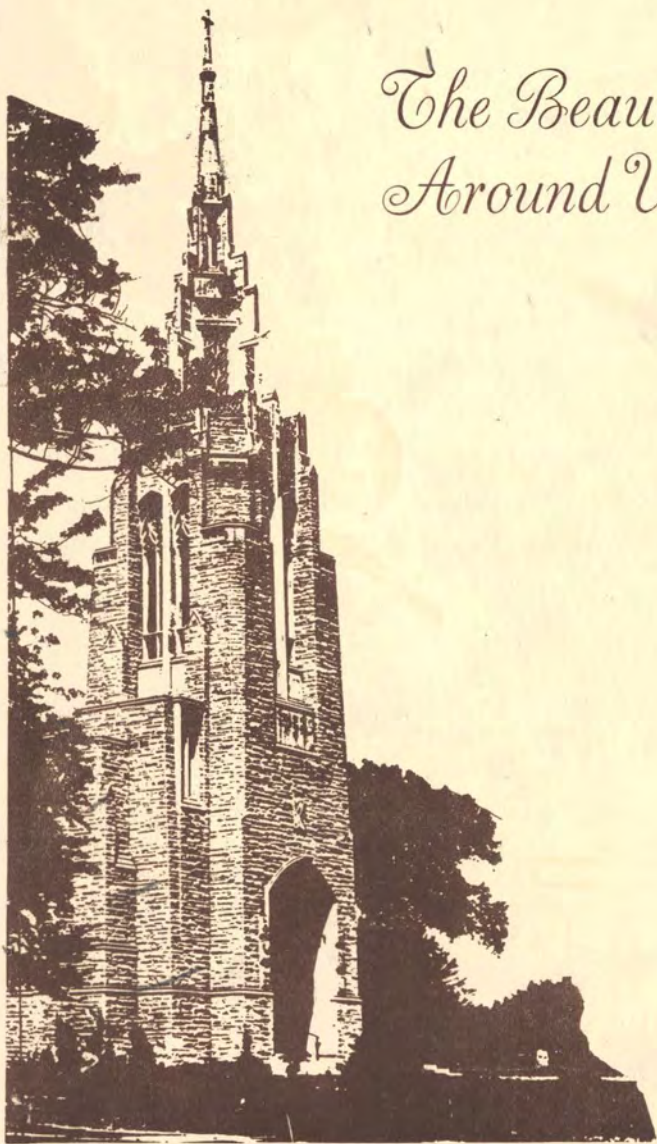


*The Beauty  
Around Us*





Rochester is a beautiful city. Much of its beauty lies in its buildings . . . a beauty often overlooked as we rush along in our daily ways.

Here, in this booklet, we can observe through the eyes of the camera. The photography is by Fred Powers, chief photographer of the Democrat and Chronicle and the series appeared on the editorial page for thirty consecutive days.

It is reprinted as a public service in the hope that the reader may more fully appreciate the beauty around us.

## Democrat Chronicle

litho reproductions  
by Howard Bloomfield

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## Academy of Medicine Is a House of Rich Background



**AN EAST AVENUE SHOWPLACE**, both as the former Lyon home and as Rochester Academy of Medicine, this English Gothic building at 1441 East Ave. was donated to the Academy in 1938 by the daughters of Edmond Lyon, Rochester attorney. Although it has been enlarged and remodeled, it originally was home of a

pioneer Brighton physician, Dr. Elisha Miller. The Lyon family bought it in 1880, remodeled it in 1913. It contains many secret passageways and compartments. Academy, founded in 1900, has about 750 members. This picture is 24th in series of studies of interesting or unique buildings in the Rochester area.

## Some Early American History Incorporated Here



**PATTERNED AFTER** Independence Hall in Philadelphia is School 19 in Seward Street. It is known as William H. Seward School, named for the Auburn statesman who was Secretary of State in Abraham Lin-

coln's cabinet. The street upon which it is located also was named for him. Rochester has 52 public schools. This picture is another in a month-long series depicting interesting and unique buildings in Rochester.

## Mormon Church a Striking Contemporary Design



DRAMATICALLY DIFFERENT from architectural standpoint is the new Church of Jesus Christ of Latter-Day Saints at 171 Reservoir Ave. It was completed last April. Part of the construction was accomplished by lay members of the church who worked three nights a week. The church has 350-400 members. Lam-

inated beams and the white cast stone front are highlights of the design, along with colored glass panels in front and sides. The building contains sanctuary, and educational facilities, cost \$225,000. This is the 31st in a series of pictures of interesting or unique buildings in the Rochester vicinity.

