

ROCHESTER HISTORY

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A Sesquicentennial Review of Rochester's History

By BLAKE McKELVEY

An invitation from WBBF to present over its facilities a series of brief talks on Rochester's history explains the format of this review. The series commemorates the sesquicentennial of Rochester's permanent settlement. It commenced on May 1st with a comment on the arrival of the Scrantom family on May 1, 1812. Since the Scrantoms found the cabin they expected to occupy unfinished, they camped for two months on the east bank. It was not until July 4 that they actually moved over to occupy the cabin on the site of the Powers Block and thus became the first permanent settlers in the original village of Rochester. That delay has afforded an opportunity for a series of brief daily comments on the course of the city's 150 years' growth. The series terminates with No. 66 on July 6, the final day of the city's two official Sesquicentennial Weeks. WBBF has generously paid for the printing of the extra pages in this issue.

No. 1— It was 150 years ago, on May 1st, 1812, that Rochester's first permanent settlers arrived. These hardy pioneers were the Scrantoms, a name well remembered in Rochester because of the store one son later founded here. Born in Dur-

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ham, Conn., Hamlet Scrantom had first migrated to northern New York, but heavy snows there prompted him to move again to the milder Genesee Country. With his wife and six children he set out for the west on April 20, 1812. They piled their belongings into a covered wagon drawn by two oxen, and Hamlet rode a horse in the lead.

They reached the Genesee ten days later on a forest trail that terminated at the present River Campus. Isaac Castle, who had built a crude shack on the west bank, sent a man to ferry them across on a raft. After a restless night in Castle's tavern, at the foot of present Brooks Avenue, Hamlet and his four sons tramped down along the river the next morning to the site of Rochester to become the town's first permanent settlers just 150 years ago today.

Tomorrow we will take a brief look at what they found here.

No. 2— The arrival of Rochester's first permanent settlers on May 1, 1812, was recalled 40 years later by Edwin Scrantom. He told how they tramped two miles from Castle's tavern to the Four Corners through a light fall of snow. I was skeptical of that last detail when I first read it, but long residence in Rochester has dispelled such doubts.

To Edwin, then a lad of nine, Rochester seemed "a wild and desert place" in 1812. The log cabin they expected to occupy on the site of the present Powers Block was only half completed. Several men engaged to build it had caught the fever and the shakes and had left for drier ground. The Scrantoms clambered over a partially constructed timber bridge to the east bank where they found another pioneer, Enos Stone, building a sawmill.

Hamlet agreed to serve as miller in return for the privilege of bunking his family in a one-room shack near Stone's frame house, on present South Avenue. There they remained for two months helping Stone cut lumber to complete the bridge and

finish the cabin. On July 4th they moved across to become the first permanent settlers on the site of Rochesterville.

No. 3— Hamlet Scrantom, the first permanent settler at Rochester, was not its principal founder. That honor goes to Col. Nathaniel Rochester who laid out the village.

Colonel Rochester first visited the Genesee Falls in 1803. He came on horseback with two Maryland friends looking for a town site. They quickly saw the advantages of the 100-acre tract on the west bank. It had a natural race around the small upper falls—ideal for mills—and the shallows below seemed the logical place for a bridge. They agreed to pay the asking price, \$17.50 an acre, and then returned to Maryland.

Colonel Rochester came back seven years later to lay out a modest village. He persuaded the towns of Brighton and Gates to open a road from Pittsford along present East Avenue and to build a timber bridge over the river where Main Street Bridge now stands. He engaged Enos Stone, a settler on the east bank, as his agent for the sale of lots.

Rochester's prices were modest—\$30 to \$50 for each quarter-acre lot, and \$150 for the larger plots at the four corners. Several prospective buyers soon appeared, and the Scrantoms, as we have seen, became the first permanent settlers.

No. 4— When Colonel Rochester picked the upper falls for a town site in 1803, he displayed real foresight. Its waterfall seemed safer for mills than the main falls to the north. Unlike the gorge below, the river here could easily be bridged, and above the falls the Genesee was an ideal carrier for barges coming down from settlements up the valley. Of course there were three falls below him on the river, and the portage around them was long and tedious. But the difficulties were not as great as on the Mohawk route to the east, or the Susquehanna to the south.

Rochester had found a better site than anybody could then know. The great glacier that had spread over most of the state a hundred thousand years before had blocked the old Genesee valley, shutting off the river's outlet through Irondequoit Bay. It had created a vast lake whose sedimentary deposits enriched the land on all sides. To drain it, the Genesee had eventually dug its lower gorge, but at first the waters flowed eastward, opening a water-level route to the Hudson that was to prove a great boon to Rochester. We will hear more of that water-level route later in this series.

No. 5— Many men had visited the Genesee Falls before Colonel Rochester grasped their advantages in 1803. First, of course, came the Indians over a period of several centuries. We don't have certain dates for the first Indian migration into the Genesee country, nor do we know how many waves reached this region. But we do know that the Senecas, who occupied most of western New York when the first white men arrived in the early 1600's, had their main villages thirty or more miles south and east of Rochester. They used the lower Genesee as a hunting area, occasionally camping here for several nights, but seldom for longer periods.

After the coming of the white man and the development of the fur trade, the Indians made use of the upper Genesee for trade, but they generally disembarked at the River Campus and portaged over to Irondequoit Bay rather than around the Genesee Falls to the lower river. They had no knowledge of the power latent in the waterfalls and regarded the great lake to the north more as a hazard than as an advantage. The site of Rochester had no appeal to the Indians.

No. 6— The site of Rochester did attract one of the earliest white men who came to live in this area. Ebenezer Allan, better known as Indian Allan, a hardy frontier adventurer, welcomed

the opportunity to build a combination saw and grist mill at the upper falls in 1789.

The mill was part of the bargain for the sale of the Genesee mill tract. That vast tract, including most of the western half of Monroe County, was sold by the Indians to Oliver Phelps in 1788 on condition that he erect a mill for them at the Genesee Falls. Phelps gave Allan 100 acres as payment for building the mill.

Allan built the mill the next summer, but the Indians whose settlements were on the Tonawanda and Buffalo creeks, made little use of it. Few settlers had as yet reached the upper Genesee valley, and Allan soon became discouraged. He finally sold the 100-acre tract and moved to Canada. Josiah Fish operated the mill for a time in the late 1790's, but he, too, soon abandoned it. Perhaps a spring flood or a bolt of lightning disposed of the mill in the early 1800's, for nothing remained of it when Colonel Rochester first viewed the site in 1803.

No. 7— Colonel Rochester knew more about town building than Ebenezer Allan, his unfortunate predecessor at the falls, but he also had other advantages. A milltown needs a hinterland, and in place of the dozen or so scattered pioneers of 1790, the Genesee country, two decades later, had over 200,000 settlers. They shipped their produce east along the Mohawk or south on the Susquehanna, but in 1810 the Embargo and Non-Intercourse acts glutted the markets in New York and Baltimore. Western New York settlers turned to the Genesee for an outlet.

Rafts and flatboats, brought down on the spring run off, lined the banks above Rochester in its early days. Sawmills and gristmills sprang up at the falls. Taverns and stores clustered about the central Four Corners where Scrantom's log cabin had stood in solitary isolation in 1812. In five short years the inhabitants increased to 1,000, rivaling old Canadaigua in size.

Late in March, 1817, many of them gathered in a boisterous

crowd to cheer the arrival of the stage that brought news of the passage of Rochester's first charter.

