHESTER, N. Y.



Among the leading industrial enterprises in Rochester are the button manufacturing plants of M. B. Shantz.

"The pioneer of the button industry in Rochester" is the term applied to Mr. Shantz, when reference is made to the early history of the button industry in Rochester. With only limited capital but full of daring and "go-ahead-it-ive-ness" Mr. Shantz, imbued with a realization of the great necessity for such an institution, launched his enterprise in June of 1887 on Water Street. Later in the year Mr. John S. Bingeman became a partner and the business was conducted under the name of M. B. Shantz & Co. The M. B. Shantz Co. was then organized in 1891, the business being at St. Paul and Mortimer Streets.

In 1904 Mr. Shantz withdrew from the M. B. Shantz Co. (which is now the Rochester Button Co.) and established the present M. B. Shantz button manufacturing plant, located on Monroe Avenue where fine ivory buttons, for men's wear, are manufactured.

The company was originally capitalized for \$150,000—then increased to \$250,000—and to-day the capitalization is \$500,000.

A branch is at Akron, N. Y. Total floor space of the plants is 50,000 square feet. Twelve traveling salesmen are employed and about 500 persons constitute the force in the sale, office and manufacturing departments. Goods are shipped to all parts of the United States.

The  
Famous

# “Adler-Rochester Plant”

Largest Clothing Factory  
in Rochester



THE FINEST TAILORING INSTITUTION IN THE WORLD

Illustrated above is the home of “Adler-Rochester Clothes,” tailored by the L. Adler Bros. & Co.—constructed of solid concrete and steel, four stories, 180,000 square feet floor space, and is the largest manufacturing clothing plant in the Flower City. About 90% of the entire building is glass—the plant contains 1011 windows of 5 x 14 feet each—which admits a flood tide of daylight to every part of the building, thus affording the 1200 employees ample light facilities required in the manufacturing of “good clothes” for which the home of L. Adler Bros. & Co. is noted. This well known industry occupying a prominent position in the manufacturing of clothing in Rochester, was established in 1869—the original founders were Messrs. Levi, Abram and Simon Adler—the first place of business being on North Water Street. The trade now covers the entire United States, Philippine Islands, Porto Rico and South American countries. L. Adler Bros. & Co., incorporated in 1892—the present officers being : Abram Adler, Pres. ; Mortimer Adler, Vice-Pres. ; J. L. Garson, Treas. and Max A. Adler, Secy. The Board of Directors in addition to the active officers, includes Mark L. Adler, Milton S. Adler, J. J. Bakrow, H. A. Barrows and Marcus David.

Established 1865

Incorporated 1902

## JOHN LUTHER & SONS CO. General Contractors and Builders

Rear 176 North Street

Rochester, N. Y.

This company was incorporated in 1902, succeeding to the business founded and maintained since 1865 by Mr. John Luther, who is now president and treasurer of the succeeding company, with Chas. W. Luther, first vice-president, John W. Luther, second vice-president and Chas. M. Williams, secretary.

The Life of Mr. John Luther, the founder of this business—which dates back to the "bloody days"—is interesting. Beginning in an humble way—with small jobbing work—he formed a co-partnership with the late Geo. H. Thompson and traded under the name of Geo. H. Thompson Co. Following the death of Mr. Thompson, the business was conducted as the Luther Co. until incorporated.

Mr. Luther has to his credit some notable work, both local and through Western New York. Among the work was the Elmira Reformatory, Elmira, N. Y., several hotels at Niagara Falls, besides the mammoth coal chute at Lyons, N. Y. Also the elevating of the N. Y. C. R. R. tracks and station building in the city of Rochester.

Mr. Luther points with pride to his long business career, and from among the many of his patrons—covering his business history from the beginning to the present—has selected the following buildings and persons as showing to the people of this as well as future generations the character of the work done in the up-building of some of the largest industries for which Rochester is famous, viz :

Bausch & Lomb Optical Co. Bldg.  
Symington Foundry Co. Bldg.  
Yawman & Erbe Plant  
Pritchard-Strong Co. Plant  
J. Hungerford Smith Co. Plant  
American Laundry Machine Co.  
Kerstein Bldg.  
A. J. Katz, Residence  
Leon Stern, Residence

Mr. Friedlich, Residence  
Eastman Kodak Co. Bldg. (part)  
William Dreschler, Residence  
Rochester Trust Co.  
Van Berg Plating Co.  
Temple Theatre  
Michael Stern Bldg. (part)  
Edward Bausch, Residence  
Carl Lomb, Residence

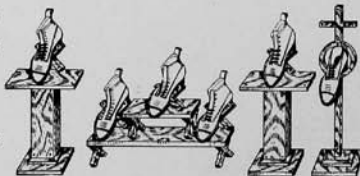
and hundreds of others. About 80 workmen are kept constantly employed.

---

## ARTISTORIA NOVELTY CO. Manufacturers of Metal and Wood Display Furniture

Fixtures to Order  
in Any Style Work  
our Specialty.

—  
Fixtures Sold  
Everywhere in the  
United States.



The Puzzle Wood  
Display Outfit  
contains the largest  
number of Pieces  
in Wood for the  
money on the mar-  
ket. 130 pieces, \$18.  
Write for catalog.

202 Edgerton Street

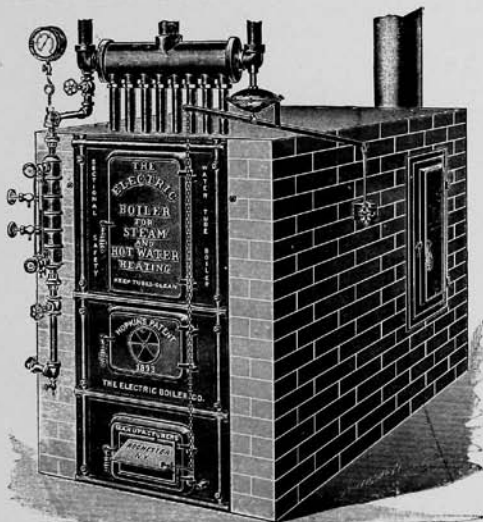
Rochester, N. Y.

Main Office and Works, 23-25 Stillson St., 16-18-20 Achilles St., Rochester, N. Y.  
St. James Building, 1135 Broadway, New York City.

# HOWE & BASSETT

Contractors and Engineers, Plumbing, Heating, Ventilating, Power Work, Engineer's Supplies  
ROCHESTER

This well known and long established house was founded by J. H. Howe and Wm. J. Bassett in 1886—Mr. Howe having been indentified with the firm of Howe & Snyder and Mr. Bassett with the old firm of Gauh & Bassett. The original place of business was at 336 East Main Street.



The general business conducted by Howe & Bassett is the installation of steam, hot water and hot air heating and ventilating, power work—and everything in the line of plumbing. The "highest standard of work" has been the motto of the firm of Howe & Bassett—all work guaranteed in every case—and in testimony of the above claims offer the names of the following eminent Rochesterians and others as reference, viz:

Berith Kodesh Temple  
Beth Israel Congregation  
B. R. & P. R. R. (Office Building)  
Hotel Rochester  
Cutler Building  
Security Trust Co. Building  
Sibley, Lindsay & Curr Co.  
Corpus Christi Church (R. C.)  
Lyceum Theatre  
Temple Theatre  
Eggleston Hotel  
Whitcomb House  
New York City Prison  
Irving National Bank (New York City)  
and hundreds of others. Howe & Bassett draw extensive business throughout New York State and Northern Pennsylvania.

Craig Colony for Epileptics (Seneca, N. Y.)  
Depot, B. R. & P. R. R. (Springville, N. Y.)  
M. A. Katz  
Morley A. Stern  
G. D. B. Bonbright  
C. F. Osborne  
Mrs. R. R. Fitch (East Avon)  
R. K. Dryer  
J. T. Cunningham  
J. N. Beckly  
W. G. Markam (Avon, N. Y.)



# Rochester German Insurance Co.

## of Rochester, N. Y.

THIS company was organized in Rochester in 1872 by prominent Germans who had at heart the welfare of their city and believed in its future development.

During the thirty-eight years of the company's career, nearly \$11,000,000 have been paid out in losses, and the Rochester German Insurance Co., is today, the only insurance company owned, managed and operated by Rochesterians—one of the financial institutions that demonstrate the stability, progressiveness and strength of the "Flower City."

### DIRECTORS

Mathias Kondolf  
Charles Rau  
J. J. Bausch  
Albrecht Vogt  
Jacob Gerling  
Louis J. Ernst  
George F. Roth  
Robert Siebert  
John N. Rauber  
John J. L. Friederich  
Henry Klein  
Louis Griesheimer



### DIRECTORS

William H. Vicinus  
Walter B. Duffy  
Frank A. Stecher  
W. C. Barry  
Gustav Erbe  
J. Craig Powers  
H. F. Atwood  
F. W. Jenness  
Hon. Wm. E. Werner  
Charles W. Weis  
George H. Harris

The building—note illustration—is one of the leading institutions in Rochester. The company has throughout the United States and Canada 2600 agents. Losses in the serious conflagrations of the country, as well as those of a minor nature, have been honestly and equitably adjusted and promptly paid.