## Rochester and Monroe County in the Air Age



SEEN UNDER THE NOSE of an airliner awaiting passengers is the profile of the Rochester-Monroe County Airport terminal. Built at a cost of three-quarters of a million dollars, it was dedicated in 1953 to serve community's increasing airline business. Terminal, designed by Rochester architect Benedict M. Ade, is low, red brick structure, with

smooth-flowing lines. CAA said terminal, when new, was one of most functionally laid out in nation. Already there is talk of enlarging and improving it because of the growing number of air passengers served. An average of 70 flights per day are scheduled out of Rochester. Picture is one of a series on interesting or unique architecture in Rochester area.

## Nazareth College ... 12-Year Dream That Came True



ADMINISTRATION BUILDING of Nazareth College, in East Avenue, Pittsford, was one of four college buildings constructed in 1941 to bring to reality a dream that began 12 years earlier when expansion plans for the college were initiated. Of English Gothic architecture, this building contains offices and 50 classrooms and laboratories. It was opened in Jan-

uary, 1942; ground was broken July 5, 1940. The college was founded in 1924 at 981 Lake Ave. with 26 women students. Four years later it moved to 402 Augustine St. When the new college in Pittsford was opened there were 300 students; now there are about 700. This is 27th picture in a series of studies of interesting and unique buildings in Rochester area.

## Contemporary Lines in St. Thomas More Church



A CONTEMPORARY DESIGN with Tudor effects marks St. Thomas More Catholic Church at 2617 East Ave., Brighton. Beneath the cross is a replica of the coat of arms of Thomas More, who was Chancellor of England under Henry VIII. The stained

glass windows depict six scenes from the life of Thomas More. The half million dollar structure was completed for use in July, 1958. This is another of a series of photographs studies of a number of Rochester's many unique buildings.

## Functional Lines Predominate in Northside Hospital



**NORTHSIDE HOSPITAL** on Portland Avenue is considered the kingpin of Rochester's multi-million-dollar hospital expansion program. The 4½-million-dollar structure is built of reinforced concrete, faced with brick and trimmed with Indiana limestone. Entrance leads into glass-fronted lobby. The

8-story building, with 235 beds, is expected ultimately to be expanded to 500 beds. The institution technically is a division of Rochester General Hospital. The building was designed by Carl C. Ade, Rochester. This picture is one of a series of interesting examples of architecture in Rochester.

## From River Bed Rock to Wings of Memorial Square



**IN THIS VERTICAL SWEEP** of several hundred feet the camera's lens caught part of the Genesee River, east side of Community War Memorial and the wing-capped tower of Times Square Building. Architect Ralph Walker in 1929 got the idea for tower motif while on beach. He stood two sea-shells up

in such a way as to resemble wings. They were duplicated in aluminum atop the tower. View shows entrance porch of 7-million-dollar War Memorial designed by Kaelber & Waasdorp along contemporary modern lines. Picture is one of series of interesting or unique buildings in Rochester area.

## *The Stately Elegance of Memorial Art Gallery*



A GIFT OF MRS. JAMES S. WATSON as a memorial to her son, James G. Averell, an architecture student, Memorial Art Gallery, 490 University Ave., was built of gray Indiana limestone in early Italian renaissance style. Visible over the entrance are three sculptured reliefs which represent,

from left to right, sculpture, architecture and music. The main gallery was completed in 1913 and enlarged in 1926. In design, construction and arrangement, it is considered unique. This is another in a month-long series of camera studies of buildings, each with its own claim to beauty.

## A Stern Facade . . . But Inside, Help for the Afflicted



**THIS OUTSTANDING EXAMPLE** of Greek Revival architecture, the former Gordon Thing estate at 1570 East Ave., is the home of the United Cerebral Palsy Assn. of the Rochester Area Inc. The association, organized in 1945 by a group of parents of children who

have the disease, purchased the property of shoe merchant Thing in 1946. Approximately 40 children and 22 adults attend the center program in 14-room house. This picture is 29th in a series of studies of interesting and unique examples of architecture in Rochester.

