



VIEWS OF
ROCHESTER

"The Flower City"



AIRPLANE VIEW OF THE CITY OF ROCHESTER

“Rochester: The City Beautiful”

VIEWS

AND A HISTORICAL SKETCH OF THE CITY
SINCE ITS FOUNDING

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ROCHESTER OF YESTERDAY



OLD ENOUGH to have a background; young enough to have retained her pioneer spirit. This is the enviable status of Rochester, the Flower City of New York State, whose development in industry and beauty has kept even step in the 113 years since her founding. It takes a person of imagination to visualize, today, the Rochester of 1812 with its tiny cluster of log and frame buildings housing the population of 15, men, women and children. On the west side of the Genesee river, where the Powers building now stands, was the log house built for Hamlet Scrantom by Henry Skinner, the first house built on the "One-hundred Acre Tract" purchased in 1802 by Colonel Nathaniel Rochester, William Fitzhugh and Charles Carroll, all of Hagerstown, Md., from the estate of Sir William Pultney. On the east side of the river, on a site that is now best described as the east side of South avenue, just east of the terminus of Broad street, was the house of Enos Stone; the first framed house built in what is now Rochester. This house, erected in 1810, before the actual settling of Rochester, was later moved to Elm street, resisting the wear and tear of the elements for many years.

To stray but a few rods from the scattered dwellings was to lose oneself in virgin forest, perhaps to become mired in the swamps which bordered the river, or to encounter a family of the dreaded rattlesnakes on Rattlesnake Ledge which ran along the west side of the Genesee where the buildings of the east side of Exchange street now stand. In 1812 Enos Stone killed a bear in his corn field and travelers and Indians coming to the door of his log house reported encounters with wolves in the forest which lay on all sides of the village. Yet Rochesterville had a postmaster, Abelard Reynolds, who received and distributed the weekly mails which were brought to the village from Canandaigua by a woman who rode the forest trails on horseback. In this same year, it is related, an Indian tribe held a festival on the wooded heights of what is now Livingston park, and practiced, for the last time in this section, the rite known as The Sacrifice of the White Dog.

In January, 1813, Postmaster Reynolds completed a home for his family on the present site of Reynolds arcade, using the house as post office, tavern and saddler's shop. This was the only place of entertainment in the center of the village, but Isaac W. Stone had erected a tavern some distance out on what is now St. Paul street, in the previous year, serving travelers who took the route to Ontario Lake along the eastern bank of the river.

In 1814 this same Isaac W. Stone was major of the Rochester Dragoons who undertook to defend the village from the apprehended attack of Sir James Yeo's forces of the British Navy which were at anchor off Charlotte. The dragoons first built an earthen breastwork at the junction of the Genesee river and "Deep Hollow," the ravine which may still be seen crossing Lake avenue south of Lexington avenue. This they left in charge of some of the older villagers while they proceeded to Charlotte where they held a parley with Admiral Yeo's representative which ended in the fleet sailing away after firing a shot or two, either as a parting threat or a parting salute—no one seemed to know which.

The first wedding in Rochester took place on October 8, 1815, when Delia, the daughter of Hamlet Scramton, became the bride of Jehiel Barnard. It is amusing to imagine what the scene must have been. One can see the rough but home-like interior of the house lighted by the blazing logs in the big fireplace and by home-made candles, perhaps made from the tallow of that bear shot in the corn lot. Those were neighborly days and there is no doubt that friends of the Scramton family had joined in the preparations for the great event. The woods, crimson and gold with the touch of the first frosts, were raided by the children to provide decorations for the rough walls. The men made excursions afield and returned with game which the women cooked on spits over the blaze in the big fireplace. Carefully hoarded stores of candied fruits and spices were drawn upon for the wedding cake for which the neighbor women, among them Mrs. Abelard Reynolds who was reckoned the most notable cook of the village, loaned their treasured recipes.

When a village begins to have marriages it naturally must have a paper in which to publish them, so it was only to be expected that the following year should see the establishment of the first weekly newspaper in the village, *The Gazette*. At this time the village had a population of 331, so the circulation of the *Gazette* cannot have been very extensive. A description of the village given by a traveler in 1816 pictures it as a little cluster of houses about the center of the Main street—or, as it was then known, the Buffalo street—bridge, and the upper falls of the Genesee river. The unbroken forest came up on the west to what is now Washington street. State street was cleared of trees, but the stumps were still standing. On North Fitzhugh street there were no houses north of the present site of the First Baptist Church, but a cart track led north into the woods. There were no houses on the east side of Exchange street south from Main street, the rocky "Rattlesnake Ledge" slanting down to a log basin. On the east side of the river the houses clustered along Main street and extended along what is now South avenue. Beyond was forest.

