



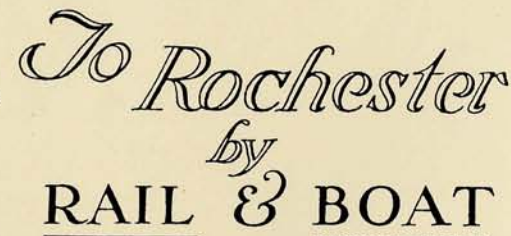
# **ROCHESTER** **NEW YORK**

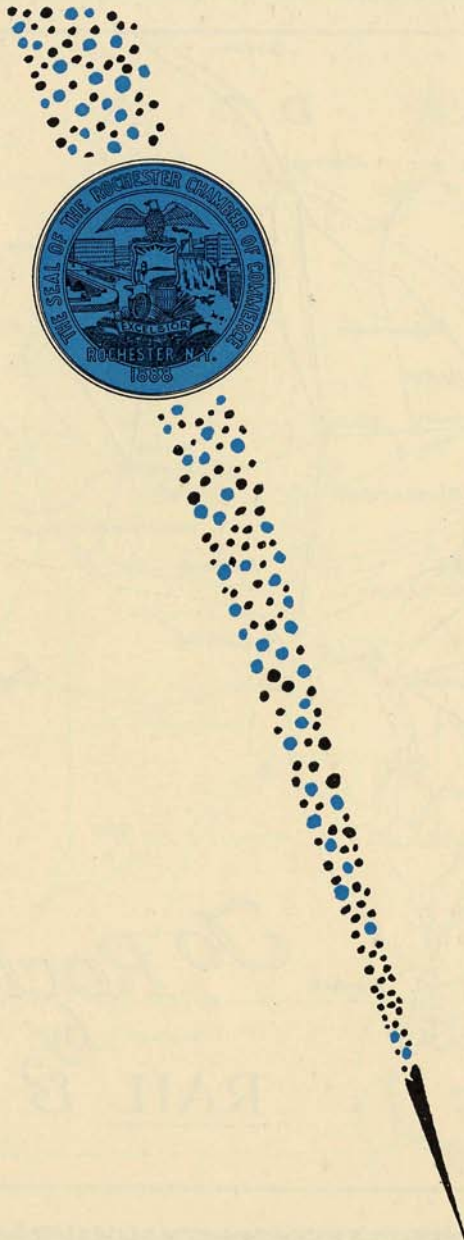




THIS book comes to you with the hope that you will find between its covers that which will attract and interest you, so that some day you will add Rochester to your itinerary. You will find that you are not a stranger, that a welcome shines on every face you meet; and you will go away feeling that no matter how much you love your home, there is another city which could mean as much—and that city is Rochester.

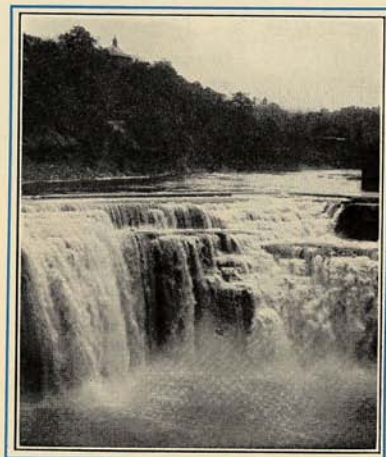






# ROCHESTER

## NEW YORK



An attempt to catch in word and picture  
something of the spirit and atmosphere of the  
city of the Genesee



Prepared for you by the  
Convention Bureau of the Chamber of Commerce  
ROCHESTER, N. Y.





We have seen our village, from a log  
hut or two, in the deep and lonely forest,  
rise like the work of magic, in a few  
years, to the form of a busy  
and prosperous city



## ROCHESTER NEW YORK



### Early History

**I**N the same year in which George Washington became the first President of the United States, 1789, Ebenezer ("Indian") Allan erected a saw mill and a grist mill, the first buildings in what is now the heart of Rochester. The real life of this community cannot, however, be said to date back farther than 1811. It was, in fact, 1815 before population and business began to increase.

The youthful settlement thus founded was incorporated in 1817 as Rochesterville, a village which, seventeen years later, became the City of Rochester, with a population of 12,252.



*Looking into the Business District*

## Less Than a Century Later

Yet, how could any optimistic have foreseen that, ninety-five years later, Rochester would have become a city of over 330,000 inhabitants, the twenty-third city in point of size in the entire country, with state and national prominence out of all proportion to its numerical strength? That industry and enterprise of these early settlers has been perpetuated by their progeny until Rochester now leads, not only the country, but the entire world, in the production of many lines of manufactured goods. And yet, withal, she has maintained and enhanced that early reputation as a city of beautiful homes. How justly is Rochester entitled to the names by which it is variously known, as the Flower City, the Convention City, the City of Homes, the Kodak City, the Power City!