No. 8— Rochester's first charter incorporated 655 acres within its limit. It was located entirely on the west bank until 1823 when, following the establishment of Monroe County, the village reached out to include 356 acres on the east bank and increased its population to 3,700.

Many of the 100 adult males qualified to vote in 1817 crowded into the school house on the 5th of May to choose the seventeen village officers specified in the charter. Within a few years, no hall could hold all the qualified voters, but it was not until 1826 that an amended charter created five wards and provided for the election of the trustees and other officers by written ballot rather than by a show of hands.

The original tax limit, \$1,000, shortly proved inadequate. The trustees purchased a supply of buckets for the fire brigade, but soon the call for ladders, for a hand pump, and finally in 1818 for a "fire engine" broke through the statutory maximum. Fortunately, the night watch easily supplied their own clubs and the pound keeper generally had a herd of stray pigs ready to consume whatever refuse accumulated in the streets. Such was Rochesterville before the coming of the canal.

No. 9— The year 1817 was in several respects a crucial one for Rochester. Not only did the village secure its first charter that March, but within a month it got its economic charter, too.

It was on April 15 that the legislature passed the act that authorized the construction of the Erie Canal. Although Colonel Rochester, then living in Bloomfield, had served as secretary of a convention at Canandaigua in January, at which delegates from Batavia, Avon, Canandaigua, and Geneva petitioned that the canal follow the state road through these towns, the Canal Commissioners chose the more direct water-level route

farther north, which fixed its Genesee crossing at Rochesterville.

Still somewhat doubtful that the canal would ever be built, or that it would prove successful if built, residents at Rochester were more excited in April, 1817, by the actual arrival of the first steamboat at the Genesee port. Unfortunately, the *Ontario*, the pioneer steamboat on the lake, had to dock at Carthage below the lower falls, and the promoters of that rival settlement gleefully predicted their town's early triumph over Rochester. Undaunted, Colonel Rochester moved his family to the falls the next spring.

No. 10— Carthage, situated on the eastern brink of the gorge, about where Eastman's Hawkeye plant stands today, was a serious threat to early Rochester. Its promoters hoped to make it the center of a trading city that would overshadow the milltown at the upper falls. They built a dock on the river below the lower falls and soon constructed an inclined railroad to hoist passengers and freight up and down the steep bank. Their glee over the arrival of the first steamboat in 1817 spurred plans for the construction of a bridge across the gorge.

The Carthage bridge was a bold venture. Constructed of logs, notched and bound together in a great arch, it soared 190 feet above the water and 718 feet from bank to bank—the longest single-arch bridge in the world in its day. Unfortunately its day was a short one, and after 15 months the great weight of the log framework brought it crashing into the gorge. And with it crashed the visionary plans of the founders of Carthage. Ten years after the Erie Canal assured Rochester's triumph, Carthage built a horse-car railroad from Rochester to its dock and remained for a time its favored lake port.

No. 11— Rochester in 1820 was already throbbing with excitement over the building of the canal. News of the successful opening of the central division through Utica stirred confidence

that the entire project would be completed. Work on the great embankment to carry the canal over the deep Irondequoit valley commenced the next spring, and a contract for an aqueduct over the Genesee was let that fall.

The building of the aqueduct progressed in 1822 and reached completion the next September. Most of the canal from the Genesee to the Hudson was in operation by this date, and Rochester held a joyous celebration when boats first crossed the completed aqueduct on October 7th. That, however, was a modest event compared with the official opening two years later, when Governor Clinton rode through Rochester on the first boat to travel the full distance from Buffalo to Albany. Colonel Rochester and other leading citizens gathered to welcome the official visitors. A sumptuous banquet at the Mansion House, followed by a gala ball in the tavern on the site of the Scrantom cabin of thirteen years before, dramatized Rochester's spectacular progress.

No. 12— The building of the Erie Canal made Rochester America's first boom town. An inrush of construction workers helped to start it, but the real incentive came from the prospect of shipping by water rather than by road, and at one tenth the cost.

Shipments through the Genesee port to Canada had increased greatly since 1810, especially after the appearance of steamboats on the lake in 1817. But the rich markets were in Europe, not in Canada, and the Hudson was a much safer route than the turbulent St. Lawrence. Other canal ports enjoyed this advantage, too, but none of them had a lengthy water feeder, such as the Genesee, which brought an increasing flood of produce down to the upper falls where a dozen new mills sprang up to grind the wheat and corn into flour and saw the logs into boards and shingles for easier shipment to distant markets. A

half dozen local boatyards built freight and packet boats for the entire canal.

As a result, Rochester increased almost tenfold between 1819 and 1829—more rapidly than any town had ever grown before, and became widely known as America's boom town.

No.13— More unique even than the aqueduct was Rochester's Main Street Bridge. While several other canal towns had aqueducts that carried boats high across rushing streams below, none boasted a bridge that carried a street, buildings and all, across a broad river.

Rochester stumbled into the development of its novel bridge in 1826 when the inhabitants voted a bond issue of \$1,000 to build a public market out over the river to the first pier on the northwest corner of the bridge. Soon a number of small shops lined the north side of the bridge all the way across. Two floods and a fire cleared off these structures on three occasions, but each time the north side was more substantially built up, and in the 1870's property owners on the southern corners decided to build out to the center on that side, too. Thus Rochester acquired a unique bridge that still attracts curious visitors, although most residents pass it daily without a glance. It is beginning to show its age, and is best viewed from Broad Street Bridge on a moonlight night. Someday we will rebuild it, and perhaps we will leave a few open vistas to restore a sight of the river to Main Street—as on that other more famous bridge of shops—the Ponte Vecchio of Florence.

No. 14— Yet the pride of early Rochester was not Main Street Bridge but the Reynolds Arcade. Built by Abelard Reynolds in 1828, it rose to four stories and had a glass skylight enclosing the corridor that separated its two parallel wings. That spacious interior court became the focal center of the community. Constructed of brick at a cost of \$30,000, it extended

from Main Street north to Corinthian Street, and its balustraded galleries gave access to 86 stores and offices.

Among its tenants were jewelers, barbers, opticians, a daguerrean artist, as well as a few real artists, and the Athenaeum Library. The post office on the first floor attracted long lines of men eager to get their mail; the Western Union office, located there for many years, made the Arcade a mecca, during the Civil War, for the friends and loved ones of the Boys in Blue.

Daniel Webster was but one of many noted visitors who spoke from the banister under the clock on the south wall. Closely linked with Rochester's history for a full century, it was demolished in 1931 to make way for a modern office building. The original Arcade was a forerunner, of course, of Midtown Plaza.

No. 15— As America's first boom town, Rochester was an exciting place. The Rochester *Advertiser* became in 1826 the first daily paper west of the Hudson. A group of actors had arrived from Albany, two years before, to perform Rochester's first play, "How to Die for Love." A theater and a museum of wax figures soon opened near the Four Corners. Tippto Sultan, an elephant from India, lumbered into the village in 1823, and other entertainers arrived.

But none rivaled the fame of Sam Patch. A pioneer acrobat, he had made many fearless jumps from lofty perches into rivers and mill ponds in the East. Returning from a demonstration of his skill at Niagara Falls, he stopped at Rochester and announced his last jump of the 1829 season for Friday, the 13th of November. Handbills posted in the village and in surrounding towns brought a great throng of nearly 10,000 who gathered around the natural amphitheater of the Genesee Gorge.

