

AN EXPOSITION WORTH WHILE

Remarkable Development Of Rochester Industrial Fair.

GROWING IN FAVOR EACH YEAR

How Public Spirited Men of Building City of Rochester Have Secured for People of Western New York a Great Instructive and Entertaining Exposition.

There is just one city in the United States which is progressive and energetic enough to conduct an industrial exposition. There is just one city which has officials big enough and broad enough and with the required ability to establish, build up and make a magnificent success of a great fall show, and that is the city of Rochester. This municipality, with a population of about 250,000, is doing what is ordinarily a state work because the Rochester Industrial Exposition is of the proportions of the largest of the state fairs in this country. Other cities



MAYOR HIRAM H. EDGERTON, of Rochester.

are interested in what Rochester has done, and at each exposition there are officials from other municipalities who ask earnestly about the problems connected with the handling of this great fall fair.

There were problems hard to solve, but the status of the exposition show that they have been solved. And yet Rochester was somewhat fortunate in the beginning. Situated within a little more than a mile from the center of the city was a large tract of land, some 45 acres, which had been the site of the State Industrial School. When the school was moved into the country the buildings were abandoned and the property left idle. It belonged to the state and for years it brought nothing to the state except the taxes which the city charged.

Mayor Hiram H. Edgerton of Rochester is classed by his friends and by those who might not be in that category as a progressive mayor. He



EDGAR F. EDWARDS, Secretary of the Exposition.

was wont to drive by the State Industrial School property, and it appealed to him that such a large tract practically in the center of the city ought not to lie idle. He turned over in his mind many suggestions, but as long as the state owned the property, it was useless to plan. Finally a bill was introduced in the legislature turning the property over to the city for a reasonable sum and for a supply of water for the State Industrial School at industry, its new home, from the city water mains which pass near it.

Once in the hands of the city, the mayor decided on his plans for its use within a short time. He planned to produce a great exposition for the benefit chiefly of the agricultural and manufacturing interests of western New York. He obtained the required authority and proceeded to carry out the plan. Many of the old buildings were in such shape that they could be used for exposition purposes with a little remodeling.

Almost within a twinkling of an eye the tract was converted into a luxuriantly beautiful park with broad greenward, with ten beautiful buildings shining brightly with artistic coloring. It was a picture to please the

eyes and its functions were educational. In the buildings, mammoth structures, one hundred thousand square feet of space was devoted to booths for the display of manufacturers. There was a zoo, an aquarium, an aviary, an art gallery with special lighting effects, an agricultural hall, the most scientific type of a bandstand with thousands of seats surrounding it, and an historical museum. This was in 1911 and since then many attractive features have been added, such as a well-trimmed horse show ring, a large new grandstand and other smaller buildings, so that now with the 1913 exposition scheduled to open September 15th, Rochester's great million dollar park is rounding into beautiful form and shortly the people of the western part of the state will have an opportunity to see the park and the attractions within.

Secretary Edgar F. Edwards, of the Rochester Industrial Exposition association, who has been the master builder of the exposition, says that the agricultural department is one of the most important. He points out that it is planned to develop this until it exceeds that of any fair or exposition, and he furthermore points out its importance in an educational capacity. Agricultural experts are on hand at the agricultural hall to give the latest scientific information on the prevention of plant diseases and on the stamping out of these diseases. They also give the best information on cultivation and soil.

BACK TO THE LAND MOVEMENT

What Rochester Exposition Is Doing to Help.

CITY AND COUNTRY INTEREST

Exhibits of Fruits of the Farm, Orchard and Garden—Experts in All Branches of Agriculture to Aid Both the Small and Large Land Owner.

"Back to the land" is a cry that is not being heard in vain in the western section of New York state and probably not in other sections, but it may be said that the movement in this section is taking on a little different form than in some other parts. New York is noted as a great fruit producing state, and its western third, of course, the largest contributor in the matter of fruit raising.