## Location and Physical Advantages

It is doubtful if there is another city in the world more beautiful for location than is Rochester. Built upon the banks of the beautiful Genesee river, the center of a





*Rochester at Night*

wonderfully rich and productive country, and the great blue waters of Ontario stretching out from its northern boundaries, it is indeed most favored in all the natural advantages which go to make a city attractive.

Rochester occupies a broad, level plateau, ranging in height from 500 to 657 feet above sea level. It lies in the heart of the Genesee valley, 379 miles west of New York, and 69 miles east of Buffalo. Bisecting the city is the Genesee river, which rises 130 miles south in the mountains of Pennsylvania, and falls 261 feet in three cataracts within the city limits. Enormous water power possibilities are thus afforded.

### Transportation Facilities

Accessibility is one of Rochester's prime advantages. Five steam railroads, the New York Central, Pennsylvania, Buffalo, Rochester & Pittsburgh, Lehigh Valley, and Erie enter the city, which is served in turn by an equal number of interurban trolley lines. Through it also passes the New York State Barge Canal. The city's splen-



*One of Rochester's Beautiful Thoroughfares*

did harbor at the mouth of the Genesee river accommodates a great tonnage of in-bound and out-bound freight, as well as a considerable volume of passenger traffic. Daily sailings of the large, commodious lake steamers afford never-to-be-forgotten pleasure trips to the Thousand Islands, Montreal and Quebec as well as to Toronto, Cobourg and Kingston. A vast improvement in Rochester's transportation facilities has been effected by the new subway railroad through the heart of the city, recently constructed in the bed of the old Erie Canal. This line serves as a connecting link for all the railroads entering the city, and provides rapid transit service for residents, as well as for quick movement of freight shipments. Rochester may be reached by a night's ride from New York, Chicago, St. Louis, Washington, Cincinnati, Pittsburgh, Cleveland, Detroit, Toronto, Montreal, and Boston.

Rochester possesses a well equipped municipal airport. It is one of the important stations on the Cleveland-Albany air mail route, which route will shortly be expanded to Boston and New York.





*Bathing at Ontario Beach*

## A Wonderful Park System

Rochester's park system, including five large, and twenty-six small parks with a total area of 1,777 acres, is one to which all residents have long pointed with pride. Not only is its acreage large, but its many units are so well distributed as to serve admirably every section of the community. Largest of the units is Genesee Valley Park, situated on the southern edge of the city, with an area of 637 acres. Next in point of size comes Durand-Eastman Park, with its 488 acres, and its four-mile frontage on Lake Ontario.

By no inland city is Rochester surpassed in the quality and popularity of its municipal bathing beaches. Daily throughout the summer months the public beaches and bathhouses at Durand-Eastman and Ontario Beach parks are thronged by citizens. Public baseball diamonds and tennis courts in all of the larger parks are kept in constant use, while thousands of people take advantage of the public golf links in Genesee Valley and Durand-Eastman parks. There are in addition five private golf courses within a short distance from the center of the city.



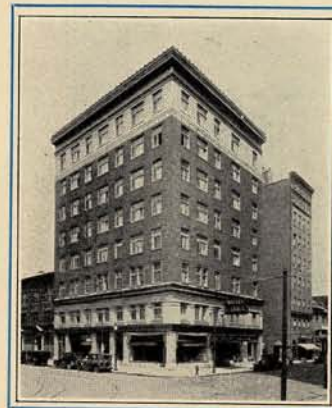
## Hotels and Convention Accommodations



*Seneca*



*Hayward*



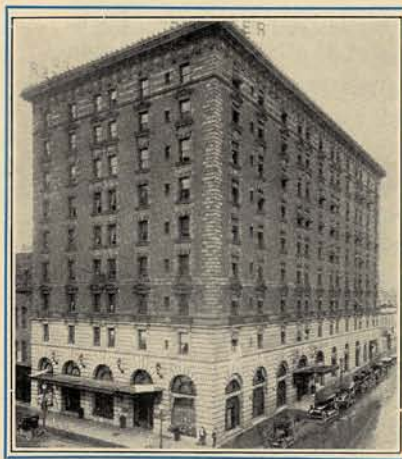
*Cadillac*



*Sagamore*

Few cities of its size are so well equipped to care for transient guests. The newly-built Sagamore Hotel, a residential hostelry unexcelled by any of its type in the country, has recently been thrown open to the public.