"Some things can be done as well as others" was Sam's motto—but his luck deserted him that day as he jumped from a plat-

form above the main falls into the pool 115 feet below, for he never emerged alive.

No. 16— The fatal leap of Sam Patch over the Genesee Falls had a dramatic sequel. On the Sunday following that dreary Friday the 13th of November, Josiah Bissell rose to admonish the members of the Third Presbyterian Sabbath School—all, he warned, who by their presence had encouraged that poor soul to leap into eternity would be held accountable on the Judgment Day.

It was a sobering charge, and at least two who heard it confessed in their diaries to the shivers that ran up and down their spines.

Rochester was in a chastened mood in the winter of 1829-30. Many men, responding to the speculative urges of the boom town, had overextended themselves, and now a recession was on. When, early in 1830, Josiah Bissell brought Charles G. Finney, the noted revivalist, to Rochester, many citizens responded to his call to repent. The village, once the hot spot of western New York, became by 1831 the banner town for Sunday schools throughout the state. New churches were built and several academies were established as Rochester became a city.

No. 17— Fortunately the recession of 1829-30 soon passed, and although Rochester's growth was more moderate in the thirties, the output of its flour mills increased and exceeded that of any other city in the world, winning the Genesee canal port a new nickname—the Flour City.

Obviously Rochester needed a city charter to match its new economic status. But in 1831, when the legislature offered it a charter that gave the governor the power to name two of the city councilmen, Rochester indignantly turned it down. One editor spoke rather contemptuously of Buffalo and Utica, both of which, loyal to the Democratic Regency in Albany, had ac-

cepted such charters that year. But Rochester could not wait too long, and in 1834 it secured and accepted a slightly modified version of the earlier charter. It assured the local election of all councilmen and extended the city limits to a total of 4,800 acres, thus bringing parts of Gates, Brighton, and rival Carthage within Rochester's bounds, and increasing its population to 12,252, which made it the fifteenth largest city in the country.

No. 18— The Flour City, still spelled with a *u*, had its distinguished citizens. Jonathan Child, son-in-law of Colonel Rochester and owner of a line of canal boats, served as first mayor in 1834. He built a great mansion, still standing in the old Third Ward. Benjamin Campbell, a wealthy miller, built another beautiful mansion that overlooks the Inner Loop today. Campbell soon lost the house to Frederick Whittlesey, an attorney who became vice-chancellor of the state Circuit Court, the highest position yet held by a Rochesterian.

But none of these could rival the fame achieved by two young women. It was in 1849 that the Fox sisters, then living on Troup Street, attracted interest because of their professed ability to communicate with the spirits. When excited neighbors secured them a hearing at a public meeting in Corinthian Hall, several of Rochester's learned men failed to detect any trickery. The reports of the Rochester Rappings spread throughout the world, and the Fox sisters, as the founders of modern spiritualism, are commemorated in Rochester by an obelisk that stands at the intersection of Troup Street and the Inner Loop.

No. 19— Less famous than the Fox sisters, but more important to Rochester, was Henry O'Reilly. A young Irishman, who came as editor of the first daily, he took an active part in organizing the Athenaeum and Young Men's Society which opened a library in the old Reynolds Arcade. O'Reilly became Rochester postmaster under President Jackson and in his spare time

collected the records of many pioneers in the city and its environs. These he compiled into a volume called *Sketches of Rochester With Incidental Notices of Western New York*. Published in 1838, its 450 pages are a valuable historical source.

O'Reilly's chief fame came after he lost his job as postmaster and left for Albany. There he bumped into Samuel F. B. Morse, inventor of the telegraph, and became his most dynamic promoter. O'Reilly organized telegraph lines throughout the country and interested many old Rochester friends in these ventures. Among them was Hiram Sibley, who in 1852 organized a company, known as Western Union, to consolidate these independent lines into one system and achieve efficient services and larger profits. When O'Reilly, like many others, lost out in that shuffle, he helped to launch the anti-trust movement that won success in later years.

No. 20— One of Rochester's proudest claims, maintained for many years, is unfortunately apocryphal. It is strange how traditions will develop that have no basis in fact. Our best example was the claim that Churchill's mother was born in Rochester.

There is no record that the charming Jennie Jerome (and she really was a charmer) ever saw Rochester, though her parents, the Leonard Jeromes, lived as newlyweds for a few brief months in a large house occupied by their brother and sister on Fitzhugh Street in the old Third Ward. Recently demolished to make way for the Civic Center, it was a commodious if not a very attractive house, and the Jeromes made it a center of gaiety in the late 1840's.

But within a year of their marriage Leonard took his young bride off to Trieste and, after serving as Consul there for three years, returned to live in Brooklyn, not Rochester. As a sportsman, he contributed Jerome Park to that city, and his second daughter, Jennie, gave it a claim to fame when her beauty attracted the eye of young Randolph Churchill, resulting in a

union that gave birth to Winston Churchill. At least his maternal grand parents lived here!

No. 21— O'Reilly's successor as leader of the Athenaeum and promoter of its library and lecture program was Dr. Chester Dewey. As head of the old Rochester High School, which stood on the site of the new Midtown Plaza, he heartily endorsed a move for the establishment of a university. An effort by a group of Presbyterians to establish a college at Rochester in 1846 had failed because of sectarian rivalries, but two years later, when the Baptists took the lead, Dewey and other non-Baptists rallied to its support, and in November, 1850, the new University of Rochester opened in the old United States Hotel.

Dewey, as professor of science, was one of the seven original appointees, and this modest faculty shared responsibility with two professors of the Rochester Theological Seminary, which opened that month in the same building. The brick birthplace of the University and the Seminary still stands on West Main Street. Despite a marker above its door, few passers-by recognize this shabby building as the home of two ambitious educational institutions that numbered over 60 students annually throughout the 1850's.

No. 22— One of Rochester's early landmarks was the Liberty Pole, which stood on the triangle at East Main and Franklin Streets. First erected in 1846, it served as a focus for patriotic demonstrations on the Fourth of July for several years. When cut down by the police, after a gale had loosened the moorings of the 118-foot pole, many citizens contributed to a fund of \$150 to replace it. The new pole, erected in 1860, stood 102 feet high and bore a large wooden ball and a weather vane on its top.

A large American flag, 30 x 17 feet in size, was strung aloft on fair days during the Civil War, and regimental flags were frequently displayed there on the eve of a battle.

After the war the triangle at its base became the center of a farmers market, and the Liberty Pole market remained a characteristic feature of Rochester business life until the end of the century when congestion at that point forced the city to close it and develop a new public market elsewhere. The Liberty Pole itself crashed in a gale on Christmas night, 1889. Perhaps someday the owners of the triangle will find a more gracious use for that Liberty Pole site than the assortment of functions that clutter it today.

No. 23— Rochester's claim to the title of Flour City, spelled with a *u*, was challenged in the mid-fifties. With the settlement of the west, new and vaster grain fields had appeared, overshadowing those of the Genesee country, and new and larger milling centers were developing at Cincinnati, St. Louis, Milwaukee, and Minneapolis. Rochester millers continued to enjoy a thriving business for several more decades, but they no longer led the country in this field.

Fortunately another group of enterprising men had discovered that Rochester was an ideal location for nurseries. Ontario Lake to the north supplied a convenient weather stabilizer that safeguarded young seedlings and bulbs from killing frosts in the spring and enabled nurserymen to propagate transplantings from European nurseries and to ship them out in the spring several weeks ahead of their rivals on Long Island. The Ellwangers and the Barrys, the Hookers, the Frosts, and many more made Rochester the leading nursery center in America during the second half of the Nineteenth Century. Thus Rochester retained its nickname, the Flower City, spelling it with a *u* rather than a *u*.