But Rochester was growing out of its infancy and in April, 1817, it was incorporated as a village under the name of Rochesterville and on May 5 the first board of village trustees was elected with Francis Brown as president.

"First things" followed one another rapidly, after this. In 1817 the first building for public worship was erected in State street by the First Presbyterian Society. In 1818 the first street patrol was appointed and the September census showed a population of 1,049.

Water has played a large part in the development of Rochester. It was her series of falls in the Genesee river that first attracted settlers and that caused the rapid building up of the mills which gave her the name of "Flour City." In the early days, too, the freight and passenger boats came up the river from Lake Ontario to Hanford's Landing and Rochester was an actual port. Then, in the early '20s of the last century, the Erie Canal was built and the population and commerce of the city responded by growing in leaps and bounds.

The waters of the Genesee which were so great a factor in the prosperity of the city also proved a menace on several occasions, the most alarming being the "great flood" of March 17, 1865 when the center of the city was inundated for three days. Other floods of varying severity occurred from year to year and in 1912 Front street was under water for 24 hours. This flood gave impetus to

the movement for flood protection and in the succeeding years thousands of dollars were spent in deepening the river channel and building retaining walls so that the city, today, is beyond flood danger.

In 1829 a traveler commented upon the unusual industry of Rochester and upon the fact that the water of the falls was used for all sorts of power purposes. He prophesied that Rochester would become one of the largest centers of industry in New York State, but, strangely enough, in the light of later developments, that it never would be a beautiful city.

One incident of the year 1829 gave Rochester considerable notoriety. This was the fatal leap of Sam Patch from a platform above the middle falls on November 13 of that year. Patch's body was recovered from the river the following spring and now lies in the old Charlotte cemetery.

By 1834 Rochester was ready to become a city, although it was but four years since the last wolf in the county had been killed near Irondequoit Bay. Jonathan Child was elected as the first mayor but resigned in the following year because of his reluctance to sign licenses for the sale of liquor in the city.

The tale of Rochester since 1834 is a tale of constantly increasing commercial diversity. The mills, breweries, shoe manufacturies and iron works continued to cluster about the falls for a time, dependent upon the direct water-power. Then came the day of hydro-electric power which gradually widened the radius of industrial Rochester and attracted still other industries to the city.

As the center of wheat production moved further west and the milling industry came to occupy a less prominent place in the city the name "Flour City" became changed almost imperceptibly to "Flower City" by reason of the nurseries which were springing up on the outskirts of the city. The famous Ellwanger and Barry Nursery in Mt. Hope avenue soon had its agents in many foreign countries. An employe who went to California at the time of the gold rush in 1849 send back a small box of seeds of the sequoia tree which were propagated and the seedlings exported to Great Britain and Europe. Other plants and trees were imported and were distributed far and wide over this country. The names of H. E. Hooker, who planted the magnolias which are the beauty of Oxford street in the spring; of James Vick, whose wonderful beds of rare tulips for many years occupied the ground where Vick Park A and Vick Park B now extend; and the names of Little, of Frost, and others must not be forgotten when the beauties of Rochester are under consideration.

Education was an important matter to Rochester in its very early years. Its private schools brought pupils from considerable distances and in 1850 it founded its university and also the Rochester Theological Seminary, both institutions for a time occupying quarters in the old United States Hotel building which is still standing on the north side of Main street west a short distance east of Elizabeth street.

A list of the inventions by Rochesterians would fill a number of volumes. They include the first voting machine, patented by Jacob Meyers, the Kodak, invented by George Eastman, time-locks patented by Sargent and Greenleaf, the first thermometer made in the United States, which was patented by the parent firm of the present Taylor Instrument Companies; innumerable patents on optical appliances by John Jacob Bausch and other members of the firm of Bausch &

Lomb; the first type-setting machine used in America, invented by James W. Page of this city; and the first patent for a compressed gas engine for use in "horseless carriages," which was obtained by George B. Selden of this city in 1879.

No better example of the pioneer and progressive quality inherent in Rochesterians can be given than the manner in which certain old established carriage firms branched out into the making of automobiles when the "horseless carriage" made its appearance. One of these companies, which began to make carriages in 1838 and became known for its fine work all over the country has now an even wider reputation for its beautiful automobile bodies, while another carriage company not only followed the trade into automobile accessories but continued on into the radio trade.

Another industry crept into Rochester very modestly in 1843, when a woman, Elizabeth Baker, started the first clothing factory in the city. Miss Baker later married Meyer Greentree and with him developed the factory to a considerable size. In the years that followed factory after factory was established so that the industry came to occupy a large place in the life of the city.

