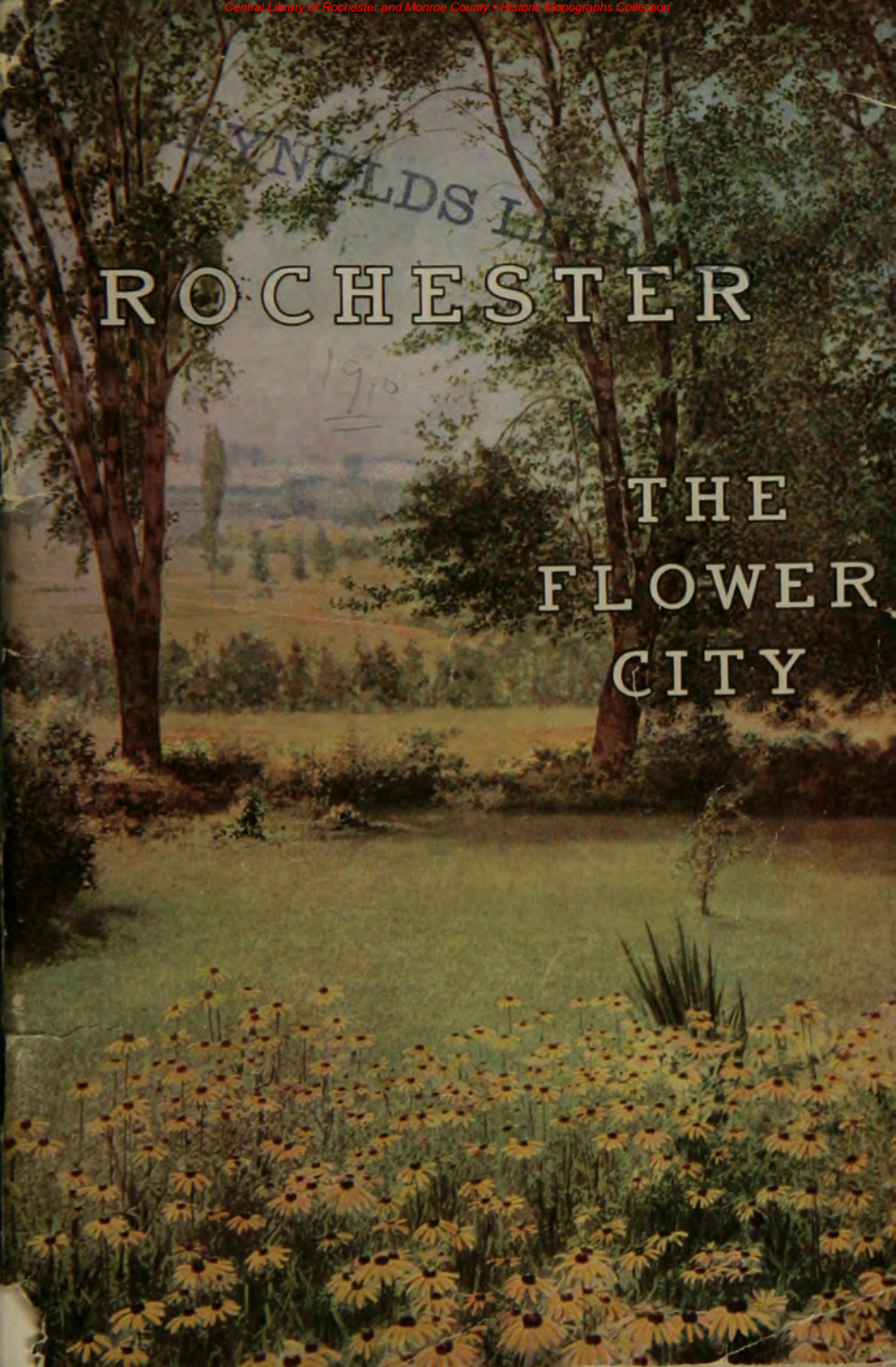


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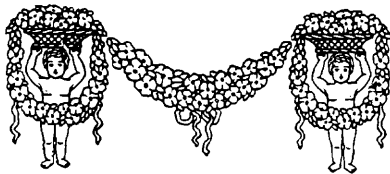
1910

ROCHESTER

THE FLOWER CITY



FOREWORD



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 may love your home, there is another city which could mean as much — and that city is Rochester.

EMBARRASSMENT OF RICHES

THERE could be no doubt in the mind of anyone as to the beauty of the illustrations in this book. It is impossible, however, for any picture or set of pictures to show adequately the type of beauty in which Rochester abounds, the sweep of the river, the beauty of the undulating hills, the roofs of the houses just showing above the dense foliage, and the turquoise blue of the lake which lies to the north. Rochester is unique among summer cities. Although called the "Flower City," yet the appellation might have been as justly the "Forest City" or "City of Beautiful Homes."

¶ The pictures shown were taken from a large number of equally fascinating scenes, but no one book could hope to tell the complete tale.