### STATEMENT, JAN. 1, 1910

Cash Capital	\$ 500,000.00
Reserve for Re-Insurance	1,287,370.09
Reserve for Unpaid Losses	134,586.86
Reserve for Taxes and other Liabilities	20,970.38
Net Surplus	620,200.41
Gross Assets,	\$2,563,127.74

### OFFICERS

ALBRECHT VOGT,	President
H. F. ATWOOD,	Vice-President
EDWARD E. PASCHALL,	Secretary
J. F. CAMP,	Assistant Secretary
ALFRED J. BARRETT,	Auditor

# WILLIAM F. MAAS

## CONTRACTOR AND BUILDER

Manufacturers  
of . . . *Sash, Doors, Blinds and Interior Trim*  
Office, Planing Mill and Lumber Yard, 124 Railroad Street, Rochester, N. Y.

Seventeen years ago (1894) Mr. William F. Maas, the well known contractor and builder started business on a very modest scale. The first "large contract" was for the construction of the "Davenport" apartment house, East Avenue and William Street.



His first place of business was at 15 Sanders Street. The present Maas plant—the illustration of which is herewith exhibited—compares favorably with any in a similar line in Rochester City as regards size—covering 120 x 240 square feet. In 1903, Mr. Maas in order to facilitate his business, began the manufacturing of Sash, Doors, Windows and Blinds, Porch Columns, Newels, Brackets, Mouldings—in fact all descriptions of interior trim. In the planing mill the services of upwards of twenty (20) skilled mechanics are required.

Adjoining the executive buildings and planing mill is a finely stocked lumber yard—containing special and general lines of lumber, White and Yellow Pine, North Carolina Pine, Oregon Pine, Oak, Hemlock, etc. Mr. Maas in 1909 decided to maintain his own lumber department, and in addition to the lumber yard referred to above, is utilizing for lumber storage purposes the three (3) lots of ground, 120 x 240 feet, which he owns and which lie almost opposite the present plant and adjoin the Public Market. The N. Y. C. & R. R. tracks run through these lots—consequently Mr. Maas receives lumber in car load lots direct and unloads from car, no hauling being required.

In the contracting and building business Mr. Maas has been very successful—having constantly sufficient contracts to give employment to upwards of 100 persons. Among the contracts executed may be mentioned :

Monroe County Hospital  
Hart Memorial Bldg., (City Hospital)  
Copeland Building, S. Clinton Street  
The Vassar Apartment Home  
The Oxford Apartment House  
Miller Cabinet Co.  
Elks' Home (remodelling)

Morris Griesheimer Residence  
G. W. Todd Residence  
J. E. McKlvey Residence  
F. C. Kingston Residence  
Isaac Bier's Residence  
No. 8 Public School  
The Lincoln Apartment Home  
(Benj. F. Meyers, Owner)

and many other leading factories, institutions and residence in Rochester City. Mr. Maas is a member of No. 24 B. P. O. Elks.

## ROBERT CALDER

*"HEATING SPECIALIST"*

Furnaces. Steam and Hot Water Installation. Tin, Copper and Sheet Iron Work

79-83 EXCHANGE ST. ROCHESTER, N. Y.

This long established business was established in 1884 under the name of "Price, Calder, Geddes & Amos," which continued for four years on a site in the rear of the now Hess Company. The retirement then of Mr. Geddes changed the firm to Price, Calder & Ames, and in 1902 Mr. Robert Calder assumed entire control of the business, into which up to the present he has injected his experience of 35 years as a "specialist" in steam and hot water heating and general furnace work.

The general business conducted by Mr. Calder is the installation of steam, hot water and hot air heating and plumbing apparatus, as well as tin, copper, and sheet iron work.

The "XXth" Century and the "Royal" furnaces are specialties in the Calder establishment, and have been installed in the homes of many of Rochester's leading citizens whose patronage Mr. Calder enjoys.

Mr. Calder, backed by his 35 years of practical experience, is prepared to do the very highest standard of work and to fully guarantee the work in every case, and in testimony of this claim offers the following eminent Rochesterian's patronage as reference, viz.:

Cluett, Peabody & Co.  
Rochester Gas & Electric Co.  
Powers Building Co.  
First Presbyterian Church  
National Casket Co.  
C. F. Garfield Real Estate Co.  
New York State Railway Co.  
And hundreds of others of all denominations.

First Methodist Church  
Second Baptist Church  
Residences:  
The Katz  
The Miller  
The Stearns  
The Adler

---

C. S. THOMSON, President and Treasurer

J. T. CLARK, Vice-President

E. S. THOMSON, Secretary

FOR PARTICULAR PEOPLE

## THE PEERLESS LAUNDRY

THE LAUNDRY OF QUALITY

Rome Street, near Cumberland

Rochester, N. Y.

---

This business was established, and also incorporated, in 1903. The original location was on Colvin street, corner Wright. In 1908 the plant was removed to the old site on St. Paul street, No. 142, where the business was conducted till early in 1911 when the Peerless Laundry occupied its own and permanent home on Rome street, near Cumberland. The present home has been partly remodelled to meet the requirements of a rapidly increasing trade, but further improvements are considered.

The Peerless Laundry management emphasizes the statement that "the only competitor" they recognize is "yesterday," that the success of their laundry was founded in the work of reputation "for high grade quality of work." "Specialists on gentlemen's linen" is the slogan of the Peerless Laundry. All the help employed have practically grown up with the business. This insures perfect work, good results, pleased customers.

Both phones are at the service of the public.

# H. E. WILSON

## FLORIST AND FLORAL DECORATOR

Store, 88 E. Main St. 27 Greenhouses, Ave. "D" and Hudson Ave.

ALSO  
◆◆◆◆ Rochester Floral Company

245 East Main Street

Among the numerous houses engaged in raising flowers, both in the wholesale and retail branches of the trade, may be mentioned the "houses of Wilson"—that name having been identified with the flower cultivating business since 1884, when Mr. Hiram E. Wilson began the wholesale flower growing business in a limited way.

The business of today embraces the retail store at 88 East Main Street and the greenhouses at 835 Hudson Avenue and 807 Avenue "D" and is conducted by the sons, the father and founder of the business having retired from active service some years ago. The East Main Street store is in charge of Mr. E. P. and the greenhouses, which cover over two acres and more than 150,000 square feet, are in charge of Mr. H. W.



INTERIOR VIEW OF STORE, 88 EAST MAIN STREET

In addition to the above, the Wilson business interests include ownership of the floral establishment at 245 East Main Street, which is known to Rochestarians as the "Rochester Floral Company," and is managed by Mr. R. W. Wilson.

In the several Wilson stores are always kept in stock the very choicest cut flowers, palms, potted plants, ferns, in fact everything usually to be had in highest class floral establishments. Their trade represents the elite of the "Flower City."

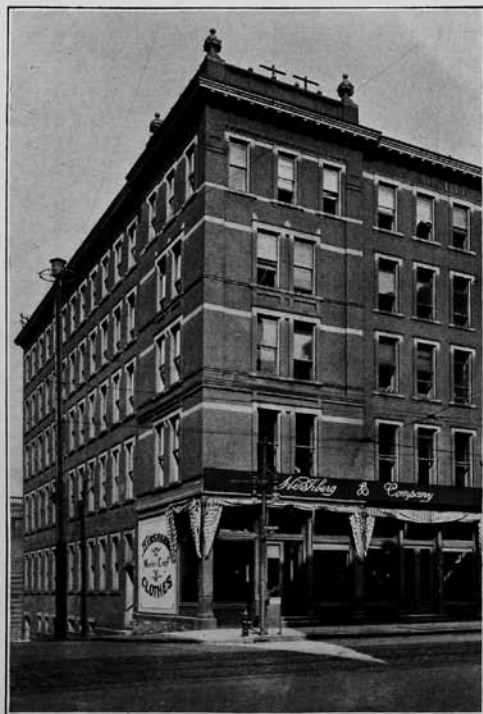
The Wilson establishment holds a membership in the National Florists' Association of New York and by reason of this qualification enjoys the unusual privilege of "order connection" with the leading florists in all the cities in the United States and Europe, whereby an order for flowers to be delivered anywhere in the world may be left at the Wilson store, and by telegraph connection, the flowers specified in the order will be delivered within six hours to the person in the city designated. This is an appreciable feature of their business, the privilege being enjoyed by the people of Rochester.