When the traveler of 1829 declared that Rochester would never be a beautiful city he did not reckon with the inherent love of beauty possessed by the settlers, many of whom came from lovely New England towns and villages. This love of beauty at first found expression in the laying out of attractive streets and the beautifying of the rolling hills of Mt. Hope Cemetery to the south of the city which for many years served as a park. Then, in 1888, the necessary legal steps were taken toward the establishing of the Rochester Park System, at first only a few acres of meadow land along the Genesee river to the south of the city, but, today, one of the finest in the country with parks on all sides of the city covering nearly 2,000 acres and including a famous arboretum, a zoo and bathing beaches.



ROCHESTER OF TO-DAY

JOHAN H. FINLEY, the noted educator, once said: "Whatever Rochester does she does in the best way. America has no better example of a progressive, loyal, happy community to show the world."

Today Rochester has a population of 331,000. She has more than 1,700 factories which manufacture more than 300 different commodities. She ranks first in the production of motion picture film, cameras and photographic plates, temperature measuring instruments, filing devices, check protectors, telephone apparatus and artificial ivory buttons. In the production of women's shoes Rochester stands fourth and the city holds the same position with regard to men's clothing.

From 1921 to 1923 the value of products manufactured in Rochester industrial plants increased from \$291,107,990 to \$337,362,162 and the number of wage earners increased from 54,167 to 58,649, the wage increase in the same period being from \$70,071,649 to \$77,645,800. According to the statistics of the United States Census Bureau for 1923 the men's clothing industry and the photographic apparatus and materials industry ran a neck and neck race for leadership in Rochester, the men's clothing factories employing 10,983 persons and turning out products valued at \$58,937,241; while the photographic materials and apparatus factories employed 7,677 persons and manufactured products valued at \$59,490,736.

Rochester's Chamber of Commerce, with its 4,300 members, has been a potent factor in building up the prosperity of the city, and its Convention and Publicity Bureau has carried the fame of Rochester far and wide and has helped to make it one of the most popular convention cities in the country.

And Rochester is a good city to live in, as well as to work in. No matter whether one drives out East Avenue or through Browncroft or other of the carefully maintained subdivisions or turns into one of the less expensive developments where a cosy little bungalow may be bought for a sum written in four figures, there is the same atmosphere of hominess and well-being. Streets are wide and well-paved, lawns well kept, and each house has its bit of shrubbery and its flower garden. Then, for recreation, there are the parks, the bathing beaches, the public and private tennis courts and golf links. No wonder that Rochester has a low death rate and is noticeably free from visitations of epidemic diseases.

It is a good city for the children, too, for in addition to facilities for recreation there are unusual opportunities for education along academic, technical and artistic lines.

The University of Rochester, the new School of Medicine and Dentistry, the Eastman School of Music, the Rochester Theological Seminary, St. Bernard's Seminary, the Rochester School of Optometry, the Rochester Business Institute and the Rochester Athenaeum and Mechanics Institute offer many paths of learning for the young man and woman who have passed beyond the teaching of the public and parochial grammar and high schools.

There are also many educational opportunities which are available without charge to all residents and visitors. These include the facilities of the Rochester

Public Library, the Reynolds Library on Spring Street, the Sibley Musical Library in the Eastman School of Music; the Memorial Art Gallery and Art Library on the campus of the University of Rochester, and the Municipal Museum at Edgerton Park, where also is housed the collection of the Rochester Historical Society including much of interest to the student of early Rochester.

Rochester has always been a musical city, attracting to it great orchestras and artists even when it had but poor quarters in which to hear them. Since the munificent gift by George Eastman of the Eastman Theatre, in 1922, the city has not only had more and better music than before but has been able to hear opera sung by the Metropolitan Opera Company of New York City, the performances being underwritten by local music lovers. The conjunction of the Eastman Theatre and School of Music has also given birth to the Rochester American Opera Company which already has accomplished much good work.

With the annexation of Charlotte, some years ago, Rochester came into possession of a fine lake port from which it is possible to journey to Quebec, or even, with a mere change of boat, to Europe. During the summer months there are daily sailings of passenger boats and the shifting of freight amounts to a considerable tonnage in the course of the year.

Five steam railroads and five trolley interurban lines serve the city. The completion of the beltline railway beneath Broad street in the bed of the old Erie canal will link all these roads and greatly facilitate transportation.

Words and figures may convey the bare facts concerning the Flower City, but the camera must be called into action to portray its beauties. The accompanying views show some of the beauty spots in and about Rochester and give an idea of the manner in which even its industrial development has been planned along lines of beauty.