## Genesee Valley Club Typical East Avenue Mansion



ONE OF THE BEST examples of Doric style Greek revival architecture is the front entrance to Genesee Valley Club at 421 East Ave., founded in 1885. This was the Gilman H. Perkins home, purchased in 1920 for \$125,000 when George Eastman was club

president. Club's first headquarters also were in a former Perkins home at 38 S. Washington St. In 1889 club built a \$60,000 structure at East Ave. and Gibbs St. This picture is another of a month-long series of studies of interesting buildings in Rochester area.

## Marine Motif in Evidence at Charlotte High School



PEACEFUL NOW THAT SCHOOL is out, Charlotte High School, when opened for use in 1933, was considered ahead of its time. It was designed in the office of Francis Scherer, superintendent of school buildings. Pedestals at entrance supporting lights were modeled after Charlotte light house. Above third-floor windows is reproduction of port scene. Octag-

onal room at top is used as vocal music room. Built of West Virginia brick and limestone, the building cost \$1,191,863. Structure was first school to use aluminum windows and spandrels. So advanced was school when completed it became subject of nationwide publicity among school administrators. This is another in series of pictures of interesting architecture.

## Quiet Charm of the George Eastman House



GEORGE EASTMAN HOUSE, 900 East Ave., was built in 1905 and served as George Eastman's residence until his death in 1932. It was bequeathed to the University of Rochester as a home for the U. of R. president. It was so used until 1947 when it was converted into a historical, cultural and photographic center as a memorial to Mr. East-

man, chief creator of modern photography. The building was designed by the late J. Foster Warner. The structure was built of cream-colored antique brick. The style is Georgian Colonial. This is a front view showing the four lofty Corinthian columns supporting the gabled roof of the portico. This is one of a series of architectural photographs.

# Rundel Memorial Building, Repository of Wisdom



**RUNDEL MEMORIAL BUILDING** is unique in at least two ways. The structure, built of Indiana limestone and North Carolina granite, had to be constructed over the Subway. It is also distinguished by lofty words chiseled in enduring stone on its walls. It is a simple, modern interpretation of Renaissance tradition. On South Avenue

front over colonnade is panel on which are inscribed words to the memory of donor, Morton W. Rundel. Surmounting pylon on each side are figures symbolizing inscriptions on exterior of the building. Building cost \$1,295,000 of which all except a PWA payment of \$314,000 was bequeathed by Mr. Rundel. Picture is one of series of buildings in the city.

## Designed to Serve... Bausch Science and History Hall



**BAUSCH HALL OF SCIENCE AND HISTORY**, first unit of the Rochester Museum of Arts and Sciences, 637 East Ave., was made possible by gift of Edward Bausch, scientist and manufacturer. Designed by Kaelber & Waasdorp, Wenrich, Rochester architects, it is referred to 25 times in "Museum Buildings, Vol. I," published by American Assn. of Museums. Regarded

as a model in arrangement, it was ranked 12th among 1,600 museums of nation when dedicated in 1942. Through the entrance shown here, 172,000 visitors walked 1st year to view scientific and historical exhibits. Museum officials look upon Bausch Hall as beginning of an expanding institution. Picture is one of a series depicting interesting architecture of area.

## Eastman Theater, an Achievement in Design



WHEN THE ORNATE AND GRACEFUL structure housing Eastman Theater and Eastman School of Music in Gibbs Street was opened for use in early Twenties, it was termed "one of the noble architectural achievements of the country." It was designed after architects visited theaters, music halls and schools of music all over the country. Exterior is of modified Italian Renaissance design. Two lower stories are of rusticated stonework. Elaborate metal marquee extends length of building. Third and fourth stories, of gray limestone, are adorned

with three-quarter engaged Ionic columns set on curve of building over main entrance to theater. Design is repeated in series of pilasters alternating with pedimented, square-headed windows. Entablature, attic story, acroteria crown building. Building is regarded as monument to vision and generosity of its donor, George Eastman. Architects were Gordon & Kaelber, Rochester, in association with McKim, Meade & White, New York City. This picture is one of month-long series of interesting and architecturally unique buildings of the city.

## A Spire of Learning . . . St. John Fisher College



ROCHESTER'S NEWEST COLLEGE is St. John Fisher, at East Avenue and Fairport Road, Pittsford. It was opened in September, 1951, with 100 students. Operated by the Basilian Fathers, the college is on a 72-acre plot, now has an enrollment of about 500. The ad-

ministration building pictured here includes classrooms, lecture halls, dining room, chapel, offices and a library. Of collegiate Gothic design, it has four stories with a 177-foot tower and spire, a colonnade across front, is first of 12 proposed buildings.