No. 24— Rochester produced many distinguished citizens after the mid-century. We will briefly recall Lewis H. Morgan, Susan B. Anthony, Seth Green, Professor Ward, and others

later in this series—but none of these achieved as wide a fame in the 1850's as Frederick Douglass. Editor of the *North Star*, later called *Frederick Douglass's Paper*, he was the leading Negro statesman in the country. Constantly in demand as a public speaker, he traveled widely across the land advocating the abolition of slavery.

And when the Civil War broke out in 1861, he persuaded the North to enroll Negroes as full-fledged soldiers and recruited a regiment from members of his race eager to battle for the freedom of their brothers in the South. When the Confederates shot some who fell captive in their hands, Douglass asked and received an interview with President Lincoln. The first Negro to enter the White House, other than as a servant, he had a respectful hearing from the President, who promised to do all that was humanely proper to assure the equal treatment of all soldiers and all captives whether white or black.

No. 25— Rochester's contributions to the Civil War were heroic. Its first unit, the 13th New York Volunteers, won the title of "Bloody Thirteenth" at the First Battle of Bull Run. It carried on through other famous battles and was joined by the Reynolds Battery, the 108th, the 140th, and several more as the city's total enlistments approached 5,000 men, 650 of whom gave their lives, out of a population of 50,000—a higher proportion than in any other war.

It was at the Battle of Gettysburg that the 140th, popularly known as the Rochester Regiment, won historic renown. Called hastily to the defense of Little Round Top, young Col. Patrick O'Rorke of Rochester led his men on a run up the hill, reaching the top just in time to fight off a strong Confederate attack. It was a crucial point, where a breakthrough might have routed the Northern army and lost the war.

Colonel O'Rorke, stricken down at the head of his men, paid the supreme sacrifice, but the North won, and when a few

days later citizens of all faiths turned out to honor their fallen hero, Rochester achieved a new sense of community unity—one of the real contributions of the war throughout the North!

No. 26— It was in the last month of the Civil War that Rochester's attention was suddenly diverted from the frightful reports of the battles in Virginia by an unexpected flood on its doorstep.

A drenching spring rain throughout the valley had loosened the winter's heavy blanket of snow. Reports of floods up the river were not unusual, however, and Rochester did not take alarm until the Genesee, transformed into a rushing torrent on March 17, 1865, completely filled the arches of the aqueduct and spilled over into the canal. Even the spacious aqueduct could not hold the flood, which boiled over onto the lowlands around the Four Corners.

Main Street Bridge, still open on the south side, formed a similar dam, turning the waters to the west to run down Front and State streets, inundating most of the central business district. By the close of the day, the pool of water had risen to a depth of 20 inches in the old Reynolds Arcade, creating havoc and losses that totaled several million dollars.

No. 27— Among those confronted with a clean-up job after the great flood of 1865 was Daniel Powers, banker at the Four Corners. He was debating a reconstruction of the third building on the site of the original Scrantom cabin, when a fire next door prompted him to buy that site and plan a larger building.

He started to build of stone, but a stone building is not fire-proof, and so Powers decided to complete it with the new cast-iron construction recently introduced in New York. He ordered it cast to look like stone and erected a five-story block equipped with marble floors and an elevator—the first west of the Hudson in New York State.

When the huge building was almost completed, Powers decided to add a mansard roof to make it look right. When his neighbors built seven- and eight-story buildings, he called in his architect and asked for a second and then third roof, and finally a lofty tower, in order to retain top place on the Rochester skyline in his day.

No. 28— Daniel Powers, owner of the Powers Block, was so proud of his great structure that he created an art gallery on its fifth floor. The Powers Gallery soon became one of the largest private art galleries in America. He opened it at a small fee to the public, and many visitors to Rochester in the 1880's and 1890's regarded this as one of the memorable features of their visit.

One of the local rowing clubs on the river called its boat the Daniel Powers. Another club called its boat the Seth Green.

Seth Green was, of course, the father of fish culture. Born in Irondequoit, he opened a fish market in Rochester in the 1830's. A great fisherman, he observed their methods of spawning and began in the fifties to experiment with artificial means of hatching trout and salmon. Shortly after, he developed America's first hatchery near Caledonia, and in 1868 he was appointed chairman of the first New York State fish commission—the pioneer in the restocking of the rivers of America.

No. 29— If Seth Green of Rochester was the father of fish culture in America, Zebulon Brockway of Rochester was the father of prison reform, and Lewis H. Morgan of American anthropology.

Zebulon Brockway is one of my favorite Rochester heroes. I always think of him when I drive past the old penitentiary out on South Avenue.

Brought to Rochester to become first superintendent of that newly opened institution in 1854, he was noted for his ability

to make prisoners earn their keep. Two years later he attended a revival conducted by Charles G. Finney (on a return visit to Rochester) and came away determined to reform his men.

He organized a Sabbath School at the penitentiary but soon discovered that the men who sang and prayed the loudest were the first to come back after their discharge. He tried new methods, and hit upon the idea that an indeterminate sentence, permitting him to hold the men until they were reformed, might work. He could not try it out at Rochester, but won a chance to introduce it at the new state reformatory at Elmira in 1877, where he developed modern penal techniques and became the father of prison reform.

No. 30— The third Rochester “father” was the most famous of all—Lewis Henry Morgan, father of American anthropology.

As a student at Union College he helped found a fraternity that took Indian customs for its secret rituals. In digging them out for that purpose, Morgan became a close friend and advisor of the Indians as well as a student of their customs.

Years later he discovered that a tribe of Indians in Northern Michigan had many of the same strange customs and family relationships he had found among the Iroquois of New York.

Curious as to how far these customs extended, he began a wide investigation, uncovering similar relationships not only among the Indians of the western states and of South America, but also among the natives of several Far Eastern countries as well.

His discoveries provided the material for several great books, *The League of the Iroquois*, and *Ancient Society*, among others, and created the new field of cultural anthropology. He will long be remembered as Rochester’s most distinguished intellectual.

No. 31— George B. Selden, often acclaimed the inventor of the automobile, has a secure place in Rochester's history. A patent lawyer, he came to Rochester in 1871 and soon opened a shop where he conducted mechanical experiments on the side. When a few years later an epidemic stalled all the horse cars in the city, his interest turned to the development of a horseless carriage.

After ruling out steam-driven cars, because of the heavy weight of their fuel, he successfully adapted one of the best internal-combustion engines of the day, a stationary Brayton engine, to a road machine. He initiated his application for a patent in 1879. But many details remained unsolved, and he made frequent amendments to his application, keeping it in abeyance until developments by other automobile inventors prompted him to press for a patent, which was finally issued in 1895.

His patent assured him the right to collect license fees on all the early cars produced in America until a suit, brought by the Ford Motor Co., set it aside in 1911.

No. 32— Of course Rochester's most famous resident was Susan B. Anthony. Born in Massachusetts, she came to Rochester with her parents in 1845, but soon left to teach school in Canajoharie. When the adjourned meeting of the first Woman's Rights Convention met at Rochester in 1848, Miss Anthony missed it, but she became a leader in that cause in 1852 and labored untiringly in its behalf for the rest of her life.

