

Industrial Rochester.

Few cities have shown such a wonderful and rapid growth in industrial importance within the past fifty years than Rochester. These years are a record of individual enterprise and energy, and the history of our great industrial interests of to-day carries with it many a lesson and many an example invaluable to the younger generation in the achievement of success.

On the following pages a few points of interest are touched upon in the development of our varied business and manufacturing interests.

THE TELEPHONE.

An Important Factor in Our Commercial Development.

It would be difficult to imagine the business world of to-day without the telephone. It has become an integral part of our commercial system and is one of the most important factors in our industrial and commercial development. As an industry in itself it represents an invested capital of upwards of one billion dollars in the United States alone and furnishes employment to a quarter of a million wage earners. While its invention as a practical device dates only 30 years back, the idea of reproducing vocal sounds at a distance has long engaged the attention of scientists, and various attempts have been made from time to time to give to it a practical application and commercial value.

The first use of the word is in a description of experiments by Wheatstone in 1840, where sound was transmitted through wooden rods. In 1854 Bourseul of France conceived the fundamental idea of the telephone, but did not, however, put it into actual practice. Again in 1860 Philipp Reis of Frankfurt invented an apparatus which he named "Telephon," with which he was able to reproduce sounds at a distance. But while all their earlier attempts were in the right direction and fundamentally correct in theory, it was not until 1876 that the telephone, as we have it to-day, became established as a practical medium for carrying on conversation at a distance. The honor is due to Alexander Graham Bell for the practical development of the idea and the invention of an actual working telephone, and although there has been considerable litigation in the matter of patent rights Mr. Bell's claims have been sustained by the highest courts.

The American Bell Telephone Company, which has now been operating for twenty-two years, practically controls the telephone business of the United States, although a number of strong independent companies have been organized, whose business is increasing.

What is commonly known as the Bell Telephone system consists of the American Telephone and Telegraph Company and thirty-eight associated companies. The associated companies handle the local telephone business and local toll business, each within a specified territory, and the American Telephone and Telegraph Company operates the long distance lines connecting the various territories.

The Bell Telephone Company of Buffalo, which operates in Rochester through its branch office, is one of the associated companies, and while being an integral part of the Bell system, is complete in itself, having its own individual charter and its own individual executive. The company has already installed in Rochester over 9,500 telephones, and gives employment to several hundreds of Rochester people, while it pays the second largest franchise tax of any corporation in the city.

The most important fact with regard to the Bell Telephone Company is the completeness of its system, its far-reaching ramifications covering an immense territory and forming a net work of communication between every city, town and village of any importance. Almost any person can now be reached over its wires. Naturally this involves in the initial stages the operating of a great many stations at a loss, but the ultimate beneficial results to be gained by the smaller communities in thus having communication established with the larger centers cannot be adequately estimated. Local independent companies operate within a limited territory only.

Since the Bell Telephone Company organized the American Telephone and Telegraph Company in 1885 enormous strides have been made in long distance telephony, and in connecting the larger commercial centers. In that year a regular line was constructed, and so great was its success that within two years lines were established between New York and Boston, Albany and Buffalo, Chicago and Milwaukee, Boston and Providence and New York and New

In 1900 the Bell Company acquired the rights of M. I. Pupin's patents, by which the limits of long distance telephony are still further greatly increased, and communication over circuits where there are sub-marine conductors of considerable length is possible.

The longest telephone line at present in daily use extends over 1650 miles of Bell wires between Boston and Omaha. It is interesting to note that less energy is required to operate the telephone than any other public service contrivance. The power required to carry a message one thousand miles is but a small fraction of the power required to light an ordinary incandescent lamp.

Laundry Fallacies.

Probably no branch of industry receives more severe and unjust criticism than our modern steam laundry. The public unite in laying all blame for the wear and tear of its washable articles to modern laundry methods, and the press too often confirms such charges by favorable comment on the ways of the laundryman. The submission of a few facts will serve to show the unjustness of such hostile criticism and also to indicate as to where the blame should be more rightly apportioned.