ROCHESTER

THE FLOWER CITY



Photo by Graves

IN HIGHLAND PARK

**Dedicated to the People
of Rochester**

PUBLISHED BY
**THE ROCHESTER CHAMBER OF
COMMERCE · ROCHESTER, NEW YORK**

SECOND EDITION

ROCHESTER THE FLOWER CITY



Photo by Rochester Herald

RED CREEK, GENESEE VALLEY PARK

WHERE LIFE IS WORTH WHILE



WHEN two-hundred-and-ten thousand men, women and children live together in one community and insist upon being healthy, cheerful, optimistic, prosperous,—and satisfied;—and when sixty conventions decide to meet in the same city during the summer of 1910, bringing with them twenty-five or thirty thousand visitors,—there must be a reason.

A man with talent undiscovered and a city with advantages unheralded are equally unfortunate. Rochester realized this some years ago and began to tell her story to the world. An army of "commercial travelers"—genial and enthusiastic "drummers"—has been singing the praises of Rochester along the great industrial highways. Summer visitors have come and gone—and every visitor has become a "booster." Consequently, Rochester, spanning the Genesee as it flows into Lake Ontario, has assumed permanently her position as one of America's foremost summer cities.

Having an average summer temperature of sixty-four degrees, with ten miles of resorts on one of the Great Lakes, and a profusion of flowers everywhere, Rochester has been proud to make its advantages more generally available by spreading the glad tidings to the nooks and corners of this great country.

And not only is Rochester itself delightful for the summer sojourn, but you cannot count the "side trips" on the fingers of both hands. Two hours to the westward are the Falls of Niagara; to the north "across the lake" are the limitless forests and streams of Canada; eastward are the Thousand Islands and the Adirondacks and to the south is that network of picturesque lakes that helps make life in Western New York so thoroughly worth while.



CHAMBER OF COMMERCE BUILDING
Main Street and South Avenue

ROCHESTER THE FLOWER CITY



Photo by Stone

"FLOWERS, FLOWERS, EVERYWHERE," IN HIGHLAND PARK

Easy of Access

LET the winds blow from wheresoever they will,—in June, July or August,—the air is cool and refreshing, and perfumed with the odor of the North Woods. The city of New York is seven hours away, while from Boston, Chicago, Detroit, Philadelphia, Washington, Pittsburg, and way stations, Rochester is a night's ride,—via any one of five trunk-line railways.

Fifty million persons,—more than half the population of the United States,—can reach Rochester more easily than any other city.

These conditions contribute to that spirit of enthusiastic optimism,—the Rochester Spirit,—and tend to create and maintain a contented community.



Photo by Stone

SUNKEN GARDEN

Residence of Carl F. Lomb, corner Goodman Street and East Avenue

ROCHESTER THE FLOWER CITY



Photo by Graves

CROCUSES, HIGHLAND PARK

WHERE LIFE IS WORTH WHILE

To the man who is looking for a place to spend his summer vacation,—or for that matter, to the man who is looking for a city in which to work and live, it is not a matter of great importance to know the community was founded in 1810, incorporated in 1834, and started out with a population of three white persons and twelve Indians. Nevertheless, that is the story of Rochester, and it is the extent to which you will be burdened with the tales of the past. This volume is a bit of contemporaneous literature,—not a history.

The story of what our American cities used to be, and might have been, is not half so interesting as the story of what a city *is*, and is to be. During the calendar year 1909, Rochester erected new residences and factories to a value exceeding \$9,200,000, or an increase over 1908 of 86 per cent. Of all the American cities, Rochester ranked fifth during 1909 in percentage of increase in new construction.



Photo by Stone

MAIN AND STATE STREETS

Fourth Busiest Street Intersection in United States



GARDEN OF GEORGE EASTMAN'S HOME
East Avenue and Westminster Road

At the Rochester postoffice, the receipts during 1909 approximated a million dollars. Statistics are tiresome, but a few inserted now and then prove a material and permanent growth. Very few cities of 210,000 inhabitants enjoy annual postage receipts of \$1,000,000. It means business,—lots of business.

The Chamber of Commerce conducted a contest recently in which prizes were awarded to the person giving the best answers to the two questions,—“Why is Rochester a good city in which to live?” and “Why is Rochester a good city in which to work?” One resourceful contestant replied: “Rochester is a good city in which to live because it is a good city in which to work, and it is a good city in which to work because it is a good city in which to live.”

There is the entire story.



The Flour City

THE village of Rochester, in the days gone by, was the center of a great milling district. The valley of the Genesee was famous for its wheat,—when the Ohio river was looked upon as the western frontier. Six miles from where the Genesee flows into Lake Ontario, these early pioneers discovered what are now known as the “Upper,” “Lower” and “Middle Falls,” and it was there that the city was founded. So ample was the water-power that many mills were established. Grain was brought in from miles around, and the flour of Western New York was “Rochester Made.” The fame of the city spread until to the name “Rochester” was added that more descriptive title, “The Flour City.”