**HERSHBERG**  
*Master-Craft*  
**CLOTHES**

*Executive Office  
and Factory Building*

*St. Paul and Mortimer Sts.  
ROCHESTER, N. Y.*



*Hershberg & Co.—where "Master-Craft Clothes" are made.*

PROMINENT among the clothing manufacturers in the city of Rochester is Hershberg & Co., founded by Isaac Hershberg, the present head, whose experience in the building of clothing embodies the English character by reason of Mr. Hershberg having received a thorough education from expert English designers, not only in the cutting and designing, but in all stages of building clothing, from the handling of the scissors to the pressing iron. This fact alone has won high favor for "Master-Craft" clothes, made by Hershberg & Co., which class of goods are sold throughout the United States and in Foreign countries.

The present factory building, the illustration which appears on this page, is a five story structure 50 x 120 feet. Many hundreds of employees are required to satisfy the trade demand for "Master-Craft" clothes, the clothing which is "special" in design and character, so highly exclusive as to meet the popular approval of men and young men of discriminating taste for "clothes that are just a little different," and sixteen (16) traveling salesmen are on the road.

Mr. Hershberg is ably assisted in conducting this vast industry by his sons and his son-in-law.

# JOHN FRICKER COMPANY

GALVANIZED CORNICE WORK

STEEL CEILINGS



10 ELY STREET

ROCHESTER, N. Y.

---

This well known house was established in 1887 under the title of Fricker & Wilhelm which continued until 1894 when Mr. John Fricker assumed control of the business and in 1907 a corporation was formed—the business being the John Fricker Company.

Since the inception of the business the location has been the same, and the motto of this house is "Good work done by good mechanics." Among some of the important contracts executed by the Fricker Company are the following:

Stein Block Co., Kerstein Bldg., Van Berg Silver Plating Co., Eastman Kodak (new bld'g.) and additions, Wm. Karle Lithographic Co., Curtice Bros., Selden Motor Car Works, Masonic Temple, Phila. and Reading Coal and Iron Co. (City), Bolton Shoe Co., Flower City Brewing Co., Eggleston Hotel, East Side Savings Bank, Home Laundry Bld'g., American Fruit Product Co., Hungerford Smith Co., Yawman & Erbe Co., Gleason Works, Rochester German Ins. Bld'g., Convention Hall, Sibley, Lindsay & Curr, Convention Hall (Holy Redeemer Church), Garlach Packing Co., Palmyra, N. Y., Mora Motor Car Works, Newark, N. Y., Band Stand, Seneca Park, American Woodworking Machinery Co. (6 buildings), Moerlbach Brewery Co., W. W. Clarke Co., Gate House, Highland Park Reservoir, St. Andrews Academy, The Gleason Works, Stern Realty Co., Clifford Street. Residences of Leon Stern, and Hon. John Raines, and hundreds of others—local and throughout Western New York.

---

*Compliments of*



*The* Odenbach  
**Hofbräuhaus**

Fred Odenbach & Son  
South Avenue  
Rochester, New York



# THE DUFFY MALT WHISKEY COMPANY

---

PIONEERS in the work of

---



---

Producing a Medicinal Whiskey

---

More than fifty years ago the manufacturers of Duffy's Pure Malt Whiskey, realizing the need of an absolutely pure and reliable tonic stimulant for use by the medical profession and the ill, started the production of the famous medicinal whiskey which bears their name. Time has demonstrated that the confidence of these pioneers was fully justified. Duffy's Pure Malt Whiskey made rapid progress, its great merits were quickly recognized and the name has become a household word.

Previously to the introduction of Duffy's Pure Malt Whiskey—when a tonic and stimulant were required—practitioners were forced to employ beverage whiskies, raw products of the still and often injurious on account of the fusel oil and other injurious elements they contain. So the production of Duffy's Pure Malt Whiskey marked a reform in medical practice and added greatly to the efficacy of a valuable remedy. These facts are borne out by the admission that Duffy's Pure Malt Whiskey is the only standard remedy of an alcoholic nature; and by the large and increasing demand for it from all quarters.

Duffy's Pure Malt Whiskey can be purchased at all well stocked establishments — Drug-gists, Grocers and Wine Merchants.

---

*Manufacturing Fibre Container Boxes*—is our business. We believe a company which specializes, is better qualified to furnish higher quality, lower prices and more efficient service, than those who operate departments. *We are specialists in one department.*

Let the trade be the judge.

When Container Boxes are required—request us to submit samples—and quote prices.

11 S. Water St., Rochester, N. Y.



---

## VETTER DESK WORKS

SECTIONAL FILING CABINETS AND  
HIGH-GRADE OFFICE SPECIALTIES

---

SPECIAL CABINETS MADE TO ORDER

---

34 RIVER STREET     ::     ::     ::     ::     ROCHESTER, N. Y.

In 1879 Mr. August Vetter established the business on the corner of Water and River Streets. The start was in a humble way; Mr. Vetter's sole asset being enterprise and a desire to achieve success in the undertaking. In 1886, the business had grown to such an extent as to require larger quarters, and the present plant which was remodeled to meet the exigencies of the condition, was occupied, and which covers 30,000 feet of floor space. Seventy employees constitute the working force. Goods are manufactured for the trade and shipped to all parts of the United States and into foreign possessions. The business was incorporated in 1903. The "Vetter goods" are known throughout the country by their superior finish and quality, as only the best is made at the Vetter works.

# LEVY BROS. CLOTHING CO.

## Clothing Manufacturers

Makers of "High Grade" Men's and Young Men's Clothing

Made in Our Factory, and as WELL MADE as we know how

169 St. Paul St., Rochester, N. Y.

The clothing manufacturing industry known to Rochesterians as Levy Bros. Clothing Co. dates back to 1903 when Mr. Jacob Levy, the present President of the corporation, in con-



The Home of Levy Bros. Clothing Co.

nection with his brothers, Hiram I., Barney and Moses, formed the concern. Later Moses Levy withdrew his interests.

Mr. Jacob Levy and his brothers started business in a room 40 x 60 feet in the Cox Building, with no help, doing the work of manufacturing among themselves. In a short while the increased trade necessitated larger quarters and they removed to the site on St. Paul street, on which now stands the Pilot Building. Again the increasing business compelled another move to still larger quarters, and the Tichner Building, corner Andrew and St. Paul Streets, was occupied. In 1908 Levy Bros. moved to their "present home," the Kolb Building, a five story structure, with basement and sub-basement, and even with a total of 45,000 feet floor space, the room is inadequate to meet the requirements for the manufacturing of the Levy Bros. Clothing Co's garments, and the firm contemplate at the expiration of the lease to occupy a

much larger factory building. The business has during the past eight (8) years reached a point where between 400 and 500 employees are required, and Levy Bros.' garments are shipped to all parts of the United States and Canada. The constantly increasing trade demand is due to the absolutely superior workmanship which is put in each manufactured garment, which, like the cloth and materials used, "is the best that can be produced at any price."

The officers of the incorporation are : Jacob Levy, President; Hiram Levy, Vice President; Barney Levy, Secretary, and I. Friedlich, Treasurer.



ESTABLISHED 1899

BOTH PHONES

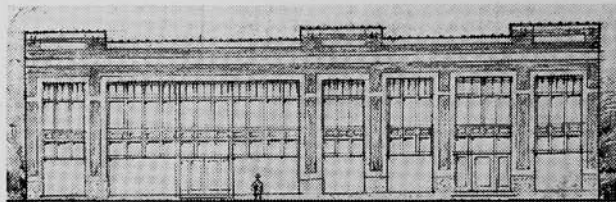
# MANDERY MOTOR CAR COMPANY

AGENT FOR PACKARD AUTO CARS AND TRUCKS

Salesroom and Service Building, East Ave., Mathews and Winthrop Streets

[Now being constructed]

Rochester, N. Y.



The name "Mandery" in connection with "Auto Cars" has been favorably known to Rochesterians since 1899. Until completion of the "New Home," Mr. Mandery will continue business at the old home 158 South Avenue.

The "New Home" of the "Packard Car" designed by Leon Stern, architect (see pencil sketch illustration), when completed will be the largest, handsomest and most thoroughly up to date Auto salesroom and service building in the city of Rochester and Western New York, covering 35,000 square feet ground space. The front will be brown rough wire cut tapestry brick with gray brick trimmings, and terra cotta cornices. East Ave. show-room will be 75 feet square, with ceilings 25 feet high. The interior of the show-room will be decorated with Tiffney blend in the walls and ivory and gold in the ceiling. The entire building will be artistic throughout and was designed perfect in every detail with a view to comfort and to show off to best advantage the famous "Packard" Auto cars.