First, let it be premised that all first-class laundries use only the finest quality soap material, such as olive oil soap for colored ware and white chip tallow soap for white work which are immeasurably superior to the ordinary soaps used for domestic purposes, that the laundry makes an analysis of all soaps used, and that a skilled chemist is a necessary adjunct to it, and that the chemical agents employed in the bleaching process are entirely devoid of any deleterious ingredient which might prove harmful to the color or texture of the material.

As a matter of fact our manufacturing interests are largely responsible for the many complaints entered up against our laundries. They send largely to the cheap bargain-day trade and throw on the market immense piles of white cotton, the fibers of which has been more or less weakened when finished at the bleacheries, and correspondingly large shipments of colored material which has been dyed imperfectly in the dyeing process. The laundry is the real test of material and will speedily discover the weak points in both texture and color. But the public are ignorant of this so the laundryman has to suffer for the faults of the manufacturer. Take a concrete example: Forty colored shirts washed at one time together, thirty-nine come out all right, one is faded, what does that mean? The question answers itself: When the public gets a little closer to the inside of things and ceases to take implicitly the word of the goods clerk that the shirt he buys "is fast colors" it may become a more charitable to the laundryman.

Among our many laundries none enjoy a higher reputation for high class work and satisfactory service than Mason Bros., Exchange Street, Fifteen years laundry experience places them in a position where you get the best for your money.

Hardware Specialties.

Most people observe with a considerable degree of interest the hundred and one different little mechanical devices displayed on the counters of our hardware stores and which most appropriately supply one or other of our very many personal or domestic needs, but very few stop to consider what a great and growing industry the manufacture of these hardware specialties as their terms represents, or what an amount of ingenuity and inventive skill is involved in their production. Trousers and skirt hangers, automatic door checks, window fasteners, nut balances, nut crackers, adjustable shaving mirrors, an endless variety of useful contrivances representing comfort, convenience and economy in the home.

Rochester has a number of representative concerns engaged in this industry, among them the well known firm of the Caldwell Manufacturing Co.

The Brass Founding Industry.

The manufacture of all kinds of articles of brass and allied metals is probably one of the oldest industries in the history of the world and our museums are replete with the products of the artificers of ancient races. Our modern commercial process for the manufacture of brass and composition castings consists in the preparation of moulds formed out of sand and the filling of these with the molten metal. The process always creates a certain amount of interest, even in the least curious in such matters. Rochester possesses several brass foundries, among them the well known firm of Henry Wray & Son.

Photographic Shutters and Lenses. In no branch of manufacture has the improvement been more marked during the last five years than in the production of shutters for photographic purposes. This is true, not only of the mechanical part, but also of the best known concerns.

One of the best known concerns identified with Rochester's wholesale and retail liquor interests is McGreal Bros. Company, located at the corner of North and Franklin Streets. This substantial house was founded several years ago, took up its present general appearance and price as a complete camera can now be purchased for about the amount that a few years ago was asked for the shutter and lens.

The Wollensak Optical Company are specialists in the manufacture of shutters and lenses for photographic purposes. The business had its inception some seven years ago in the shutters of Andrew Wollensak. A company was then formed under the title of the Rauber & Wollensak Optical Co. and reorganized two years later under its present name. Its enterprise has been a success since its commencement and has steadily grown in magnitude. The company occupy the fifth and sixth floors of the Karle Building on Central Avenue which give a floor space of 20,000 square feet and afford employment to 125 wage earners. The factory is equipped with every modern appliance and convenience.

The company market their product all over the United States and also ship considerably to Europe. The executive consists of Andrew Wollensak, president, H. C. Gorton, vice-president and treasurer, and J. C. Wollensak, secretary.

Mens Sana in Corpore Sano.

A sound mind in a sound body is perhaps a trite saying, but it presents a fundamental truth which cannot be too strongly emphasized or its practical application too strenuously enforced. A healthy physical condition will give rise to healthy ideas and healthy views of life just as a morbid physical condition will give rise to morbid ideas and distorted views of life.