But westward the course of empire took its way, and the fields of the Middle West produced wheat in such vast quantities that the farmers of Western New York dedicated their acres to the raising of other crops. To-day the lowlands along the lake are producing garden truck,—celery and cantaloupes, lettuce and the like,—that

ROCHESTER THE FLOWER CITY

rivals the best product of any soil. And apples,—well, more than eighty per cent. of all the automobiles and fine horses one sees hurrying over the improved roads within a radius of sixty miles of Rochester were bought and paid for, C. O. D., with the profits on those famous Western New York apples. Stand on the crest of one of the highest hills that overlook the valley of the Genesee and contemplate those vast acres of apple orchards,—regiment upon regiment in perfect alignment, weighted down with the ammunition that annihilates poverty and discontent. Truly, those apple trees are valiant soldiers in the army of prosperity.

Rochester is in the heart of the orchard and vineyard district. Apples, pears and grapes take kindly to the soil and climate, and the products of the trees and vines, the luscious, toothsome fruit, is noted throughout the East.

Who does not know the Baldwin apple? The fruit with the rosy covering and the delicate fabric, which melts between the teeth.

Thousands of acres of apple orchards lie within hauling distance of Rochester. The great vineyards of Irondequoit produce some of the finest specimens of both Concord and Niagara grapes in the East.



Rochester Photo Supply Co.

UPPER FALLS, GENESEE RIVER

WHERE LIFE IS WORTH WHILE



Photo by Graves

LOWER FALLS, GENESEE RIVER

The fruit growers are a progressive class of people, who thoroughly understand their business, who are alert and alive to the possibilities of improvement and whose products, by reason of their constant care, grow better every year.

However, those fields no longer contribute grist to the mills of Rochester, and other manufactories superseded them. A few of the pioneer mills,—fifteen in all—continue, at the rate of a million barrels a year, to make that same quality of flour that gave the city its first country-wide reputation. But Rochester was losing its grasp upon its cherished title, "The Flour City."

One way or another, we always endow those things we care for with another name, separate and distinct from its legal title. Whether it be cities or children, we like to have some descriptive and explanatory phrase or word to call them, and Rochesterians are no different from our fellow men in this respect.

ROCHESTER THE FLOWER CITY



Rochester Photo Supply Co.

LAKE AVENUE BAPTIST CHURCH
Corner Jones and Ambrose Streets*“What’s in a Name?”*

EARLY residents began to observe with what profusion grew the roses and the lilacs, and every other flower and shrub. Porches were covered with blossoms that seemed almost to nourish themselves. The adjacent woods were radiant with the vari-colored wild flowers. Some farseeing business men turned to the culture of flowers and trees and shrubs as their life-work. Nurseries were established and the nearby fields were cleared of their corn and their oats, the meadows were upturned and

in their places sprung acres upon acres of roses and evergreens, of fruit trees and shade trees, asters and carnations. Cabbage patches gave way to pansy beds and even the humble morning-glory was scientifically cultivated.

The products of these nurseries were sold in the markets of the world. Poppy seeds were shipped to California and cherry trees were sold to Japan. Rochester-grown meant quality then, as it does now, and the fame of the community continued as “Rochester, The Flower City.”

To-day that title is more deserved than ever before. In some of the city streets magnolia trees are used for both shade and ornamentation. Visitors have come from distant cities to see those magnificent rows of magnolias in Oxford street. Other public streets are entered through pretentious gateways flanked with urns containing flowering plants and vines that droop to the sidewalks. The stranger might be loth to trespass within those gates, fearing they guarded private grounds.

W H E R E L I F E I S W O R T H W H I L E



Photo by Geaves

FOX GLOVE AND WILLOWS IN HIGHLAND PARK

ROCHESTER THE FLOWER CITY



Courtesy of the Eastman Kodak Company

RESIDENCE OF MRS. CHARLES P. BARRY
on East Avenue

Everywhere there is good-natured rivalry. Lawns are turned over to landscape gardeners, and the best products of the nurseries are installed, to vie with geraniums, clematis and honeysuckles in the flower-beds and window-boxes. The emphasis of color schemes appears on every hand. The spirit of the flowers,—harmony, beauty and symmetry,—has its influence on the character of the people.

And so, Rochester—The Flour City, has become only an historical recollection, while Rochester—The Flower City, has evolved a fair fame reaching into every civilized nook and corner of the globe.

Real, Sure-Enough Homes

NOW just a word concerning the homes of these 210,000 satisfied inhabitants of Rochester. The great factories of Rochester, producing goods that are sold in the nooks and corners of the world, employ an exceptionally large percentage of skilled labor. It has been estimated that 82 per cent. of labor in the "Flower City" is of that class. The result is a vast majority of these flower-covered homes are owned by those who live in them. Rochester's industries are permanent and prosperous. Good wages are paid,

WHERE LIFE IS WORTH WHILE

and there are so many incentives to higher citizenship that wage-earners take a deeper interest in life,—in their home life and the progress of the city.