Extensive additions and alterations to the Seneca, Cadillac, and Hayward hotels will increase greatly the city's facilities for entertainment. The Powers has also made elaborate improvements. The Rochester, Osburn, Claridge



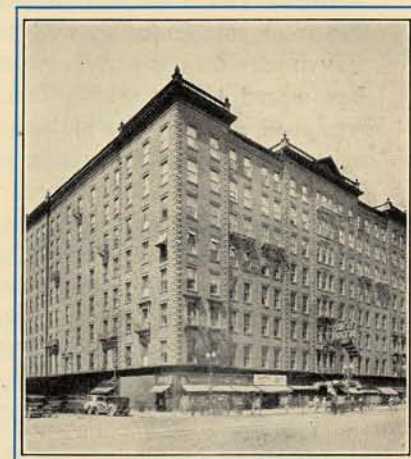
*Rochester*



*Richford*



*Claridge*



*Powers*





*Eastman Theatre and School of Music*

and Richford, and many other hotels have long been favorites among travelers who visit the city.

### *For the Enrichment of Community Life*

Rochester is especially fortunate in the matter of theatres and entertainments, for its location on the main line between New York and Chicago insures the very best of the road companies as well as the assured successes in the vaudeville and variety circuits. The Eastman Theatre, has added the crowning touch to a city already well equipped with motion pictures, so that Rochester is now a veritable Mecca for motion picture enthusiasts.

Nothing, at least in recent years, if indeed ever, has made Rochester so much the cynosure of all eyes, the world over, as the opening of the new Eastman Theatre. This theatre, an adjunct of the Eastman School of Music, of the University of Rochester, entertains some forty thousand people each week. Of it, Edward Hungerford says:

The architects have built a marble house of music and picture drama, in the Italian Renaissance type of architecture. The exterior is of a great dignity and simplicity. This same note is carried into the interior of the building.



*University of Rochester*

## Superior Educational Advantages

Today, Rochester stands on the threshold of a new educational era. The University of Rochester, after seventy years of conservative academic progress, has been greatly enlarged in scope by the addition of the new Eastman School of Music. Still further expansion is in progress in the new nine-million-dollar School of Medicine, made possible by the gifts of George Eastman and the Rockefeller Foundation. It is significant to note, in passing, that, with the establishment of this new medical school, will be erected two new hospitals to serve the Rochester public.

The Rochester public school system is a subject for study by educators from all over the country, particularly its junior high schools, of which four are now in operation. Other well-known educational institutions of the city are the Rochester Theological Seminary (Baptist), St. Bernard's Seminary, the Rochester Athenaeum and Mechanics Institute, the Rochester School of Optometry, and the Rochester Business Institute.





*Looking Toward the Business Section*

## Industrial Rochester

Evidence of the prominence of Rochester in the industrial world is found in the fact that here are located the world's largest manufacturers of filing devices and office systems, of check protectors, of soda fountain fruits and syrups. Here, too, are found the world's largest thermometer plant, optical factory, camera works, and photographic plate factory. More than 90% of the country's motion picture film is manufactured in Rochester, which is the world's headquarters for photographic goods and supplies. This city is likewise a leader in the production of telephone apparatus and paper boxes.

## Exposition Building

The Exposition Building at Edgerton Park, a short distance from our hotels, has 100,000 square feet of floor space with all necessary equipment—gas, water, electrical connections, concrete floors and is well lighted, heated and ventilated.



*Exposition Building—100,000 Square Feet of Floor Space*

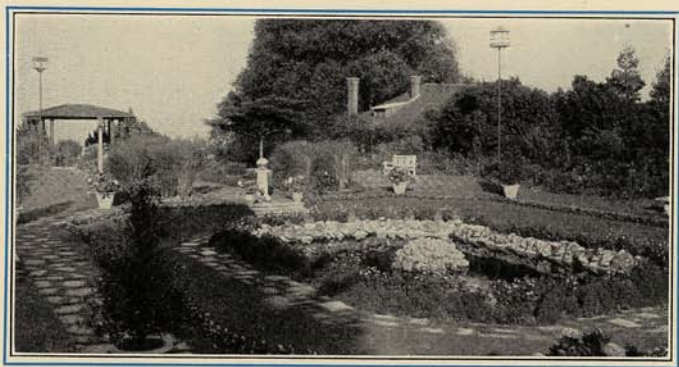
### The Spirit of Rochester

As a result of its remarkable achievements in all public enterprises, due in large part to the constructive leadership of its Chamber of Commerce, Rochester has built up a wide reputation, and justly so, as a city where civic pride overrules all personal considerations, where community betterment is the one great end of all citizens. Of Rochester, Dr. Sigismund S. Goldwater says:

There is no task so noble as the development of a community spirit. This spirit is the essence of democracy, the acme of culture. I know that Rochester has contributed much to the industrial arts. I have visited Rochester many times in the last year or two. I know I can safely say that the community spirit of this town is its crowning glory, and I have no fear of its future.