Physical culture systematically directed along scientific lines is one of the greatest needs of our educational systems and is of colored material which has been dyed imperfectly in the dyeing process. The laundry is the real test of material and will speedily discover the weak points in both texture and color. But the public are ignorant of this so the laundryman has to suffer for the faults of the manufacturer. Take a concrete example: Forty colored shirts washed at one time together, thirty-nine come out all right, one is faded, what does that mean? The question answers itself: When the public gets a little closer to the inside of things and ceases to take implicitly the word of the goods clerk that the shirt he buys "is fast colors" it may become a more charitable to the laundryman.

A physical culture school where the most approved methods are adopted is conducted by James E. Rawnsley in the Hayward Building, South Clinton Avenue. Mr. Rawnsley is well known in Rochester in educational and professional circles and for the past three years has had the professional charge of the University track team and the East High School track and football team.

Rochester Last Works.

Rochester, foremost in many different industries is also the home of the leading Last manufacturing concern in the United States. In 1878 the late Mr. Henry Loewer established the business which now bears the name of the Rochester Last Works. Two years after his death in 1904 the firm was incorporated with a capital of \$30,000, the officers being Henry F. Loewer, president and general manager; Fred S. Loewer, vice-president; William Loewer, treasurer, and George F. Scheller, secretary.

Energy, progressiveness and business ability have all combined in raising this corporation to the position it now occupies as the largest and most successful of its kind in America. And it is still growing and year by year extending its field of operations. Its factory, located at 208 Main Street, consists of a large three-story building, giving floor space to 150,000 square feet and affording employment to 50 workers. The company's specialty is the manufacture of lasts for women's shoes, their product being marketed over a wide territory, extending south as far as Baltimore and west as far as Cincinnati and across the border into Canada.

The Value of Spices.

In the popular mind the sole value of spices lies in their property of imparting an agreeable flavor to food. Aside, however, from this well-known virtue spices are of great dietetic importance and in selecting them care should be taken in getting them of full strength and the highest standard of quality.

All spices have a definite medicinal action, chiefly a stimulating effect upon the digestive organs; and it is in this property that their value as condiments lies. A number of Rochester firms makes a specialty of dealing in spices, among them being the Rochester Coffee and Spice Company.

New Treatment for the Removal of Facial Blemishes at the Fowler Institute.

Dr. Fowler, the well known Rochester dermatologist, has just recently invented a most ingenious and valuable apparatus for the removal of superfluous hairs and other facial blemishes such as lupus, moles, warts, etc. Patents have been secured on the invention covering the United States and Canada, and the device is now in exclusive use at the Fowler Institute, 123 East Avenue.

The apparatus, while simple in construction, is most effective in each individual hair. Dr. Fowler's operation removing without pain to the patient as many as fifty hairs in the same space of time as it formerly took to remove one single hair. This result is accomplished by means of an attachable disc provided with fifty needles through which passes the electric current, which by removal of the sebaceous matter kills the hair and renders it easy of extraction. To the patient who has experienced the long protracted and painful process of the extraction of each individual hair Dr. Fowler's patented device will come as the greatest boon.

In the treatment of goitre also the use of the apparatus has produced most satisfactory and beneficial results materially reducing the swelling after a few applications.

Dr. Fowler enjoys a well-established reputation as a dermatologist and his patients are assured of re-acting in his hands the most skillful and scientific treatment obtainable.