The secret of Rochester's enviable position in the percentage of homes owned by her working men, may be found in the fact that twenty-four building and loan associations are on the high wave of prosperity, and that no employee of any of Rochester's varied industries, who desires to own his home, need fear that he will not be extended all the assistance and encouragement that lies within the power of a generous financial system.

Rochester belongs to that delightful though limited class of American communities that are large enough to permit the full enjoyment of metropolitan diversions and small enough to maintain the individual interest of the citizen. Beautiful, modern theatres



Photo by Stone

GRAZING IN A CORNER OF GENESEE VALLEY PARK



Photo by Geneva

HARDY CANDYTUFT, HIGHLAND PARK

present the best attractions in drama, comedy and vaudeville. Hotels, equal in service, appointments and cuisine to any hostleries on the continent, have been made subjects of commendation by tourists and delegates to many national and international conventions. Any one of these hotels is within twenty-five minutes trolley ride of Lake Ontario, along either of two of Rochester's prettiest boulevards.

There are other hotels and cottages along the lake shore for a distance of ten miles where one may sit on the veranda and toss pebbles into the tiny breakers. For those who prefer to get "closer to nature" there is the "White City,"—the village of tents, all with their permanent floors, and some with their gardens and lawns.

Rendezvous of Tourists

THE Genesee is navigable for large lake steamers a mile and a half from its mouth, and the wharves and docks are located at "The Port of Rochester." Tourists may embark direct for Toronto, Kingston,

Cobourg and other Canadian points. The trip, "par excellence," however, is eastward to the Thousand Islands. The praises of this wonderland of the St. Lawrence have been sung far too many times to need more than reference now.

To the tourist who prefers to make Rochester headquarters, returning to his hotel each evening, there are many diversions. Twenty-five minutes by trolley is the delightful little resort on Irondequoit Bay, Glen Haven. Here both the youngsters and the oldsters may romp to their heart's content, patronizing merry-go-rounds, roller-coasters and all the other fun-inducing paraphernalia.

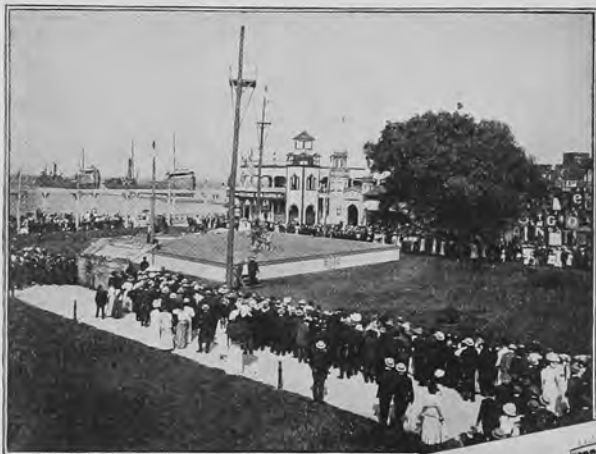
Sea Breeze, at the foot of Irondequoit Bay, is thirty minutes ride beyond Glen Haven. Gasoline launches are available for a trip around the bay and one encounters at every hand the traditions of the Iroquois and the tales of the French pioneers. From Sea Breeze is a short, delightful sail up Lake Ontario to Charlotte, and Ontario Beach Park.



Photo by Graves

OBSERVATION TOWER AND FLOWERING
ALMOND, HIGHLAND PARK

ROCHESTER THE FLOWER CITY



Scenic Railway and
Open-air Theatre

Enjoying
Breezes from
Lake Ontario



The Yacht Seneca



Giant Carousel and
Virginia Reel

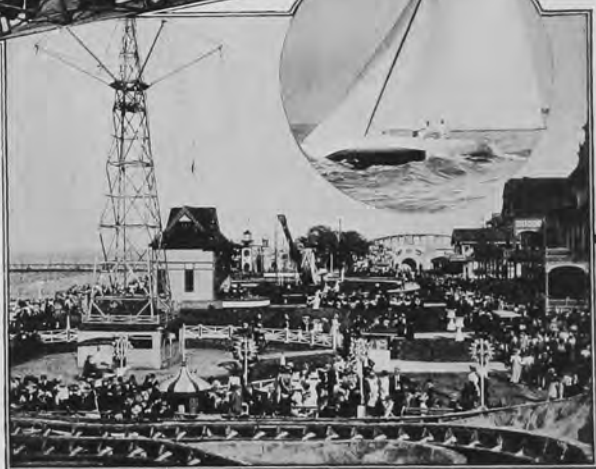




Photo by Price

MAY DAY IN GENESEE VALLEY PARK

Coney Island, Pocket Edition

ONTARIO Beach Park really is the Coney Island of Western New York. Twenty-five minutes from the business center of Rochester, and fronting on the lake a quarter of a mile, this resort certainly is a playground for the grown-ups. The Virginia reel, bump-the-bumps, the airships, the outdoor vaudeville performances, the outdoor skating rink, the bathing and the boating, all conspire to make a day or a week spent at the park a bright spot in one's record of good times.