## Caledonia Avenue Auto Co.

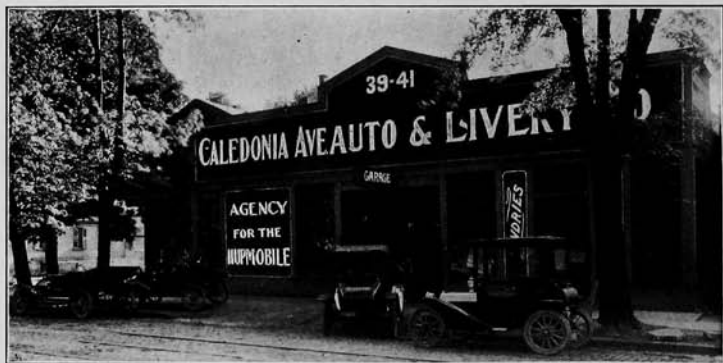
Bell Main 1287 BOTH PHONES Home 2568  
A. ELLIOTT, Proprietor

AGENT FOR THE  
FAMOUS

**"HUPMOBILE"**

THE CAR THAT IS  
GUARANTEED FOR LIFE

Salesroom and Garage, 39-41 Caledonia Ave., Rochester, N. Y.



Mr. Elliott is local agent for the "Hupmobile"—the car that is "Supreme" in the motor world—and "guaranteed for life." A few points of the "Hupmobile": 4-cylinder, sliding gear transmission—extra large brake. Fore door. Five minutes a day will keep the "Hupmobile" in perfect trim. **MEN LIKE THIS CAR**, because of the facility with which it is handled in heavy traffic—slipping through and around where larger cars cannot pass—**LADIES PREFER THIS CAR**—because its just right—not cumbersome, easily cranked, simplest control—one lever and two pedals. The Caledonia Avenue Auto Co.'s garage is equipped up to date—repairing and boarding cars—ample floor space 80x200 ft.

clxxx

# THE F. P. VAN HOESEN COMPANY

Wall Paper  
Paints



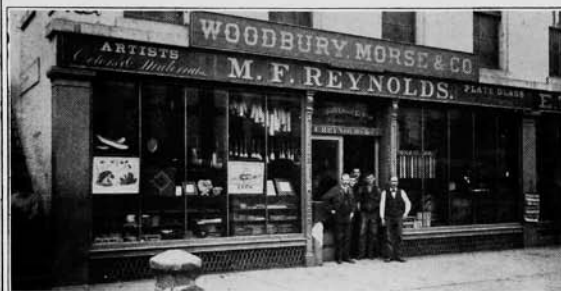
Window  
Shades

43 and 45 East Main St., Rochester, N. Y.

*Wholesale Window Shade Department, 12-14 South Water Street.  
Wholesale Wall Paper Department, No. 1 Graves Street.*



The F. P. VanHoesen Co.'s "Retail Store"  
as it appears at present.



The building now the VanHoesen "home," reproduced from a photograph made  
in 1883—the building having been occupied since 1842.



Wholesale Wall Paper Department  
No. 1 Graves Street, directly in rear  
of Retail Store.

This business was originally founded in 1842 by Mortimer F. Reynolds for handling paints. Later Woodbury, Morse & Co. succeeded Mr. Reynolds—and in turn were succeeded by Smith & Hollister. About 1900 Mr. F. P. VanHoesen assumed control of the business, engaging in the Wall Paper, Interior Decorating and Paint business, and the manufacturing of Window Shades. The home of VanHoesen is well and favorably known to not only the people of Rochester. Many palatial residences in the City of Rochester have been decorated and made cosy by the Van Hoesen people. In the Wholesale Wall Paper and Window Shade Department the business is large and constantly growing, extending throughout the entire State of New York and Northern Pennsylvania, which territory is reached by a number of traveling salesmen. The VanHoesen Co. are exclusive sales agents for the celebrated 100% Pure Monarch Paint, not only for Rochester, but for nine counties in New York State. The total number of employees is 65 and include artists of the highest skill which accounts for the growing popularity of the VanHoesen work among Rochesterians. The total floor space of the VanHoesen buildings is 38,270 square feet, which includes the retail store and the wholesale Wall Paper building, as well as the Window Shade department.

ESTABLISHED 1895

# R. GOLDSTEIN & COMPANY

MANUFACTURERS OF

## MENS' AND YOUNG MEN'S HIGH GRADE CLOTHING

86 ST. PAUL ST.

ROCHESTER, N. Y.

In 1895 Mr. Ruben Goldstein founded this business, by beginning the manufacture of clothing. This was in a small room in the Cox Building on St. Paul Street. Mr. Goldstein and several employees operated the business which was along very slim lines. By hard work and enterprise the trade was increased and later the business was removed to the "Lamberton building" S. E. corner St. Paul and Andrews Streets. The business continued to expand and in 1903 the building, No. 84 St. Paul Street, adjoining the "present home" was occupied. The following year, 1904, Mr. Goldstein admitted his son, Lester, into the business and the title then became R. Goldstein & Company. In 1909 the building now "their home" was occupied, and the other son, Joseph, was admitted to membership. In their present quarters, which is a commodious brick structure six stories high, with a basement, having a depth of 110 feet and 36 feet wide, the Goldstein Company manufacture the highest class of "men's and young men's clothing," and have a force of 200 operatives at work. Six (six) traveling salesmen cover



the North-eastern, Eastern and Northern and Middle States in the interest of this company.

Rochester Phone

Prompt Delivery Service

Bell Phone

# SANITARY LAUNDRY CO.

*"The Laundry for Particular People"*

115 NORTH AVENUE

ROCHESTER, N. Y.

Mr. William J. Truesdell, the founder and present President and Manager of the Sanitary Laundry Co., has been actively engaged in the "laundry business" during the past eighteen

years. The German American Laundry, located some years ago at 210 West Avenue, he established, and conducted up to the time of forming a merger of the interests of three laundries, viz: the German American, Golden Rule and Sanitary Laundry, and in 1909 the combined business interests were concentrated, and the business incorporated under the name "Sanitary Laundry Co." occupying the building 115 North Avenue, the illustration of which appears.

The Sanitary Laundry is the laundry where "particular people" have every wish with regard to the careful laundering of their clothing, fulfilled. Only high class work is done, and clothing which will not produce the best results after being laundered, is not catered after.

Hand ironed Shirts and Ladies' fine garments

are made a specialty. At the Sanitary Laundry, general laundry work is done. The business shows a very material increase since 1909, and at present six (6) delivery wagons are kept constantly traveling throughout the city, while upwards of forty employees are required to keep pace with the demand for the snowy white linen and "hand ironed" clothing for which the Sanitary Laundry Co. is gradually becoming a household word.

The officers of the corporation are: William J. Truesdell, President and Manager; John E. Golden, Vice President, and A. E. Vogt, Treasurer, the latter being identified with the Vogt Coach Lace Mfg. Co. with his father, Albrecht Vogt, who is known in financial and commercial circles as former President of the Rochester German Insurance Company.





Phone, Roch. 2682

Established 1876

Phone Bell 757-R

# "WALTJENS"

## PAINTERS AND DECORATOR

Display Rooms, 304 East Main St.  
ROCHESTER, N. Y.

The name and fame of the "Flower City" has received no more loyal support than that which has come to it from its German citizens. In this latter class may be mentioned the late Henry Waltjen, who was born in Bremen, Germany, and came to this country at the age of 17 years and established the above business in 1876, conducting same to date of his death May 29, 1909. Mr. Waltjen laid the foundation of this enterprise in a small place, corner Corinthian



and State Streets—doing a general painting business. In 1899 the department of Interior Decorating, Furnishings, Wall Papers, Silks, Tapestries, etc., was created. Since then the interiors of many thousands of residences and institutions have been "made beautiful" through the artistic ability of Mr. Waltjen. Since his death the work has been able continued by his daughter, Miss Meta Waltjen and Mr. Otto Seebach—the latter being manager.

Some idea of the value of the name "Waltjen" in connection with "Decorating and Furnishings" can be inferred from the partial list of patrons herewith submitted:

## RESIDENCE

Rev. Dr. Max Landsberg  
Isaac Adler  
Louis Lempert  
O. J. Katz  
Louis Griesheimer  
H. A. Hayes

## RESIDENCE

Marcus A. David  
M. A. Stern  
Jos. Michael  
George Eastman  
Jas. G. Alling  
Wm. Denninger

## RESIDENCE

L. P. Ross  
J. A. Robertson  
C. H. Ocumpaugh  
Jas. G. Cutler  
J. J. Bausch  
Wm. Drescher

German Insurance Bldg.

Yawman &amp; Erbe Factory

Bausch &amp; Lomb Factory

Eastman Kodak Co.

Cutler Bldg.