While it may be known among those who are much interested and who watch prosaic reports of products, it is probably not generally known that New York state, despite all of the talk of fertile acres in the west, rank well up toward the top, agriculturally because of its fruits, being exceeded in the total number of bushels of fruit produced only by California. This state produces some 3,000,000 bushels more of fruit than does New York but it exceeds the Empire state only because of its immense prunes industry.

While fruit growing as a business has assumed large proportions in New York, it has been observed that the much talked of "back to the land" movement, the movement from the crowded conditions of the city with its impure air to the great open country with its boundless possibilities, is in part a movement of business men, of men and those in positions which mean moderate incomes to the farming districts, but within a distance from the city in which they are employed or in which their businesses are located which is not so great that

travel back and forth is a burden. A tract of small acreage is obtained and orchards are laid out.

This has been found to be a most practical plan. The trolleys and increasing travel facilities are aiding it, and the merchant-agriculturalist finds that he can produce other vegetables for his table on his miniature farm while his fruit trees are reaching a producing stage and his position is an independent one compared to the man who remains in the city and struggles with high rents, high prices for foodstuffs and other difficulties, while his fellow employe is enjoying life in the country with fresh vegetables he raises himself with no great outlay of effort.

The objection to this plan of meeting the high cost of living problem is that the average man employed in an office or factory in the city is not versed in the tricks of the agricultural trade. It is right at this point that the advantages of the exhibitions and fairs held in the state may be taken up. At the Rochester Industrial Exposition, to be held this year September 15 to 27, a special effort is made to give to those who desire information on fruit raising or general farming just such pointers as they need. At the agricultural exhibit to be held in the agricultural hall, there will be experts who will explain the advanced ideas in agriculture. This is for the benefit of those who are experienced and who desire still to improve.

But there will be plenty of others at the exhibit who will willingly give information to those making inquiries on the first principles of agriculture and fruit raising and it will be information which has resulted from years of experience.

This is to the end that the fruit producing interest of New York may be increased and that every opportunity may be given to those who plan

to decrease the burden of obtaining a living by means of a small fruit farm. The value of the fruits produced in New York now is \$24,826,000. That was in 1912, but it can be greatly increased. New York has a total of 24,988,707 orchard trees, and the number is increasing every year. It produces 29,456,291 bushels of fruit. It has 14,076,718 apple trees, and its apple crop last year was valued at \$13,348,028. New York ranks first in the value of apples produced, first in bushels produced and second in the number of trees.

Western New York is famous for its apples and for its peaches and grapes. It is for this reason perhaps that the exhibits at the Rochester Industrial Exposition will be of more than ordinary interest.

New York is a great agricultural state and it is by the stimulation of interest and the diffusion of information at fairs and exhibitions such as that at Rochester that the agricultural industry is being developed to greater proportions.

"MONEY IN GOATS"

New York Taking Lead in Promising Industry.

Genesee Valley Breeders Enticing Their Finest Stock for the Splendid Prizes Offered.

"Money in goats" is a phrase which is interesting not only to those in agricultural pursuits but to most people of a somewhat speculative mind. To some it is just a vague phrase, one which has been often heard, but to the western New York Milk Goat Breeders' association, it is most serious.

Breeders of milk goats throughout the state are exhibiting interest in the Milk Goat Show to be held at the Rochester Industrial Exposition, September 15-27, and there is to be an excellent exhibit of them with plenty of sharp competition.

There will be explanations of how good is goat milk and it will be explained that the raising of goats is an industry worthy of careful attention. To those who are skeptical about the value of the milk the tale will be told of the invalids it has helped and of how it has saved the lives of babies. The industry is growing and western New York claims many prize goats.

A long prize list has been prepared with many special prizes of worth. The different classes include Spanes bucks and does, Toggenburg bucks and does, Schwarzengberg bucks and does, Maltese bucks and does, Native American, and other grades.