St. Patrick's School

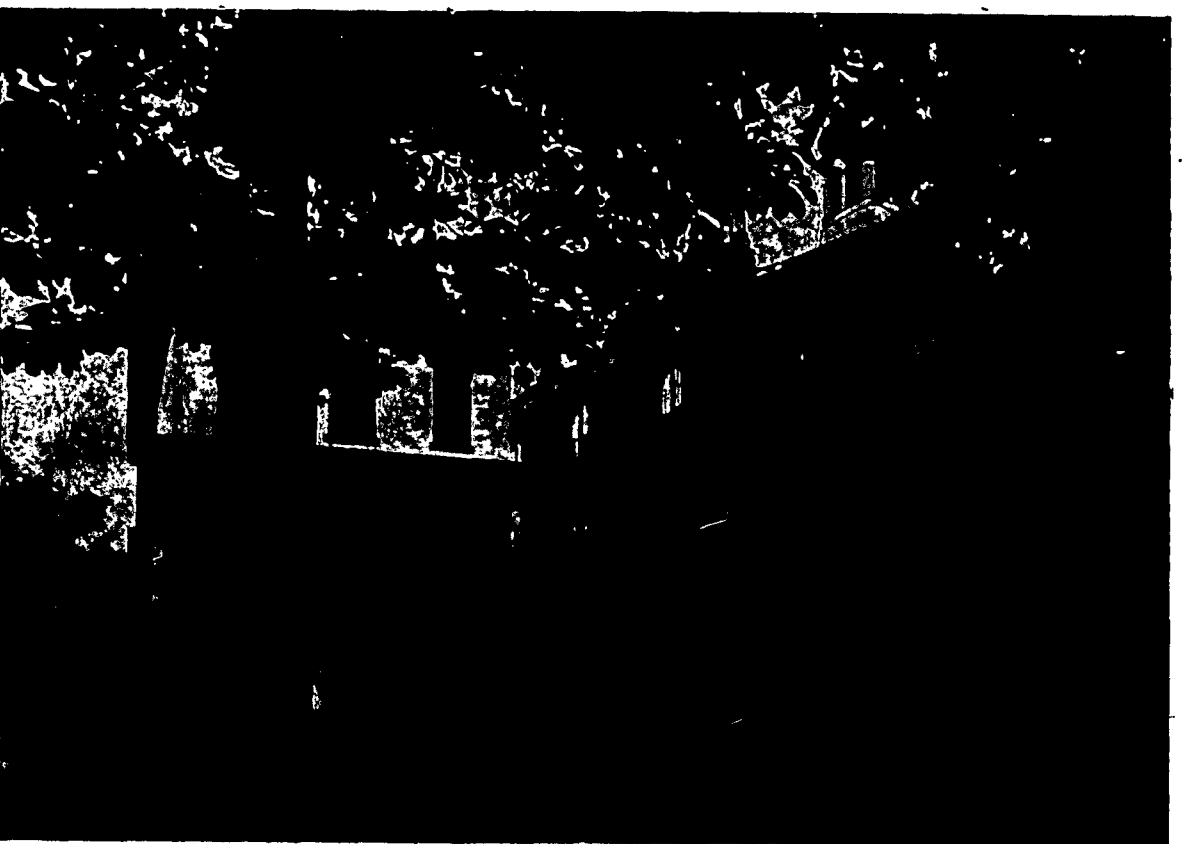
Graduates from the commercial course: Mary R. Fox, Mae E. Curran, Margaret M. Hogan, Winifred Flynn, Anna Howard, Rose Murphy, Katherine Kennedy, Alfred Derleth.

Prize for attaining 90% or over in stenography, equally merited and drawn for by the following pupils: William Rose, William Riley, Mary Moriarity, Dorothy Foery, Mary Luddy, Mary Schmidt, Helen Eberle.

Prize for application during the year, equally merited and drawn for by the following: Florence Scheurman, Mary Moriarity, Mary Schmidt, Marie Murphy, Dolores Kelly, Agnes LaVelle, Dorothy Foery, Anna O'Neill, William Rose, Mary Luddy, Mary Costello, Allee Reilly, Helen Eberle.

Graduates: Margaret Boyle, Bernard Boland, Charles Blind, Robert Byrnes, Edna Bergeron, Edna Bleck, Claire Burke, Marie Cameron, Anna Cullane, Leo Cullen, Harold