A colony of Japanese has established an emporium and restaurant within the park, and there is the scenic railway, the house-that-Jack-built, the dancing pavilion and a hundred and one other amusements all calculated to dispel the blues and make one forget there ever was such a thing as "work." The park was constructed at a cost of half a million dollars and is excellently maintained. Free band concerts are given daily in the great musical shell. Included in the park is a picturesque hotel where meals of all sizes, kinds and descriptions may be had on short notice and at a very reasonable figure.

ROCHESTER THE FLOWER CITY



Photo by Price

WASHINGTON PARK, CONVENTION HALL IN BACKGROUND

Annual Water Carnival

DURING the summer of 1910 there was held Rochester's annual Water Carnival. One hundred thousand persons occupied every available foot of ground along the shores of the Genesee south of the

city, in order to witness the many sports in the afternoon and the lantern parade at night. Those who have seen the carnivals of Venice, the water festivals at San Francisco, or the fiestas at New Orleans have declared no one of them more beautiful or inspiring than the Rochester Water Carnival. This fete is conducted under the auspices of the Board of Park Commissioners, in view of the fact that the river at that point courses through the center of



Photo by Graves

FEATHER DUSTER ELM ON THE YATES FARM

WHERE LIFE IS WORTH WHILE

Genesee Valley Park and is under the control of the Board. For future carnivals the Chamber of Commerce and other semi-public organizations have offered to co-operate with the park officials to the end that 200,000 spectators may enjoy the sight and receive the resulting inspiration.

And, speaking of parks, Rochester has more parks, per capita, than probably any other city in America. It is also true that Roch-



Photo by Franklin

EAST AVENUE

ester is better lighted,—that is, burns more current,—per capita, than any other American city. But we were speaking of parks, not lights. Within the city limits there are nearly 2000 acres of parks,—little parks and big parks, triangular parks, and parks of every shape. Genesee Valley Park, through which the river runs, contains 340 acres.

Maplewood and Seneca parks, north of the city, also border on the river, and contain about 200 acres each. Neither of these parks is an ordinary, every-day "city park." Their beauty is in



Circuit Print

RESIDENCE OF WILLIAM D. HAYES

WILLOW POND, ON EAST AVENUE

RESIDENCE OF L. D. ELDRIDGE

their "naturalness"—a rugged and undisturbed beauty,—nature unadorned. Wild flowers grow everywhere, and are protected as zealously as if they were orchids or other members of the botanical aristocracy.

"Flowers fragrant, flowers rare,
Flowers, flowers, everywhere"

—are found in all the parks—or else Rochester would not be the "Flower City." In Highland Park there are 135 varieties of lilacs, and beds galore of hyacinths and pansies and all the remainder of the family of flowers. Brown-eyed Susans and crocuses, hardy pinks and phlox, hollyhocks and asters,—these all flourish beneath the summer suns, nourished in a soil that seems peculiarly well adapted to their needs. What better testimony can there be than the photo-

graph from which was made the cover page for this volume? Standing there amid those brown-eyed Susans and looking through the trees, there seems to form in the far-off perspective a vision of some promised land of Canaan,—where all is milk and honey, and happiness, and right ambition. And who shall say the vision is not real, for yonder lies "The Flower City," Rochester—and her 210,000 satisfied inhabitants.

Still More Parks

DURAND-EASTMAN Park, 484 acres, the gift of two eminent Rochesterians, Henry S. Durand and George Eastman, presents a development that is unique. The tract is undulating, and fronts approximately one mile on Lake Ontario. Within its boundaries are tiny, trackless forests and dense tangled undergrowth, nature in her

truest and most fascinating garb. Winding roadways are being constructed, and in its development an effort will be made to avoid any formal improvement that might detract from the spirit of a genuine wilderness. It has been



proposed to construct a stadium in one portion of the park where the hills on four sides surround a level plain, indicating that nature herself

had intended to present the city with an outdoor auditorium, such as those that furnished arenas for the jousting knights in the days gone by.

Free band concerts are given in nearly all the city parks, and the echoes of the music are challenged by merry shouts of robust, pink-cheeked children.



Photo by Rochester Herald

ROOTING FOR THE HUSTLERS



Photo by Graces

WHITE PINES, SENECA PARK

The defined limits of Rochester contain nearly 14,000 acres and the topographers have recorded that Rochester is 512 feet above sea level. Speaking of altitudes and sea levels and similar things, it might be well to say here and now that the maximum average temperature, for the second ten days in July, during the past 33 years, is 70.7 degrees,—and there is nothing higher, either. The average during May—ever since 1877—has been 56.6 degrees; June's average is 65 degrees; July, 70 degrees; August, 68 degrees, and September, 61 degrees. That would seem to tell the story in no uncertain terms.

A Bit of Weather

CONSIDER the invigorating breezes from the Lake and that delightfully scented atmosphere from the

North Woods, combined with an average summer temperature of 64 degrees, and you have the real reasons for the remarkable progress Rochester has been making during the past five years as a "summer resort" city.