In addition to these there will be driving classes. For the best single driver shown by a boy under 10 years of age, there will be a prize of \$3 and the same for the best single driver shown by a boy over 10 but under 15 years. For the best matched pair in harness \$3 and a ribbon will be the prizes. A prize of \$2 will go to the best trained goat and the best decorated wagon will draw a prize of \$2.

Both? "An acclivity," said the teacher, "is a slope up, a declivity being a slope down." "Then," asked the class prodigy, "upon which would I be standing if I were on a side hill? It runs both ways." But the teacher was making little Johnny Jones throw away his chewing gum.

FATHER KOENIG'S NERVE TONIC

A Sister Recommends it Most Highly.

Kawakami, Wis., August, 1911.

Many of the Sisters are using Pastor Koenig's Nerve Tonic. I tried one bottle for nervousness and sleeplessness, and noticed not alone a marked improvement in my sleep, but felt much better since, therefore I recommended the Tonic most highly to all those suffering similarly.

Dr. J. M. Alcock, Dr. E. J. O'Leary, N. Y.

Dr. says that Pastor Koenig's Nerve Tonic, because she was badly run down from nervousness and sleeplessness, but after taking the Tonic her nerves became stronger and she slept well.

Rev. J. A. Riley, of Seymour, Ind., says he took Pastor Koenig's Nerve Tonic for sleeplessness, of which he suffered since 14 years. Since then he sleeps good and recommends the Tonic to all needing it for that purpose.

FREE A Valuable Book on Nervous Diseases and a Sample bottle to any address. Full particulars about the medicine free. Prepared by Rev. FARMER KOENIG, of Fort Wayne, Ind., also 876, and sent by the KOENIG MED. CO., Chicago, Ill.

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REDUCED FARES

Buffalo \$1.50
Niagara Falls \$1.60
Round trip. Every Sunday to October 26, inclusive (except Sunday September 14). Good going only on morning trains (except limited trains). Returning same day.

Watkins Glen \$1.25
(Via Lyons)
Round trip. Every Sunday to Sept. 14, inclusive. Good only on special train leaving Rochester 8.15 a. m. Returning leave Watkins Glen 4.45 p. m. same day.

Alexandria Bay \$5.50
Clayton \$5.00
Round trip. Every Friday (afternoon, trains only) and Saturday to Sept. 27, inclusive. Return limit, following Monday.

Syracuse \$1.65
Round trip. Every Sunday to October 26, inclusive. Returning, same day.

Autumn Excursions
Adirondack Mountains
Thousand Islands
One-way fare plus \$2.00 for the round trip from Rochester. Tickets on sale September 4 to October 4, inclusive. Return limit, October 31.

Pacific Coast and Western Points
(From Rochester)

Alberta, Arizona, British Columbia, California, Colorado, Idaho, Mexico, Michigan, Minnesota, Montana, New Mexico, Ontario, Oregon, South Dakota, Utah, Washington, Wisconsin and Wyoming. Tickets on sale daily to September 29th.

For tickets, time of trains and all information, call at New York Central Station, or at City Ticket Office, 20 State Street, Rochester, N. Y. Telephone: Bell, Main 963; Home, Stone 820.

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Report of the Condition of the Merchants Bank of Rochester at the close of business on the 9th day of September, 1913.