Lyceum Theater

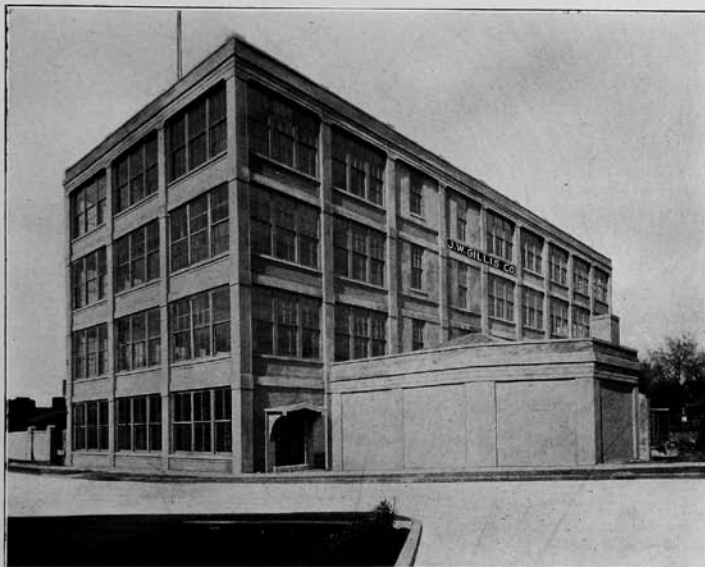
Victoria Theater and others.

# J. W. GILLIS COMPANY

MANUFACTURERS OF

*Mouldings, Picture Frames, Mirrors and Fine Art Goods*

*Intersection of Plymouth Ave.  
Olean St. and Frost Avenue, Rochester, N. Y.*



The above illustration represents the recently constructed "new home" of the J. W. Gillis Co., the largest and most thoroughly up-to-date equipped Moulding and Picture Frame plant in the city of Rochester, which from a point of construction, as well as equipment consisting of the latest approved machinery and costly labor saving devices, has few if any equals anywhere in the United States.

The building is of reinforced concrete, 64 x 160, four stories, containing upwards of 40,000 square feet of floor space. Every part of the building is flooded with outside light admitted through the glass sides. Additional to the factory is a large power house and electric lighting plant and a large well stocked lumber yard and large dry kilns. The plant is admirably located on the Pennsylvania R. R. with connecting switches which facilitate shipments and affords additional advantage of receiving lumber and coal in carload lots direct, without delay.

An extensive business is conducted, the Gillis Co.'s make of Mouldings, Picture Frames, Mirrors and Art Goods reaching into every state in the United States, into Canada as well as European countries. A number of traveling salesmen are constantly on the road. The creed of the company is "Quality of our goods the very highest, and originality of design."

The inception of this vast enterprise dates back to 1869 when Mr. J. W. Gillis founded the business in a small way. The present officers are Mr. Joseph Simon, President, and Mr. J. B. Morrey, Vice President.

N. B. A unique feature of the "new home" of the Gillis Co. is the "Art Gallery." This gallery is a 32 x 40 annex to the plant proper with sky light and especially constructed for exhibiting paintings, pictures and fine art goods to local as well as out of town patrons. Every facility and comfort which could possibly be forethought was incorporated in this structure which as an "art gallery" eclipses any in Rochester, and does credit to even many in the larger cities, and is in itself noteworthy by being maintained in connection with the manufacturing plant.



Simon August  
August Bros. & Company

CLOTHES—"A B C"—CLOTHES

# August Bros. & Company

Makers of

Hand Tailored Clothes for Men and Young Men

187-189 St. Paul Street

Rochester, N. Y.

Among the manufacturers of Clothing in Rochester City, the city which is near the "top" when it comes to the annual output of clothing and which also enjoys the proud distinction of manufacturing more high-grade clothing than any other city in the United States—may be noted August Bros. & Co., makers of the "Finest Ready-to-Wear," custom-made clothes.

Though young in years, this concern, which only entered the clothing manufacturing field in 1906, is rapidly forging ahead by reason of the superior designs for which the "A B C" clothing is noted.

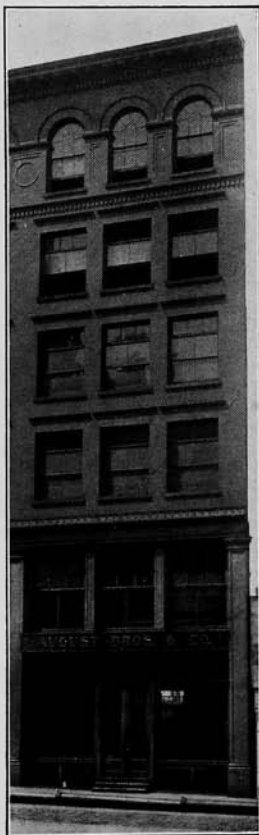
The exclusiveness of the August Bros. clothing is due to the artistic ability of the head and founder of the business, Mr. Leo August, who prior to the establishment of the concern which bears his name, was "chief designer" and superintendent of cutters for one of the largest clothing manufactories in Rochester City, and is today recognized throughout the country as a designer of note.

Mr. Leo August founded the house of August Baum & Co., which conducted business on the site now occupied by the present firm of August Bros. & Co., but later withdrew and in connection with his brothers, Simon and David, established business at 135 and 137 St. Paul Street, locating later in their present factory building, 187-189 St. Paul St.

The August Bros. home, in which August Bros. & Co. manufacture their entire product, directly under the personal supervision of the members of the firm, is a six-story structure with basement and sub-basement. The top floor of the building adjoining is also utilized.

They employ several hundred people and ship goods to all parts of the United States.

Both Messrs Simon and David August are known throughout the country as clothing salesmen, prior to entering the firm of August Bros. & Co., having been the representative of leading clothing manufacturers.



Where "A B C" Clothing is Made





David August  
August Bros. & Company

BOTH PHONES

# ROCHESTER DYEING CO.

*"Up to Date and a Date Ahead"*

H. LEACH, Proprietor

---

Cleaners and Dyers of Everything

*"Dyeable and Cleanable"*

---

Office: 20 Clinton Ave., South  
Hotel Seneca Bldg.

Works: 79-81 Stone Street  
Rochester, N. Y.

---

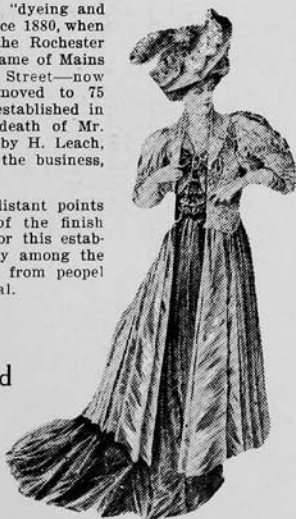
The name "Leach" in connection with "dyeing and cleaning" has been a household word since 1880, when the business which is now known as the Rochester Dyeing Company was begun under the name of Mains & Leach in a small place on Mumford Street—now Andrews Street. The business was removed to 75 Main Street East in 1891, and in 1909 established in the Seneca Hotel building. Since the death of Mr. Leach the business has been conducted by H. Leach, whose experience dates to inception of the business, nearly 30 years ago.

A large trade—both local and from distant points—is enjoyed. The superior quality of the finish and excellent service given, have won for this establishment a large clientele from not only among the ranks of Rochester's "best people," but from people throughout the United States in general.

---

## Work Carefully Inspected

Every article is carefully inspected and passed through the hands of H. Leach before shipment—thereby insuring satisfied patrons.



BETTER THAN NEW

# CHARLES J. CHISM

## NURSEYMAN

HIGH GRADE  
FRUIT AND ORNAMENTAL TREES  
SHRUBS, VINES AND ROSES

Office, 1190 Park Avenue

Nurseries, 394 Blossom Road

Mr. Chism, with an experience of twenty-nine years in the nursery line, engaged in business for his own account in 1886. At the beginning of his business career he had but twelve acres under cultivation. At present he has forty-five acres in Brighton, on which are grown the choicest young trees, shrubs, vines and roses.

Mr. Chism is a specialist in the growing of "special hardy" fruit trees, etc., and in connection with doing a strictly wholesale business among the many nurserymen in the city of Rochester, ships stock throughout the United States. Mr. Chism is constantly adding to the variety of his nursery stock and is recognized among local nurserymen as a highly efficient producer and thoroughly reliable in his business transactions.



## J. Z. WELDON

Successor to Geo. Weldon & Company

Manufacturers and Jobbers of

Wall Paper and Window Shades  
Interior Decorating of Every Description  
113 EAST MAIN STREET, ROCHESTER, N. Y.

THIS business is the oldest of its kind in the city of Rochester, dating back to 1856, having been founded by Messrs. H. G. Weldon and S. H. Weldon, the father and brother of the present active head. The first location was on front Street. In 1858, the present home (see illustration) was occupied. From 1865 to 1878, the title of the business was G. & W. Weldon; from 1878 to 1910, the business was conducted by George Weldon and James Z. Weldon, under the firm name of George Weldon & Company. James Z. Weldon succeeded to the business, which is now conducted by him under the firm name of J. Z. Weldon.

The business has, during the 55 years of its existence, never passed from the Weldon interests—founded by the father and passed in succession from son to son.

In addition to manufacturing Wall Paper, through their connection with Benton, Heath & Co., they carry on an extensive jobbing business of Wall Paper and manufacturing of Window Shades, their trade both wholesale and retail extending throughout New York and Pennsylvania, and is covered by three traveling salesmen.

