

The Rochester Flag



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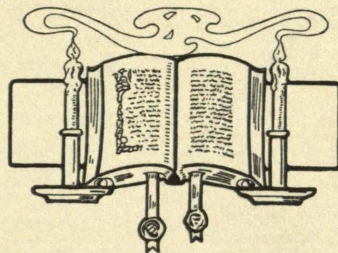
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HISTORY OF
The Rochester Flag



By CHARLES E. OGDEN

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During the administration of Mayor Cutler an official flag was adopted, which was known as the flag of the Mayor. It is of heavy white silk, with the seal of the city in gold as its center. It was considered, and is still considered, the official flag of the Mayor, and it hangs against the wall in the Executive Chamber, supported by a heavy staff, immediately back of the executive chair.

There came a time when the City of Rochester was visited with a spirit of genuine enthusiasm for all its various undertakings. The Chamber of Commerce, under the inspiring leadership of Mr. Sydney B. Clark, its newly chosen Secretary, placed itself at the head of a movement to boom the town. "Do it for Rochester" became the city slogan, and Rochester went on the map for certain. We became a convention city, which widened our horizon, and every inhabitant of the town became a booster. In a short time we found we were talked about all over the country because of our enthusiasm and enterprise.

We also inaugurated the industrial exhibition idea during this time of revival, and the Chamber of Commerce held its first exposition in the Fall of 1908. It proved a genuine success. Industrial Expositions were also held by the Chamber of Commerce in 1909 and 1910 with great success, thus opening the way for the establishment of a permanent Industrial Exposition at

Exposition Park under the administration of Mayor Edgerton.

One of the Special Days of the Exposition of 1910 was Rochester Day, and a representative committee was appointed to take charge of that day. At a meeting of that committee held August 27, 1910, the question of a Rochester pennant was brought up and received the favor of the entire committee. Secretary Woodward, of the Chamber of Commerce, spoke of the need of a city pennant. He said that Philadelphia had one. "It is true," he continued, "we have a Rochester flag, but it is not of such design as would make it of service for the many uses to which we could put a Rochester pennant. Philadelphia and many other cities have such pennants and when we go convention seeking we find their pennants conspicuous everywhere. That is one of the uses the Chamber of Commerce could make of them. But the citizens could use them. Automobilists could display them on tours. They would serve a thousand purposes at home and away, and help advertise the city."

On August 30, 1910, Mr. J. Clifford Kalbfleisch reported to the General Exposition Committee from the Rochester Day Committee in favor of a Rochester flag. "Rochester now has a Mayor's flag, but no city flag," said Mr. Kalbfleisch. It was here that

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the idea of a flag which might be reduced to pennant dimensions was first taken up and decided upon. Designs were submitted by Mr. David E. Spear, and the one which has since become the Rochester flag was agreed upon. "This flag," the report of the committee said, "will be of great service on gala days, at conventions and on public holidays, and for display by automobilists and tourists generally." Members of the committee expressed the hope that the Mayor would officially designate this flag as the flag of Rochester. It was hoped that it might be completed in time for the Industrial Exposition so as to form a part of the decorations on that occasion.

The design submitted by Mr. Spear, who was chairman of the Committee on Floats, was that of a flag of three-color sections, that nearest the pole being blue, the next white and the third gold. In the white section is set the crest of the Rochester family, beneath which is printed the word, "Rochester."

Mayor H. H. Edgerton, on September 15, 1910, formally designated as official the new city flag, the design of which was submitted to him by Mr. David E. Spear, Jr. The official pronouncement is as follows:

"The flag represented by the colors blue, white and gold, and bearing the

crest of the Rochester family, designed by Mr. David E. Spear, Jr., I hereby designate as the official flag of the city of Rochester.

"The blue represents our exceptional water and electric power; the white, the cleanliness of our city, the gold, our financial strength and industrial prosperity. These colors form an artistic and handsome combination, and give us a distinctive city flag, representing the spirit of progress and development which has become such a complete part of Rochester. The flag can be used to great advantage on all public occasions. It will help to stimulate the Rochester idea, and add to our real patriotism.

(Signed) "H. H. EDGERTON,
"Mayor."

Thus the Rochester City Flag dates from September 15, 1910, when it was officially designated as such by Mayor Edgerton. It forms a very attractive addition to general decorations for all public banquets, meetings and conventions. It is extensively used for such purposes and gives a distinctive Rochester flavor to Rochester events. A very attractive little pin has been made from the design, which can be worn to advantage by citizens on all city days.

The Rochester Chamber of Commerce accepted the design of the flag by formal resolution of its board of trustees on September 19, 1910.

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