And do not think because Rochester is cool in the summer time that it is cold in the winter time. Those same records covering that



EAST HIGH SCHOOL

33 year period, show a minimum average, for any ten days, of 23 degrees *above* zero,—not *below* zero. The average during the winter months is between 24 degrees and 30 degrees above zero,—a clear, dry, crisp atmosphere that creates energy and gives zest to human activity. But this story concerns Rochester, the "summer city"—winter statistics are irrelevant.

The temperament of the people is best delineated by their fondness for clean and wholesome sport. Rochester is a great baseball town,—in fact, it is one of the most enthusiastic devotees of the bat-and-ball, and the diamond and the bleachers, the encouragements and the discouragements that are all part and parcel of the great American game. From the main flag staff of the Rochester Ball Park during 1910 there waves a pennant, indicating to all who care to observe, that Rochester won the championship of the Eastern League in 1909.

University of Rochester

SET in a magnificent campus of twenty-five acres in the heart of the residential section, is one of the city's most valuable assets,—the University of Rochester, a college of liberal arts, where 400 young men and women are to-day preparing themselves adequately for life's work. The college property is worth close to a million dollars, and it has an endowment fund approximating another million dollars. The cost of tuition per annum to each student is about \$100.

Seven buildings are devoted to the different aspects of college work and include an excellent library of 53,000 volumes and complete laboratories for chemistry, physics, biology and mechanical engineering. Added to these are one of the most valuable geological museums in the country and a carefully selected museum of zoölogy.

*Photo by Price*

FOUNTAIN, HIGHLAND PARK RESERVOIR, BY MOONLIGHT

ROCHESTER THE FLOWER CITY



MAIN STREET, EAST, FROM CHAMBER OF COMMERCE BUILDING

Look where you will and when you will, your eye will find some aspect of Rochester to delight, some view to stir the imagination. Even in the commercial section, the scenes are fascinating.



GENESEE RIVER, FROM CHAMBER OF COMMERCE BUILDING

WHERE LIFE IS WORTH WHILE



Photo by Graves

THE ROCHESTER ASTER

The character of an education depends upon atmosphere and environment. The "Flower City" is proud of its University, exemplifying as it does the highest standards,—social, industrial and commercial, that characterize all of the city's activities. The University, moreover, by its faculty and graduates, adds to the citizenship of Rochester a group of men and women of the highest culture.

Rochester takes pride in her churches and in the rapid progress being made by her educational institutions. There are 131 churches equally divided among the leading religious denomina-

tions. In addition to the University of Rochester, there are the Rochester Theological Seminary, the Wagner Memorial Institute, the Western New York Institution for Deaf Mutes and a number of business colleges and commercial schools. In fact, there are 29 such institutions devoted to commercial and business training. There are 30 Catholic schools and one Catholic high school. Thirty-three grammar schools, two high schools, training and factory schools, come under the direct supervision of the Department of Education. Thirty-seven thousand children are receiving instruction in the public schools of Rochester at an annual expense exceeding \$500,000.

"As Pure as Hemlock"

MANY American cities, especially in the summer time, are handicapped by a rather poor water supply. Rochester gets its water from Hemlock lake, away up in the hills, thirty miles south of the city. Chemists have no unfavorable criticism to make and "Hemlock water" has come to be a phrase synonymous with

R O C H E S T E R T H E F L O W E R C I T Y



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IN MAPLEWOOD PARK

"pure water." "As pure as Hemlock," is a comparison that is quite ordinary. A new concrete reservoir has just been completed at a cost of \$600,000, and its position on the crest of one of the highest hills adjacent to the city, permits the water to be distributed by force of gravity. The reservoir has a capacity of 140,000,000 gallons, of which approximately 16,000,000 gallons are used daily.

Leading into Rochester from all directions, one finds over 200 miles of state and county improved highways, some of them nearly 40 miles in length. This opens a field of pleasure for the automobile tourist and convention delegate hard to equal in any city in the United States. The unusual number of conventions which come back to this city after having met somewhere else, is often commented upon. The natural impulse of a delegate is to feel that he wants to see newer places and different

WHERE LIFE IS WORTH WHILE

*Photo by Graves*

ARNOLD PARK, A RESIDENTIAL STREET

surroundings, but it appears that Rochester gains a hold on a person, not easily shaken off.

Of course, the primary reason for these conventions coming to Rochester is that the Chamber of Commerce and the Mayor extended hearty and cordial invitations. But these invitations had to be supported by real practical arguments in the shape of exceptional hotel advantages, ease of access, proximity to the centers of population and the availability of proper and adequate entertainment. In other words, the delegates to these conventions were impressed with the prospect of a sail upon Lake Ontario, of a trip by launch or canoe up through the winding and picturesque Genesee, bathing and fishing, trips through magnificent parks into long superb boulevards, a uniformly cool and invigorating atmosphere, and a spirit of good will and welcome on the part of the citizens, who claim Rochester for their home.