SCHOOL OF MEDICINE, UNIVERSITY OF ROCHESTER

(From an architect's drawing.)



CHARLOTTE HARBOR, PORT OF ROCHESTER

Here the Genesee River empties into Lake Ontario. Boats for Canadian ports leave at this point. The beach is one of the finest on the Lake and is patronized by thousands during the summer season.



MEMORIAL ART GALLERY ON UNIVERSITY CAMPUS

Opened to the public in 1913 this Gallery is beautiful in design, construction and ornamentation. Contains three galleries for pictures, a sculpture-hall, a lecture room, art library, and a room for prints and photographs.



LILY POND, HIGHLAND PARK

A winding way known as the Primrose Path skirts the edge of the Lily Pond and passes beneath low-hanging trees to the public tennis courts which are used by thousands during the summer months.



CHRISTIAN SCIENCE CHURCH, EAST AVENUE

The first Christian Scientist Church in Rochester was founded in 1894. This beautiful temple on East Avenue, erected in 1915, is built of cut cast stone and is one of the finest public buildings in the city.



EASTMAN KODAK OFFICE BUILDING

This modern structure of 17 stories houses the offices of the largest photographic producers in the world.



DUFFY POWERS CO. DEPARTMENT STORE

This building, erected in 1907, houses a cafeteria and many offices as well as a department store.



HOTEL ROCHESTER

Another of our modern hotels and one of the largest. Contains 325 rooms, several of which are used for assemblies.



POWERS HOTEL

One of our oldest hotels. Here are the headquarters of many clubs and fraternal societies.



EAST AVENUE LOOKING EAST

This Avenue may well be called the "Fifth Avenue" of Rochester. It is eight miles long and flanked on both sides by maple and elm trees; palatial homes surrounded by shrubbery and flowers complete the setting.



THE RESIDENCE OF GEORGE EASTMAN

In this beautiful colonial mansion in East Avenue lives the man who has made Rochester known, the world over, as the Kodak City; and whose benefactions so greatly have enriched the life of the community.



UNIVERSITY OF ROCHESTER CAMPUS

Statue of Martin B. Anderson, First President, before Anderson Hall. Reynolds Chemical Laboratory at right. This Campus of twenty-five acres contains nine buildings devoted to different aspects of college work.



AIRPLANE VIEW OF KODAK PARK

Here is located the largest photographic industry in the world, covering an area of 230 acres. The chimneys shown, 365 feet in height, are said to be the tallest in the country.



IN THE BYWAYS OF BROWNCROFT

One of the sections of Browncroft where nature has lent her charm of spruce and fir. Everywhere one finds lovely vistas in the many beautiful walks and drives.



SUBWAY ENTRANCE AND BROAD STREET BRIDGE

This bridge, built over the old Erie Canal aqueduct, was opened in 1924. Broad street follows the route of the old tow path and furnishes a new business thoroughfare parallel to Main street.



THE "TRYSTING PLACE"

This beauty spot is one of many to be found in the number of acres devoted to gardens and shrubberies. Here is shown the Lily Pond banked by flowers of all varieties which stand guard over their water friends.



NEW YORK STATE ARMORY

From this building, erected in 1905 on Main street east, many companies of volunteers and drafted men marched away to take their places with the American forces in the World War.



PLYMOUTH CIRCLE

Plymouth Avenue South, like many other streets of Rochester, is noted for its fine old homes, well kept lawns and pleasing shrubbery. The trees and banked flowers in the centre of the Circle partially hide the Lecohn Apartment.



SIBLEY, LINDSAY & CURR DEPARTMENT STORE

An addition of a twelve story annex, which is being completed, will make this the largest department store in the world. The carrying system is made up of some 28 miles of wire.