The largest business in Interior Decorating in the city of Rochester is conducted, numbering among their clientele Rochester's most representative families and institutions. Among the recent work may be noted the re-decorating of the Powers Hotel, Whitcomb House and Eggleston Hotel. The Weldon establishment is a five-story building with 12,500 feet of floor space, the basement of the adjoining building, 115 East Main Street, used as an annex for the storage of Wall Paper.

# UHLEN CARRIAGE CO.

Manufacturers of Carriages and Go-Carts

ROCHESTER, N. Y.



stab-  
stab-  
stab-

This business enterprise traces its history to the old house of Francis L. Hughes established more than half century ago. The present members of the Uhlen Carriage Co. are Mr. Tranggott C. Uhlen, whose business career began in the Hughes establishment, and Messrs. Henry C. Karger and Edward C. Lauterboch.

The firm are engaged in the manufacture of Children's Carriages and Go-Carts, Children's Chairs, Porch and Lawn Furniture, Hammocks, Children's Vehicles, Toys, Sleds and Willowware products.

The offices and display room are at 94 State Street; the warehouse at 63-65-67 Mill Street; while the factory is located at 560 Campbell Street.

Their trade extends throughout the States of New York, Pennsylvania, Ohio, Massachusetts and Vermont, reached by 4 salesmen. The number of employees in the manufacturing department is 70.

---

## Norman C. Hayner Co.

MANUFACTURING CHEMISTS

Sole  
Makers of



*The Odorless  
Chlorine  
Germicide*

**"Dust Proof" Floor Dressing    Perfection Linseed Oil Soap**

**Main Office, 916 Wilder Building    Factory, 14-16-18 S. Washington St.  
Rochester, N. Y.**

Established in 1897. Incorporated 1903. Branches in New York, Boston, Pittsburg and Chicago. "Killitol" is shipped to all parts of the United States, and used in the leading institutions throughout the country. The officers of the corporation are Joseph R. Webster, Pres.; Norman C. Hayner, Secy. and Treas.



WILLIAM E. TOOLE

ESTABLISHED FEBRUARY 15, 1911

GREGORY E. TOOLE

## William E. Toole & Son

Importers and Retailers of Fine Dress Materials

47 Clinton Avenue South

Rochester, N. Y.



Specialists in all kinds of fine Dress Materials. Exclusive novelties in Silks, Velvets, Woolens, Linens, Cottons, Laces and Trimmings.

High grade Black Dress Goods—both foreign and domestic.

Both Phones: Home, 1005.

Bell—Main 322.

## GEORGE B. GARRISON

Office and Yard, 11 Comfort St.  
ROCHESTER, NEW YORK

Mason Contractor and Builder

In 1870 Mr. M. H. Garrison father of "George B." the present head of the business—began business—He retired from active business life in 1893, and died in 1899. About ten years before the death of the elder Garrison he admitted to membership in the firm his son, George B., and the firm name became M. H. Garrison & Son. Mr. George B. Garrison had at the time of his father's death a very extensive business experience, and immediately continued the business under his own name and has widened out the general scope of the business very much in all lines. He has to his credit the construction of many of the leading industrial plants, churches, institutions and palatial residences in the Flower City, among which may be mentioned the



GUNDLACH MANHATTAN OPTICAL CO'S PLANT

Built by George B. Garrison

South Congregational Church.  
Blessed Sacrament     "  
Holy Rosary           "  
Zion M. E. (colored)   "  
N. E. Lockhardt Plant.  
Bantleon Bros. Co's Plant.  
Crouch & Beahan Co's Plant.  
Bastian Bros. Co's Factory.  
Oak Hill County Club.  
M. M. Holt's Residence.  
No. 7 School, Charlotte High School,  
Charlotte, N. Y.

Hyman Goldman's Block, North and  
Cumberland Sts.  
Morris Rosenberg's Residence.  
F. A. Van Berg's Residence.  
Swartz & Co.  
R. M. Meyer's Residence.  
E. C. Brown's Residence.  
Wilmot Castles Residence.  
F. T. Ellison, Block.  
Jail and Sheriff's Residence, at Warsaw, N. Y.  
Julien Gaussein's Block, N. Clinton Ave.

Mr. Garrison is a member of the Masonic fraternity, identified with Valley Lodge 109.

## Rochester Variety Woodworking Co.

JOHN L. BENSON, Prop.

CABINET CASES, ETC. TO ORDER  
SAWING AND TURNING

31-33 South Water Street

Home Phone 6256

Rochester, N. Y.

Mr. Benson entered the wood-working field on his own account in 1905 and during the past six years has done a vast amount of high-class work in manufacturing to order, cabinet cases and office fixtures, and general cabinet work. Sawing and turning is also a part of Mr. Benson's business.



## FRANK E. MOSHER

PUBLIC ACCOUNTANT AUDITOR and SYSTEMATIZER

62 State St., Rochester, N. Y.

### SPECIAL AND PERIODICAL AUDITS

DESIGNING AND INSTALLATION OF GENERAL  
ACCOUNTING AND FACTORY COST SYSTEMS

REPORTS UPON THE OPERATIONS AND FINANCIAL  
CONDITION OF CORPORATIONS, FIRMS and INDIVIDUALS

ACCOUNTING FOR EXECUTORS, TRUSTEES,  
RECEIVERS AND ASSIGNEES

PARTNERSHIP SETTLEMENTS,  
PATENT LITIGATION ACCOUNTING

Mr. Mosher has had twenty years experience in accounting and audit work including the following :

Auditor at the Eastman Kodak Company's office for nine years.

Auditor for five years of The American Seeding-Machine Company, operating five plants with General offices at Springfield, O.

Has been associated with Guy H. Kennedy, Certified Public Accountant, Cincinnati, Ohio, and resigned from his staff in March, 1909, to open offices in this city.

Has done Public Accounting and Audit Work in Cleveland, Cincinnati, Dayton, Detroit, Indianapolis, Louisville and other cities.

The development of Mr. Mosher's business has been very rapid, and at the present time he has a large and increasing clientele, comprising many of the leading manufacturing and jobbing concerns of Rochester and other cities.

Absolute secrecy is maintained regarding all information obtained through relations with clients.

Mr. Mosher can refer prospective clients to any concern or institution for whom he has rendered professional service. Other mercantile and bank references.

All work executed promptly, thoroughly and without friction. Satisfaction positively guaranteed.

Charges are as low as is consistent with good service.

Office, Showroom and Works  
788-790 Mt. Hope Ave.

Established 1878

Opposite Main Entrance to  
Mt. Hope Cemetery Office

Take Exchange and Mt. Hope Avenue Cars

# CHAS. SCHIED & SONS

Successors to Hart Bros.

## Marble and Granite Monuments, Headstones, Statuary, Etc.

ROCHESTER, N. Y.

This business has been known to Rochesterians since 1878, having been established in that year by Hart Bros., and continued under that name until 1906, when Mr. Chas. Schied, the active head of the company which now operates this old reliable plant, joined with Mr. Merkel, and from 1906 to 1911 the business was known as Schied & Merkel.

Since the beginning of the present year (1911) Mr. Chas. Schied, in connection with his three sons, William, Nicholas and Jacob, has entire ownership of the place. All of the Messrs Schied are practical marble and granite workers. The father, Chas. Schied, is recognized as being among the best draughtsmen and designers in Rochester city, his designs having merited the highest consideration from even the most fastidious buyers.



The "Schied" Marble and Granite Works covers a lot 52 x 150 ft., and is equipped with every appliance known to the modern marble and granite cutter, which insures accuracy and gives a finish which cannot be gained otherwise. "All work is done with pneumatic tools," is the message that Chas. Schied & Sons desire the public to know. A vast amount of high class monumental and tombstone work, made in the Schied plant, graces the various cemeteries. Among them may be mentioned the following:

Wm. Brown  
Mrs. Friedlich  
S. L. Garson  
Fannie Gutmann  
J. Hart & Son  
Cecilia Hayes  
Mrs. Kochenthal  
M. Kurlansky  
George Lowenthal  
L. Lewison  
H. B. Marks  
J. S. Marks  
S. Meyers  
E. Rosenthal  
L. W. Rubenstein  
Herman G. Haas  
D. A. Woodbury  
Joseph Pfeiffer  
R. B. McFarlin  
A. Rapaport

Wm. C. Barry  
Wm. Bartholomay  
Bausch & Lomb  
Thomas J. Devine  
Mrs. James B. Perkins  
Chas. B. Kirby  
Peter Rauber  
John Rauber  
John Zweigle  
John Flemming  
Mrs. Mary A. Stupp  
David H. Westbury  
James E. Edmonds  
Aug. Muehleisen  
R. C. Sieber  
Mrs. Margaret A. Popp  
Col. Pond  
John Stoll  
Chas. Rau  
N. B. Slifer

NOTE.—Messrs. Schied & Sons are the exclusive agents in Rochester and Monroe County for the celebrated Iron Fence made by the Stewart Iron Works Co., of Cincinnati, Ohio, and have established an extensive trade in this locality.