Photo by Price

MEADOWS IN GENESEE VALLEY PARK AND SOME "VISITORS"

"The Convention City"

IT WAS necessary to show not only that the hotels of Rochester were ideally equipped and modern in every detail, but that the prices would be reasonable and the service perfect. As an evidence of the generous spirit of the city itself, through an appropriation by the Common Council, Rochester has built a spacious convention hall, seating 4000 persons, and during the latter part of 1909 completed an addition at a cost of \$120,000, to be used for exhibit purposes in connection with conventions. These two halls are tendered to visiting organizations entirely free of cost, whether their convention last a day or a week, or a month.

As an evidence that Rochester is endeavoring to create and maintain a higher plane of citizenship, reference need be made only

W H E R E L I F E I S W O R T H W H I L E

to its social center work,—the use of the public school buildings for the education and assimilation of Rochesterians who hail from foreign shores, and who desire not only to become citizens of the community, but *good* citizens.

“We have come to Rochester because this city is famous throughout the country as the place where the most successful beginning has been made of this use of school buildings. I am sure that Boston very soon will begin something along this line.” So spoke Edward Filene, the organizer of the “Boston 1915 Movement.” Comments of similiar import have been made by other men and women whose interest in social betterment is a source of national pride.

At the annual conventions of the American Civic Association and the National Municipal League at Cincinnati, Rochester was



Photo by Stone

CROCUSES, HIGHLAND PARK



ROCHESTER'S COUNTRY SIDE

This will explain the fresh and invigorating air which the citizens and visitors both appreciate

looked to to assume the lead in this particular branch of civic development. It has been three years since the experiment was first made and to-day there are thirty-nine civic clubs with a total membership of 3000, using the public school buildings for evening meetings.

Civic Improvement

ROCHESTER exhibits the same interest in public playgrounds and secured the 1910 convention of the Playground League of America. Other of Rochester's citizens have developed the plan of vacant lot gardening, and during the years 1908 and 1909, the product of these gardens was not only of considerable intrinsic value, but the thought itself,—that of utilizing every productive area, or, in other words, conserving the natural resources of the city,—was a distinct economic advance. Through this work the beauty of the city has been enhanced, and there is a personal interest in property that for years had been neglected.

United Charities

A COMMITTEE of the Chamber of Commerce has been making an extensive investigation into the methods employed in various cities for the association of local charitable organizations, and the direction, though a sort of clearing house, of all charitable effort. This is a plan that has been highly developed in Washington, D. C., and Pittsburg, and in some other of our American cities. Rochester hopes to put into effect a scheme of centralization that will retain the best features of the best plans in vogue in other cities, and eliminate any departure that has not proven effective.

The criticism may be made that social centers, playgrounds, associated charities and kindred subjects are but sidelights on the city's character. This may be true, but if they do nothing more, they indicate the spirit of the people and a desire to make the city a better place in which to work, a better place in which to live and play,—and die.



Photo by Rochester Photo Supply Co.

COURT STREET BRIDGE SPANNING THE GENESEE

ROCHESTER THE FLOWER CITY



Photo by Stout

WITHIN THE MONROE COUNTY COURT HOUSE

WHERE LIFE IS WORTH WHILE

Rochester's visitors have acquired a peculiar habit,—they come to the city with full pocketbooks and empty arms; they return to their respective cities, or towns, or villages, with empty pocketbooks and their "carryalls" loaded down with goods and provender of every description.

Excellent Stores

THE reason for this is the reputation of Rochester as a shopping center. Its great metropolitan stores present facilities that are unequalled in cities of half a million population. The buyers with the big drygoods stores spend as much time in New York city as they do in Rochester, in order that the counters and the show cases—always so tempting to Rochesterians—may display garments and furbelows and things of the very latest texture, color and design.



Photo by Rochester Photo Supply Co.

MAIN STREET DURING ANNUAL INDUSTRIAL EXPOSITION

*Photo by Graves*

TROUT LAKE, SENECA PARK

Especially is this true in ready-made clothing, ladies' shoes and other of the products in the manufacture of which Rochester leads the country. Rochester makes more high-grade, ready-made clothing than any other city in the world. It leads the country, also, in the manufacture of cameras and photographic supplies, sterilizing apparatus, optical instruments, canned goods, office filing devices, enameled tanks and wood and paper box machinery. Rochester is the home of the largest coach factory in the country, and her fifty-two shoe factories have an annual output exceeding \$15,000,000.

Approximately 1300 manufacturing establishments contribute to a gross annual output of goods to the value of \$100,000,000 or more. Rochester is the center of the nursery trade of this continent, and the products of her greenhouses and well-kept gardens are shipped to ports of the seven seas.

WHERE LIFE IS WORTH WHILE

*Photo by G. W. Kellogg*

WATER LILIES, SENECA PARK

Rochester is proud of its Mechanics Institute—a school where some two or three thousand students are annually trained in the various branches of normal and secondary technical education. It is an especially valuable asset to the city, both in its night and day classes, in the training that it gives in practical home-making and housekeeping, and because it fits young boys and men for valuable and active service in the varied industries of the city.