## Fortress Influence in Main Street Armory



THE NATIONAL GUARD ARMORY, 900 Main St. E., in keeping with its function, gives one the impression of an impregnable fortress. Its architec-

ture is styled after the castles of medieval era. It was opened in 1907 with a gay military ball. Picture is one of series of unique structures.

## Lights and Shadows from Ontario Beach Bathhouse



A BROAD SWEEP of Lake Ontario skyline is visible from inside bathhouse at Ontario Beach. Two of the three columns showing frame the view of pier extend-

ing into lake from mouth of Genesee River. This is one of a series of pictures of interesting or unique architecture portrayed in buildings of the city.

## Auto Club Building Reflects Homelike Atmosphere



**ITS CHARM AND HOMELIKE** theme overshadow the size — it measures 50 by 80 feet — of the cupola-topped home of the Automobile Club of Rochester, 190 Chestnut St. Opened Dec. 8, 1948, the one-story

Georgian Colonial building was then described as the outstanding auto club headquarters in the country. This is another picture in a series on unique or interesting architecture of the city.

## The Towering Serenity of Colgate Rochester



On THE CREST OF A HILL at Highland Avenue and South Goodman Street stand the English Gothic style brick structures of Colgate Rochester Divinity School. In the group and shown prominently in this view are the square tower of the administration building, with spires and pinnacles suggestive of English cathedral towers, and the chapel.

The main building, reached by a road leading through landscaped slopes, was dedicated in 1931, marking the merger of Colgate Theological Seminary and Rochester Theological Seminary. James Gamble Rogers of New York City was architect. This is one of a series of photographic views of buildings in Rochester of outstanding aesthetic value.

## The Majestic Serenity of the Cutler Union Tower



SURMOUNTING the 28-year-old Cutler Union are the classic lines of this clock tower. A center for social and musical activity of the Eastman School of Music students, the 3-story building was pre-

sent to the University of Rochester by James G. Cutler, former mayor and head of Cutler Mail Chute Co. This is the first of a month-long series of camera studies of unique buildings in Rochester.

## The Million-Dollar-a-Floor Rochester State Hospital



**RISING 221 feet is this multi-million-dollar brick and concrete giant known as the medical-surgical building of Rochester State Hospital. Construction started in 1953; it was formally opened last Dec. 7. Designed by Kahn & Jacobs of New York, the 16-story structure houses 1,030 beds. Its million-**

**brick exterior is spaced by 3,600 windows. In place of the dark somber colors of most hospitals its decorating motif includes reds, yellows, greens and even champagnes. The Elmwood Avenue structure is one of a series of interesting buildings pictured in a month-long series on this page.**

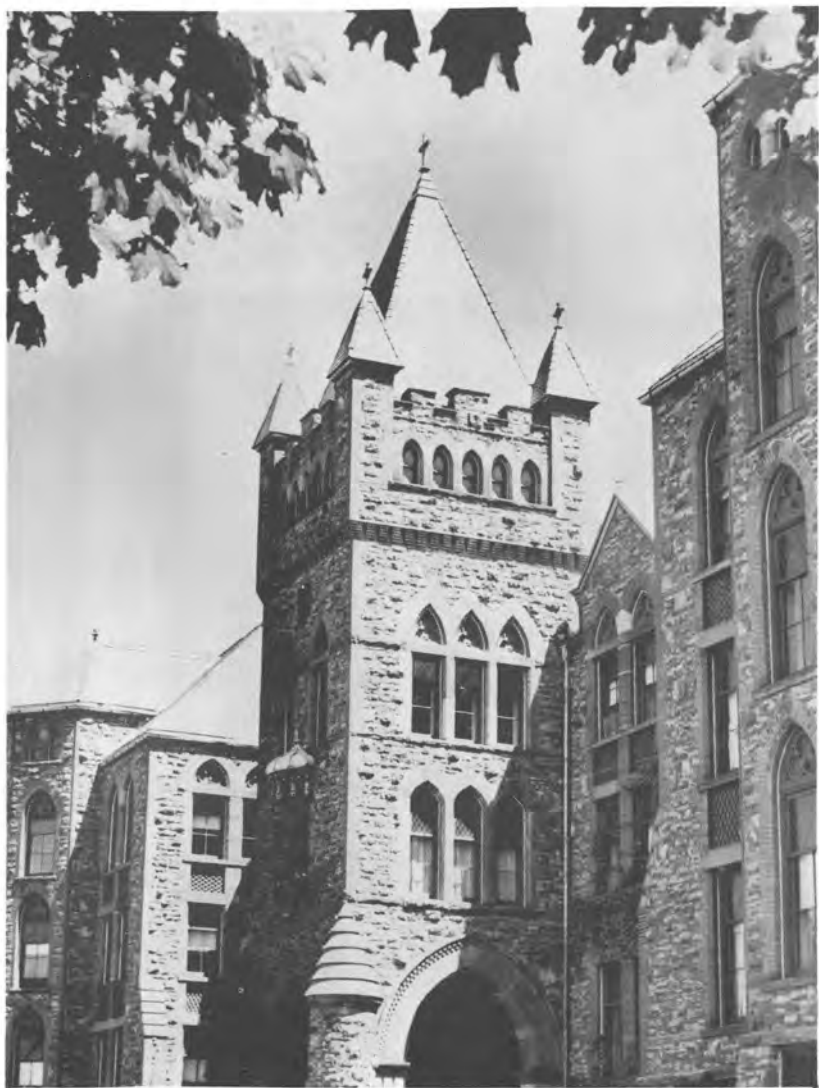
## Classic Grecian Lines in Cobbs Hill Gate House