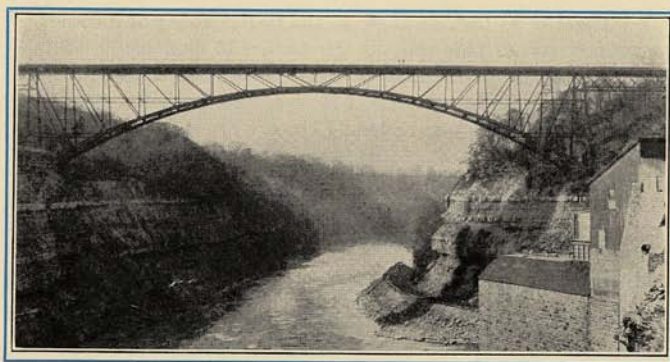
### The Country Abounds in Beauty

The surrounding countryside abounds in delightful trips for the motorist. It has been said that, within a fifty-mile radius of the city are more summer resorts than in any similar area in the country. The shores of Lake Ontario,



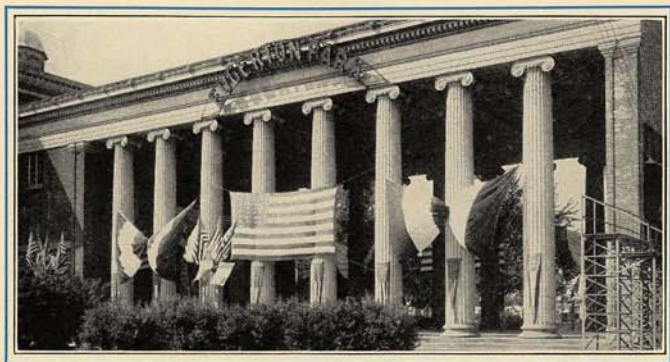
*One of Rochester's Spots of Beauty*

and of nearby Irondequoit Bay, are dotted with places for recreation and entertainment. Within easy motoring distance lies the delightful Finger Lake region of Central New York. To the south one finds the upper reaches of the Genesee river, with its famous High Banks, Portage Falls and Letchworth Park. Both east and west from the city stretches the country's richest fruit and truck-farming



*Bridge Crossing the Genesee River*

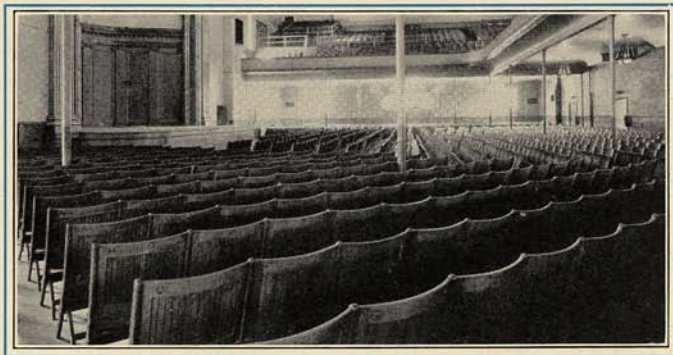




*Entrance to Exposition Buildings*

belt, from which are shipped annually enormous quantities of peaches, apples, and other fruits and farm products.

No small part of Rochester's popularity as a convention city can be attributed to its ample accommodations for large gatherings. In this connection must be mentioned the centrally-located Convention Hall, and Edgerton Park, where, year after year, the Rochester Industrial



*Convention Hall, Seating 4000*

Exposition and Horse Show has continued to attract increasing numbers of visitors. Attendance at this nationally known Exposition has in recent years frequently reached the 150,000 figure.

### Some Interesting Facts and Figures

Rochester's traditions are many and venerable. Here arose the community singing movement which has spread so rapidly and widely throughout the country. Here was revived the custom of placing candles in the window of each home on Christmas Eve. Here, too, was begun again the custom of Christmas carolling.

Any description of Rochester would be incomplete without a word about its Chamber of Commerce. Organized in 1887 it now has nearly 4,000 members and occupies a magnificent building devoted solely to Chamber activities.