When in 1872 reasoned arguments seemed ineffective, Miss Anthony determined to test her right to vote before the courts. With thirteen other Rochester ladies she appeared at the polls that November demanding the right to register and vote in the national election. The ballots they attempted to cast were challenged, and Miss Anthony was arrested and brought to trial on a charge of illegal voting.

Although the judge, sitting in Canandaigua, found her guilty and levied a fine of \$100, Miss Anthony had the last word, for her account of these indignities, repeated in innumerable addresses across the land, helped to prepare the way for the ultimate triumph of woman suffrage a half-century later.

No. 33— Rochester, generally considered a conservative town, not only played a part in launching the woman's rights movement, the prison reform movement, Spiritualism, and other causes, but also was the first to organize a concerted labor movement.

It was in February, 1863, that the five local craft unions met together and formed the Rochester Trades Assembly. By pooling their resources, its original members—the Mechanics, the Seamstresses, the Bricklayers, the Iron Moulders, and Typographical Union No. 15—organized five additional local unions within a year: the Tailors, the Shoemakers, the Tinsmiths, the Coopers, and the Machinists.

The Rochester Trades Assembly inspired the formation of similar bodies in other cities, and Rochester sent delegates to the first efforts to establish a national organization in 1865 and after. In 1874 such a gathering, called an Industrial Congress, met at Rochester. It was the last successful gathering before the depression of the seventies extinguished these early efforts.

No. 34— In this new age of the astronaut, it is interesting to recall that Rochester was once the home of one of America's most dedicated star-gazers. Lewis Swift, a hardware merchant by day, was an eager, if self-taught, astronomer by night. With a home-made telescope mounted on top of the flat roof of the old Duffy cider mill, he scanned the skies, looking for comets. And, as the first to discover several of them, he won a succession of gold medals from an observatory in Vienna.

When the Rochester press gave Lewis Swift the title of Pro-

fessor, H. H. Warner, the local patent-medicine king, built an observatory for him on East Avenue. Opened in 1883, it was the first in America to admit the public. Interested citizens had only to apply at the Warner factory on St. Paul Street for a Warner-Safe-Liver-Cure pass. Unfortunately the depression of 1893 brought that business to a sudden end.

With no one in Rochester to pay his bills, Professor Swift packed his telescope in a long box and carted it to the freight station for shipment to Southern California. There he opened a small observatory on Mt. Lowe, the nucleus from which the great Mt. Wilson and Polomar observatories developed.

No. 35— Few Rochesterians of a century ago were as widely traveled and as widely respected as young Professor Henry A. Ward. An avid collector of geological and biological specimens, he organized the Ward's Natural Science Establishment at Rochester for the classification and preparation of artifacts for scientific cabinets in schools and colleges. Soon his shops on College Avenue, back of the University Campus, became a focal point of interest, attracting serious students of science as well as curious laymen. The training he gave his assistants enabled several of them to become the curators and directors of the great natural science museums Professor Ward helped to establish and promote in the leading metropolitan centers of America.

But perhaps Professor Ward is most widely remembered for his success in mounting the hide and skeleton of Jumbo, Barnum's famous circus elephant. When Jumbo, the largest living mammal in captivity, died in a vain effort to protect a younger elephant during a train wreck, many children mourned, but many cheered again and praised Ward for preserving the hide and skeleton and restoring a mounted likeness of Jumbo to the circus parade.

No. 36— Rochester's favorite skyline symbol for many decades was the figure of Mercury gracing the top of the smokestack tower of the City Hall Annex.

The inspiration for this unique symbol came from William S. Kimball, a tobacco manufacturer who erected a new factory in 1879-81 on the island adjoining the equeduct in the center of Rochester.

As the largest cigarette factory in the country, it stirred local pride, but unfortunately cigarettes were not only known as "coffin nails" in that day, they were also regarded as immoral. To free his factory from opprobrium, Mr. Kimball commissioned Gurnsey Mitchell, a local sculptor, to construct a giant-sized statue of Mercury to adorn the massive smokestack.

Incongruous as it may seem, Mercury reigned unchallenged over Rochester from the date of his gala unveiling, in January, 1881, until September, 1951, when the demolition of the building to make way for the Community War Memorial destroyed his perch. But Mercury has not been forgotten, and everyone is agreed that a fitting place must be found for Mercury to rise again.

No. 37— Inseparably linked in deed and in memory, John Jacob Bausch and Henry Lomb founded one of Rochester's most important industries. Both German by birth, they met in Rochester in the early 1850's, when Henry Lomb loaned \$60 to Bausch to help finance the importation of lenses for the spectacle frames he made in a small shop in the Reynolds Arcade. While Lomb marched off to fight for his new country in the Civil War and became a captain in the Bloody Thirteenth, Bausch remained on the job and began to experiment with the use of hard rubber in the making of frames. He soon secured exclusive rights to that new product in the manufacture of optical instruments, thus gaining a sound basis for industrial expansion. After the war, with Bausch in charge of production

and Lomb in charge of sales, the two men developed the leading optical firm in the country and operated the largest factory in Rochester until surpassed by Eastman in the 1890's. And when relieved in the mid-eighties of his responsibilities for sales promotion in other cities, Captain Lomb became the principal founder of Mechanics Institute and served as its volunteer president for two crucial decades.

No. 38— It is time that we brought George Eastman into our story. Born in 1854, he came to Rochester as a lad, attended its public schools, and grew up in its streets. Attracted to photography as a hobby, he perfected a practical dry plate and secured patents on its formula, on a coating machine, and progressively on a flexible film for still and motion and color pictures.

Eastman's original company of 1880, backed chiefly by Henry A. Strong, a whip manufacturer who boarded at his mother's house, required only a few workrooms on the third floor of a State Street music store. Within a decade Eastman had greatly expanded his quarters to manufacture dry plates, flexible film, and cameras for an ever-growing market. His small box camera, known as a Kodak, equipped with film for 100 exposures and priced at \$25, opened the hobby to amateurs. All one had to do was aim the camera and press the button, and after taking 100 pictures, mail it back to the Eastman Company for development and reloading. Orders came from all sides, one in 1889 from Thomas A. Edison, who was endeavoring to develop a practical process for taking motion pictures. We'll come back to Eastman again.

No. 39— One of Rochester's most controversial public servants was Dr. George Goler, chief health officer from 1896 until 1932. He battled heroically in 1902 to check a smallpox epidemic and to replace the old pest house known as Hope

Hospital, located on the river flats, by the more adequate municipal hospital on Waring Road. He enforced sanitary standards on the garbage collection crews, on meat markets and on other venders of food. He won fame throughout the country for his public milk stations, where mothers from poor neighborhoods could get pure milk for their babies and helpful advice in the proper care of infants. He launched the first experiment in the use of iodine in drinking water to help counteract an outbreak of goiters in the Rochester area. He sponsored a child welfare exhibit in 1913 that stirred heated controversy, and he boldly opposed a model-tenement plan supported by George Eastman. Aptly described by Mayor Edgerton as "the biggest crank and the best health officer in the United States," Dr. Goler finally resigned early in 1932 when pressure for political appointments became, as he declared, unbearable. Nobody ever accused him of complacency!

No. 40— Without question, Rochester's most colorful personality was Peter Gruber. Better known as "Rattlesnake Pete," the genial Mr. Gruber operated a saloon on Mill Street for four decades. Its chief attraction, from the date of its opening in 1893, was a showcase of live reptiles that drew a stream of curious visitors from near and far. Representatives of the press sometimes accompanied him on expeditions to replenish his stock, and their accounts of his daring feats in fearsome snake pits in the lower gorge and elsewhere helped to spread his fame.