BOTH TELEPHONES 591

## F. L. HEUGHES & Co. INC.

STRUCTURAL STEEL AND IRON WORK  
FOR BUILDINGS

HEUGHES PATENTED STEEL POST CAPS AND HANGERS

OFFICE AND WORKS  
SOUTH AVENUE

ROCHESTER, N. Y.

## JOSEPH J. MANDERY

Wholesale MASON'S SUPPLIES Retail

Main Office, Warehouse and R. R. Grounds  
1175 East Main Street, Rochester, N. Y.



Business established 1879 by L. Mandery father of the present head, Jos. J. Mandery. Switch track from N. Y. C. R. R. enters the yards which covers about 5 acres. Two tracks, each 400 feet in length encircle the yard, giving quick action for unloading 22 carloads material direct from car. About 90 per cent of incoming shipments being disposed of direct. The warehouses, which are built circle shape, are used for reserve stock. The trade is wholesale and retail—shipments being made throughout Western New York and Northern Pennsylvania.

ESTABLISHED 1856

INCORPORATED 1891

# Louis Ernst & Sons

Builders' Hardware Cutlery, Manufacturers'  
Supplies, Mechanics' Tools, Etc.

129-131 East Main St.

ROCHESTER, N. Y.

This well known house dates back to the year 1856, when Mr Louis Ernst founded the business at what was in those days No. 3 Buffalo Street, and which site is at present the home of the Postal Telegraph Company, at 41 East Main Street. Later on the business was removed to No. 21 East Main and in 1889 the present home was established. The business was incorporated as Louis Ernst & Sons in 1891, the year prior to the death of the founder, Mr. Ernst. The business is the oldest in Rochester, and enjoys a liberal patronage from nearby sections.

The firm has two visiting salesmen who are constantly in touch with the large manufacturing establishments. Goods are shipped to all parts of the country.

Compliments of  
Curtice Brothers Co.  
Preservers  
Rochester, N. Y.

# *B. Frank Culver*

---



## *Halftone and Zinc Etchings*

*Illustrating, Designing and  
Photo-Retouching*

*49 Main Street East  
Rochester, N. Y.*

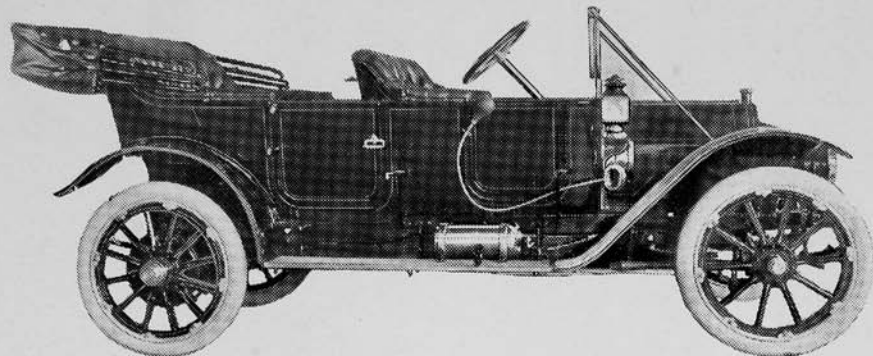
BALL-WASHBURNE MOTOR CO.

DISTRIBUTORS MIDDLE AND  
WESTERN NEW YORK

"BERGDOLL" MOTOR CARS

27 EAST AVENUE AND 12-14 EUCLID STREET

ROCHESTER, N. Y.



Great as the trade in the automobile line in Rochester now is, it continues to increase in volume, and new firms are springing up to join the older houses engaged in this business. Mr J. W. Ball, a prominent business man and publisher, is President and Treasurer of the BALL-WASHBURNE CO. and Mr. Chas. H. Washburne, a thoroughly efficient automobile salesman formerly identified with the Gillis Baird Motor Co., is Vice-President and Manager.

The concern handles the famous "Bergdoll" Motor Cars in a "30" and "40" H. P. chassis with nine different types of bodies. Regarding this make it can be truthfully said that every feature on the "Bergdoll" can be found in some car costing \$3000 or more, but in no car will their entire make-up comprise so many thoroughly tried out and high class features—besides every part of the car is guaranteed by the makers.

The BALL-WASHBURNE MOTOR CO. offer a Five Passenger 4-Door Touring Car, fully equipped, including Top, Windshield, Pres-To-Lite Tank, Gas Lamps, Speedometer, Slip Covers, Demountable Rims (one extra), Bosch Magneto, Atwater-Kent Unisparker, double ignition throughout, 30 H. P. Price, \$1650. They also have a "40" H. P. car with a long stroke motor 4" x 6", a four-speed transmission, direct on third, and a self-starter, 36-inch wheels, fully equipped, \$1950.

They also have a very well equipped repair shop and are prepared to take the best of care of the cars they sell, having a fully equipped machine shop, which insures quick service. Both are in charge of Messrs. Burger and Cox, formerly of the Monroe Avenue Garage. These men need no introduction to automobilists.



A COMPLETE LINE

# KLINE KAR

FOR 1912



The Kline Motor Car Co., Inc., was formed in 1910 for the purpose of handling the famous "Kline Kar"—a motor car that's BUILT, NOT ASSEMBLED. Speedy, Comfortable, Economical, Silent—the car that is Mechanically Perfect.

The leaders offered are a 4-cylinder 24 to 40 H. P. Prices \$1,500 to \$2,250. 6-cylinder 50 to 60 H. P. Prices \$2,650 to \$3,250.

Both the "Model" 6-50 Toy Tonneau and the "Model" 4-30 Touring Car—the illustration of which is hereby shown, are types of the most perfectly constructed and easiest riding car to be found on the market to-day, and have made possible as result of satisfaction, the statement that "ALL KLINE-KAR CUSTOMERS ARE SATISFIED OWNERS."

The Kline Motor Car Co. is under the guidance of Mr. George Schaich, President, while his son, George W., is Secretary, Treas., and General Manager. Associated with them as salesman and demonstrator, is Mr. George S. Holvey, who was formerly identified with such well-known local Auto dealers as McNall and Zimbrich.



## KLINE MOTOR CAR COMPANY, Inc.

55 Franklin Street

Rochester, N. Y.

The Sales Territory Includes the Counties of Monroe, Wayne, Ontario, Genesee, Livingston, Orleans and Yates



## A. VERNON HART

AUTOMOBILES  
AUTOMOBILE SUPPLIES

Distributing Agent for Central New  
York for leading manufacturers

Mr. Hart is one of the oldest automobile dealers in this section of the country and has had a broad experience in every branch of the business. He says a satisfied customer is his best asset. He is trying to please his patrons and satisfy every reasonable demand and solicits your consideration when interested in his line.

# The "Hercules" Company

Incorporated

PRODUCERS OF

## PORTLAND CEMENT PRODUCTS

Manufacturers of Roman Tassellated Floor Tiling, Granite Face and Miracle Staggered Air Space Building Blocks

Works, 184 Magne Street, Corner Lyell Ave.

Established by Chas. J. McElroy in 1889, the present president and treasurer of the incorporation. This business was started in a small way on the present site—but the business has increased to a point where the plant which is situated on the bank of the Erie Canal, covers a ground space of about 600 feet long and 75 feet in width, and includes offices—storage sheds and concrete manufacturing sheds—the latter being 35x100 feet. The products of the "Hercules" Company are mainly placed in Rochester—among the building and contracting trades.

In many of the prominent local institutions and large buildings—as well as private residences can be seen "Granite Face and Miracle Staggered Air Space Building Blocks" made by this company. Among them may be noted the Iola Tuberculosis Hospital which is made up with Granite Face trimmings.



Michaels-Stern Co.

cci

# CONSOLIDATED ROOFING CO. Inc.

CLARENCE A. FENNER, *Manager*

## Roofing and Asphalt Construction

ASPHALT FLOORS, ROOFING, WATERPROOFING

DEALER IN ALL KINDS OF ROOFING COATING AND SUPPLIES

11-13 MINERVA PLACE, ROCHESTER, N. Y.



The foundation of the Consolidated Roofing Company Inc., was laid by the present active head and manager, Mr. Clarence A. Fenner, in 1909, when he as the former manager from the Barber Asphalt Paving Co., of Philadelphia, Pa., formed the Consolidated Roofing Co., to succeed the Genesco Roofing Company, a department of the Barber Asphalt Paving Company. Mr. Fenner was for six years the local manager for the Barber interests—and is to his untiring interest that magnificent success has come to these business interests with which he has been identified. The business was first located at 42 Cortland Street, then at 53 West Avenue, and since the incorporation of the Consolidated Roofing Company, in 1910, the large warehouse at 11-13 Minerva Place, is now the permanent home of the Company. The incorporation shows \$20,000 capital with the following incorporation:

C. A. Fenner, W. H. Barnes and M. W. Taylor.

Twenty-five employees and three (3) local salesman constitute the working force.