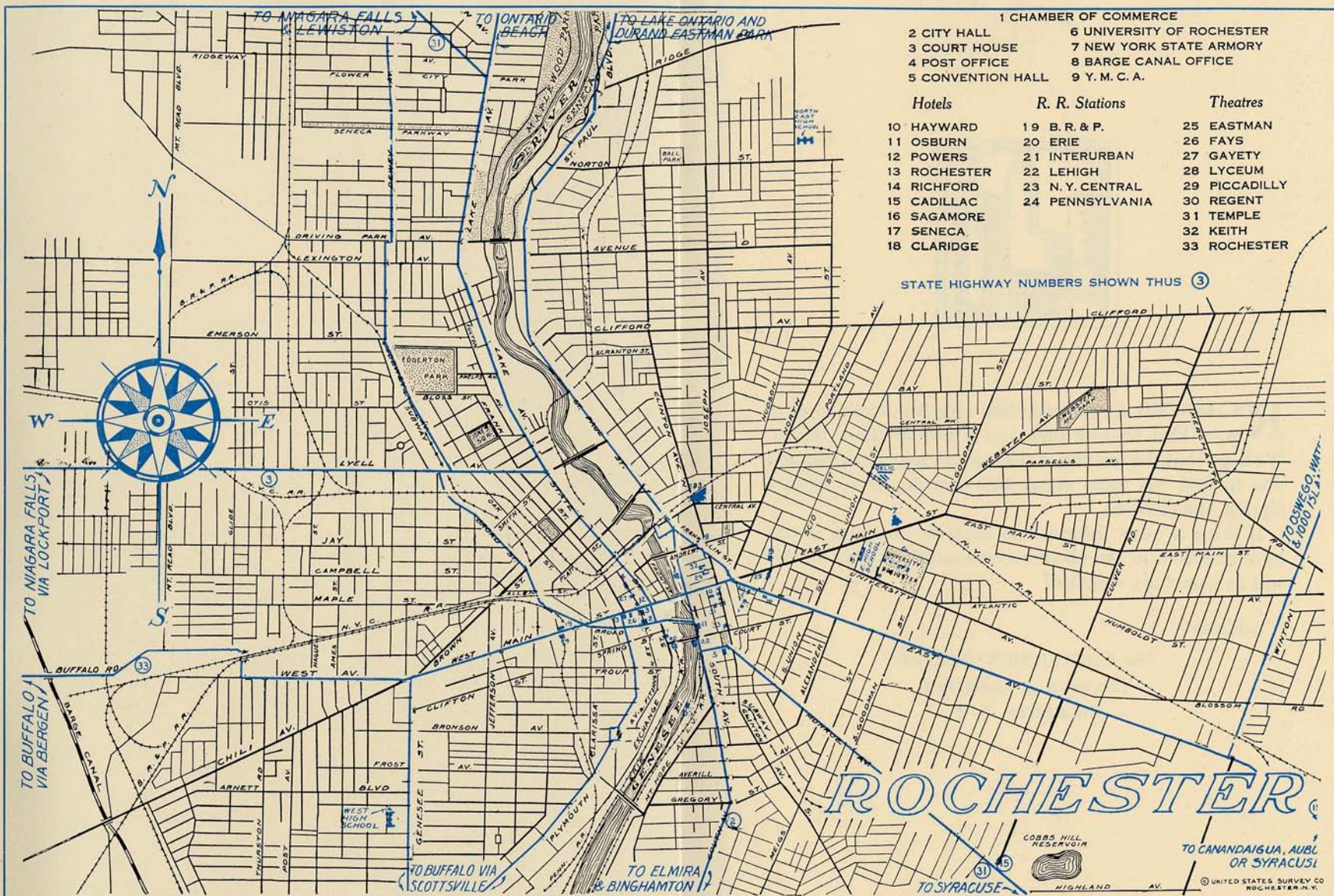
But better than its fine building and back of all is the splendid spirit of its members, which has caused the Chamber to become known as the "heart of the spirit of cooperation."

As for the future of Rochester, we repeat what was said in 1919 to visiting members of the Allied Trade Commission :

Rochester is a young city. It was only a hundred years ago that a handful of pioneers settled in the beautiful valley of the Genesee at the brink of a great waterfall and set up the beginnings of what is now the City of Rochester.











ROCHESTER as a convention city has much to offer you. This booklet tells you a few of these things. We hope that the reading of these pages may have inspired you to find out more about this thriving, busy, happy city of the Genesee.

If there is other information that we can give, if you have questions to ask about accommodations, etc., all this will be cheerfully supplied.

Address

*The* CONVENTION BUREAU  
CHAMBER of COMMERCE  
ROCHESTER, N. Y.

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Guide Books -

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