Gruber's success in saving victims of snake bite added to his reputation. He extracted snake oil and sold it for medicinal purposes; he was reputed to have cured several cases of goiter. In 1900 Rattlesnake Pete staged a snake show on the Riley Triangle as the main feature in the press club's carnival—or was this just a newscaster's spoof, and were the giant rattlers that escaped fictions of the imagination—at least they gave rise to several columns of lively newsprint.

No. 41— Rochester is justly proud of its parks, founded in 1888. It owes much to the successive superintendents and able staff assistants, notably John Dunbar whose horticultural skill helped to develop the prize collection of lilacs at Highland Park. Four men and a woman not on the staff deserve special mention. Dr. Edward Mott Moore, one of the founders and for two decades chairman of the Park Commission, is honored by a statue in the spacious green court at the entrance to Genesee Valley Park. Alexander B. Lamberton, who succeeded Dr. Moore as chairman, doubled the acreage, promoted recreational uses, and is remembered by Lamberton Conservatory. William S. Riley, third chairman, again expanded the parks and gave his name to Lake Riley in Cobbs Hill Park. Charles Mulford Robinson, a landscape architect and city planner, served as secretary of the commission for many years; as America's leading proponent of city beautification, his name is memorialized by Robinson Drive in Highland Park. Miss Alida Lattimore, who helped to launch the playground movement in Rochester in the early 1900's, has no memorial other than the playground division now the only part of the park system still retained by the city.

No. 42— The Four Corners, historic center of Rochester, site of the Scrantom cabin and the Powers Block, has yet another claim to fame. The tall, red brick Wilder building on its southeast corner was not only Rochester's first skyscraper; it was also the first in America to be equipped with a mail chute.

It was in the construction of this 13-story building in the 1880's that James G. Cutler, the architect in charge, devised his chute for dropping mail to the first floor, thus expediting its collection. Cutler patented the device and soon established a company at Rochester to manufacture chutes for installation in skyscrapers across the land as large office buildings everywhere hastily ordered this convenience.

In his travels supervising the installation of mail chutes, Cutler visited many cities in America and abroad and became an authority on civic problems. He was an excellent choice for mayor in 1905, and his two, two-year terms proved him to be one of the ablest and most constructive mayors Rochester has had. He greatly improved the schools, increased the city support of the parks, started public playgrounds, and launched the city planning movement. His name is commemorated in Cutler Union on the Prince Street Campus as well as in the Cutler Building on East Avenue.

No. 43— Mayor Cutler, architect and inventor of the mail chute, was one of three Rochesterians to be seriously considered for Governor. It is perhaps surprising that in 150 years, Rochester has never produced a governor—that is, not a New York State governor. At least two Rochester sons became governors in other states, one in Michigan and one in California, but the city has traditionally been too securely bound to the Republican party to prompt either party to nominate a Rochester man for Governor.

Henry L. Fish, a Democrat and the first to serve two consecutive terms as Rochester's mayor, was considered for Governor but passed over as the Democrats chose and elected Mayor Cleveland of Buffalo in 1882. Cutler was similarly considered but passed over in 1908 as the Republicans nominated and elected Charles Evans Hughes of New York.

George Aldridge, Republican boss of Rochester for almost four decades, failed to secure the nomination for Governor in 1896 chiefly because state boss Platt felt sure of Aldridge and of Rochester and wanted in this case to get more votes in Troy. Aldridge got other and more lucrative jobs instead, as superintendent of public works in charge of the canal enlargement in 1895, and years later as collector of the Port of New York.

No. 44—The powers exercised by George Aldridge as political boss of Rochester were considerably curbed by Joseph T. Alling, sometimes labeled the boss of the Goo Goos. Alling, the first in this series who was born and educated in Rochester, helped to found and was undisputed leader of the Good Government Movement, 1895-1915. He helped to secure a small and independent school board and to exact high standards of the civil services; he backed the efforts of Dr. Goler and other administrators to improve their departments and helped to awaken Rochester's civic consciousness.

No. 45— Talk of nominating Cutler for Governor may have been Boss Aldridge's method of gently easing him out of the mayor's office. In any event, Hiram H. Edgerton, who succeeded Cutler as mayor in 1908, proved more congenial to Aldridge and retained his post for fourteen years.

Mayor Edgerton took a personal interest in the reconversion of the old Industrial School buildings to serve as a public library and museum, a winter zoo, and as the center for annual Industrial Expositions. It was quite fitting, therefore, that this cluster of buildings, at first called Exposition Park, should be renamed Edgerton Park after his death in 1922.

No. 46— The Rochester of fifty years ago was many sided. It was Mayor Edgerton's Rochester, and it was Walter Rauschenbausch's Rochester, which was quite another matter. It was also George Eastman's Rochester as we will note later.

Walter Rauschenbusch's Rochester had an old and a new quality. Son of a German Baptist professor, Walter was born and educated in Rochester but pursued post-graduate studies in Europe and served a stint in New York before returning to the city as professor at the Theological Seminary in 1897.

He had a sense of mission that brought the early evangelical zeal of Charles G. Finney up to date. His call was not for

sinner to repent, but for good and righteous citizens to re-examine their responsibilities to society. He established a local Brotherhood of the Kingdom that enrolled not only clergymen, such as Dr. Stebbins and Dr. Strayer, but also socialists such as Richard Kitchelt and Professor Shedd, devoted women such as Alida Lattimore and Florence Cross, social workers like Edward J. Ward, also Henry T. Noyes, an industrialist, and Frank Keough, a labor leader. All were a part of the community and each had, in the view of Walter Rauschenbusch, a responsibility for the welfare of his brothers. That was the core of his message in several great books on the Social Gospel.

No. 47— One of the most significant contributions of Walter Rauschenbusch's Rochester was the Social Center movement. It was in June, 1907, that the Children's Playground League and the Board of Education announced joint sponsorship of a new experiment. They engaged Edward J. Ward, a former student of Rauschenbusch, to direct a program of supervised recreation that summer, and in the fall they opened four public schools to community activities every night of the week. These nightly activities at Nos. 9, 14, and 26 schools and at West High soon became vital social centers. They helped to engender a wholesome neighborhood life in these selected areas and attracted wide interest in national journals.

Unfortunately the community forums raised some explosive issues and gave voice to much criticism of Boss Aldridge, who withdrew public support. Although soon closed in Rochester, the social centers were eagerly copied in other cities and provided the inspiration for community playgrounds and planned housing neighborhoods throughout the country.

No. 48— We don't know what George Eastman thought of Walter Rauschenbusch, but we do know what he thought of the Chamber of Commerce. Organized in 1887-88, it had airy

quarters on the top floors of the lofty Commerce Building. Indeed, they must have seemed much too airy to George Eastman, the few times he went up there, for in 1915 he offered it a new building that would bring its activities down to the street level. The new building opened two years later on St. Paul Street soon proved inadequate, and Eastman gave additional funds for its expansion in 1926. The Chamber's many committees and affiliated organizations have made its numerous luncheon rooms and two banquet halls the focus of civic as well as business conferences every weekday noon and for many evening meetings as well. No Chamber in the country rivals its membership participation or its hold on the business community.