Mr. Fenner has always given his personal attention to all work of contracts, whether in the local field or throughout the country.

Among the large interests for whom Mr. Fenner has executed contracts may be mentioned :

*Home of The Consolidated Roofing Co.*  
Pierce-Arrow Motor Car Co., Buffalo, N. Y.  
Thomas-Flyer Company, Buffalo, N. Y.  
Kennedy Valve Company, Elmira, N. Y.  
Wick Wire Company, Cortland, N. Y.  
Lehigh Valley Railroad, Manchester, N. Y.  
Remington Typewriter Co., Illion, N. Y.  
Eastman Kodak Co., (15 bldgs.) Rochester  
American Laundry Machine Co., Rochester

Fowler Canadian Co., Canada  
The Hamelton Collero Company, Canada  
The Taylor and Bates Brewery, Canada  
The Associated Brewers, Canada  
The Dowsell Manufacturing Company, Canada  
Canadian Drawn Steel Co., Canada  
The John LaBath Company, Canada  
The Star Egg Carrier & Tray Co., Rochester

# YOUNG'S WROUGHT IRON WORKS

JACOB J. YOUNG, Treasurer

## ARCHITECTURAL IRON WORKS

37-39 SOUTH WATER ST.

ROCHESTER, N. Y.



This well known business was established in 1882 by Mr. Jacob J. Young, the present Treasurer of the company, and incorporated in 1905.

This business has played an important part in the upbuilding of Rochester—for much of the structural iron work in the leading manufacturing and commercial houses—as well as private residences, was placed by Mr. Young.

The company also does business throughout the State of New York and Pennsylvania.

---

*This Space Reserved for*

**H. S. JENNER**

*Mineral Water*

*492 East Main St.*

*Rochester, N. Y.*

---

**GEO. N. PERRY & CO.**

**Manufacturers of**

*Perry's Delicious Pies*

**37 Galusha Street**

**Rochester, N. Y.**

**T**HIS well known business was founded by Mr. N. B. Perry, father of the present head of Geo. N. Perry & Co., in 1879, and continued by him till his death in 1907. The Perry Pies are sold to the trade only and 20,000 pies are baked each week. The bakery employs a number of people. Six (6) wagons deliver the pies.



# EBERWEIN & ZAHRNDT

## BOOKBINDERS

Paper Ruling, Loose Leaf Work and Blank Book Binding.

Also Case, Magazine, and Pamphlet Binding.

51 ANDREWS STREET

ROCHESTER, N. Y.

The business dates back to 1906. Prior to forming a partnership, both G. J. Eberwein and W. F. Zahrdt had many years' experience in their special business.

Mr. Eberwein was, during the life of the Wilson Bindery, the practical man, and later with the Herald Bindery for four (4) years, which covered his time up to entering business on his own account.

Mr. Zahrdt was assistant foreman for twenty-five years in the binding department of the business, now known as the Jno. C. Moore Corporation. Eberwein & Zahrdt employ 25 people, and not only fill orders for the local trade, but enjoy a steadily-increasing business from the territory surrounding the city of Rochester, within a radius of fifty miles.



**Roger Q. Mills, D. D. S.**

**DENTAL SURGEON**



7 North Clinton Street

- - - - -

Rochester, N. Y.

Dr. Roger Q. Mills began the practice of dentistry in 1891, after his graduation from the Vanderbilt University, at Nashville, Tennessee. Since that time the doctor has practiced in a number of the larger cities in the United States, also in London and Paris. Since the year 1901, Dr. Mills has been a resident of the "Flower City" and has built up a large business—clients, all classes and creeds. The doctor is a skilled operator, and specializes in "gold fillings," "crown" and



Among the many improvements which Dr. Mills has perfected for the comfort and welfare of his patients, may be mentioned, a local anæsthetic, which he has been using continuously, since 1901. This anæsthetic is claimed by former patients, to be far superior to any other.

ator, and specializes in "gold "bridge" work.

provements which Dr. Mills fort and welfare of his a local anæsthetic, which he

Dr. Mills' prices are exceedingly low, considering the efficient service which he renders.

For tooth troubles consult the doctor—  
Appointments can be made by phone.

Remember the number, J-6163.





OTTO BITTER

IMPORTER  
AND JOBBER OF

Millinery Goods

---

39 St. Paul St.

ROCHESTER N. Y.

---

GEO. E. NOETH CO.

Marble, Slate and Tile Contractors

Phones 1313

44 Clinton Avenue North, Rochester, N. Y.

This business was established in 1898 by Geo. E. Noeth—the present president and treasurer of the Geo. E. Noeth Co., incorporated. Mr. Noeth had a very extensive knowledge of the marble, slate and tile business prior to entering the field for his own account. Some idea of the success which has crowned his efforts—both in the local field and throughout the state may be inferred from the partial list of contracts herewith submitted:

Mortuary Chapel, Elmira, N. Y.  
N. Y. State Custodial As'm, Newark, N. Y.  
State Hospital, Binghamton, N. Y.  
Berith Kodesh Temple, Rochester, N. Y.  
Beth Hamedrosh Hgodal, Rochester, N. Y.  
Elks' Club, Rochester, N. Y.  
Fidelity Trust Co., Rochester, N. Y.  
Powers Hotel, Rochester, N. Y.  
Garfield Building, Rochester, N. Y.  
University of Rochester, Rochester, N. Y.  
New York State Hospital, Rochester, N. Y.  
Victoria Theater, Rochester, N. Y.  
Turkish Baths, Rochester, N. Y.  
Knickerbocker Theater, Rochester, N. Y.  
Manhattan Restaurant, Rochester, N. Y.  
Ball & Treworgy Bldg., Holyoke, Mass.  
Craig Colony (9 Bldgs.), Sonyea, N. Y.

Mrs. Ely Meyer's Residence  
Sam'l Ring's Residence  
A. W. Bernstein Residence  
Chas. Frankel's Residence  
F. T. Ellison, Residence  
C. G. Dumont Residence  
Chas. DePuy Residence  
Henry Hanson Residence  
John Ganzel, Residence  
Arthur A. Meng Residence  
Professor Nichols Residence  
Oxford Apartment House  
Geneseo Normal School, Geneseo, N. Y.  
Wessley College Aurora, N. Y.  
Arnot Ogden Hospital, Elmira  
Sing Sing Chapel, Assing, N. Y.  
Glen Springs Bath, Watkins, N. Y.



Stein-Bloch Co's Clothing Manufacturing Plant, Rochester, N. Y.

1841

1911

# The MERCANTILE AGENCY

R. G. Dun & Co.

502-506 Insurance Building, Rochester, N. Y.

ROBERT L. MOORE, Manager

Oldest, Largest, Best

Maintaining 215 Branch Offices in all the Principal Cities of the World

Reference Book containing State Maps, Classification of Trades, Banking Lists, Abstract of Collection and Assignment Laws, etc., published in January, March, July and September of each year.

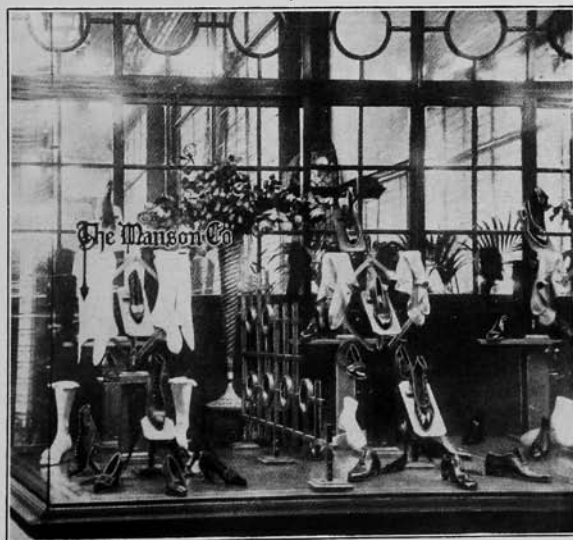
Collection Department

Collections by Draft System,  
Collections by Attorney,

3% ; minimum fee, \$1 00  
10% ; minimum fee, 3 00

Both Telephones 266

The Home of “Smart Shoes” Properly Fitted



53 Clinton Ave. S. **The Manson Company** Rochester, N. Y.



EDUCATION DIVISION  
ROCHESTER PUBLIC LIBRARY  
115 SOUTH AVENUE  
ROCHESTER, N. Y. 14604

ESTABLISHED 1854

L. A. JEFFREYS CO.

UNDERTAKERS

33 CHESTNUT STREET  
ROCHESTER, N. Y.

# ENTRANCE TO MOUNT HOPE CEMETERY

*Commissioners*—H. B. HATHAWAY, V. MOREAU SMITH, CHARLES W. WEIS



*Desirable Lots For Sale*—Information may be had at office at cemetery.

**JOHN W. KELLER, Superintendent**



1077 00639397 2