HIGH ON THE RESERVOIR HILL, overlooking the southern part of the city, the Cobbs Hill gate house looks like a Grecian temple, particularly at night when lights in the portico shine forth. The gate house,

640 feet above sea level, gives Cobbs Hill Park a distinctive appearance. A cement walk 8 feet wide and 3,750 feet long circles the reservoir. In center of the house is a drinking fountain for visitors.

## Dignity and Durability in St. Bernard's Seminary



ST. BERNARD'S SEMINARY was the culmination of a dream by the Most Rev. Bernard McQuaid, first bishop of Diocese of Rochester. Making the dream come true took some doing. A \$50 legacy from Mrs. Richard Vernam was nucleus of building fund; the sum of \$20,000 came from the Cunningham family; and \$5,000, a bequest from Patrick Barry, was to be available when the seminary was built. A lawyer

told the Bishop it could be considered built when there were four walls and a roof. The main building, made of sandstone, its modified Gothic style tower dominating the view, resulted. That let the seminary pick up the \$5,000. Since the seminary, located at 2260 Lake Ave., was founded in 1893, five other buildings have been added. This picture is one of series of interesting buildings.

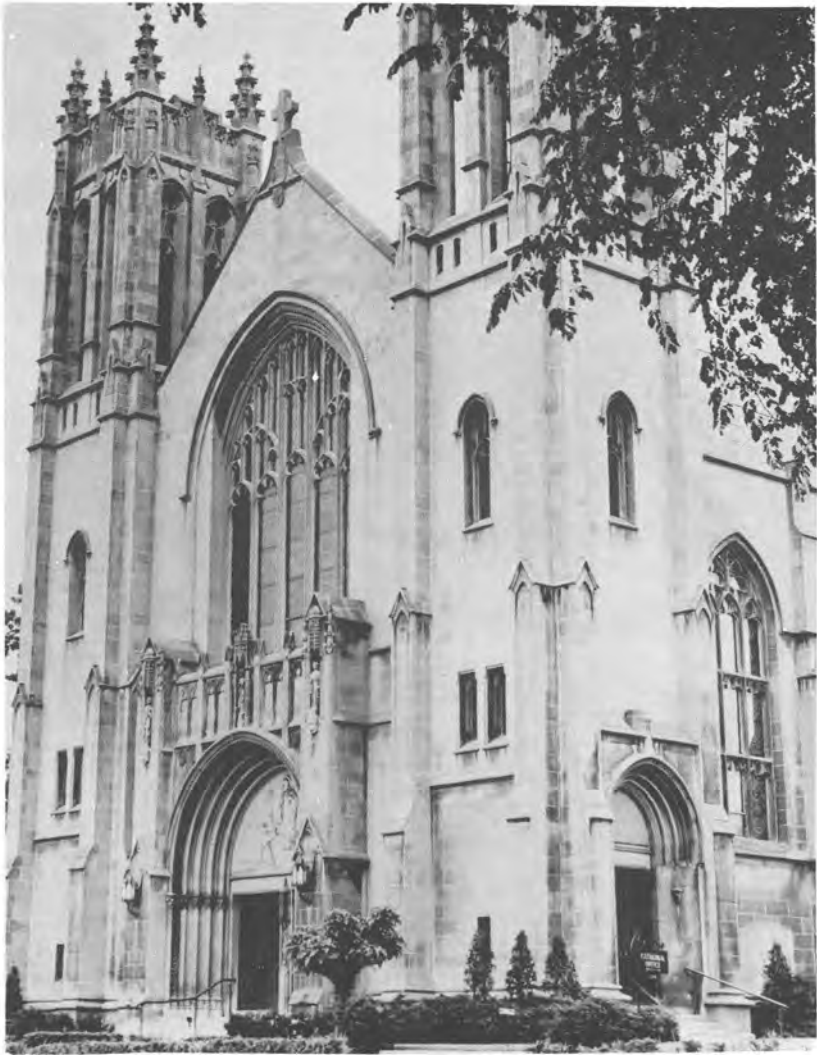
## Character and Dignity of Rochester Post Office