RESOURCES.		LIABILITIES.	
Stocks and bonds, viz:		Capital stock	\$200,000 00
Public securities, market value	21,944 20	Surplus, including all undivided profits	361,237 92
Other securities, market value	271,623 48	Unpaid dividends; reserved for taxes, etc.	
Real estate owned	20,210 34	None	
Mortgages owned	None	Dividend unpaid	\$10 00
Loans and discounts secured by bond and mortgage, deed or other real estate collateral	192,464 50	Income taxes	2,669 16
Loans and discounts secured by other collateral	1,925,773 53	Preferred deposits	121,757 65
Loans and discounts without collateral	2,882,011 48	Deposits not preferred	4,293,347 42
Overdrafts	1,237 92	Due from companies, banks and bankers	163,278 92
Due from trust companies, banks and bankers	421,996 64	Total deposits	\$4,578,383 00
Legal tender notes and notes of National banks	75,916 48	Other liabilities, viz:	
Cash items	233,879 68	Bills payable	None
Other assets, viz:	40,731 26	Other liabilities	None
Furniture and fixtures	None	Cashier's checks outstanding	\$ 1,756 01
Accrued interest entered	\$ 631 36	Bills radi-counted	None
Accrued interest not entered	8,500 00	Mortgages on real estate owned	100,000 00
	\$1,131 36	Accounts payable	None
		Accrued interest entered	28,956 15
		Accrued interest not entered	3,500 00
Total	\$5,376,382 24	Total	\$5,376,382 24

State of New York, County of Monroe, ss: I, J. C. Rodenbeck, Cashier of Merchants Bank of Rochester, a bank located and doing business at No. 125 East Main Street, in the city of Rochester, in said county, being duly sworn, each for himself, says that the foregoing report is true and correct in all respects, to the best of his knowledge and belief, and they further say that the usual business of said bank has been transacted at the location required by the Banking Law (Chap. 2 of the Consolidated Laws as amended), and not elsewhere; and that the above report is in the form prescribed by the Superintendent of Banks, and is made in compliance with an official notice received from him, designating the 9th day of September, 1913, as the day as of which such report should be made, and at the time when I signed my name hereto, the Notary Public whose name is attached to the certificate hereinbelow contained asked me the question, "Do you solemnly swear that the statements contained in the foregoing report are true?" and I replied, "I do."

J. C. RODENBECK, Cashier.

State of New York, County of Monroe, ss: I, L. A. S. Newell, a Notary Public in and for the county above named, do hereby certify that on the 11th day of September, 1913, there appeared before me P. R. McPhail, whose signature is appended to the statement hereinabove contained, and, at the time when he signed such statement, I asked him, "Do you solemnly swear that the statements contained in the foregoing report are true?" and he replied, "I do."

(Seal of Notary) A. S. NEWELL, Notary Public.

State of New York, County of Monroe, ss: I, L. A. S. Newell, a Notary Public in and for the county above named, do hereby certify that on the 11th day of September, 1913, there appeared before me J. C. Rodenbeck, whose signature is appended to the statement hereinabove contained, and, at the time when he signed such statement I asked him, "Do you solemnly swear that the statements contained in the foregoing report are true?" and he replied, "I do."

(Seal of Notary) A. S. NEWELL, Notary Public.



New York State Fair

\$2.20 Round Trip Sept. 8th to 13th inclusive. Good returning within three days including date of sale.

\$3.20 Round Trip, Sept. 6th to 13th inclusive. Good returning on or before Sept. 15.

Tickets include transfer between Syracuse and the Fair Grounds.

SPECIAL TRAIN SERVICE

Leave Rochester, September 9th to 13th, inclusive, at 8.52 a. m. This train runs direct to Fair Grounds. Arrives Fair Grounds, 10:40 a. m. (This train will not run into New York Central Station, Syracuse.)

A Display of New York State's Resources and Manufacturers; Art Exhibits; Airplane Flights; Agricultural and Live Stock Exhibits; Prize-winning Cattle; Grand Circus Races, Sept. 8 to 11 incl.; Running Races, Sept. 12 and 13; Syracuse Day, Sept. 8; Empire State Day, Sept. 9; Grand Day, Sept. 10; Governor's Day, Sept. 11; Machinery Dealers' and Locket Club Day, Sept. 12; Locket Club Day, Sept. 13. Night show and fireworks display every evening at the Fair Grounds. Daily Concerts by Conway's Concert Band.

Tickets will not be accepted for passage on trains No. 11, 17, 19, 20, 21, 22, 25, 26, 41, 48, 50 or 51.

For railroad tickets or additional information, call at New York Central Station, or City Ticket Office, 20 State St., Rochester.

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