The Rochester system of elementary grammar and high schools has a national reputation. Very great thought has been expended upon them by men of special fitness to make them second to none. There is no city in the land that has better facilities for the training of its children, its young men and women. The excellence of the city's system of education does not surpass the thoroughness and ability with which the parochial schools are administered.



Circuit Print

UNIVERSITY OF ROCHESTER

The test of the State Department of Education has been placed upon these schools and they have met it with great credit to themselves.

Every family considering Rochester as a home may be sure that the means of education for children are the best to be found anywhere.

Within comparatively short distances of Rochester the piscatorial opportunities are numerous.

Should one desire to meet the game fish in a test of sportsmanship, there are the brook trout, the German brown and rainbow trout. Just across the lake one finds the famous salmon trout in generous quantities. A short trip to the St. Lawrence river brings one to the heart of the muscallonge territory, which, as every one knows, is a sport in itself. We also have the black bass, pickerel and along the chain of well-stocked lakes connecting with Lake Ontario, there can be had every sort of fishing.

Izaak Walton could well have chosen Rochester as the base of operations had he endeavored to get in touch with the widest possible variety of fresh water fishing, and, if memory serves us right, the contemplative Izaak received most of his inspirations from the delights of fresh water fishing.



CAMPUS

Rochester is almost in the geographic center of the lake regions, and short train rides of an hour or two or three hours, and even half hour trolley trips, bring these fishing delights to the visitors. Should one not care to travel with fishing equipment, complete tackle may be had at the headquarters of any of the fishing grounds, so you may come unencumbered and return triumphant with the trophies.

Rochester Chamber of Commerce

TO MAKE Rochester the best city to live in and do business in is the aim and desire of the Rochester Chamber of Commerce. It is a bureau of service for the merchant, the manufacturer, and the citizen.

The problems of the city's life are so interwoven that the business man of to-day finds himself compelled to take an interest in many things that do not really come within the scope of his everyday work. Therefore the activities of the Rochester Chamber of Commerce are so broad and inclusive as to touch every endeavor that affects directly or indirectly the welfare of the city.

The work of the Chamber of Commerce is handled largely by

ROCHESTER THE FLOWER CITY

committees annually appointed by the president. This work may be divided into three classes:

First. That which pertains to the promotion and advancement of the business interests of the city.

Second. That which pertains to municipal affairs as they affect the business interests.

Third. That which pertains to social betterment and indirectly affects business interests.

In the first class comes the large part of the work of the Rochester Chamber of Commerce, for what is more vital to its membership than the promotion of the trade of the city for its retailers, wholesalers and manufacturers? It aims to develop its means of transportation, both by rail and water. Far-reaching plans are being completed for the development and utilization of the vast water powers of the Genesee river. New industries are being added to an already long and varied list. Its postal, telephone and telegraph services are being studied and improved. It protects its members by means



Photo by Rochester Herald

TYPICAL ROCHESTER LAWN

W H E R E L I F E I S W O R T H W H I L E



Photo by Graves

TEA ROSES, HIGHLAND PARK

ROCHESTER THE FLOWER CITY



Photo by Rochester Photo Supply Co.

MAGNOLIAS IN OXFORD STREET

of a Benevolence and Endorsements Committee; it develops the city of Rochester by means of an Annual Industrial Exposition, of which the motto is, "Rochester Made Means Quality." It endeavors to extend the scope of its influence by enlarging its membership and improving the opportunities of its members by widening their acquaintance.

In the second class its activity follows municipal affairs, legislation, finance and insurance.

In the third class it has taken a very vital interest, and a considerable sum of money has been raised among its members for an expert and comprehensive study of the city's development, and for physical and architectural designing for the future. It has under way a plan for the successful unification of all the charitable agencies of the city in order to prevent over-lapping, imposition and waste, and thus protects its membership, who give a very large per cent. of the three quarters of a million given annually for charitable

WHERE LIFE IS WORTH WHILE

purposes and thereby also increasing the efficiency of the existing agencies. It has on foot a movement to improve the housing conditions of its working families and to provide inexpensive and sanitary homes at a minimum cost for those who are essential to the success and well-being of the industrial life of the community. It endeavors to lessen the nuisance of smoke and abolish unnecessary noise; to assist in the development of a beautiful and extensive park system; to arbitrate where necessary in vital differences between employer and employee. The Rochester Chamber of Commerce has endeavored to be the servant of the merchant, the manufacturer and the citizen, and in so doing has lent its aid to every good cause whose end is the welfare of the whole city.

And so, we end where we began—with the invitation expressed in the Foreword on the very first page. Rochester will not seem like a strange city, even though you may never have been here before. Rochester's charms will appeal deeply to your love of the beautiful. And the kindly consideration so characteristic of Rochester people will seem so naturally pleasant that you will almost imagine you had already dreamed it!



Photo by Kellogg

JONES PARK

ROCHESTER THE FLOWER CITY



Photo by Price

MAIN STREET, TAKEN AT 1:00 A. M.

RVF 2 Rochester, Ny - Description
(1900-)