WHEN THE CORNERSTONE for Rochester's Post Office was laid, Postmaster-General James A. Farley said edifice would be one of character and dignity. The two million dollar structure, designed by Gordon & Kaelber, Rochester architects, was turned over to the U.S. Government and custody of Postmaster Adolph M. Spiehler March 28, 1934. The

Cumberland Street building at the time was hailed as one of 19 most modern postoffices in the country. The modified Doric columns at entrance are in keeping with design combining convenience and beauty. Building is made of steel, sandstone, marble and granite to insure durability. Picture is one of series on outstanding architecture in Rochester.

## Ecclesiastic Art in Sacred Heart Cathedral



SACRED HEART CATHEDRAL, 296 Flower City Park, is considered one of the finest examples of ecclesiastic art in Western New York. Completed in 1927, the \$300,000 edifice is of English Gothic architecture. A 96-foot tower rises at either end

of the facade. The structure was designed by Charles A. Prindeville of Chicago. The Rev. George V. Burns was pastor when the church was built. The parish was organized in 1911. This picture is one of series on interesting architecture in Rochester.

## Once a Monastery, Now Center for Handicapped



**BEHIND THE WALLS** of this building of modified Spanish architecture at 1530 East Ave. activities are conducted to benefit 139 mentally retarded and physically handicapped youngsters. This is the Day Care Center for Handicapped Children Inc.,

founded in 1949. From 1933 to 1956 it was a Carmelite monastery, before that was "Willow Ponds" estate of Charles D. Brown. Rochester Home Builders' Assn. Trust Fund acquired it for \$40,100 in 1958 for a center. The structure was remodeled and renovated.

## A Center of Medical Knowledge, Research, Care



**GRECIAN COLUMNS** highlight the entrance to the University Medical Center which, in the 35 years of its existence, has contributed much to the total medical knowledge of the United States. Proposed in 1920, the UR medical school was formally opened in 1925. A \$5,000,000 gift from the General Education Board established by John D. Rockefeller was matched by a

gift from George Eastman. Today the center includes two hospitals (Strong Memorial and Municipal), public health laboratories, clinics and research facilities, the School of Medicine and Dentistry, and the School of Nursing. It has about 1,800 employees. This is the 28th in a series of pictures depicting interesting or unique architecture in Rochester area.

## The Majestic Tower of Asbury-First Church



ASBURY-FIRST METHODIST CHURCH, 1050 East Ave., combines strong, clean lines with massive strength and graceful symmetry. The cathedral-like structure was completed in 1955 at a cost of \$1,250,000. Atop the 150-foot tower is a 10-foot stainless steel cross. Inside the tower is a set

of 61 carillon bells. The edifice, which follows American Gothic style of architecture, was designed by A. Hensel Fink, Philadelphia, of the Methodist Church. A passerby said that "just looking at the church makes me want to pray." Picture is one of series of interesting buildings of city.

## Charm and Solemnity in Greek Orthodox Church



CONTEMPORARY LINES with Byzantine motif characterize the \$425,000 Greek Orthodox Church of the Annunciation, 962 East Ave. Designed by Faragher & Macomber, Rochester, the edifice is made of brick with granite steps and marble entrance-way. The X and P over the doorway are the first two Greek letters of the word "Christos," mean-

ing Christ. It is one of earliest Christian emblems. The Alpha and Omega symbolize that "Christ is everything." Over the emblem is the Greek cross. Worship began in the church in October, 1958. Members formerly worshipped at 110 S. Fitzhugh St., a site pre-empted for Civic Center. This view is one of series of outstanding Rochester structures.