No. 49— Among the men who helped to make Rochester what it is today was Rush Rhees. A dedicated student of the New Testament before his appointment in 1900 as third president of the University, he had the breadth of vision to transform the struggling college into a budding university by making room in the curriculum for social and practical sciences.

His greatest achievement was to interest George Eastman in the development of a more effective and more useful institution. Eastman's first gift in 1904 of \$60,000 for a new physics building was a modest beginning, and President Rhees had the good sense to wait until the industrialist could see real benefits from such investments before approaching him again eight years later, this time for a half million dollars. A decade later, the contributions arrived in six and seven digits, and the greater university began to take shape.

To effect this transformation, Dr. Rhees had to hold the confidence of his Trustees and the loyalty of his faculty.

No. 50— Another towering figure in the Rochester of the early 1900's was Bishop McQuaid. From the time of his arrival

as the first bishop of the Rochester Catholic Diocese in 1869 until his death in 1909, he was the unquestioned leader of that growing faith. He not only doubled the number of Catholic parishes, but also built parochial schools, organized societies, and finally in 1893 established a Catholic theological seminary, which was appropriately named St. Bernard's after his patron saint.

Among the young men who grew up under his tutelage were several destined to achieve high positions in the church—Edward J. Hanna who became Archbishop of San Francisco; Walter A. Foery, Bishop of Syracuse; John F. O'Hern, Bishop of Rochester. Although he vigorously opposed ethnic divisions within the church and faithfully endeavored to bring new immigrant groups into parish churches, the tide of migration swung developments at least temporarily in the opposite direction after the turn of the century. It was in 1954 that the Diocese dedicated the new McQuaid High School in his honor.

No. 51— Captain Henry Lomb, partner of John Jacob Bausch, was a leading founder and principal backer for two decades of Mechanics Institute. Other men carried on after Lomb's death in 1908, helping to develop a program of practical instruction in mechanical and technical arts designed to upgrade the skills of workers in commercial and industrial fields. George Eastman contributed \$200,000 to launch a building program in 1900, and forty-six years later, George H. Clark launched a new building program with another large gift.

Old Mechanics Institute adopted a new name in 1944, the Rochester Institute of Technology. Its daytime enrollment approached 1,000 by this date, with another 4,500 part-time students taking afternoon or evening classes. The absorption of the School of American Craftsmen in 1950 marked the start of a new effort to enlarge the curriculum in order to serve a wider range of community interests. With a stronger academic pro-

gram, it secured permission of the State Regents to grant Associate in Arts and Bachelor of Science degrees in the early 1950's.

No. 52— Chief architect, in the figurative sense, of the Memorial Art Gallery was George L. Herdle. As president for many years of the Rochester Art Club, he played a leading role in local art circles after the closing of the Powers Art Gallery in 1898. A generous gift from the James Sibley Watsons, in memory of the artist son of Mrs. Watson, provided an art gallery which opened in 1913 on the University of Rochester Campus.

Herdle became the director of the new gallery, which served the community as well as the University. But when that latter institution opened its new men's campus on the river in 1929, the art gallery on the old campus, now the Women's College, became less closely identified with the University. Under the direction of Mrs. Gertrude Herdle Moore, who succeeded her father in that post in 1922, the proportion of the gallery's support derived from citizen members increased, and it became more clearly identified as a community institution.

No. 53— Mayor Edgerton was the chief founder of the Municipal Museum, which opened in the old Industrial School Building No. 9 in 1912. It was a dozen years later, on the arrival of Dr. Arthur Parker, that the Museum of Arts and Sciences, as it was now known, acquired fresh vigor and a professional character. The lifelike exhibits he prepared in natural settings, together with a more lively educational program, stimulated increased interest and prompted Edward Bausch, son of J. J. Bausch, to donate a site and a generous building fund for the construction of a new museum on East Avenue, where Bausch Hall was dedicated in 1942.

In addition to permanent exhibits in the field of geology, archeology, and ethnology, as well as local history, it displays

traveling exhibits on science and also features many special exhibits of a local industrial or cultural character. It maintains an active educational program in the public schools as well as in its own halls, where numerous hobby clubs and other societies regularly hold their meetings.

No. 54— Rochester has long maintained a lively interest in sports. It has supported successive baseball clubs for over 100 years. The early amateur clubs, The Flour City, The Live Oaks, and others of 1858 and after, gave way to the semi-professional Hop Bitters of 1879 and 1880. Other clubs followed, but the seasons played in the old ball park on Culver Road, or on Sundays at Riverside Park in Irondequoit, were full of uncertainties until the opening of the new ball park on Bay Street in 1908 ushered in a new era.

The Rochester Hustlers, in the Eastern League, became members of the International League just 50 years ago. In 1929 they acquired a spacious new field on Norton Street, and with Billy Southworth as manager, they took a new name, the Red Wings, and won the International pennant two years in succession. The Rochester team won again in 1940 and enjoyed a series of triumphs a decade later when it captured the Little World Series for a third time.

The Red Wings retain their hold on Rochester's favor, but in recent years they have suffered competition from golf and water sports and have seen the popularity of basketball and hockey mount to new heights in the winter season.

No. 55— Although Rochester made an early start towards the establishment of a library back in the late 1820's, it remained content with the Athenaeum library, later the Reynolds Library, long after most other cities had provided public libraries. It was not until 1911, just 51 years ago, that the city finally accepted its responsibilities in this field. Even then its

action was a make shift, and the library system operated for 25 years in a number of branches with the central office in out-of-the-way Edgerton Park.

Finally in 1936 the library moved into its new central building on South Avenue, and the spacious quarters of the Rundel Memorial Building have enabled its staff to meet the city's changing needs. There it has housed the old Reynolds Library collection, transforming it into an efficient Reynolds Reference Division. It has accumulated a store of over 600,000 books. It has developed an outstanding record and film collection; and in the last few years its fall series of Books Sandwiched In have attracted overflow crowds of readers eager to hear lively reviews of recent books.

No. 56— As an industrial city, producing for the consumer market, Rochester could not escape the hardships of the nationwide depression in 1929 and after. Determined, however, to do something about it, several community leaders organized a Civic Committee on Unemployment which soon launched several vigorous programs. One committee conducted a campaign which persuaded 20,000 citizens to pledge an expenditure on new home improvements of over \$6,000,000 in the next two years. Another effort to supply jobs prompted the donation of lots for a self-help garden program. The city council appropriated \$250,000 as a special work-relief fund late in 1930, authorizing the city manager to spend as much of it as was necessary to meet the emergency. If the size of that first appropriation now seems modest, and other efforts seem puny, one must remember that neither the state nor the federal government had as yet moved to recognize the problem, and the Rochester Plan, as it was called, thus became the forerunner of the giant New Deal agencies that took up the struggle a year or so later.

No. 57— The Eastman School of Music, one of the city's proudest ornaments, is a genuine Rochester accomplishment. George Eastman's decision in 1919 to establish it and to build an adjoining Eastman Theatre came as a surprise to the public, but not to those who had been working with him in the maintenance of the old D. K. G. Institute of Musical Art, which he now took over. Eastman chose Alf Klingenberg, director of that earlier institute, as head of his new school and thus built upon firm local traditions. He gave new support to the Rochester Philharmonic, another old institution, making it a professional orchestra, and he built his elegant theater to provide a suitable base for their operations.

Eastman continued to build on these foundations, importing able teachers and talented musicians, and in 1924 young Dr. Howard Hanson arrived to succeed Klingenberg, receiving the title of Dean. The Eastman School of Music, under Dr. Hanson's leadership, has in four decades become the largest institution of its kind in the country and has helped to make Rochester a distinguished musical center.