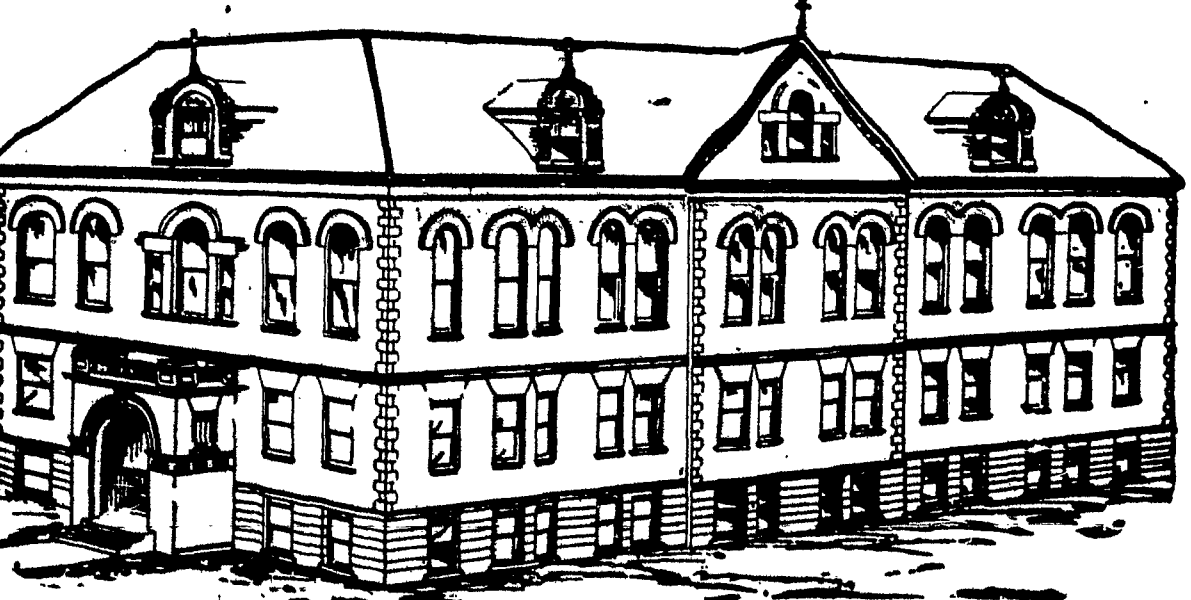
Clancy, Austin Christie, Bruce McConway, William Dalley, Patrick Daley, Helen Dixon, Margaret Dugan, Mary Daly, William Dorner, Carl Dietz, Clarence Doody, Teresa Donoghue, Helen Donoghue, Edna Depew, Florence Donovan, Mary Froman, Daniel Fitzgerald, Madeline Foley, Helen Flannagan, John Gunn, Helen Hoctor, Loretta Hadlock, Florence Horan, George Kannan, Michael Keegan, Robert Klorman, Sara Kelly, Adelaide Kelly, Martin Kane, Emily Lyons, Anna Lyons, Almee Lavigne, Mary Lynch, William Leonard, Charles Mallon, Francis Monaghan, Cornelius Martin, Frederick Moriarity, Marion Napier, Violet Allaire, William O'Brien, Edward O'Brien, Olive Powers, Charles Pavelsky, John Rowe, Margaret Shay, Harold Turpin, Mabel McCarthy, Elizabeth Stoltz, Joseph Sullivan, Harry Shay, Matthew Sheridan, Joseph Shay, Harry Spahn, Frederick Tohal, Mary Tohal.



St. Bridget's School

Graduates: Anna Durnin, Ruth Bertha Dow, Mary Fassanella, Florence Foery, Florence Hendrick, Ella O'Connor, Edna Popp, Anna Veneroni, Edmond Berigan, Thomas Flynn,

James Foley, Paul Gaffney, George Lomb, Anthony Massucca, Edwin Ruebsam, Raymond Sanderl, Lawrence Meyer, Alfred Youngman.



Blessed Sacrament Church and School

Graduates: Agnes M. Boufford, Charles P. Connors, Earl C. Clarke, Florence E. Chism, Benjamin W. Fisher, Margaret R. Gumbrecht, Edward J. Hagemele, Thomas E. Leon-

ard, Margaret E. Leary, John A. Nelson, Hildagard W. Oberlies, Antoinette M. Schuler, Leo G. Schwab, Grace G. Stoller, Eva A. Warren.