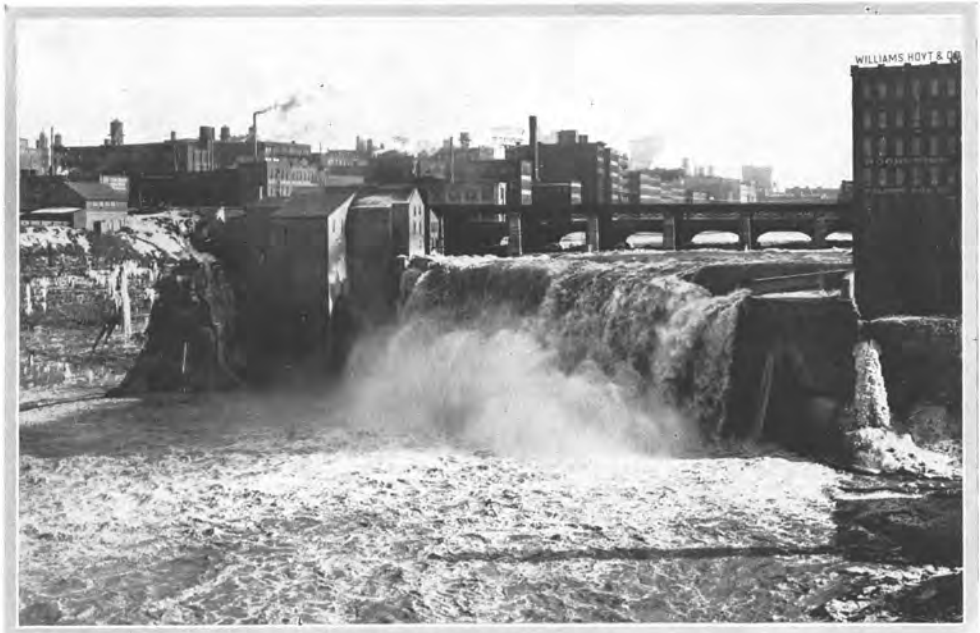
TYPICAL OF ROCHESTER'S BACKYARDS

Beside the beauty of flowers and shrubbery and the well-kept lawns that meet the gaze of all, there are many such backyards where equal pride is shown in the upkeeping.



ST. BERNARD'S CATHOLIC SEMINARY

On Lake Avenue, dedicated to students for the study of Priesthood. Since its founding hundreds of students have been ordained and stationed in all parts of the world.



UPPER FALLS OF THE GENESSEE RIVER

The upper falls of the Genesee at Central Avenue, having a drop of 96 feet. At left is Gas & Electric Company's power station No. 4. Scene of the jump of Sam Patch.



MONROE COUNTY COURT HOUSE. CITY HALL AT RIGHT

After thirty years' of service to the county, this building, in its sombre dignity, continues to handle the enormous volume of municipal and county affairs which pass through its doors each day.



BARGE CANAL BRIDGE, GENESEE VALLEY PARK

One of the many concrete bridges across the canal which winds its course through the Park. Here one gets an unobstructed view of the natural beauty of our largest playground.



LAKE AVENUE BAPTIST CHURCH

Erected in 1891, of hewn stone, this edifice is one of the most attractive in the city. It numbers among its congregation many of the oldest inhabitants of Rochester.



HOTEL SENECA

One of the largest hotels in Western New York. Contains 550 rooms. In the foreground is the East Side Savings Bank.



THE SAGAMORE

A modern apartment hotel, given over to those who desire the quietude of home life.



FIRST M. E. CHURCH

North Fitzhugh and Church streets. Dedicated June 30th, 1901. Built of hewn stone at a cost of \$130,000.



SS. PETER AND PAUL'S CATHOLIC CHURCH

Built in 1912 in the Gothic type of architecture, this beautiful structure is one of the finest of its kind in America.



WILLOW POND, EAST AVENUE

Nature has been artfully aided in producing this quiet pool overshadowed by drooping willows. The rustic bridge, with its graceful stone arch, leads to an island where brilliant flowers are mirrored in the still waters.



CATHARINE STRONG HALL

With Anthony Memorial buildings in background. Buildings of College for women of University of Rochester. A cloistered passageway connects these two buildings which are the headquarters for the women students.



GOLF COURSE, GENESEE VALLEY PARK

This public golf course is one of the finest in the country. Here one may enjoy his favorite game amidst surroundings unique in the annals of golfing. The Genesee River flanks the course on the west.



THE EASTMAN THEATRE AND SCHOOL OF MUSIC

This theatre, the third largest in America, is built of marble in the Italian Renaissance type of architecture and has a seating capacity of nearly 3,500. Paintings by famous artists decorate its interior.



ONTARIO BEACH, LAKE ONTARIO

A short ride from the city takes one to the cooling waters of the Lake, where may be enjoyed boating, bathing, and sports of all kinds. The numerous groves along the shore lure many picnic parties on their annual outings.



CONVENTION HALL

This famous hall, with a seating capacity of 4,000 and an annex of 34,000 square feet for exhibits, is the headquarters of many of the big conventions which come to Rochester.



HIGHLAND PARK RESERVOIR

In this aerial view one gets an excellent idea of the extent of Highland Park with its masses of flowers and shrubbery. This reservoir, of 140,000,000 gallons capacity, receives its waters from Hemlock Lake.



NEW YORK CENTRAL RAILROAD STATION

This station, on the main line between New York and Chicago, is complete to the last detail for the handling of traffic. It serves as well six branch lines running to the East and West.