No. 58— George Eastman was also responsible for still another important Rochester institution—the Community Chest. An outgrowth of the War Chest of 1918, it was not the first united fund drive in the country, but it was the first to include both local welfare and war relief appeals in one campaign. With George Eastman and Mayor Edgerton as co-chairmen, it elicited subscriptions from 117,064 residents and raised a total of \$4,838,093.

That effort proved so successful that after the war Rochester established a permanent Community Chest to bring all local and national drives into one annual city-wide campaign. The name, Community Chest, first used at Rochester, was copied widely, but few cities have matched the efficiency and enthusiasm with which Rochester has maintained this key institution.

Overstepping its goals almost every year, it has received the support of a larger portion of area residents than any other united fund, and with the aid of the Council of Social Agencies, established in 1923, has kept Rochester in the forefront in social work.

No. 59— George Eastman's gifts to the Eastman School and to the University of Rochester, of which it is a part, supplied the incentive for the first Greater University campaign of 1924. That drive enabled the university to acquire and develop the new River Campus. Other funds provided for the establishment of the School of Medicine and Strong Memorial Hospital, the latter given by the heirs of Eastman's original backer, Henry A. Strong, the whip manufacturer.

The city's interest in higher education found other expressions, too. Nazareth College, established by the Rochester Catholic Diocese in 1924, outgrew two temporary locations and moved to its new campus in 1942. The old Rochester Theological Seminary became Colgate-Rochester Divinity School in 1931 when it occupied its new hill-top site. A new St. John Fisher College opened its first building in 1951. And now the new Rochester and Monroe County Community College is preparing to launch its opening sessions this fall.

No. 60— Although the Eastman Kodak Co. has maintained a commanding lead among Rochester industries since the 1890's, it has never monopolized the field. Other vigorous firms have competed for labor skills and managerial talents and with Eastman have made the city a prosperous technological center. In addition to its photographic and optical specialties, Rochester has become noted for its machine-tool companies, notably the Gleason Works; for its instrument companies, notably Taylor's; for its electrical products such as the telephones and radios of Stromberg-Carlson, now a division of General

Dynamics, and the electric self-starters that gave a propitious start to Delco, now a division of General Motors. Impressed by the productive abilities of Rochester's skilled workers, General Motors opened a second huge division in the city, Rochester Products, and other out-of-town companies have recently acquired and developed local firms as subsidiaries, among others the Friden Calculating Machine Co. which absorbed Commercial Controls. Other local firms, such as Pfaudler, now Pfaudler-Permutit, by reversing that process and absorbing outsiders, have demonstrated the city's continued vitality.

No. 61— Because most of the city's industries are technological in character, a field in which unions were slow to form, Rochester has lost its early leadership in organized labor. The original Central Trades Council, disbanded in the 1870's, was not reorganized until 1888 and for many years gave chief attention to the building trades. Several of the industries that attracted unions—the breweries, the carriage makers, the shoe companies, the tobacco factories—gradually left the city. Labor trouble may have been one cause for migration in the shoe industry, but labor organization played an opposite role in another local industry, men's clothing. There a strong organization developed in the mid-twenties—the Amalgamated Clothing workers. By negotiating a settlement with management that included a permanent arbitration agreement and the first scheme in Rochester for the payment of unemployment benefits, the Amalgamated stabilized the work force, which helped to maintain the quality production so vital to these firms.

No. 62— Rochester has been an active communications center ever since O'Reilly launched the *Advertiser*, first daily west of the Hudson, in 1826, and later interested leading citizens in the telegraph. Local printing firms specialized in horticultural journals and published other trade papers, as well as

numerous religious and ethnic weeklies, and in the early 1900's as many as six daily newspapers.

A movement towards consolidation had already commenced when Frank E. Gannett came to Rochester in 1918 and merged the old Democratic *Union and Advertiser* and the Republican *Times* into the *Times-Union*. Gannett later acquired his leading rival, the *Democrat and Chronicle*, and fought off or absorbed other local dailies, winning full control of the local press. He made Rochester the center of his widespread empire and backed the early radio and TV stations as well. Ownership of these latter communications systems has shifted rapidly in recent years, but the Gannett Co. continues to hold and expand its press empire and add new stations in other cities.

No. 63— One of Gannett's chief assistants for many years was Leroy E. Snyder. Snyder, who started as an Eastman protégé, was brought to Rochester to head the new Bureau of Municipal Research in 1915. He early became active in the City Club, and took the lead in battling for the adoption of the city manager form of government. Snyder lost a bid for mayor in 1927, but saw his former assistant on the Bureau, Stephen B. Story, installed the next year as first city manager. In his capacity as special assistant to Gannett on the *Times-Union*, Snyder was the city manager's most loyal champion. He also supported Gannett's early policy of non-partisanship, developed good relations with the unions, for whom he occasionally served as mediator, and nurtured an interest in civic causes. More responsible city planning was one of his goals, but that torch he had to pass on to Mrs. Helen Jones, Harold Sanford, and William G. Kaelber, who carried it to success in 1944.

No. 64— The basic aspects of Rochester's city plan were determined long before the creation of a Planning Commission. The river was there from the beginning, with its succession of falls and its gorge. These fixed the main street crossing and the

canal and railroad crossings, too, and these in turn forced later decisions.

Yet the leaders of each period had to make the decisions—either to sit on their hands or to act, and in that latter case, what to do. Thus when the state replaced the old Erie Canal by the Barge Canal, which skirted south around the city in 1920, Rochester decided to make use of the old ditch for a subway and to construct Broad Street above it, crossing the river on a deck over the old aqueduct. Pleas for the eastward extension of Broad Street arose but were tabled for many years. It was only yesterday, so to speak, after the now abandoned subway gave place to the expressway, that the long-awaited extension of Broad Street has provided access to a new Midtown Plaza.

What we will do with the river and the gorge still remains to be determined.

No. 65— If Rochester's failure for several decades to extend Broad Street has resulted in a more modern extension of it today, a similar opportunity has resulted from its failure to develop a civic center when first proposed over fifty years ago. We would have had a civic center at the intersection of Broad and West Main streets if Rochester had acted as proposed in 1911. Later plans, long forgotten, placed the civic center at one time over the river, at another on Franklin Square. Several plans placed it relatively at its present location, but showed architectural designs so full of turrets and dormer windows that even the Powers Block would look modern in their presence.

The Civic buildings now under construction do look more modern than any shown in earlier plans. One wonders if they will also look dated before they are finished. Perhaps it is again fortunate that we have not rushed the job to completion, for there is still time to find a design for the City-County office building that will stir a sense of civic pride.

No. 66— So much reconstruction and rebuilding is going on in Rochester that even old residents get lost when they wander into a part of town not visited for a year or two. We have become used to new construction on the outskirts, where the population is zooming as in the boom-town days of early Rochester. Instead of a canal, it is now the expressway that is opening up new territory. Cars and trucks and planes have taken the place of the ox carts, canal boats, and horse cars of an earlier era. The pace has quickened, and we move about so rapidly there is seldom time to assess present activities, let alone to measure the gains and losses made over the past 150 years. Yet the sesquicentennial of the arrival of Rochester's first permanent settlers, the Scrantoms, who moved into a log cabin on the site of the Powers Block on July 4, 1812, merits at least a backward glance.